CH.01

Multiple Choice Questions

1. What does it mean to live in the "digital age"?
a. Payment for goods is made with hard cash
B. Living, working, learning, and playing in a digital world
c. Accessing information over the Internet
d. Being born after 1990

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

2. Why do we consider technology invasive?
A. Technology is an integral part of our personal, as well as our professional, lives
b. Technology is so pervasive that we believe we cannot live without it
c. Technology invades our personal thoughts
d. Technology requires that most modern employees work more than 40 hours per week

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

3. What percentage of today's Fortune 500 companies are technology companies?
a. 5%
B. 10%
c. 25%
d. 50%

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Application and Analysis

4. Management information systems, or MIS, is a(n) _____ field of study.
a. Emerging
b. Project-oriented
c. Tactical
D. Academic

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

5. What is management information systems (MIS)?
a. The study of information systems used by top management
b. The integration of computer tools with business processes
c. A type of business acquisition approach to technology
D. A business discipline that deals with the use of information technology (IT)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

6. We are now living in the _____ when most workers focus on the production of knowledge in their jobs.
a. Industrial age
b. Knowledge age
C. Information age
d. Technology age

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

7. Compared to the agricultural age where the work force focuses on the production of food, we now work in the _____ age where the focus has shifted to the production of knowledge.
A. Information age
b. Industrial age
c. Knowledge age
d. Technology age

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

8. What is the difference between how you would purchase technology compared to the way businesses purchase technology?
A. Your purchase is based upon money availability; businesses are based upon competitive advantage
b. Your purchase is based upon personal taste; businesses purchases are based on industry standards
c. Businesses usually buy essential technology; your purchases may be unnecessary
d. Businesses focus on strategy; you focus on enjoyment

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Application and Analysis

9. Which of the following is the overarching function of management information systems?
a. To support the technological needs of management
b. To supply management with needed information
c. To ensure the compatibility of executive applications within an organization
D. To create and sustain a competitive advantage

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

10. Which question does not support a business' efforts to support and maintain a competitive edge?
a. Can this technology lower the cost of operating our business?
b. Can this technology increase our customer base?
C. Can this technology make the company look better?
d. Can this technology enhance our innovative efforts?

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

11. If you wanted to ensure that your business maintains a desirable return on your investment with technology, what should be one of your main concerns?
A. Your technology helps streamline costs without sacrificing quality
b. You give the appearance of technological sophistication
c. Your management systems are consistent with industry standards
d. Your strategic systems are technologically advanced

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

12. If you wanted to ensure that your business maintains a competitive edge, what should be one of your main concerns when purchasing technology?
a. The new technology communicates with existing systems
b. Standard operating procedures are supported so that innovative employees can focus on new markets
c. The new technology is consistent with the technology owned by your customer base
D. The new technology enables you to be innovative and move into new markets

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

13. Should a business' decisions about its technology drive its business strategy?
a. Yes, if the decision is about management information systems (MIS)
b. Yes, if the decision is about strategic information systems (SIS)
c. There are times that technology should drive strategy and vice versa
D. No, business strategy should drive decisions about its technology

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

14. When a business is analyzing its technology needs, it should follow a series of steps. Which of the following is not one of these steps?
a. Assess the state of competition and industry pressures affecting it
b. Determine the business strategies that are critical to its success
C. Determine the type of technology that employees are comfortable working with
d. Align technology with important business processes

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

15. What should you understand first when analyzing the technology needs of your business?
A. The industry in which your business operates
b. The technology standards emerging with new systems
c. The computing skills of your IT staff
d. The competition

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

16. After you understand your competition and its affects on your industry, what should you do next?
a. Identify the limitations of technology
b. Define the knowledge base of your workforce
C. Align your strategies, processes, and technology with your understanding of your industry
d. Determine your long-term goals and how these differ from your current thinking

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

17. Which of the following deals with the planning for, development, management, and use of information technology?
a. E-commerce
B. Management information systems
c. Administration technologies
d. Strategic systems

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

18. Management information systems (MIS) focuses on which of the following?
a. Strategic decisions
B. Tasks related to information processing and management
c. Tactical applications
d. Decision support and analytical systems

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

19. Which of the following is not a key resource of MIS?
a. People
b. Information
c. Technology
D. Methods

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

20. Which of the following is the least important resource within MIS?
A. Technology
b. Methods
c. People
d. Information

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

21. What is data?
a. Information that has a particular meaning within a specific context
B. Raw facts that describe some phenomenon
c. A collection or set of information about a particular person, object, or event
d. Records that are stored in a database or transaction file

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

22. What is the term for raw facts that describe a particular phenomenon?
a. Facts
B. Data
c. Detail
d. Items

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

23. What is information?
a. Data that is stored about a person, object, or event in a database or transaction file
b. A collection of related records
C. Data that has a particular meaning within a specific context
d. A collection of facts about an organization's internal and external environment

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

24. What is business intelligence or BI?
a. Interrelated and stored data about a person, object, or event
B. Collective information about a business' customers, competitors, partners, environment, and operations
c. An enterprise-wide set of common and interrelated data
d. Data that has a particular meaning with a specific context

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

25. What is the difference between data and information?
a. There is no difference between the two terms; they can be used interchangeably
b. Data is stored, information is not
c. Information is intelligence, data is not
D. Data is unprocessed and will turn into information once it is processed

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

26. The grade you earn for a specific course is an example of _____.
A. Data
b. Information
c. Knowledge
d. Business intelligence

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

27. Your overall GPA is an example of _____.
a. Data
B. Information
c. Knowledge
d. Business intelligence

AACSB: Reflective Thinking Skills
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

28. The compilation of average SAT scores for students enrolled in your college, along with an analysis of enrollment information and a statistical analysis of these scores compared to competitive schools, is an example of _____.
a. Data
b. Information
c. Knowledge
D. Business intelligence

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

29. What is the difference between information and business intelligence (BI)?
A. Information is about a specific situation; business intelligence is about internal and external conditions and how they will affect strategy
b. Information is based upon facts or objective data; business intelligence is based on perceptions
c. Information leads to strategic thinking; business intelligence leads to tactical thinking
d. Information is based on processed knowledge; business intelligence is based on processed information

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

30. A complete picture of customer ages is an example of _____.
A. Information
b. Database
c. Customer breakdown
d. Business intelligence

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

31. A complete set of information about customer ages, gender, buying habits, and buying preferences is an example of _____.
a. Information
b. Database
c. Customer breakdown
D. Business intelligence

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

32. Which of the following is gained from business intelligence (BI)?
A. Knowledge
b. Information
c. Competitive data
d. Comparative analysis

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

33. On which group of people does business intelligence collect knowledge?
a. Customers and business partners
b. Competition and competitive environment
c. Internal operations
D. All of the above

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

34. To be successful in today's competitive environment, what must a company have?
a. Competitive data
b. Expansive databases
c. Wisdom
D. Intellectual assets (data, information, business intelligence, and knowledge)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

35. In addition to the intellectual assets that are needed to succeed in today's competitive environment, what do contemporary organizations need?
A. IT systems capable of capturing, organizing, and disseminating these assets
b. A lot of good fortune
c. Cutting-edge technology
d. Cutting-edge technology and superior data analysts

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

36. When does information exhibit quality?
a. When there is an abundance of it
b. When it leads to business intelligence
C. When it is pertinent, relevant, and useful to you
d. When you have access to it 24/7

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

37. Information has many attributes that help define its quality. Which of the following is not one of these attributes?
a. Timeliness
B. Abundance
c. Location
d. Form

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

38. Having access to information when you need it is an example of the _____ quality attribute of information.
A. Timeliness
b. Form
c. Location
d. Relevance

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

39. Having access to information that spans a period of time is an example of the _____ quality attribute of information.
a. Validity
b. Relevance
C. Timeliness
d. Period data

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

40. Having access to information from any location that you're working from is an example of the _____ quality attribute of information.
a. Timeliness
b. Relevance
c. Form
D. Location

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

41. Having access to information in a usable form is an example of the _____ quality attribute of information.
a. Validity
b. Relevance
C. Form
d. Mode

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

42. Having access to credible information is an example of the _____ quality attribute of information.
a. Weight
b. Relevance
c. Application
D. Validity

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

43. Having an audio file that describes current environmental factors that you can listen to while walking to a meeting is an example of the quality attribute _____.
A. Form
b. Validity
c. Relevance
d. Mode

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

44. If your team member brought information to your group that he/she obtained from a flash news story broadcasted over the Internet, what quality attribute should you be concerned about?
A. Validity
b. Timeliness
c. Relevance
d. Form

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Application and Analysis

45. Wikipedia.org is a contemporary web site providing definitions and descriptions of many concepts. Wikipedia is not peer-reviewed (a group of peers or experts do not verify the quality of information). Because of this, Wikipedia may not demonstrate which of the following quality attributes?
a. Relevance
B. Validity
c. Authority
d. Weight

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Application and Analysis

46. Garbage-in-garbage-out is related to which quality attribute?
a. Timeliness
b. Location
C. Form
d. Authority

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

47. Within an organization information will flow in four basic directions. Which of the following describes the movement of data from operations to management?
A. Upward
b. Downward
c. Horizontal
d. Outward/inward

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

48. What does information granularity refer to?
a. The quantity of data
b. The quality of data
c. The strength of data
D. The detail in data

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

49. At lower organizational levels, information exhibits _____ granularity.
a. Low-levels of
b. High-levels of
c. Concentrated
D. Fine

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

50. At upper organizational levels, information exhibits _____ granularity.
a. Low-levels of
b. High-levels of
C. Coarse
d. Complete

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

51. In a downward information flow, how is data passed?
A. From management to operations
b. From operations to tactical
c. From tactical to strategic
d. From the user to the group

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

52. If the marketing department were to pass information to the finance department, what type of information flow is this considered?
a. Downward
B. Horizontal
c. Upward
d. Outward

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

53. If a business sends information to its partners, suppliers, or distributors, what type of information flow is this considered?
a. Horizontal
B. Outward/inward
c. Downward
d. Upward

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

54. What is internal information?
A. Operational information
b. Private, business information
c. Secured information
d. Business intelligence

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

55. What is external information?
A. Information about the environment
b. Outsourced information
c. Information purchased from a consultant
d. Data obtained from a competitor

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

56. What is objective information?
a. Information gathered from an expert
b. External information
c. Raw data
D. Quantifiable information

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

57. What is subjective information?
a. Operational information
b. Strategic information
c. Unprocessed data
D. Speculations

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

58. If you offered your expert opinion about some expected outcome, what type of organizational information are you offering?
a. External
B. Subjective
c. Objective
d. Judgment

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

59. What is the single most important resource in any organization?
a. Money
b. Opportunity
c. Technology
D. People

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

60. What is information technology (IT)?
a. The theory of applying technology to organizations
B. A set of tools that help you work with and process information
c. Organizational systems
d. The hardware within an organization

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

61. Which of the following statements best describes a technology-literate knowledge worker?
a. A computer savvy worker
b. A content expert who is comfortable with a computer
C. A worker who knows how and when to apply technology
d. A worker who is knowledgeable about emerging technology

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

62. Which of the following statements best describes an information-literate knowledge worker?
a. A worker who can define what information is needed and where to obtain it
b. A worker who understands the information once it is received
c. A worker who can act appropriately based on the information he or she obtains
D. A worker who can define needed information, obtain it, understand it, and act appropriately because of it

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

63. What are ethics?
a. The set of laws established for a nation
b. Standards that define acceptable or prohibited behavior
C. Principles and standards that guide our behavior toward other people
d. Religious customs

AACSB: Ethical Understanding and Reasoning Abilities
AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

64. Which of the following is more subjective and open to cultural interpretations?
a. Laws
b. Regulations
C. Ethics
d. Organizational rules

AACSB: Ethical Understanding and Reasoning Abilities
AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

65. How does technology affect ethics?
a. Generally there is little difference in the ethical dilemmas facing today's society compared to 50 years ago
b. Because business systems are based on logic, today's problems can be solved easily
c. As a society, we are able to collect large amounts of data and regularly analyze the affects of technology on society
D. Technology increases the complexity of ethical dilemmas faced by our society

AACSB: Ethical Understanding and Reasoning Abilities
AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

66. Being socially and ethically responsible requires individual accountability and accountability for which of the following?
a. The evolution of our culture
B. Protecting your organization against the actions of others
c. Forming of technology-laws
d. Technological innovation and usage

AACSB: Ethical Understanding and Reasoning Abilities
AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

67. What is hardware?
a. The set of instructions that your computer executes
b. The physical devices and the set of instructions that your computer executes
C. The physical devices that make up a computer
d. The set of standards followed by the computer industry

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

68. What is software?
a. The physical devices and the set of instructions that your computer executes
B. The set of instructions that you hardware executes to carry out specific tasks
c. The standards followed by the computer industry to ensure that your physical devices can communicate with each other
d. The programming language used by your computer system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

69. What category of technology does a keyboard fall into?
a. Output device
b. Telecommunications device
c. Connecting device
D. Input device

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

70. Which category of technology allows you to see, hear, or recognize the results of your information-processing requests?
A. Output device
b. Telecommunication device
c. Connecting device
d. CPU

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

71. If you needed to connect your flash drive to your computer, what type of hardware device would you need?
a. Storage
B. Connecting
c. Telecommunications
d. Output

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

72. If you were visiting Disney World and you used its touch-screen monitors to locate a restaurant, what type of hardware device would you be using?
a. Input
b. Connecting
C. Input and Output
d. Storage

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

73. Which of the following terms is used to define the physical devices that make up a computer?
a. Chassis
b. Systems
C. Hardware
d. Computer tools

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

74. Which of the following terms is used to define the set of instructions that a computer executes to carry out a specific task for you?
A. Software
b. Utilities
c. Set of instructions
d. Rules

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

75. Which type of device allows you to enter information and commands into a computer?
a. Output
B. Input
c. Transmission
d. Data entry

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

76. Which type of device allows you to see or hear the results of information-processing requests?
a. Transmission
B. Output
c. RAM
d. CPU

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

77. Which type of device allows you to store information in a computer?
A. Storage
b. CPU
c. Telecommunication
d. Communication

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

78. Which type of device allows you to send and receive information from another computer?
A. Telecommunication
b. Telepathy
c. CPU
d. RAM

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

79. What part of a computer system temporarily holds information and instructions while they are being processed?
a. ROM
B. RAM
c. Input
d. Data entry

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

80. How is RAM different from a CPU?
a. RAM usually sits outside the computer; the CPU is located inside the computer
B. The CPU is able to process data; RAM only holds it
c. RAM is the real brain of the computer, not the CPU
d. RAM is an obsolete CPU

