

MIS Review Questions:

9-1	<p>How do enterprise systems help businesses achieve operational excellence?</p> <ul style="list-style-type: none">• Define an enterprise system and explain how enterprise software works.• Describe how enterprise systems provide value for a business.
9-2*	<p>How do supply chain management systems coordinate planning, production, and logistics with suppliers?</p> <ul style="list-style-type: none">• Define a supply chain and identify each of its components.• Explain how supply chain management systems help reduce the bullwhip effect and how they provide value for a business.• Define and compare supply chain planning systems and supply chain execution systems.• Describe the challenges of global supply chains and how Internet technology can help companies manage them better.• Distinguish between a push-based and a pull-based model of supply chain management and explain how contemporary supply chain management systems facilitate a pull-based model.
9-3*	<p>How do customer relationship management systems help firms achieve customer intimacy?</p> <ul style="list-style-type: none">• Define customer relationship management and explain why customer relationships are so important today.• Describe how partner relationship management (PRM) and employee relationship management (ERM) are related to customer relationship management (CRM).• Describe the tools and capabilities of customer relationship management software for sales, marketing, and customer service.• Explain how sales force automation modules help increase productivity.• Distinguish between operational and analytical CRM.• Define churn rate and explain its importance.
9-4*	<p>What are the challenges that enterprise applications pose, and how are enterprise applications taking advantage of new technologies?</p> <ul style="list-style-type: none">• List and describe the challenges enterprise applications pose.• Explain how these challenges can be addressed.• Describe how enterprise applications are taking advantage of SOA, cloud computing, and open source software.• Define social CRM and explain how customer relationship management systems are using social networking.
10-1	<p>What are the unique features of e-commerce, digital markets, and digital goods?</p> <ul style="list-style-type: none">• Name and describe four business trends and three technology trends shaping e-commerce today.• List and describe the eight unique features of e-commerce.• Define a digital market and digital goods and describe their distinguishing features.
10-2	<p>What are the principal e-commerce business and revenue models?</p> <ul style="list-style-type: none">• Name and describe the three types of e-commerce.• Name and describe the principal e-commerce business models.• Name and describe the e-commerce revenue models.
10-3*	<p>How has e-commerce transformed marketing?</p> <ul style="list-style-type: none">• Explain how social networking and the wisdom of crowds help companies improve their marketing.• Define behavioral targeting and explain how it works at individual websites and on advertising network• Define the social graph and explain how it is used in e-commerce marketing.
10-4*	<p>How has e-commerce affected business-to-business transactions?</p> <ul style="list-style-type: none">• Explain how Internet technology supports business-to-business electronic commerce.• Define and describe Net marketplaces and explain how they differ from private industrial networks (private exchanges).
10-5*	<p>What is the role of m-commerce in business, and what are the most important m-commerce applications?</p> <ul style="list-style-type: none">• Explain why m-commerce is the fastest-growing type of B2C e-commerce.• Describe the different types of location-based services and applications.

10-6*	<p>What issues must be addressed when building an e-commerce presence?</p> <ul style="list-style-type: none"> • List and describe the four types of e-commerce presence
11-1	<p>What is the role of knowledge management systems in business?</p> <ul style="list-style-type: none"> • Define knowledge management and explain its value to businesses. • Describe the important dimensions of knowledge. • Distinguish between data, knowledge, and wisdom and between tacit knowledge and explicit knowledge. • Describe the stages in the knowledge management value chain.
11-2*	<p>What types of systems are used for enterprise-wide knowledge management, and how do they provide value for businesses?</p> <ul style="list-style-type: none"> • Define and describe the various types of enterprise-wide knowledge management systems and explain how they provide value for businesses. • Describe the role of the following in facilitating knowledge management: taxonomies, MOOCs, and learning management systems.
11-3*	<p>What are the major types of knowledge work systems, and how do they provide value for firms?</p> <ul style="list-style-type: none"> • Define knowledge work systems and describe the generic requirements of knowledge work systems. • Describe how the following systems support knowledge work: CAD, virtual reality, and augmented reality.
11-4	<p>What are the business benefits of using intelligent techniques for knowledge management?</p> <ul style="list-style-type: none"> • Define artificial intelligence and explain its role in knowledge management. • Define an expert system, describe how it works, and explain its value to business. • Define case-based reasoning and explain how it differs from an expert system. • Define fuzzy logic and describe the types of decisions fuzzy logic systems make. • Define machine learning and give some examples. • Define and describe intelligent agents and give an example of a type of intelligent agent.
12-1	<p>What are the different types of decisions, and how does the decision-making process work?</p> <ul style="list-style-type: none"> • List and describe the different levels of decision making and decision-making constituencies in organizations. Explain how their decision-making requirements differ. • Distinguish between an unstructured, semi-structured, and structured decision. • List and describe the stages in decision making.
12-2	<p>How do information systems support the activities of managers and management decision making?</p> <ul style="list-style-type: none"> • Compare the descriptions of managerial behavior in the classical and behavioral models. • Describe high-velocity automated decision making and its benefits and risks. • Identify the specific managerial roles that can be supported by information systems.
12-3*	<p>How do business intelligence and business analytics support decision making?</p> <ul style="list-style-type: none"> • Define and describe business intelligence and business analytics. • List and describe the elements of a business intelligence environment. • List and describe the analytic capabilities provided by BI systems. • Define operational intelligence and explain how the Internet of Things improves it. • Compare two different management strategies for developing BI and BA capabilities.
12-4*	<p>How do different decision-making constituencies in an organization use business intelligence, and what is the role of information systems in helping people working in a group make decisions more efficiently?</p> <ul style="list-style-type: none"> • List each of the major decision-making constituencies in an organization and describe the types of decisions each makes. • Define and describe the balanced scorecard method and business performance management. • Define a group decision-support system (GDSS) and explain how it differs from a DSS.