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

81. What is a connecting device?
a. A device that allows one person to talk with another person
B. A device that allows you to connect an outside device, like a printer, to a computer
c. A device that supports online dating systems on the internet
d. A device needed by telephones to facilitate IM

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

82. What is the set of instructions that your computer needs to carry out a specific task?
a. Computer language
b. MS BASIC
c. Functions
D. Software

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

83. What are the two main types, or categories, of software?
a. User-supported or computer-supported systems
b. Service or application
C. Application and system
d. Utility or operating systems

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

84. What coordinates and uses three organizational resources; information, people, and IT?
A. MIS
b. Knowledge system
c. Intranet
d. Web-based management utility

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

85. Which of the following statements successfully differentiates the term MIS from IT?
a. IT focuses on hardware whereas MIS focuses on software
b. IT supports the information-processing needs of operations whereas MIS supports the needs of management
C. IT is a component of MIS
d. IT is a department whereas MIS is a system

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

86. Which of the following deals with the planning for, development, management, and use of information technology?
a. E-commerce
B. Management information systems
c. Administration technologies
d. Strategic systems

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

87. Porter's Five Forces Model focuses on which of the following analytical steps to determine which technology to use?
a. Determine critical business strategies needed to succeed
b. Identify key business processes that support business strategies
c. Align technology to key business processes
D. Assess your competition and the pressures facing them, your industry, and you

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

88. Which of the following would not be investigated when a business was analyzing competitive pressures?
a. Buyer and supplier power
B. Internal operational capacity
c. Threat of substitute products or services and of new entrants
d. Rivalry among existing competitors

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

89. The goal of most businesses is to _____ its customers' buying power.
a. Increase
b. Stabilize
c. Affect
D. Reduce

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

90. What is a loyalty program?
a. A program that rewards suppliers when delivery of products and services exceeds expectations
b. An analysis of customers and their recurring purchasing habits with your business
C. A reward system for customers based on the amount of business they do with your business
d. A process of moving into a new market for a particular product or service

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

91. If you were able to provide a product or service in a way that customers value more than what the competition is able to do, then you are creating a _____.
a. Treasure chest
B. Competitive advantage
c. Market position
d. Niche

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

92. What is it called when a business gains a significant impact on market share by being the fist to market giving it a competitive advantage?
a. Primary market
b. Competitive market
c. Primary advantage
D. First-mover advantage

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

93. What is the term associated with buyers and the number of choices they have regarding from whom they can buy?
a. Buyer independence
b. Buyer dependence
C. Supplier power
d. Supplier dependence

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Knowledge and Understanding

94. Businesses typically act as both buyers and suppliers. Which of the following is true regarding the goal of your company as a buyer and as a supplier?
a. You want to decrease your buyer power and supplier power
b. You want to decrease your buyer power and increase your supplier power
c. You want to increase your buyer power and decrease your supplier power
D. You want to increase your buyer power and increase your supplier power

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

95. Which of the following is not one of the five forces identified in Michael Porter's Five Forces Model?
a. Buyer and supplier power
b. Threat of substitutive products or service or the threat of new entrants
c. Rivalry among existing competitors
D. Financial power

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

96. According to Porter, when there are many alternative products or services to the ones your business provides, the _____ is high.
A. Threat of substitute products or services
b. Buyer and supplier power
c. Financial power
d. Threat of increase products, services, and power amongst all players and finances

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

97. To minimize the threat of substitute products or services, some businesses will create switching costs. What is a switching cost?
a. The price of the product or service is so high that a customer cannot afford to purchase another
b. Once you leave the first business for a competitor, you lose you ability to switch back to the first business
c. A non-refundable fine levied against the customer for switching to a competitor
D. Costs that make customers reluctant to switch to another project or service supplier

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

98. Which of the following statements is true with regards to switching costs?
a. Switching costs are the financial costs of switching to a new product or service
B. Switching costs are the financial and non-financial costs of switching to a new product or service
c. Switching costs are start-up costs incurred when replacing old technology
d. Switching costs are the financial costs incurred by the supplier to ensure that their current systems are operationally sound

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

99. Ying Yang wished to upgrade her current home communications system. She wanted to replace her current Internet, TV, and phone to a fiber optics system. As a buyer, which force discussed by Porter did Ying need to deal with most?
a. Threat of new entrants
B. Switching costs
c. Entry barrier
d. First-mover

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Synthesis and Evaluation

100. Which type of barrier creates an expectation for customers to be able to get the same features or services for a product or service from competitors?
a. Switching
b. First mover
C. Entry
d. Rivalry

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

101. What is Local Number Portability (LNP)?
a. The ability to move from cell tower to cell tower within a local area without losing phone connectivity
B. Your ability to take your cell phone number with you to a new provider
c. The ability to use your cell phone number on multiple cell phones
d. The ability to connect cell phones via WiFi

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

102. When is rivalry among existing competitors high in the Five Forces Model?
a. When there are a large number of competitors in a market
b. When there are a small number of competitors in a market
C. When the competition in a market is fierce
d. When the competition in a market is more complacent allowing some businesses to excel

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

103. The authors discussed Michael Porter's three strategies to beating the competition in any industry. Which of the following is not one of those three approaches?
A. Customer loyalty
b. Overall cost leadership
c. Focus
d. Differentiation

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

104. Which term is used to describe the offering of equal or better quality products or services at a lesser price than your competitors?
A. Overall cost leadership
b. Price differentiation
c. Price separation
d. Product differentiation

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

105. What is a loss leader?
a. A failing business leader in a competitive market
b. A "first mover" in a emerging market
c. A Competitor who is able to differentiate themselves from opposition
D. A product that is sold at or below cost to entice customers into a store

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

106. How can technology affect your cost leadership strategy?
a. IT can tighten supply chain systems
b. IT can capture and assimilate customer information
c. IT can help analyze and predict customer behavior
D. IT can help with all aspects of a business to reduce costs and analyze needed information

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

107. What is differentiation in Porter's strategy to surpassing the competition?
a. Creating a unique culture with your customer base
B. Offering a product or service that is perceived as being "unique" in the marketplace
c. Providing purchasing history for individual customers and allowing them to compare their history to others
d. Developing a unique working environment; one that incorporates IT to allow for efficient and off-site working

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

108. What is it called when a business focuses its efforts on a small set of products and services compared to an extensive product or service line?
a. Differentiation
b. Loss leader
c. Product leader
D. Focus

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

109. If you were to create a unique industry Web site for your customers that allowed them to build virtual communities with other customers by sharing knowledge, how would you be enhancing your competitive strategy?
a. Through focus
b. Through overall cost leadership
c. Through loyalty enhancement
D. Through differentiation

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation

110. If you were to develop a new text messaging system for college students that had a panic button so that, for instance, a message changed when a teacher were close by, how would you be enhancing your competitive strategy?
A. Through focus
b. Through overall cost leadership
c. Through loyalty enhancement
d. Through differentiation

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation

111. If you were to develop a text messaging system that was able to piggy back messages onto other messages moving through the network, and, thereby allowing users to send more messages for less money, how would you be enhancing your competitive strategy?
a. Through focus
b. As a product leader
c. Through loyalty enhancement
D. Through overall cost leadership

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation

112. Which of the following is considered a top-line strategic point of view?
a. High customer ratings
b. Efficient operational efforts
c. Cutting-edge technology
D. A focus on revenue

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

113. Which of the following is considered a bottom-line strategic point of view?
A. A focus on expenses
b. Low customer ratings
c. Legacy computer systems
d. Lack of strategic planning

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

114. If you were to focus on developing management information systems that allowed you to reduce the number of employees in the company and, therefore, reduce the price of products offered to the customer, you would be utilizing a _____ strategy.
a. Focused
B. Bottom-line
c. Top-line
d. Cutting-edge

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation

115. If you were to focus on developing new technology that allowed parents to track the movements of their teenagers by implanting a small chip under their skin, you would be utilizing a(n) _____ strategy.
a. Emergent
B. Top-line
c. Bottom-line
d. Sine qua non

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation

116. When you extend a transaction processing system so that customers can access the Web and place orders without customer assistance, you are creating a(n) _____ system.
a. Emerging
b. Operational
C. Customer self-service
d. Management information system

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

117. What is the type of system that processes transactions within an organization?
A. Transaction processing system
b. Management information system
c. Business intelligent system
d. Decision support system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

118. Which of the following is an approach to allocating a percentage of your IT budget to various projects based upon business strategies?
a. Tactical information planning (TIP)
b. Strategic technology planning (STP)
C. Run-grow-transform (RGT) framework
d. Transforming IS strategy (TISS)

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Knowledge and Understanding

119. If your business had two strategic initiatives this year. One initiative focused on improving customer satisfaction. The second focused on providing customers with their purchase history from any Internet site in the world. If you were to allocate 15% of your IT budget to the first initiative and 25% to the second initiative, what type of strategy are you applying?
a. Tactical information planning (TIP)
b. Strategic technology planning (STP)
c. Transforming IS strategy (TISS)
D. Run-grow-transform (RGT) framework

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation

120. Using the RGT framework, which of the following strategies applies to a business that offers products and services faster and cheaper than the competition?
a. Rein
B. Run
c. Grow
d. Transform

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

121. Using the RGT framework, which of the following strategies applies to a business that increases their customer base by taking it from the competition?
A. Grow
b. Grab
c. Transcend
d. Transform

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Knowledge and Understanding

122. Using the RGT framework, which of the following strategies applies to a business that creates new processes, products and services?
A. Transform
b. Reach
c. Transcend
d. Grab

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

123. Successful business must always _____ themselves; constantly seeking to evolve and build new and better businesses.
A. Transform
b. Reconstruct
c. Alter
d. Reiterate

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Knowledge and Understanding

124. What is a systematic approach to assessing and improving the value of business processes within your organization to further increase its competitive strengths?
a. RGT
b. Top line strategic planning
C. Value-chain analysis
d. Emergent thinking

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

125. If your business were to analyze the ways it currently operates and determine ways to improve its operations, what type of analysis would it be conducting?
a. Strategic analysis
B. Value-chain analysis
c. Innovative analysis
d. Procedural analysis

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

126. What is a value chain?
A. The series of business processes, each of which adds value to products or services for your customers
b. A set of products and services that have proved valuable and profitable for your business
c. The information or feedback from customers that is then used to improve the quality of your products or services
d. The series of business partners and team members that are directly responsible for producing and processing a set of products or services for your customers

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

127. Which of the following can be considered a business process?
a. A service provided to customers; this service generates income for your business
B. The specific tasks involved in processing a customer's order
c. The set of tasks performed by all employees who are supervised by one manager; each manager has a set of business processes that they are responsible for
d. A set of activities that provide value to your organization

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

128. Which of the following processes considers raw materials when evaluating the value chain?
a. Support value processes
b. Bottom value processes
C. Primary value processes
d. Inbound value processes

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

129. Which of the following processes considers the infrastructure, human resource management, technology development, and procurement of your business when evaluating the value chain?
A. Support value processes
b. Infrastructure value processes
c. Internal value processes
d. Holistic value processes

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

True / False Questions

130. Knowledge workers work with and produce information as a product.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

131. As the use of information technology increases in business the number of knowledge workers will decrease.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

132. Management information systems deal only with the use of information technology tools to help people perform tasks related to information processing and management.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

133. Data is information that has been processed in some way.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Knowledge and Understanding

134. Business intelligence refers solely to information about your competitors.
FALSE

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Application and Analysis

135. Information is raw facts that describe a particular phenomenon.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

136. Information is simply data that have a particular meaning within a specific context.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

137. Information technology is any computer-based tool that people use to work with information and support the information and information-processing needs of an organization.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

138. Copying software so that your neighbor can install it on his/her machine is completely legal and ethical, unless you charge a fee for the software.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

139. Hardware consists of the instructions executed by the computer to complete a specific task.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

140. Examples of input devices include a keyboard, mouse, or speaker.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

141. Software such as Microsoft Word, Excel, PowerPoint, or Access are all considered examples of utility software.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

142. Supply chain management only deals with the tracking of the final product as it is delivered to the consumer.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

143. Competitive advantage occurs for a company when its competition has more to offer a customer than it does.
FALSE

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

144. Sharing information with your coworkers through an information system can create a competitive advantage.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

145. An organization does not need technology to compete effectively in today's marketplace.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

146. Identity theft losses are starting to decrease with the use of emerging technology.
FALSE

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

147. Random access memory is a temporary holding space for data and software.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

148. The sole focus of MIS is information technology.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

149. The information quality attribute of timeliness has only one aspect - having access to information when you need it.
FALSE

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

150. Information granularity refers to extent of detail within the information.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

151. Information exhibits high quality if there is a large amount of it.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

152. Information in an organization flows in four basic ways including up, down, inward, and outward.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

153. The horizontal flow of information consists of information that is communicated to customers, suppliers, distributors, and other partners for the purpose of doing business.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

154. Objective information attempts to describe something that is unknown.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

155. A storage device is for information that you are going to use immediately.
FALSE

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

156. A technology literate knowledge worker knows how and when to apply technology.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

157. Applications software handles tasks specific to technology management and coordinates the interaction of all technology devices.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

158. One of Michael Porter's three approaches or strategies to beating the competition in any industry is mass marketing.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

159. When applying Porter's Five Forces Model you should first analyze the competition that affects or may affect your business.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Knowledge and Understanding

Fill in the Blank Questions

160. _____ are the single most important resource in any organization.
People

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

161. Knowledge workers work with and produce _____ as a product.
Information

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

162. A(n) _____ is a tool you use to send information to and receive it from another person or computer in a network.
Telecommunications device

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

163. An example of _____ is when information you need to make a decision comes to you in a bad form.
Garbage-in garbage-out (GIGO)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

164. _____ are raw facts that describe a particular phenomenon.
Data

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

165. _____ is simply data that have a particular meaning within a specific context.
Information

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

166. Having information that describes the _____ you are considering is one aspect of the timeliness of information.
time period

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

167. The _____ attribute of information deals with having access to information no matter where you are.
Location

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

168. The _____ attribute of information addresses the credibility of information.
Validity

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

169. Information in an organization flows in four basic direction including up, down, _____ and _____.

Horizontally and Inward/Outward

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

170. A _____ is a product sold at or below cost to entice customers into a store in the hope that they will also buy more profitable products.
loss leader

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

171. _____ is defined by Porter as offering the same or better quality product or service at a price that is less than what any of the competition is able to do.
Overall cost leadership

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

172. The _____ flow of information consists of information that is communicated to customers, suppliers, distributors, and other partners for the purpose of doing business.
Inward/Outward or In/Out

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

173. The _____ flow of information consists of information that describes the current state of the organization based on its daily transactions.
Upward

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

174. _____ information describes the environment surrounding the organization.
External

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

175. _____ is defined by Porter as offering a product or service that is perceived as being "unique" in the marketplace.
Differentiation

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

176. A(n) _____ is an extension of a TPS that places technology in the hands of an organization's customers and allows them to process their own transactions.

Customer self-service system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

177. _____ is a systematic approach to assessing and improving the value of business processes within your organization to further increase its competitive strengths.

Value-chain analysis

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

178. A(n) _____ is a standardized set of activities that accomplishes a specific task for instance, processing a customer's order, delivering the customer order, service after the sale, and so on.
Business process

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

179. _____ is the set of instructions that your hardware executes to carry out a specific task.
Software

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

180. A(n) _____ is a tool you use to see, hear, or otherwise accept the results of your information-processing requests.
Output device

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

181. A(n) _____ person knows how and when to apply technology, while an _____ person understands what information is needed and how to obtain that information.
Technology-literate, Information-literate

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

182. _____ is the hardware component that interprets and executes software.
CPU

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

183. A(n) _____ automatically tracks inventory and information among business processes and across companies.
Supply chain management system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

184. _____ is an approach in which you allocate in terms of percentages how you will spend your IT dollars on various types of business strategies.
Run-grow-transform (RGT) framework

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

185. A _____ is an extension of a transaction processing system that places technology in the hands of an organization's customers and allows them to process their own transactions.
Customer self-service system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

CH.02

Multiple Choice Questions

1. What is smack shopping according to Mark McGuire?
a. Online shopping
b. Traditional shopping with online customer support
c. Online shopping with a quick turnaround sale to an auction site
D. Online collaborative shopping by groups of customers

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

2. What is a distribution chain?
a. The path a product follows once it leaves the warehouse
b. The business partners involved with supplying and distributing products or services
C. The path a product or service follows from the originator of it to the consumer
d. The distribution list for e-communications established for any product or service

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

3. In contemporary business, success depends on minimizing the _____ in an attempt to reduce the costs of producing and selling products or services.
a. Level of internal communications
b. Level of customer support
C. Distribution chain
d. Complexity of needed information technology

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Knowledge and Understanding

4. Which of the following activities tracks inventory and information among business processes and across companies?
A. Supply chain management (SCM)
b. Enterprise resource management (ERM)
c. Business intelligence (BI)
d. Distribution information systems (DIS)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

5. Which of the following is a method for producing or delivering a product or service just at the time the customer wants it?
a. Direct sales
B. Just-in-time manufacturing
c. Hyper manufacturing
d. Immediate production

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

6. If you were to purchase a car before it was manufactured and the assembly of that car was dictated by your requirements, you would be utilizing which type of manufacturing process?
a. Customer-driven manufacturing
B. Just-in-time manufacturing
c. Customized construction
d. Transaction-based production

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

7. Which type of transportation uses multiple channels to transport products from the manufacturing location to the customer destination?
a. Hyper
b. Divergent
C. Inter-modal
d. Complex

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

8. The complexity of SCM is supported by technology. Which intricate SCM activity needs strong monitoring by SCM systems?
a. Multi-channel service delivery
b. Customer tracking
C. Inter-modal transportation
d. Sales force tracking

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

9. What is the primary focus of supply chain management (SCM)?
a. Overall cost leadership
b. Bottom-line initiative
c. Run-grow-transform
D. Overall cost leadership and bottom-line initiative

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

10. Which of the following results from a well-designed supply chain management system?
a. Enhanced fulfillment of supplies needed for production
b. Minimizing transportation costs
c. The smooth production of products
D. Well-designed SCM systems can enhance any of these stated activities

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

11. In relation to SCM, what is an information partnership?
a. Sharing production information with potential customers
B. Two or more companies cooperating by integrating their IT systems
c. Competitive suppliers providing production schedules to the manufacturer
d. Functional areas within your business sharing information

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

12. Which type of software dominates the supply chain management (SCM) environment?
a. Transaction processing
b. E-collaboration
c. Front office systems
D. Enterprise resource planning

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

13. For a moment, imagine yourself visiting your local florist to order flowers for a party you were preparing for. The florist, however, did not have the type of flower arrangement you hoped for but the florist was able to immediately find, order and deliver this arrangement directly to your home from their supplier. What kind of relationship does this represent?

A. An information partnership
b. A collaborative business
c. Dynamic communication
d. Customer sharing

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

14. Which of the following systems uses information about customers to gain insights into their needs, wants, and behaviors in order to serve them better?
a. Supply chain management (SCM)
b. Transaction information processing (TIP)
c. Enterprise resource management (ERP)
D. Customer relationship management (CRM)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

15. Which term describes a business' approach to offering multiple ways in which customers can interact with it?
a. Customer relationship management (CRM)
b. Customer collaborative systems (CCS)
C. Multi-channel service delivery
d. Multi-path convergence

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

16. What is a fundamental goal of CRM systems?
a. To provide customers with information partnerships
b. To lower the costs of maintain inventory systems
C. To manage and track customer interactions
d. To manage, track, and supply products and services to customers in a timely manner

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

17. What is the difference between SCM and CRM?
a. CRM records information about products and services; SCM records information about customers
b. CRM stores and processes transactional information; CRM stores and process business intelligence
C. SCM manages product information; CRM manages customer information
d. CRM records and processes operational data; SCM records and processes tactical information

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Synthesis and Evaluation

18. Is CRM software?
A. No, it is a total business objective consisting of hardware, software, processes, and goals
b. Yes, it is the software solutions that make up a CRM system
c. CRM is a process, not IT
d. CRM is a way of thinking supported by the culture of business people and customers

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

19. Customer relationship management (CRM) systems include which of the following functions?
a. Sales force automation
b. Customer service and support
c. Marketing campaign management and analysis
D. All of the above

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

20. One function in CRM is the sales force automation (SFA) system. What is its purpose?
A. To track all the steps in the sales process
b. To track the movements of salespeople so that, at any moment, the company can determine where they are located
c. To track products as they move from inventory to the customer
d. To tracks the sales process and the movement of people and products

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

21. What of the following *is not* the primary focus of customer relationship management?
A. Bottom-line initiative (reducing operating costs)
b. Differentiation and focus (Porter's three generic strategies)
c. Top-line initiative (revenue enhancement)
d. Growing the organization (RGT framework)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

22. Which of the following systems primarily concentrates on the customer?
A. CRM
b. ERP
c. SCM
d. CCM

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Knowledge and Understanding

23. IT supports CRM with front and back office systems. Which statement describes a front office system?
a. The notepad that salespeople use to record customer information while at the customer site
B. The computer interfaces that collect customers' information and sends it to the main information system
c. The computer systems that process customer orders and other customer information
d. The systems that interact with the supply chain management systems

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Knowledge and Understanding

24. What is the difference between front and back office systems?
a. Front office systems are external systems; back office systems are internal
b. Front office systems are Web based; back office systems are built on database systems
C. Front office systems process information in the beginning of a customer's transaction; back office systems process information at the end of the customer's transaction
d. Front office systems focus on getting the sale; back office systems focus on follow-up

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Synthesis and Evaluation

25. What type of technology is needed to support integrated collaborative work environments, knowledge management, social networking, e-learning, and open-source collaboration?
a. ERP
b. V-systems
c. ICE
D. E-collaboration

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Knowledge and Understanding

26. Which type of online environment supports virtual teams and the online activities they complete?
A. Integrated collaboration environments (ICEs)
b. V-systems
c. Wiki
d. Geographical information systems (GIS)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

27. If you were working on a project with a team whose membership was spread out over the US, Europe, and Asia, you would probably be working on a(n) _____ team.
a. Multi-spectrum
b. Shared partnered
c. Cross-organizational
D. Virtual

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

28. What term is used to describe teams whose members are located in varied geographical locations and whose work is supported by specialized ICE software?
A. Virtual team
b. Innovative crews
c. E-teams
d. ICEware

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

29. Which type of system improves the performance of teams by supporting the sharing and flow of information?
a. E-communication
b. E-messaging
c. Workflow
D. Collaborative

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

30. Which type of system facilitates the automation and management of business processes?
a. E-systems
B. Workflow
c. Alliance
d. Integrated

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

31. Which of the following terms is used to define all the steps or business rules, from beginning to end, required for a business process?
a. Business conventions
B. Workflow
c. Work method
d. Organizational practice

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

32. Which type of information system manages a document through all the stages of its processing?
a. Word processing system
b. Database management system
c. File management system
D. Document management system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

33. Which type of system supports the capturing, organizing, and dissemination of knowledge throughout the organization?
a. Database management (DBM) system
B. Knowledge management (KM) system
c. Business Intelligence (BI) system
d. Brainpower.com

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

34. The objective of a _____ system is to ensure that the knowledge contained within the minds of the employees is available to that organization.
a. Database management
b. Business intelligence
c. Information
D. Knowledge management

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

35. If you were to create, read, or respond to a blog on Facebook, you would be working with which of the following applications?
a. Knowledge management
B. Social networking site
c. E-Communication
d. E-Community

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Knowledge and Understanding

36. What is the difference between a social networking site and a social networking system?
a. A social networking site is a physical location; asocial networking system is a virtual location
B. A social networking site is a virtual place to socialize; a social networking system is the tools that link you to people
c. A social networking is a local space; a social networking is a global space
d. The two phrases can be used interchangeably

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation

37. Do businesses use social networking systems?
a. Not during business hours or with organizational systems
b. Contemporary businesses provide space in their systems for socializing but time and space is limited and monitored
C. Yes, to connect to influential people from outside your immediate environment or organization
d. Social networking systems are an emerging technology whose potential is still unknown

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

38. What is an e-learning tool?
a. Online testing environments
b. Wizards that accompany applications
c. Online encyclopedias
D. IT-enabled systems that facilitate learning

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

39. What is a Wiki?
a. A product, such as a Webkinz, who is tied to a virtual life through the manufacturer
B. A Web site that allows you to create, change, or eliminate content
c. A reference site for technical information related to the Web; the sites are usually geared towards e-learning
d. Technology that supports virtual relationships and social networking

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

40. According to the authors, which information technology will change the face of business with respect to finding and making new contacts and facilitating learning?
a. Wiki
b. V-learning and e-communication
C. Social networking and e-learning
d. Webcasting and podcasting

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

41. The IT ____ within an organization will determine the philosophical approach to IT development, deployment, and usage.
a. Strategic management team
b. Department
c. Leadership
D. Culture

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Knowledge and Understanding

42. The structure of IT develops from the culture within that organization and can develop into what type of approach?
a. Top-down silo
b. Matrix
c. Fully-integrated
D. Top-down silo, matrix, or fully-integrated

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

43. A _____ IT structure develops from a strong "command and control" management approach.
a. Fully-integrated
b. Matrix
C. Top-down silo
d. Most IT structures develop from a strong "command and control" management approach

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

44. A _____ IT structure develops from a centralized IT department; one that serves the whole organization and not just a piece of it.
A. Top-down silo
b. Fully-integrated
c. Matrix
d. Operational

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

45. A _____ IT structure develops from decentralized IT functional units; these units support an individual department or functional area.
A. Fully-integrated
b. Top-down silo
c. Operational
d. Matrix

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

46. What is the title for the person responsible for overseeing every aspect of an organization's information resource?
A. CIO (chief information officer)
b. CTO (chief technology officer)
c. CSO (chief security officer)
d. CPO (chief privacy officer)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

47. What is the title for the person responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies?
a. CIO (chief information officer)
b. CPO (chief privacy officer)
c. CSO (chief security officer)
D. CTO (chief technology officer)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

48. What is the title for the person responsible for the technical aspects of ensuring the security of information such as the development and use of firewalls, intranets, extranets, and anti-virus software?
a. CTO (chief technology officer)
b. CIO (chief information officer)
c. CPO (chief privacy officer)
D. CSO (chief security officer)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

49. What is the title for the person responsible for ensuring that information is used in an ethical way and that only the right people have access to certain types of information?
A. CPO (chief privacy officer)
b. CIO (chief information officer)
c. CTO (chief technology officer)
d. CSO (chief security officer)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

50. If one of your responsibilities within an organization was to determine who had access to employee's social security ID, your title would probably be _____.
a. CIO (chief information officer)
b. CTO (chief technology officer)
c. CSO (chief security officer)
D. CPO (chief privacy officer)

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

51. If every technology officer working for your organization reported to you, your title would be _____.
a. CTO (chief technology officer)
b. CSO (chief security officer)
C. CIO (chief information officer)
d. CPO (chief privacy officer)

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

52. If you rewarded employees for trying new technologies even if they prove to be unsuccessful, what would you be encouraging?
a. Increased risk of failure
B. Technology innovative failure
c. Emerging technology
d. Runaway trains

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

53. What is an advantage of being an early adopter of technology?
A. Increasing the competitive advantage of the organization
b. Enhancing the reputation of the organization
c. Cutting operational costs
d. Increasing productivity

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Knowledge and Understanding

54. What is the advantage of being a late adopter of technology (wait-and-see organization)?
A. Minimizing wasted spending and loss of productivity
b. Increasing market share by grabbing disgruntled customers from the competition
c. Increasing overall revenues by cutting operational costs
d. Enhancing the reputation of the organization

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

55. What is an enterprise resource planning (ERP) system?
A. An integrated software system for every functional area within an organization
b. A collaborative document management system that stores and manages documents needed by the entire organization
c. A database management system that maintains information on the information resources for the entire enterprise
d. A strategic planning methodology that promotes enterprise-wide planning rather than decentralized planning

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Knowledge and Understanding

56. If you needed direct access to stored information from another functional area within your organization, what type of system would you need?
a. Legacy information system (LIS)
b. Data warehouse
c. Enterprise-wide database management system (E-DBM)
D. Enterprise resource planning system (ERP)

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 5
Taxonomy: Synthesis and Evaluation

57. What is a legacy information system (LIS)?
A. A massive, outdated information system
b. A powerful DBMS that supports ERP
c. A Web-based information system that connects the information collected from distinct systems
d. A retired information system

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

58. Which of the following *is not* required of an ERP system?
a. Modular design
B. Decentralized database systems
c. Integrated functions
d. Internet-enabled

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Knowledge and Understanding

59. What is open-source information?
a. Programming code that is available or open to customers
b. Information that is linked with the originator of the information and any related sources of information
C. Evolving information or information that can be edited by the community that uses it
d. Information that requires further investigation into its credibility

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Knowledge and Understanding

60. Which term describes an approach that produces or delivers a product or service just at the time the customer wants it?
A. Just-in-time
b. Supply chain
c. Distribution chain
d. Value chain

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

61. Optimizing what ensures that the right quantity of parts arrive at the right time for production or sale?
a. Logistics
b. Production
c. Cost and Price
D. Fulfillment

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

62. Optimizing what keeps the cost of transporting materials as low as possible?
A. Logistics
b. Production
c. Cost and Price
d. Fulfillment

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

63. Which of the following systems can be used to gain insights into the needs, wants, and behaviors of customers?
a. Sales force automation systems (SFA)
B. Customer relationship management systems (CRM)
c. Transaction processing systems (TPS)
d. Collaborative information systems (CIS)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

64. Which of the following systems can perform sales lead tracking, contact management, and market analysis?
A. Sales force automation systems (SFA)
b. Customer relationship management systems (CRM)
c. Transaction processing systems (TPS)
d. Collaborative information systems (CIS)

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

65. Which systems are typically used to support customers or sales?
a. Back office systems
B. Front office systems
c. Side office systems
d. Information sales systems

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

66. Which systems are typically used to fulfill and support customer orders?
A. Back office systems
b. Front office systems
c. Side office systems
d. Information sales systems

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

67. Which of the following is an IT system that supports the capturing, organization, and dissemination of knowledge?
a. Business process management system
B. Knowledge management system
c. Workflow system
d. Automatic workflow system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

True / False Questions

68. The distribution chain is simply the path followed from the distributor of a product or service to the end consumer.
FALSE

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Application and Analysis

69. A supply chain management system automates inventory tracking but still requires that information be transferred manually.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

70. A back office system is used to fulfill and support customer orders.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

71. The chief information officer (CIO) is responsible for overseeing every aspect of an organization's information resource.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

72. The chief security officer is responsible for the ethical use of information within an organization.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

73. The chief technology officer is responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

74. The chief privacy officer is responsible for ensuring that only the people who should see information have access to that information.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

75. The document management system manages a document through all the stages of its processing.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

76. An e-collaboration system supports integrated collaborative work environments, knowledge management, social networking, e-learning, and open-source collaboration.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

77. Enterprise resource planning (ERP) systems primarily support the strategic planning processes and the creation of tactical information.
FALSE

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 5
Taxonomy: Application and Analysis

78. Information partnerships require the integration of IT systems from two or more independent companies.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

79. Virtual teams work in an integrated collaboration environment (ICE).
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

80. The IT structure determines the culture within an organization.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

81. Business intelligence supports the capturing, organization, and dissemination of knowledge throughout an organization.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

82. A legacy information system is a powerful system capable of supporting the needs of many functional areas in business.
FALSE

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 5
Taxonomy: Application and Analysis

83. When a business offers multiple ways in which customers can interact with it, its approach is a multi-channel service delivery.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

84. Open source information is software for which the code is available and free to the customer.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

85. CRM systems automatically track all of the steps in the sales process.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

86. Virtual team members are typically located in the same geographic areas.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

87. Collaboration systems are designed to support the sharing and flow of information between companies.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

88. A social networking site is a virtual space that allows people to build and maintain friendships.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

89. Domestic supply chains rarely use inter-modal transportation.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

90. Revenue and profit are optimized by a well-designed supply chain management.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

91. Supply chain management includes fulfillment.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

92. A social networking system is the set of links and communication privileges for an online social community.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

93. When a company encourages it employees to seek new and innovative ways to use technology without punishment of failure, that company support the theory of Porter's 5 Force Model.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

94. A nanonite is a Web site that allows you to create, change, or eliminate content from their site.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

95. A "work course" defines all of the steps or business rules, from beginning to end, required for a business process.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

96. Customer relationship management systems cannot help you acquire new customers.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

97. Customer relationship management should be completely based upon software—there are no other components to consider.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

98. A CRM system only interfaces with a front office system to better serve the customer.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

99. Posting a customer payment would be an example of a business process.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

100. A work course system facilitates the automation and management of business processes.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

101. Both the front office and the back office systems send customer information to the corporate database.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

Fill in the Blank Questions

102. The _____ is responsible for overseeing an organization's information resource.
Chief information officer (CIO)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

103. _____ occurs when two or more companies cooperate by integrating their IT systems.
Information partnership

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

104. The chief _____ officer is responsible for ensuring that information is used in an ethical way and that only the right people have access to certain types of information.
privacy

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

105. The chief _____ officer is responsible for overseeing every aspect of an organization's information resources.
information

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

106. The chief _____ officer is responsible for the technical aspects of ensuring the security of information.
security

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

107. _____ are groups of buyers on a chat board who collaborate on their online purchases.
Smacks

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

108. _____ is a method for producing or delivering a product or service at the time the customer wants it.
Just-in-time (JIT)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

109. _____ is the use of multiple channels of transportation used to move products from their source to the customer.
Inter-modal transportation

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

110. A _____ system automatically tracks the steps in the sales process.
Sales force automation (SFA)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

111. If you were to create a list of potential customers for your sales team to contact, you would be undertaking _____.
Sales lead tracking

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Synthesis and Evaluation

112. _____ tracks a salesperson contacting habits of potential customers.
Contact management

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

113. Business _____ is a standard set of activities to accomplish a specific task.
Process

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

114. _____ is the use of technology to support work activities with integrated collaboration environments.
E-collaboration

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

115. _____ are IT-enabled systems that facilitate learning.
E-learning

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

116. The _____ is the path followed from the originator of a product to the end consumer.
distribution chain

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

117. _____ is an approach that produces or delivers a product or service just at the time the customer wants it.
Just-in-time

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

118. _____ tracks inventory and information among business processes and across companies.
Supply chain management

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

119. A supply chain management system automates the tracking of _____ and information among business processes and across companies.
Inventory

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

120. A(n) _____ helps companies understand customer needs so that they can serve them better.
customer relationship management system

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

121. A(n) _____ tracks all steps in the sales process.
Sales force automation system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

122. A(n) _____ is used to fulfill and support customer orders.
Back office system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

123. A(n) _____ serves as the primary interface for customers and the sales process.
Front office system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

124. A _____ is a web site that allows its visitor to create, edit, change, and even eliminate content from its site.
wiki

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

125. A _____ approach to structuring IT often occurs when there is a strong "command and control" management style.
top-down silo

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

126. A _____ approach to structure IT often occurs when there are IT personnel working within individual function areas within an organization.
fully-integrated

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

127. A company must complete all steps in a _____ to complete a business process.
Workflow

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

128. A(n) _____ facilitates the automation and management of business processes.
Workflow system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

129. Many companies, such as banks, maintain copies of your documents for many years. A(n) _____ system could be used to track these.
Document management

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

130. A(n) _____ supports the capturing, organization, and dissemination of knowledge.
Knowledge management system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

131. A(n) _____ links you to people you know, and from there, to people your contacts know.
Social network system

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 5
Taxonomy: Synthesis and Evaluation

132. _____ refers to ensuring the right quantity of parts for production or products for sale arrive at the right time.
Fulfillment

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

133. _____ refers to keeping the costs of transportation as low as possible consistent with safe and reliable delivery.

Logistics

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

134. _____ refers to ensuring that production lines function smoothly because high quality parts are available as needed.
Production

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

135. _____ refer to ensuring that no sales are lost because sales are empty.
Revenue and profit

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

136. _____ refer to keeping the cost of purchased parts and products at acceptable levels.
Costs and Price

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

137. _____ is a total business objective which encompasses many different aspects of a business including software, hardware, services, support, and strategic business goals.
Customer relationship management

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

CH.03

Multiple Choice Questions

1. Which of the following are large electronic repositories of very detailed information?
a. Libraries
b. Data compilations
c. Data collections
D. Databases

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

2. What is another name for a database?
A. Information repository
b. Data depository
c. Data warehouse
d. Information depot

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

3. When information is stored about a purchase or sale, what is stored in a database?
A. A transaction
b. A table
c. A view
d. A query

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

4. To succeed in business and to enable your organization to extract meaningful information from its information repositories, you need which type of application?
a. Query-by-example
B. Business intelligence
c. Information analysis
d. SQL

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

5. What application enables your organization to analyze competitor, customer, environmental, and internal data?
a. Query-by-example
b. Information analysis
C. Business intelligence
d. SQL

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

6. Which system allows your organization to gather, process, and update transactional information?
a. Online analytical processing (OLAP)
b. Business intelligence (BI)
c. File management systems (FMS)
D. Online transaction processing (OLTP)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

7. What is another name for a database that supports OLTP?
a. Business intelligence
b. File management
c. Records management
D. Operational database

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

8. Which application supports the manipulation of information to support decision making?
a. Online transaction processing (OLTP)
b. Records management
c. Relational database administration
D. Online analytical processing (OLAP)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

9. A senior manager who analyzes internal and external information to analyze marketing campaigns and their affect on customer buying habits is using which type of application?
A. Online analytical processing (OLAP)
b. Strategic information systems (GIS)
c. Knowledge Management
d. Customer Management

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

10. Which of the following systems contain information from multiple databases?
a. Data warehouses
b. Data marts
c. OLTPs
D. Data warehouses and data marts

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

11. Which of the following terms represent an organized and structured collection of information?
a. Database management system
B. Database
c. Data dictionary
d. Structured query system

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

12. Which type of database stores data in a series of logically related two-dimensional tables or files?
a. Hierarchical
b. File-based
c. Conventional
D. Relational

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

13. Your student ID is an example of a(n) _____.
a. Relation
b. Table
c. Business rule
D. Attribute

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

14. Which term refers to a specific piece of data that is stored in a database file?
a. Relation
b. Category
c. Class
D. Attribute

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

15. Which type of database model organizes and accesses information according to it logical structure rather than its physical structure?
a. Hierarchical
b. File-based
C. Relational
d. Conventional

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

16. Which part of a relational database contains the logical structure for the information?
A. Data dictionary
b. Relation
c. Query
d. SQL

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

17. If you needed to store facts about information that you were collecting, you would store these facts in the _____.
a. Relations
b. Database management system
c. Business rules
D. Data dictionary

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

18. Which type of application requires that you know the physical location of information before you are able to access it?
a. Database management systems
b. Database
C. Spreadsheets
d. Business intelligence

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

19. What is the type of field, or group of fields, that can uniquely identify each record in a database?
a. Identifying
b. Relational
C. Primary key
d. Main field

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

20. If your phone number was used in a clothing store to uniquely identify you as a customer, the phone number would be considered a(n) _____.
a. Identifying field
b. Relational field
C. Primary key
d. Principle key

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

21. Every primary key can also be a _____ key.
A. Foreign
b. Secondary
c. Identifying
d. Relational

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

22. Which type of constraint ensures the quality of information in a relational database?
a. Environmental
b. Business constraint
C. Integrity constraint
d. Production constraint

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

23. A database management system contains five important software components. Which of the following components accepts and processes requests from other the other four database components?
A. DBMS engine
b. Data definition subsystem
c. Data manipulation subsystem
d. Data administration subsystem

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

24. If you were looking at information in a database and you able to see only the information you needed in the format you wanted, what type of database view would you see?
A. Logical view
b. High-level view
c. User view
d. Physical view

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Synthesis and Evaluation

25. If you were a programmer and needed to view information as it was stored by the database, what type of database view would you see?
a. Logical view
B. Physical view
c. Stored view
d. Objective view

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Synthesis and Evaluation

26. A database management system contains five important software components. Which of the following components allows you to define the structure of a database?
A. Data definition subsystem
b. Data manipulation subsystem
c. Application generator subsystem
d. Data administration subsystem

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

27. What must you define before adding any information to a relational database?
a. The intended audience
b. The physical hardware structure
c. The administrative rights of users
D. The logical structure of the database

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

28. A database management system contains five important software components. Which of the following components allows you to add, change, and delete information in a relational database?
a. Data definition subsystem
b. Application generator subsystem
c. Data administration subsystem
D. Data manipulation subsystem

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

29. Which data manipulation tool allows you to quickly define the formats of needed business reports from information stored in a database?
a. Query tools
b. Data administration tools
C. Report generators
d. Application reports

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

30. Which data manipulation tool allows you to graphically design the answer to your business questions?
a. Report generators
b. Application reports
C. Query-by-example tools
d. Data administration tools

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

31. If you were able to quickly pull information from student records with course records to build students' schedules, you would be using a _____ tool.
a. Data administration
B. Query-by-example
c. Data definition
d. Data manipulation

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Synthesis and Evaluation

32. Which database management subsystem helps you create and maintain the data dictionary and define the structure of the files in a database?
A. Data definition subsystem
b. Data manipulation subsystem
c. Application generator
d. Data administration subsystem

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

33. What is SQL?
A. A fourth generation language found in most DBMSs
b. A storage tool that holds the data and definitions for a database
c. An administrative tool that allows you to set access rights for database users
d. A programming language that can be used instead of a DBMS

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

34. Which of the following DBMS components allows you to quickly develop computer routines or tasks that will process your business transactions?
a. Programming query
b. Automatic module generator
C. Application generation subsystem
d. Fast programming

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

35. Which database management subsystem is responsible for backup and recovery, security management, query optimization, concurrency control, and change management?
a. Application management
B. Data administration
c. Data management
d. Data optimization

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

36. Which type of environment allows you to go beyond operational database systems to support business intelligence?
a. Transactional systems
b. Application generators
c. Relational DBMS
D. Data warehouses

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

37. What is a data warehouse?
a. A large hardware environment that supports multiple platforms
B. A logical collection of information gathered from many different operational databases to create business intelligence
c. An operational database system used to manage and analyze transactional data
d. An accumulation of all operational data stored by large organizations

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

38. What does it mean for a data warehouse to be multidimensional?
a. The database stores data, facts, and definitions for all stored information
b. Data can be linked to other sources of internal and external information
C. The files stored in a warehouse contain multiple layers of columns and rows
d. Customer information can be related to sales, departmental, and organizational information

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

39. What is a hypercube?
a. A hyper text link stored in a database
b. Data definitions that are linked to other related, but external, attributes or fields
c. Database that is built on Internet technology
D. Multidimensional representation of information

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Knowledge and Understanding

40. What is the purpose of a data warehouse?
a. Backup and recovery
B. To support decision making and OLAP
c. To support transaction processing and OLTP
d. To support, backup and recovery, OLAP, and OLTP

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

41. What type of software tool is used to query information stored in a data warehouse?
a. OLTP
b. Analytical
C. Data-mining
d. Decision support

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

42. Data-mining tools include all but which of the following?
a. Query-and-reporting
b. Intelligent agents
C. Data manipulation
d. Statistical

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

43. In a data warehouse, which tool would you use to build reports quickly and without having to write programming code?
a. Application generator
b. Intelligent agents
c. Multidimensional analysis tools
D. Query-and-reporting tools

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

44. In a data warehouse, which artificial intelligence tools allows you to discover information and build intelligence?
a. Query-by-example
b. Query-and-reporting
c. Hypercube
D. Intelligent agent

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

45. Which data warehouse tools are slice-and-dice techniques that allow you to view multidimensional information from different perspectives?
a. Query-and-reporting
b. Intelligent agents
c. OLTP
D. Multidimensional analysis

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

46. If you were viewing information from different perspectives, you would be _____.
A. Turning the cube
b. Making decisions
c. Creating hyperlinks
d. Applying fuzzy logic

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

47. What is the difference between multidimensional analysis and statistical analysis?
a. Multidimensional analysis is a higher level of mathematical analysis than normal statistical analysis
b. Multidimensional analysis uses a form of fuzzy logic whereas statistical analysis is objective
c. Statistical analysis requires a step-by-step approach to data analysis; multidimensional analysis does not
D. Statistical analysis is a mathematical approach to understanding information; multidimensional analysis is a way of viewing information from different perspectives

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

48. If you were to perform a regression analysis, what type of data warehouse tool would you use?
A. Statistical
b. Multidimensional analysis
c. Production analysis
d. Hypercube

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

49. Which of the following contains a subset of a data warehouse in which only a focused portion of the data is kept?
A. Data mart
b. Intelligent agent
c. Business intelligent subsystem
d. Operational database

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

50. Which of the following is a smaller, more focused data warehouse?
a. Data warehouse
B. Data mart
c. Operational database
d. OLAP

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

51. If you were working for a large pharmaceutical company and building a sales report on current prescription writing habits of doctors, what type of information repository would you be most likely working with?
a. Data warehouse
b. Operational database
c. Transactional database
D. Data mart

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

52. If you were comparing information from various divisions of an organization for instance, sales, marketing, and production, what type of information repository would you most likely work with?
a. Data mart
B. Data warehouse
c. Hypercube database
d. Data mining

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

53. What is the objective of business intelligence (BI)?
a. To process transactional information efficiently and effectively
b. To provide decisions makers with a great deal of information
C. To provide timely and quality information to decision makers
d. To process external information or information that is purchased from outside vendors

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

54. When business intelligence is focused on the external competitive environment, it is known as _____.
a. External information
b. Trends
C. Competitive intelligence
d. Competitor knowledge

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

55. What is a digital dashboard?
a. A new type of electronic dashboard for high-priced cars that displays GPS information alongside of traditional information
b. A learning environment for online educational courses
c. A computer tool that provides competitive information from external sources
D. A computer screen that provides tailored, current snapshots of information and trends

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

56. Which of the following functions plans for, oversees the development of, and monitors the information resources of an organization?
A. Data administration
b. Strategic management
c. Information resource planning
d. Operational planning

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 6
Taxonomy: Knowledge and Understanding

57. Which organizational function is responsible for the more technical and operational aspects of managing information repositories?
A. Database administration
b. Strategic management
c. Information resource planning
d. Operational planning

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 6
Taxonomy: Knowledge and Understanding

58. Which organizational function is responsible for developing security procedures for an organization?
a. Data security
b. Data protection
c. Information resource management
D. Database administration

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 6
Taxonomy: Knowledge and Understanding

59. What is the difference between data administration and database administration?
A. Data administration focuses on strategic management whereas database administration focuses on operational issues
b. Data administration focuses on OLTP whereas database administration focuses on OLAP
c. Data administration and database administration are terms that can be used interchangeably
d. Data administration focuses on the development of the data dictionary whereas database administration focuses on the raw data

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 6
Taxonomy: Synthesis and Evaluation

60. What is the term used to describe the sharing of information regardless of title or department.
a. Open source
b. Data mining
C. Information sharing
d. Data distribution

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 6
Taxonomy: Knowledge and Understanding

61. A key consideration in today's business environment is _____ or the assigning of responsibility for ensuring the quality of information.
a. Accountability
B. Information ownership
c. Data security
d. Data management and control

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 6
Taxonomy: Knowledge and Understanding

62. If your student information had two different birth dates for you, your data would not be considered _____.
a. Legitimate
b. Correct
C. Clean
d. Acceptable

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 6
Taxonomy: Application and Analysis

True / False Questions

63. Business intelligence is knowledge about your customers, your competitors, your partners, your competitive environment, and your own internal operations.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

64. Operational databases are databases that support OLAP.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

65. Online analytical processing (OLAP) is the gathering of input information, processing that information, and updating existing information to reflect the gathered and processed information.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

66. If an employee needs to change the details of a specific customer order, he/she would use OLTP (online transaction processing).
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

67. XYZ, Corp. would like to determine advertising strategies for customers who buy high-priced products. It would use OLTP on its data warehouse.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

68. A database is a collection of information that you organize and access according to the logical structure of that information.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

69. A relational database model uses a series of physically related two-dimensional tables or files to store information in the form of a database.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

70. Assume you have an order entry database with an Order file and a Customer file. The Order Date field most likely would be the common field used to relate the two files.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

71. A database actually consists of three parts: information, the logical structure of that information, and tables.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

72. A data dictionary is a two-dimensional table used to store data within a relational database.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

73. A primary key must consist of one and only one field.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

74. There can be duplicate primary keys in the same file in a database.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

75. Foreign keys uniquely identify records.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

76. A primary key from one file and a foreign key from another file are used to create a relationship between two files in a relational database.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

77. If a salesperson attempts to order merchandise for a customer who should but does not exist in the customer database, the database will typically generate an error message. This message indicates that an integrity constraint has been violated.
TRUE

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Application and Analysis

78. A physical view represents how the users view the data.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

79. The acronym DBMS stands for Database Marketing System and is a type of database designed to support the marketing function within a business.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

80. A database management system (DBMS) allows you to specify the logical organization for a database and access and use the information within a database.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

81. The logical view of information focuses on how you arrange and access information to meet the needs of the business.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

82. If you need to add a new field to a database, you would use the data manipulation system.
FALSE

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Application and Analysis

83. The data manipulation subsystem is often the interface between the user and the information contained in the database.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

84. Report generators help you quickly define formats of reports and what information you want to see in a report.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

85. Query-by-example (QBE) tools help you graphically design the answer to a question.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

86. The data administration subsystem is used to create the data dictionary.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

87. Backup and recovery facilities are included in the data administration subsystem.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

88. The data definition subsystem includes security management facilities.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

89. Structured query language (SQL) is a standardized first-generation query language found in most DBMSs.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

90. QBE allows you to query by pointing, clicking, and dragging, unlike SQL.
TRUE

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Application and Analysis

91. The data dictionary includes query optimization facilities.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

92. Query optimization facilities are used to create backups just in case the database is damaged or lost.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

93. Database security and network security are the same thing.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

94. There is no way to examine the impact of proposed changes on an existing database.
FALSE

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Application and Analysis

95. Data warehouses always uses 2D tables to store data.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

96. A data warehouse is a logical collection of information gathered from many different operational databases used to create business intelligence that supports business analysis activities and decision-making tasks.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

97. A hypercube is a two-dimensional representation of information.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

98. Data warehouses support transaction processing.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

99. Data-mining tools support the concept of OLTP in manipulating information to support decisions.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

100. Multidimensional analysis (MDA) tools are slice-and-dice techniques that allow you to view multidimensional information from different perspectives.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

101. A data mart is a subset of a data warehouse in which only a focused portion of the data warehouse information is kept.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

102. An intelligent agent utilizes artificial intelligence to "discover" information in data warehouses.
TRUE

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Application and Analysis

103. Intelligent agents are used in OLAP and in online searching.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

104. Data marts focus on the entire organization, while data warehouses focus on specific needs.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

105. Data administration is the function in an organization that is responsible for the more technical and operational aspects of managing the information contained in organizational information repositories.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 6
Taxonomy: Knowledge and Understanding

Fill in the Blank Questions

106. _____ is knowledge about your customers, your competitors, your partners, your competitive environment, and your own internal operations.
Business intelligence

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

107. _____ is responsible for the more technical and operational aspects of managing the information contained in organizational databases.
Database administration

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 6
Taxonomy: Knowledge and Understanding

108. _____ are software tools used to query information in a data warehouse.
Data-mining tools

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

109. _____ are databases that support OLTP.
Operational databases

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

110. _____ is the manipulation of information to support decision making.
Online analytical processing (OLAP)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

111. _____ is the gathering of input information, processing that information, and updating existing information to reflect the gathered and processed information.

Online transaction processing (OLTP)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

112. The term relation often describes each _____ table or file in the relational model.
Two-dimensional

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

113. The _____ uses a series of logically related two-dimensional tables or files to store information in the form of a database.
Relational database model

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

114. A(n) _____ is a collection of information that you organize and access according to the logical structure of that information.
Database

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

115. A(n) _____ contains the logical structure for the information.
Data dictionary

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

116. A primary key field cannot be _____.
Blank

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Application and Analysis

117. A(n) _____ allows you to specify the logical organization for a database and access and use the information within a database.
Database management system (DBMS)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

118. The _____ helps you add, change, and delete information in a database and mine it for valuable information.
Data manipulation subsystem

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

119. A(n) _____ allows you to see the contents of a database file, make whatever changes you want, perform simple sorting, and query to find the location of specific information.
View

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

120. A(n) _____ defines formats of reports and what information you want to see in a report.
Report generator

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

121. _____ is a standardized fourth-generation query language found in most DBMSs.
Structured query language (SQL)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

122. _____ allows you to query by pointing, clicking, and dragging and then specifying a selection criteria.
QBE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

123. A(n) _____ contains facilities to help you develop transaction-intensive applications.
Application generation subsystem

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

124. _____ ensure the validity of database updates when multiple users attempt to access and change the same information.
Concurrency control facilities

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Application and Analysis

125. A database consists of _____ and a(n) _____.
Information, Logical structure of that information

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

126. A(n) _____ uniquely identifies each record.
Primary key

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

127. A(n) _____ is a primary key from one table placed within a second table to establish a relationship between the two tables.
Foreign key

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

128. The primary key of the Customer file is the Customer ID field and the primary key of the Order file is the Order ID field. Therefore, the _____ field would be used to create a logical relationship between the Customer and Order files.
Customer ID

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

129. If a salesperson attempts to order merchandise for a customer not in the customer database, the database will typically generate an error message. This message indicates that a(n) _____ has been violated.
Integrity constraint

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

130. A database management system helps you specify the _____ organization of data within a database.
Logical

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

131. Microsoft Access is an example of a(n) _____.
Database management system

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

132. A(n) _____ represents how data is physically stored on a storage device.
Physical view

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

133. A(n) _____ represents how users see information to meet their particular business needs.
Logical view

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

134. A(n) _____ subsystem is used to create and maintain the data dictionary.
Data definition

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

135. Views are located within the _____ subsystem of the DBMS.
Data manipulation

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

136. Report generators are contained within the _____ of the DBMS.

Data manipulation subsystem

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Application and Analysis

137. According to your textbook, a(n) _____ permits you to see the contents of a database file, change the contents, and sort the file.
View

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

138. Query-by-example tools rely heavily upon the _____ within a database to find information.
Logical relationships

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

139. _____ and _____ both extract data meeting specific criteria from a database, but have different user interfaces.
Query-by-example, Structured query language

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Application and Analysis

140. A(n) _____ subsystem permits the user to develop transaction-intensive applications.
Application generation

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

141. A(n) _____ subsystem controls facilities for backing up the database and establishing security.
Data administration

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

142. A(n) _____ subsystem contains facilities for concurrency control.
Data administration

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

143. A(n) _____ subsystem controls facilities for change management.
Data administration

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

144. _____ maintain statistics regarding how the DBMS engine physically accesses information.
Reorganization facilities

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Application and Analysis

145. _____ ensure the validity of database updates when multiple users access or attempt to change the same information.
Concurrency control facilities

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Application and Analysis

146. _____ permit users to examine the impact of proposed structural changes on a database.
Change management facilities

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

147. A(n) _____ is a multidimensional method of storing data for analysis.
Data warehouse

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

148. A(n) _____ is a multidimensional representation of information.
Hypercube or data warehouse

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

149. To determine the impact of an advertising blitz based on a specific product line for the northern region in the 4th quarter, a _____ would be used.
Data warehouse or OLAP

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

150. Because data warehouses are not transaction-oriented, they only support _____.
Online analytical processing

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

151. A(n) _____ uses artificial intelligence to build business intelligence.
Intelligent agent

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

152. _____ help users apply various mathematical models to information stored in a data warehouse to discover new information.
Statistical tools

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

153. A(n) _____ contains a subset of a data warehouse.
Data mart

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

154. In an organization, _____ plans for, oversees the development of, and monitors the information resource.

Data administration

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 6
Taxonomy: Application and Analysis

155. In an organization, _____ is responsible for the more technical and operational aspects of managing the information contained in organizational information repositories.
Database administration

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 6
Taxonomy: Application and Analysis

156. A(n) _____ is a logical collection of information gathered from many different operational databases used to create business intelligence that supports business analysis activities and decision-making tasks.
Data warehouse

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

157. Multidimensional analysis tools use _____ techniques to view information from different perspectives.
slice-and-dice or "turning the cube"

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

158. _____ are slice-and-dice techniques that allow you to view multidimensional information from different perspectives.
Multidimensional analysis (MDA) tools

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

CH.04

Multiple Choice Questions

1. Which type of information system is well known for allowing you to view information spatially?
a. Expert system
b. Decision support system
c. Neural network system
D. Geographic information system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

2. In what decision making phase do you recognize a problem, need, or opportunity?
a. Predication and decision
b. Choice
c. Preliminary or investigative
D. Intelligence

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

3. In what decision making phase do you consider possible ways of solving problems, filling needs, or capitalizing on opportunities?
A. Design
b. Intelligence
c. Choice
d. Prediction and decision

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

4. In what decision making phase do you examine and weigh the merits of solutions, estimate the consequence of each, and choose the best solution?
a. Design
B. Choice
c. Intelligence
d. Preliminary or investigative

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

5. In what decision making phase do you implement solutions and monitor and adjust the environment based on the consequences of these solutions?
a. Choice
b. Execution
C. Implementation
d. Maintenance

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

6. If you were to identify and investigate a problem in your organization, what decision making phase would you be in?
a. Design
b. Preliminary or investigative
C. Intelligence
d. Planning

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

7. If you were "tweaking" your technology solution so that it worked more efficiently than its original form, what decision making phase would you be in?
A. Implementation
b. Maintenance
c. Choice
d. Continuation

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

8. When you make a choice that may not necessarily be the best choice but it meets your needs, you're making a(n) _____ choice.
A. Satisficing
b. Compromising
c. Suitable
d. Strategic

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

9. There are four main types of decisions. Which one represents decisions that always have a right answer?
a. Recurring
b. Ad hoc
c. Defined
D. Structured

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

10. There are four main types of decisions. Which one occurs on a regular basis?
a. Ad hoc
B. Recurring
c. Structured
d. Defined

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

11. Which of the four types of decisions occur sporadically, perhaps only once?
a. Structured
B. Nonrecurring or ad hoc
c. Nonstructured
d. Impromptu

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

12. If you were making a decision involving "fuzzy logic" what type of decision would you be making?
A. Nonstructured
b. Ad hoc
c. Controlled
d. Muddled

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

13. In business and in life, where do most decisions fit into?
a. Recurring but fuzzy
b. Ad hoc
C. Between structured and unstructured
d. Muddled

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

14. What type of information system is built to support decisions based on problems that are not structured?
a. Database management systems
b. Operational systems
C. Decision support systems
d. Statistical information systems

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

15. What is the purpose of a decision support system?
a. To relieve you of making structured, recurring decisions
B. To assist you with making decisions
c. To mine data warehouses and locate needed information so that you can make a decision
d. To help diagnose problems in your organization and, possibly, your environment

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

16. A decision support system (DSS) typically has three components. Which of the following *is not* one of these components?
a. Model management
B. Query management
c. Data management
d. User interface management

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

17. Which DSS component consists of both the DSS models and the DSS model management system?
a. Query management
b. Data management
c. Data administration
D. Model management

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

18. If you were to take facts about your business, mix them with historical information, and then create a computer simulation to help you understand future events, you would be creating ____.
a. A database
b. Artificial intelligence
C. A model
d. Facsimiles

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

19. Which DSS component stores and maintains the information you want your DSS to use?
a. Query management
b. Data administration
c. Model management
D. Data management

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

20. Which type of information *is not* found in a DSS?
a. Organizational information
B. Confidence levels
c. External information
d. Personal information

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

21. Which DSS component allows you to communicate with the DSS?
a. Query management
B. User interface management
c. Data administration
d. Data management

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

22. Which type of DSS allows you to analyze spatial information?
A. Geographic information system
b. Model information system
c. Expert system
d. Multidimensional information system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

23. If you needed to analyze the bear population in New Jersey and their interactions with humans located in towns and cities, what type of computer application should you use?
a. Model management
b. Expert system
C. Geographic information system
d. Multidimensional information system

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

24. What is a geographic information system's major strength?
A. The ability to layer information quickly
b. Expert knowledge
c. Swarm intelligence
d. Fuzzy logic

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

25. What is the term used when businesses employ GIS software to generate maps showing information of interest to them?
A. Business geography
b. Topography
c. Business mapping
d. Spatial analysis

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

26. Law enforcement agencies that use computer applications to plan and deploy its police force probably use _____ systems.
A. Geographic information
b. Database management systems
c. Crossover intelligent
d. Biomimicry

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

27. What is a mashup?
a. A collision of information that causes information systems to freeze
b. A design mockup that demonstrates the interaction of different information systems
C. A combination of information and applications originating from different sources being displayed on one computer screen
d. A representation of some event, fact, or situation that displays business relationships

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

28. Which of the following is the science of making machines imitate human thinking and behavior?
A. Artificial intelligence
b. Database management
c. Machine intelligence
d. Swarm management

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

29. Which of the following is not considered a type of artificial intelligence?
a. Expert systems
b. Neural networks
C. Geographic information systems
d. Genetic algorithms

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

30. Which of the following is an artificial intelligence system that applies reasoning capabilities to reach a conclusion?
a. Database management
b. Geographic information systems
c. Domain analysis information system
D. Expert system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

31. A(n) _____ system, also known as a knowledge-based system, is an excellent tool for diagnosing problems and providing answers to these problems.
A. Expert
b. Database management
c. Domain analysis information
d. Geographic information

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

32. What must you have before you can effectively use a DSS?
a. Fast and ample bandwidth
B. Considerable knowledge or expertise
c. Powerful systems capable of manipulating large amounts of information
d. Programming knowledge

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

33. What is the difference between a decision support system (DSS) and an expert system (ES)?
a. A DSS supports the novice users; an ES supports the analyst or expert
B. The DSS requires considerable knowledge from the user; the ES provides considerable knowledge to the user
c. The ES requires considerable storage space for the needed information; the DSS does not
d. The DSS requires rules or domain knowledge; the ESS requires business models

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Synthesis and Evaluation

34. An expert system is capable of all but which of the following?
a. Handling massive amounts of information
B. Providing conclusive answers
c. Summarizing information from various sources
d. Working with rules

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

35. What can't an expert system do?
A. Learn from previous experiences the way humans can
b. Provide new information
c. Provide consistency in decision making
d. Reduce errors

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

36. What type of system is known for finding and differentiating patterns?
A. Neural networks
b. Expert systems
c. Geographic information systems
d. Decision support systems

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

37. Which type of system can learn by example and adapt to new concepts and knowledge?
a. Geographic information systems
b. Decision support systems
C. Neural networks
d. Expert systems

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

38. If you were using your PDA and it was analyzing and reacting to a word you wrote on the pad, what type of system would you be using?
a. Handwriting analysis
b. Expert system
C. Neural network
d. Knowledge management

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Knowledge and Understanding

39. What type of system is often referred to as a predictive system because it sees patterns in vast amounts of information?
a. Decision support system
B. Neural network
c. Geographic information system
d. Knowledge management system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

40. If you were to shop regularly at a clothing store and this store provided you with regular discounts on clothes because it recognized you as a valuable customer, this store would be employing what type of software?
a. Expert systems
B. Neural network
c. Geographic information system
d. Database management system

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation

41. Which type of system can learn and adjust to new circumstances by themselves?
a. Database management system
b. Expert systems
c. Geographical systems
D. Neural networks

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

42. What is the biggest problem with neural networks?
a. They cannot acquire new knowledge
b. They cannot adjust to new circumstances without human intervention
c. They cannot handle unstructured information
D. Hidden layers are "hidden"

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

43. What is a mathematical method of handling imprecise or subjective information?
A. Fuzzy logic
b. Statistical analysis
c. Algorithms
d. Knowledge analysis

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

44. What are computer rules and processes called?
A. Algorithms
b. Fuzzy logic
c. Knowledge
d. Heuristics

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

45. Which type of artificial intelligent system mimics the evolutionary, survival-of-the-fittest process to generate increasingly better solutions to a problem?
a. Fuzzy logic
B. Genetic algorithm
c. Intelligent database management systems (I-DBMS)
d. Expert system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

46. Which of the following is an optimizing system; one that continues to process your information until it discovers the best solution for your problem?
a. Expert system
b. Intelligent database management system (I-DBMS)
C. Genetic algorithm
d. Artificial intelligent synthesis system (AISS)

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

47. Genetic algorithms use three concepts to solve problems. Which of the following is not one of these three concepts?
a. Selection
b. Crossover
C. Synthesis
d. Mutation

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

48. If you needed to analyze a problem, for instance, the type of career path you wished to follow, and there were hundreds if not thousands of different possibilities (e.g., geographical area, industry, salary), what type of system could you employ to find the best career for you?
a. Artificial intelligent synthesis system (AISS)
B. Genetic algorithm
c. Intelligent database management systems (I-DBMS)
d. Neural network

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

49. What is the difference between an expert system and a genetic algorithm?
a. An expert system uses a genetic algorithm to assist in understanding the problem
b. An expert system provides more accurate solutions that a genetic algorithm
C. A genetic algorithm provides you with the best solution; an expert system provides you with many solutions along with the confidence level for each possible solution
d. Expert systems belong in the category of artificial intelligence; genetic algorithms work with large database and warehouse systems that are not considered artificially intelligent

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

50. What type of artificial intelligent system assists you, or acts on your behalf, in performing repetitive computer-related tasks such as finding information of interest from the Web?
A. Intelligent agent
b. Virtual robot
c. Personal nanonyte
d. I-Ambassador

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Knowledge and Understanding

51. There are four types of intelligent agents. Which of the following is not considered one of these types?
A. Reporting agent
b. Information agent
c. Monitoring-and-surveillance agent
d. User or personal agent

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

52. Which intelligent agent searches for information of some kind and brings it back to the user?
A. Information agent
b. Reporting agent
c. User agent
d. Predictive agent

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

53. If your Internet business helped customers find the right product for their needs and then suggested other products based on the information you've gathered on this customer and similar customers, what intelligent agent would you be using?
a. Data-mining agent
b. User agent
c. Predictive agent
D. Shopping bot

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

54. Shopping bots often make money for a business by charging click-through fees. What is the potential problem with this type fee structure?
a. If is often difficult to identify the shopper who should be charged the fee
b. Shoppers often use the bot to locate items but drop it before purchasing them. The shopper then returns and purchases the item without the use of the bot and, therefore, avoids the fee
c. Buyers often alienate potential customers with a fee-based shopping tool
D. The bots have conflicting goals; one, to make money and two, to be useful to the customer

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

55. What type of predictive agent continually observes changes in information and events and reports its findings back to the user?
a. Shopping bot
b. Data-mining agent
C. Monitoring-and-surveillance agent
d. Personal agent

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Knowledge and Understanding

56. When NASA uses intelligent agents to observe inventory levels and help identify and solve potential problems, NASA is using a(n) _____ agent.
a. User
b. Data-mining
C. Monitoring-and-surveillance
d. Reporting

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Knowledge and Understanding

57. What type of intelligent agent operates in a data warehouse discovering information?
A. Data-mining agent
b. Predictive agent
c. Reporting agent
d. Monitoring-and-surveillance agent

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

58. Which type of intelligent agent works with neural networks to classify patterns in information stored in warehouses and categorizes items into those classes?
a. Predictive agents
B. Data-mining agent
c. Neural agent
d. Digging agent

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

59. Which type of intelligent agent works for you to complete tasks such as prioritizing email?
a. Predictive agent
b. Neural agent
c. Communications agent
D. User agent

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

60. What type of science studies ecosystems and learns how to adapt the behaviors of intelligent agents based on these observations?
a. Behavioral
b. Psychology
C. Biomimicry
d. Sociology

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

61. What is agent-based modeling?
a. Identifying patterns of user's behaviors and buying habits
B. Simulating human organizations using a multi-agent system
c. Observing and analyzing competitor information and the environmental factors influencing their behavior
d. Building algorithms that monitor, and react to, your business partners' service and product needs

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Knowledge and Understanding

62. What type of intelligence is based on the collective behavior of groups of simple agents and how these groups work to solve complex and mutual problems?
a. Group intelligence
b. Social intelligence
C. Swarm intelligence
d. Crowd behavior

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Knowledge and Understanding

63. What type of intelligence gives us a way to examine collective systems where groups of individuals have certain goals, solve problems, and make decisions without centralized control or a common plan?
a. Group intelligence
b. Social intelligence
c. Crowd behavior
D. Swarm intelligence

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

True / False Questions

64. The intelligence phase of decision making finds or recognizes a problem, need, or opportunity.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

65. The choice phase of decision making considers ways to solve problems, fill needs, or take advantage of opportunities.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

66. The four phases of decision making are linear and once one phase is complete it is not returned to.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

67. A structured decision involves processing a certain kind of information in a specified way so that you will always get the right answer. No "feel" or intuition is necessary.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

68. A recurring decision is one that happens repeatedly, and often periodically, whether weekly, monthly, quarterly, or yearly.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

69. A recurring decision is one that you make infrequently and you may even have different criteria for determining the best solution each time.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

70. Most decisions fall somewhere between structured and nonstructured.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

71. A decision support system (DSS) is a highly flexible and interactive IT system that is designed to support decision making when the problem is not structured.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

72. A geographic information system (GIS) is a decision support system designed specifically to work with spatial information.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

73. Spatial information is any information that can be shown in its original form.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

74. Artificial intelligence (AI) is the science of making humans imitate computer thinking and behavior.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

75. Geographic information systems are a type of artificial intelligence.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

76. Expert systems are adaptive systems that work independently, carrying out specific, repetitive, or predicable tasks.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

77. An expert system is also called a knowledge-based system.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

78. An expert system is an artificial intelligence system that applies reasoning capabilities to reach a conclusion.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

79. An expert system is fundamentally the same as a DSS.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

80. If an expert system recognizes a new pattern it can set up a rule based on it.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

81. A neural network is an artificial intelligence system that is capable of finding and differentiating patterns.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

82. A genetic algorithm is a neural network that mimics the evolutionary, survival-of-the-fittest process to generate increasingly better solutions to a problem.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

83. An intelligent agent is software that assists you, or acts on your behalf, in performing repetitive computer-related tasks.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

84. A buyer agent is an intelligent agent on a Web site that helps the customer find products and services.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

85. A buyer agent is also called a user agent.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

86. Data-mining agents observe and report on equipment.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

87. The design phase of decision making focuses on determining how software will work.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

88. The implementation phase of decision making involves carrying out the chosen solution, monitoring the results, and making adjustments as necessary.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

89. Model management is used within IS to manage "perfect" or "model" databases.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

90. Data management and model management are both used in decision support systems.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

91. An expert system can be used for medical diagnosis by giving symptoms and trying to determine what is wrong.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

92. Fuzzy logic works like the human brain in that it needs precise facts to process information.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

93. A genetic algorithm follows a trial and error approach.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

94. Selection as it refers to evolution means giving preference to better outcomes.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

95. Crossover refers to giving preference to better outcomes.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

96. Mutation refers to giving preference to newer outcomes.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

97. Biosytems is the study of ecosystems and the application of the results to human behavior.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

98. Agent-based modeling involves multiple intelligent agents that can adapt to changing conditions.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

99. Multi-agent systems are dependent intelligent agents that interact with each other.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

100. Amazon uses information agents to show products to customers hoping to generate new purchases.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

101. In the study of swarm control, a central leader needs to be identified to determine what activity each participant performs.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

Fill in the Blank Questions

102. _____ is an area of AI that deals with imprecise or subjective information.
Fuzzy logic

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

103. The _____ phase of decision making finds or recognizes problems, needs, or opportunities.
Intelligence

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

104. The _____ phase of decision making carries out the chosen solutions, monitors the results, and makes adjustments as necessary.
Implementation

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

105. A(n) _____ decision involves processing a certain kind of information in a specified way so that you will always get the right answer.
Structured

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

106. A(n) _____ decision is one for which there may be several "right" answers and there is no precise way to get a right answer.
Nonstructured

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

107. A(n) _____ decision is one that happens repeatedly, and often periodically, whether weekly, monthly, quarterly, or yearly.
Recurring

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

108. A(n) _____ or ad hoc, decision is one that you make infrequently (perhaps only once) and you may even have different criteria for determining the best solution each time.
Nonrecurring

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

109. A(n) _____ is a highly flexible and interactive IT system that is designed to support decision making when the problem is not structured.
Decision support system (DSS)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

110. A(n) _____ is a decision support system designed specifically to work with spatial information.
Geographic information system (GIS)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

111. _____ is any information that can be shown in map form.
Spatial information

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

112. _____ is the science of making machines imitate human thinking and behavior.
Artificial intelligence

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

113. A(n) _____ is a geographic information system (GIS) that displays a particular geographic area and then overlays content according to the user's desires.
Location mashup

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

114. A(n) _____ is an artificial intelligence system that applies reasoning capabilities to reach a conclusion.
Expert system

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

115. A(n) _____ is an artificial intelligence system that is capable of finding and differentiating patterns.
Neural network

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

116. _____ agents observe and report on equipment.
Monitoring-and-surveillance

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

117. A buyer agent is an intelligent agent on a Web site that helps the customer find _____.
Products and services

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

118. A shopping bot is also called a(n) _____.
Buyer agent

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

119. A(n) _____ is software that assists you, or acts on your behalf, in performing repetitive computer-related tasks.
Intelligent agent

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

120. _____ are intelligent agents that take action on your behalf.
User agents

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

121. _____ agents observe and report on some entity of interest.
Monitoring-and-surveillance

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

122. The _____ phase of decision making involves considering possible ways of solving a problem.
Design

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

123. The _____ phase of decision making involves examining and selecting a solution.
Choice

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

124. _____ focuses on storing information within a decision support system.
Data management

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

125. _____ focuses on storing and managing statistical models used within decision support systems.
Model management

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

126. The _____ allows you to communicate with the DSS.
User interface management

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

127. When businesses utilize GIS software to generate maps, we call it _____.
Business geography

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

128. The know-how of an expert system actually comes from a(n) _____.
Expert in the field

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

129. A(n) _____ mimics one ability of the human brain.
Neural network

AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 3
Taxonomy: Application and Analysis

130. A(n) _____ mimics the evolutionary survival-of-the-fittest process to generate increasingly better solutions to a problem.
Genetic algorithm

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

131. _____ is a way of simulating human organizations using multiple intelligent agents.
Agent-based modeling

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

132. _____ is learning from ecosystems and adapting their characteristics to human organizations.
Biomimicry

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

133. _____ is an area of AI that deals with imprecise or subjective information.
Fuzzy logic

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

134. In a multi-agent system, groups of intelligent agents can work _____ but also _____ with each other.
independently, interact

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

135. Data-mining agents are used to shift through a _____ looking for _____.
data warehouse, patterns

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

136. A swarm intelligence system must be _____ so it can respond to changes in the environment around it.
Flexible

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

137. An expert system and a neural network differ in that the neural network can _____.
Adjust to new circumstances on its own

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysi

CH.05

Multiple Choice Questions

1. What day occurs after Black Friday; when consumers go back to work and shop online on the Internet for products they found on Black Friday on retail shelves?
a. Black Saturday
B. Cyber Monday
c. Red Tuesday
d. Money Friday

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

2. What type of commerce is possible because of the Internet and is accelerated and enhanced by it and the technology that supports it?
A. E-commerce
b. Every type of commerce
c. I-commerce
d. I-sales

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

3. What formal business plan maps out your customer base and your strategy for reaching them?
a. E-plan
b. Feasibility plan
c. Customer strategy and outreach plan (CSOP)
D. Path-to-profitability (P2P)

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

4. If you wanted to avoid the failure of the dot-com businesses from the late 1990s, what does the author recommend you do?
a. Build a company that is Internet and brick-and-mortar based
b. Develop IT systems capable of processing millions of transactions quickly
C. Develop a path-to-profitability (P2P) plan
d. Disperse risk amongst a group of investors rather than just yourself

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

5. Which type of e-commerce occurs when a business sells products or services to customers who are primarily other businesses?
a. B2C
b. B2
c. E-BB
D. B2B

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

6. Which type of e-commerce occurs when a business sells products and services to customers who are primarily individuals?
a. B2B
B. B2C
c. E-BC
d. BI

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

7. Which type e-commerce occurs when an individual sells products and services to a business?
A. C2B
b. B2C
c. E-CB
d. I-B

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

8. Which type of e-commerce occurs when an individual sells products and services to another individual?

A. C2C

b. C2

c. E-CC

d. II

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

9. Which type of e-commerce occurs when a business sells products and services to a government entity?
a. E-Gov
b. I-BG
c. E-BG
D. B2G

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

10. Which type of e-commerce occurs when an individual sells products and services to a government entity?
A. C2G
b. E-CG
c. I-CG
d. G2C

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

11. Which type of e-commerce occurs when a government entity sells products and services to businesses?
a. E-CB
b. I-CB
C. G2B
d. B2G

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

12. Which type of e-commerce refers to the electronic commerce activities performed between a government and its citizens?
A. G2C
b. C2G
c. E-CG
d. I-GC

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

13. Which type of e-commerce refers to the electronic commerce activities performed within a nation's government or between governments?
a. I-GG
b. E-GG
c. G2
D. G2G

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

14. Which e-commerce model has proven to be the most lucrative model in the world?
a. B2C
b. C2C
C. B2B
d. E-BC

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

15. If your company sold widgets to the automobile industry and these sales were conducted through the internet, what type of e-commerce model would you be using?
a. E-CB
b. I-BB
C. B2B
d. C2B

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

16. What term depicts a virtual marketplace in which all businesses buy from and sell products and services to each other, and share information?
a. Virtual Markets (VM)
b. E-Markets (EM)
c. Open Market
D. B2B e-marketplace

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

17. When you purchase your books for this course from an online source such as Amazon.com, you are conducting which type of e-commerce?
a. I-BC
b. E-CB
c. C2B
D. B2C

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

18. What is the major difference between B2B and B2C e-commerce?
a. Customers interact freely in a B2B marketplace; they do not in a B2C marketplace
b. Consumers are expected to surf the Web and purchase items from multiple Web sites; in a B2B marketplace long time relationships are established between the consumer and its business partner in the B2C market
c. Interaction between consumers and businesses are direct in the B2B market; they are indirect in the B2C market
D. The B2B marketplace does not involve consumers, just business partners; the B2C marketplace involves consumers

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

19. Which e-commerce business model depicts demand driven by the consumer with supply driven by the business?
A. B2C
b. C2B
c. E-CB
d. I-BC

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

20. If you created links on your personal Web site that connected your visitors to businesses with the goal that you would earn a fee for purchases made by your visitors, what type e-commerce model are you creating?
A. Affiliate programs
b. B2B
c. E-Advertisement
d. C2C

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

21. Which type of e-commerce model typically requires the use of an intermediary organization to complete transactions?
a. E-BB
b. G2C
C. C2C
d. C2B

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

22. C2C marketplaces that are supported by advertising are said to be _____.
a. B2C
B. Ad-supported
c. Market-oriented
d. Push technology

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

23. What is e-government?
a. Marketplaces that support e-voting on current issues
b. A marketplace that facilitates individuals selling products and services to a government entity
C. The use of digital technology to transform government operations
d. One government selling products or services to businesses

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

24. Which of the following models is very small?
a. G2G
B. C2G
c. E-GG
d. B2C

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

25. When a government agency such as the Small Business Administration (SBA) provides loans to individuals hoping to start their own business, the _____ e-commerce model is employed

a. G2G

B. G2B

c. G2C

d. I-GC

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

26. The ____ e-commerce model is an example of the government selling confiscated cars at auction.
A. G2B
b. E-Gov
c. I-GB
d. B2G

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

27. The _____ e-commerce model is an example of citizens sending their income tax returns online rather than through the mail.

A. G2C

b. C2G

c. I-GC

d. E-Gov

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

28. What does "click-and-mortar" refer to?
A. An organization that has a presence in the physical world and the virtual world
b. The act of purchasing products online and then having them delivered to you
c. Online Web sites such as eBay or Amazon.com
d. Organizations that sell products and services through the Internet

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

29. What does "click-and-order," or "pure play," refer to?
a. Online purchasing of video and audio products
b. Web games where players are anonymous
c. Internet gambling sites
D. Organizations that only have a virtual presence

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

30. What term refers to the electronic integration of government agencies up and down federal, state, and local government levels?
a. I-Interaction
B. Vertical government integration
c. E-Rule
d. Open government

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

31. What term refers to the electronic integration of government agencies across specific levels of government?
A. Horizontal government integration
b. G-Harmony
c. G-Communications
d. Open administration

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

32. Before you think about technological solutions to business problems or opportunities enhanced by technology, what should you have?
A. A strong understanding of your target customers
b. An infrastructure that can support technological enhancements
c. Financial backing
d. An understanding of customers, supporting infrastructure, and financial backing

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

33. In the world of e-commerce, your business should be able to distinguish between which of the following?
a. Mobile computing and traditional, hard communication devices
b. Web based computing and database management
c. Alternative operating environments such as Mac OS and Windows
D. End consumers and other businesses

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Knowledge and Understanding

34. Which of the following types of products purchased on the Internet are typically priced low because it is used more frequently?
a. Music
b. Streaming video
c. Online services
D. Convenience

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

35. Which of the following types of products purchased on the internet are typically high priced items because they are purchased infrequently and often require some sort of customized order?
a. B2B
b. Innovation
C. Specialty
d. Computer

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

36. If you wanted to maximize your profits through e-commerce, what type of merchandise does the author suggest you sell?
a. Streaming video
b. Consumable products
C. Commoditylike and digital products
d. Music

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Knowledge and Understanding

37. Which of the following is an example of commoditylike merchandise?
A. Toothpaste
b. Computers
c. Job search services
d. Automobiles

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

38. Which type of merchandise eliminates shipping costs by delivery of it via the Internet?
a. Commoditylike
B. Electronic or digital
c. Convenience
d. Web service

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

39. What is a "sticky" Web site?
a. A Web site that gains popularity through e-channels
b. A Web site that is accessed frequently because it is able to reroute potential consumers from other sites to it
c. A Web site that is located by pop-up and pop-under ads
D. A Web site that attracts consumers and encourages them to return

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

40. Which terms describes the ability of an organization to give its customers the opportunity to tailor its products or services to their specification?
a. E-Itemization
b. Crowd modification
c. Specialization
D. Mass customization

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

41. The auto industry is currently creating customer Web sites that allow one to build and purchase their own unique car. This type of Web site creates what type of business opportunity?
a. Direct e-sales
b. I-purchasing
c. Consumer specialty purchasing (CSP)
D. Mass customization

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Synthesis and Evaluation

42. Maintenance, repair, and operations (MRO) materials refer to which type of material?
a. Non-perishable
B. Indirect materials
c. Services
d. Support resources

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

43. Which term describes the banding together of businesses to purchase materials and services with the goal of lowering purchase prices through discounts?
a. Mass customization
b. E-business alliance
C. Demand aggregation
d. Small business coalition (SBC)

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Knowledge and Understanding

44. What type of materials is used to produce products or is sold directly in a retail environment?
a. Reverse materials
B. Direct materials
c. Perishable materials
d. Converse materials

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

45. What is the process in which a buyer posts its interest in buying a certain quantity of items with specified purchasing requirements and suppliers then compete for this business?
a. Vertical e-marketing
B. Reverse auction
c. Request for bid (RFB)
d. B2B E-mart

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Knowledge and Understanding

46. What is the difference between a reverse auction and mass customization?
A. Reverse auction is most often found in B2B whereas mass customization is often found in B2C
b. Reverse auction requires a bid from consumers whereas mass customization requires a bid from suppliers
c. Mass customization require a click-and-mortar environment; reverse auctions do not
d. Mass customization can sell digital products; reverse auctions sell commodilike products

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Synthesis and Evaluation

47. What is the market space called that allows for interactive e-commerce between multiple buyers and sellers?
A. E-marketplace
b. Virtual business
c. Mass customization
d. I-markets

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

48. Which of the following is an electronic marketplace that connects buyers and sellers across many industries, primarily for MRO materials commerce?
A. Horizontal e-marketplace
b. B2C e-markets
c. Reverse auctions
d. Direct market

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

49. Which of the following is an electronic marketplace that connects buyers and sellers in a given industry?
a. Horizontal e-marketplace
b. Indirect market
c. Reverse auctions
D. Vertical e-marketplace

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

50. What is the difference between horizontal e-marketplaces and vertical e-marketplaces?
a. Vertical e-marketplaces support commerce between multiple industries; horizontal e-marketplaces support commerce between businesses from the same industries
B. Vertical e-marketplaces support commerce between businesses from the same industry; horizontal e-marketplaces support commerce between businesses from different industries
c. Horizontal e-marketplaces support commerce between businesses and consumers; vertical e-marketplaces support commerce between business and business
d. Horizontal e-marketplaces support commerce between business and business; vertical e-marketplaces support commerce between consumer and business

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Synthesis and Evaluation

51. What is the set of marketing tools that your organization will use to pursue its marketing objectives in reaching and attracting customers?
a. Ad campaigns
b. Marketing campaigns
c. Marketing strategies
D. Marketing mix

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

52. What is the term used to describe the small advertisements that appear on other Web sites?
a. Pop-up or pop-through ads
B. Online or banner ads
c. AdWare
d. E-Marketing ads

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

53. What is the term used to describe a small Web page containing an advertisement that appears on your screen outside the current Web site loaded into your browser?
a. AdWare
b. E-Marketing ads
c. Online or banner ads
D. Pop-up ads

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

54. What is the term used to describe an ad that appears after you close your current browser window?
a. AdWare
b. E-Marketing ad
c. Online or banner ad
D. Pop-under ad

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

55. What is the difference between a pop-up and pop-under ad?
A. A pop-up ad appears quickly when you open a Web site; it may be sometime before you see a pop-under ad
b. A pop-up ad uses a separate window; a pop-under ad does not
c. A pop-up ad is a click-and-order ad; a pop-under ad is considered a click through ad
d. A pop-under ad is a type of SpyWare; a pop-up ad is not

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation

56. What is viral marketing?
a. A marketing campaigns initiated through a virus
b. A type of SpyWare that attaches itself to some other application
C. A marketing campaign that persuades consumers to encourage friends to purchase the same products or services
d. A type of negative marketing plan that criticizes its competitors

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

57. What is an affiliate program?
a. A business relationship between sellers and suppliers that support e-commerce
b. An ad-on product or service that is purchased through the originating seller
c. A marketing campaign directed at persuading consumers to get others to purchase the same product or service
D. An arrangement made between two e-commerce sites that directs viewers from one site to the other site

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

58. If you were on the Dell site purchasing a computer and Dell provided you a link to MacAfee site so that you can easily buy virus protection software, MacAfee would be considered a(n) _____ program.
A. Affiliate
b. Click-through
c. Conversion
d. Pop-under

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation

59. Which of the following is a count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser?
a. Conversion rate
B. Click-through
c. Marketing hits
d. Viral speed

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

60. What is the percentage of potential customers who visit your site who actually buy something?
a. Hit rate
B. Conversion rate
c. Click-through
d. Viral speed

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

61. What type of Internet-based company makes it easy for one person to pay another person or organization over the Internet?
A. Financial cybermediary
b. Electronic bill and payment business
c. E-provider
d. I-banks

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

62. What mechanism is used for sending money from your checking or savings account to another person or organization?
A. Electronic check
b. Cybermediary
c. Cyber money
d. E-Payment

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

63. What system sends bills over the Internet and provides an easy-to-use mechanism to pay for them?
a. Cybermediary
b. Electronic check
c. E-Payment
D. Electronic bill presentment and payment (EBPP)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

64. What is a credit-card like device that contains an embedded chip on which digital information can be stored and updated?
A. Smart card
b. E-credit card
c. E-Information
d. Intelligent spending card (ISC)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

65. What is the difference between a smart card and a digital wallet?
A. A smart card is a physical device; a digital wallet is not
b. A smart card contains both software and information; a digital wallet contains only information
c. A smart card is stored on the seller's computer; a digital wallet is stored on the client's computer
d. A digital wallet contains a smart card; a smart card is part of the digital walled along with other personal consumer information

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

66. What financial tool contains both security software and information about the user's payment and delivery preferences?
A. Digital wallets
b. Smart cards
c. E-Payments
d. Cybermediary

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

67. Which type of digital wallet maintains your e-commerce information on your computer?
A. Client-side digital wallet
b. Consumer-based digital wallet
c. Thin wallet
d. Smart card

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Knowledge and Understanding

68. Which type of digital wallet maintains your e-commerce information on the seller's Web site?
A. Server-side digital wallet
b. Buyer-based digital wallet
c. Thick wallet
d. Cybermediary

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

69. Which type of business environment supports computer-to-computer transfer of transaction information in a standard business document and format?
a. Thin wallets
b. Global eXchange services (GXS)
C. Electronic data interchange (EDI)
d. E-Business Financial Exchange (EBFE)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

70. Which type of business environment is used within the Business to Business e-commerce model for the payment of purchases?
a. Electronic data interchange (EDI)
b. E-Business Financial Exchange (EBFE)
c. Thin wallets
D. Financial EDI

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

71. What scrambles the contents of a file so that you can't read it without having the right key to unscramble the file?
a. Coder
b. Scrambler
C. Encryption
d. Fusion

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

72. Which scrambling technique provides you with two keys: a public key that everyone in an organization can have to scramble the contents of a file and a private key for the intended recipient to unscramble the file?
A. Public key encryption (PKE)
b. Public coder/decoder
c. Shared fusion key (SFE)
d. Community scrambler security device (CSSD)

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Knowledge and Understanding

73. Which computer tool creates a secure and private connection between a Web client's computer and a Web server's computer so that files sent from one to another are kept confidential?
a. Shared Fusion Connectivity (SFC)
B. Secure Sockets Layers (SSL)
c. Secure Electronic Transaction (SEL)
d. Public Coder detection (PCD)

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Knowledge and Understanding

74. Which transmission method ensures that transactions traveling over the Internet are legitimate as well as secure?
a. Shared Fusion Connectivity (SFC)
b. Secure Sockets Layers (SSL)
c. Financial Electronic Data Interchange (FEDI)
D. Secure Electronic Transactions (SET)

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

75. If you were a seller on the Internet and you wanted to ensure that your buyer's transaction information was correct and legitimate, what type of Web environment would you need?
a. Shared Fusion Connectivity (SFC)
b. Secure Sockets Layers (SSL)
c. Financial Electronic Data Interchange (FEDI)
D. Secure Electronic Transactions (SET)

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

76. What is the term pinned on today's young people who have grown up with computers, cell phones, iPods, and other technology devices?
a. Digitizers
b. Millenniums
c. Echo boomers
D. Screenagers

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

77. Your parents grew up prior to the digital society in which we now live. What is the term for this generation?
a. Generation X
B. Digital immigrants
c. Generation Y
d. Echo boomers

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

78. A person who grew up during the digital revolution is often called a(n) _____.
a. Digitizer
B. Digital native
c. Techoboomer
d. Assimilator

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

79. Which of the following groups is the fastest growing demographic group being targeted for identify theft?
a. Digital immigrants
B. Digital natives
c. Digitizers
d. Assimilators

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

80. Which type of technology allows you to wirelessly connect to and use your school's information technology?
a. Networking applications
b. Operations management tools
C. Mobile computing
d. Laptop applications

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

81. What is the term for electronic commerce conducted over a wireless device?
a. E-trade
B. M-commerce
c. E-commerce
d. IBuy

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

82. If you were to purchase a song from iTunes with your new cell phone, what type of technology would you be using?
A. M-commerce
b. IBuy
c. E-commerce
d. E-trade

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 5
Taxonomy: Synthesis and Evaluation

83. If you were surfing the Web and actively searching for information for your next research paper, what type of technology would you be using?
a. M-commerce
b. Internet search and detect
c. Exploratory
D. Pull

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 5
Taxonomy: Synthesis and Evaluation

84. If part of your academic work was to read the Wall Street Journal's articles on information technology and these articles were automatically delivered to your account, what type of technology would you be using?
a. M-commerce
b. Internet search and deploy
C. Push
d. Pull

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 5
Taxonomy: Synthesis and Evaluation

True / False Questions

85. E-commerce is commerce, but it is commerce accelerated and enhanced by IT, in particular the Internet
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

86. The B2C segment is where the dollar volume of e-commerce has always been widely expected to be concentrated.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

87. Demand aggregation combines purchase requests from multiple buyers into a single large order, which justifies a discount from the business.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

88. The B2B e-commerce segment is relatively small compared to the B2C e-commerce segment.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

89. Smart cards are plastic cards the size of a credit card that contain an embedded chip on which digital information can be stored.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

90. Commodity-like products are the best to sell when dealing with the B2C e-commerce segment.
TRUE

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 2
Taxonomy: Synthesis and Evaluation

91. A marketing mix is the set of technology tools that the firm uses to pursue its marketing objectives in the target market.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

92. Virtual marketing encourages users of a product or service supplied by a B2C company to ask friends to join in as well.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

93. Web services are arrangements made between e-commerce sites that direct users from one site to the other.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

94. Click-throughs are the count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

95. Indirect materials are materials that are necessary for running a modern corporation, but do not relate to the company's primary business activities.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

96. E-commerce permits customers, consumers, and companies to form relationships that would not be possible without technology.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

97. An e-commerce Web site is a silver bullet and can save most businesses from bankruptcy or failure.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

98. Digital products are one of the best products to offer in a B2C environment.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

99. For a consumer, a commodity-like product is the same no matter where it is purchased.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

100. Digital products are expensive to deliver.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

101. Mass customization refers to designing products which appeal to as many people as possible.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

102. Maintenance, repair, and operations materials are also referred to as direct materials.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

103. A reverse auction occurs when a seller posts a list of items for sale and then accepts bids from interested buyers.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

104. An electronic marketplace or e-marketplace is an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

105. An integrated e-marketplace brings together buyers and sellers from multiple industries, often for direct materials.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

106. A horizontal e-marketplace brings together buyers and sellers from the same industry.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

107. An online or banner ad is an ad that appears on a Web site.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

108. The theory behind the Long Tail is that e-commerce has a social effect on not only the users of e-commerce, but on society as a whole.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 5
Taxonomy: Application and Analysis

109. Viral marketing uses viruses transmitted via e-mail to advertise products.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

110. An affiliate program between two e-commerce sites directs viewers from one site to the other.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

111. A financial cybermediary is an Internet-based company that makes it easy for one person to pay another over the Internet.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

112. Electronic checks are simply faxed copies of normal checks.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

113. Digital wallets are plastic cards the size of a credit card which feature an embedded chip capable of storing digital information.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

114. The direct computer-to-computer transfer of transaction information contained in standard business documents, conducted in a standard format, is termed Electronic Data Interchange.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

115. Encryption scrambles the contents of a file so that no unauthorized personnel can read it.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

116. Encryption schemes can only utilize a single key.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

117. If your browser displays a small picture of a lock or if the Web address begins httpq, then you're using secure sockets layers to connect to another Web page.
FALSE

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

118. Secure Socket Layer (SSL) enables the merchant to verify the customer's identity and is endorsed by major credit cards.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

119. Click-and-mortar organizations have both a physical and electronic presence.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

120. The government is using digital technologies to become more competitive.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

121. Horizontal e-marketing is electronic integration from the federal to the state governments.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

122. Firstgov.com is a Web site just for businesses to interface with the U.S. federal government.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

123. Amazon.com is an example of a click-and-order or pure play.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

124. Buying U.S. savings bonds online is an example of a G2G.
FALSE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

125. Electronically sharing educational requirements between the state and local government would be an example of G2G.
TRUE

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

126. The U.S. government sharing import and export requirements with Canada would be an example of G2B.
FALSE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

127. The government is planning to move from a brick-and-mortar to a click-and-mortar approach to doing business.
TRUE

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

Fill in the Blank Questions

128. _____ is commerce, but it is commerce accelerated and enhanced by IT.
E-commerce

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

129. _____ combines purchase requests from multiple buyers into a single large order, which justifies a discount from the business.
Demand aggregation

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

130. _____ is the use of EDI for payments.
Financial EDI

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

131. _____ e-commerce is relatively small compared to B2B e-commerce.
B2C

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

132. _____ are Internet-based companies that make it easy for one person to pay another person over the Internet.

Financial cybermediaries

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

133. _____ products are best suited for B2C e-commerce.
Digital

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

134. People are most comfortable buying _____ products over the Internet.
Commoditylike

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis

135. _____ is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.

Marketing mix

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

136. _____ are arrangements made between e-commerce sites that direct users from one site to the other.

Affiliate programs

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

137. _____ are a count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser.
Click-throughs

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

138. _____ is the percentage of customers who visit the site who actually buy something.
Conversion rate

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

139. _____ are materials that are used in production in a manufacturing company or are placed on the shelf for sale in a retail environment.
Direct materials

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

140. Consumers are usually most familiar with _____ e-commerce.
B2C

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

141. _____ e-commerce accounts for most e-commerce revenues.
B2B

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

142. A _____ is a person between the ages of 6 and 24 who spend much of their time in front of a screen.
Screenager

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

143. _____ refers to the ability of an organization to tailor products to customer specifications.
Mass customization

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

144. _____ materials used in the normal operation of a business but not related to primary business operations.
Indirect materials

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

145. A(n) _____ occurs when a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left.

Reverse auction

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

146. _____ is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities.
Electronic marketplace

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

147. A(n) _____ e-marketplace brings together buyers and sellers from multiple industries.
Horizontal

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

148. A(n) _____ e-marketplace brings together buyers and sellers from the same industry.
Vertical

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

149. Finding, reaching, and establishing a relationship with customers is generally termed _____.

Marketing

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation

150. A(n) _____ appears under a Web page and cannot be seen until the page is closed.
Pop-under ad

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

151. Many people consider _____ ads to be acceptable.
Banner

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

152. _____ encourages users of a product or service to ask their friends to use the product or service as well.

Viral marketing

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

153. A(n) _____ is an Internet-based company that makes it easy for one person to pay another over the Internet.
Financial cybermediary

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

154. PayPal is an example of a(n) _____.
Financial cybermediary

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

155. A(n) _____ can be used to transfer money from one person's account to another.
Electronic check

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

156. _____ permits a company to send bills to you over the Internet. Further, you can even pay those bills online.
Electronic bill presentment and payment

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

157. A(n) _____ combines software (to provide for a secure transaction) and payment information.
Digital wallet

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

158. A(n) _____, also called a server-side digital wallet, is created and maintained for you by an organization on its server.
Thin wallet

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

159. A(n) _____ is stored on your computer.
Client-side digital wallet

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

160. Electronic Data Interchange is direct computer-to-computer transfer of _____ information contained in standard business documents.
Transaction

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

161. _____ is used primarily in B2B to pay for purchases.
Financial electronic data interchange

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

162. A(n) _____ key is made available to everyone, while a(n) _____ key is kept secret.
Public, Private

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis

163. Secure electronic transactions are both _____ and secure.
Legitimate

AACSB: Reflective Thinking Skills
AACSB: Use of Information Technology
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

164. Secure electronic transactions has the endorsement of _____.
most major credit cards

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

165. An organization like Sears that has both stores and a Web site for business transactions and is referred to as a _____.
Click-and-mortar

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

166. A click-and-order has a presence only in the _____ world.
virtual

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

167. Using digital technologies to transform government operations to increase efficiencies is referred to as _____.
Electronic government (e-government)

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

168. _____ refers to using electronic commerce within a single nation's government.
G2G

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

169. _____ refers to the electronic integration of government agencies, activities, and processes up and down federal, state, and local government levels.

Vertical government integraion

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

170. _____ refers to the electronic integration of government agencies, activities, and processes across a specific level of government.
Horizontal government integration

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

171. _____ are people who grew up during the digital revolution.
Digital natives

AACSB: Use of Information Technology
Difficulty: Easy
Learning Objective: 5
Taxonomy: Knowledge and Understanding

172. Electronic integration between the city of Chicago and the Illinois state government is referred to as _____.
vertical government

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

173. When the New York state attorney general and the governor share information electronically, it is an example of _____.
horizontal government (integration)

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

174. Soliciting bids for construction of a new state university building would be an example of _____.
G2B

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis

175. Buying U.S. savings bonds for a college fund is an example of _____.
G2C

AACSB: Use of Information Technology
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis