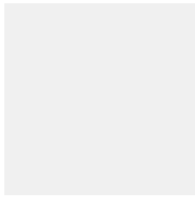Question **1**

Not answered

Marked out of 1.00

Flag question

Question text

The process of presenting a set of computing resources (such as computing power or data storage), so that they can all be accessed in ways that are not restricted by physical configuration or geographic location is called

Select one:

○

a.

ubiquitous computing.

○

b.

virtualization.

○

c.

autonomic computing.

○

d.

cloud computing.
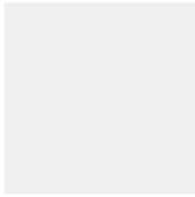
○

e.

multicore processing.

Feedback

The correct answer is: cloud computing.

Question **2**

Not answered

Marked out of 1.00

Question text

Which metric is based on the relationship between the revenue produced by a specific customer, the expenses incurred in acquiring and servicing that customer, and the expected life of the relationship between the customer and the company?

Select one:

○

a.

cost per lead

○

b.

customer average value

○

c.

cost per sale

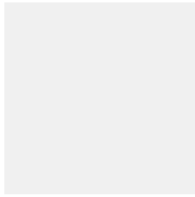○

d.

churn rate

○

e.

customer lifetime value

Feedback

The correct answer is: customer lifetime value

Question **3**

Not answered

Marked out of 1.00

Flag question

Question text

The six important business objectives of information technology are new products, services, and business models; customer and supplier intimacy; survival; competitive advantage; operational excellence; and

Select one:

○

a.

improved business value.

○

b.

improved efficiency.

○

c.

improved flexibility.

○

d.

improved decision making.
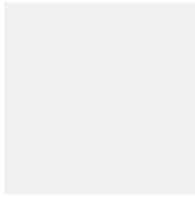
○

e.

improved business practices.

Feedback

The correct answer is: improved decision making.

Question **4**

Not answered

Marked out of 1.00

Question text

Question 1

In the information age, the obligations that individuals and organizations have regarding the preservation of existing values and institutions fall within the moral dimension of:

Select one:

○

a.

family and home.

○

b.

property rights and obligations.

○

c.

quality of life.

○

d.
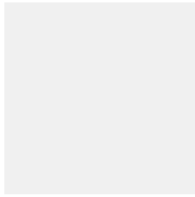
system quality.

○

e.

accountability and control.

Feedback

The correct answer is: quality of life.

Question **5**

Not answered

Marked out of 1.00

Question text

Business processes are analyzed, simplified, and redesigned in

Select one:

○

a.

systems analysis and design.

○

b.

rationalization of procedures.

○

c.

automation.
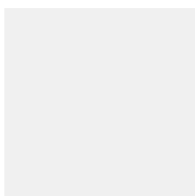
○

d.

paradigm shifts.

○

e.

business process redesign.

Feedback

The correct answer is: business process redesign.

Question **6**

Not answered

Marked out of 1.00

Question text

A firm that must invest in new information systems capabilities in order to comply with federal legislation can be said to be investing to achieve which business objective?

Select one:

○

a.

survival

○

b.

customer intimacy

○

c.

improved reporting

○

d.

improved decision making
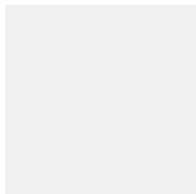
○

e.

operational excellence

Feedback

The correct answer is: survival

Question **7**

Not answered

Marked out of 1.00

Flag question

Question text

Which of the following is not a characteristic of packet switching?

Select one:

○

a.

Packets travel independently of each other.

○

b.

Packets are reassembled into the original message when they reach their destinations.

○

c.

Packet switching requires point-to-point circuits.

○

d.

Packets include data for checking transmission errors.

○

e.

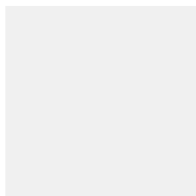Packets are routed through many different paths.

Feedback

The correct answer is: Packet switching requires point-to-point circuits.

Question **8**

Not answered

Marked out of 1.00

Flag question

Question text

What is the most important function of an enterprise application?

Select one:

○

a.

enabling a company to work collaboratively with customers and suppliers

○

b.

enabling inventory and supply chain management

○

c.

increasing speed of communicating

○

d.

enabling cost-effective e-business processes

○

e.

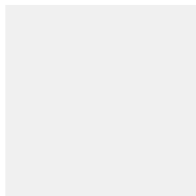enabling business functions and departments to share information

Feedback

The correct answer is: enabling business functions and departments to share information

Question **9**

Not answered

Marked out of 1.00

Flag question

Question text

You are creating a database to store temperature and wind data from national airport locations. Which of the following fields is the most likely candidate to use as the basis for a primary key in the Airport table?

Select one:

○

a.

day

○

b.

state

○

c.

airport code
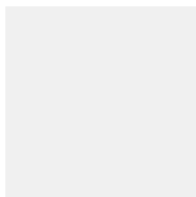
○

d.

city

○

e.

address

Feedback

The correct answer is: airport code

Question **10**

Not answered

Marked out of 1.00

Flag question

Question text

If you can follow a definite procedure to make a business decision, you are making a(n) _____ decision.

Select one:

○

a.

Ad-hoc

○

b.

Structured

○

c.

Straightforward

○

d.

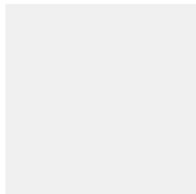Semi-structured

e.

Unstructured

Feedback

The correct answer is: Structured

Question **11**

Not answered

Marked out of 1.00

Flag question

Question text

The dimension of _____ describes whether the structure of data is consistent within an information source.

Select one:

a.

accuracy

b.

validity

c.

integrity

d.

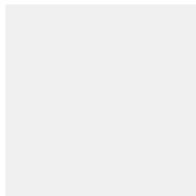completeness

e.

consistency

Feedback

The correct answer is: integrity

Question **12**

Not answered

Marked out of 1.00

Flag question

Question text

Question 2
Which of the following best describes the effect that new information technology has on society?

Select one:

○

a.

It is beneficial for society as a whole, while raising dilemmas for consumers.

○

b.

It has a dampening effect on the discourse of business ethics.

○

c.

It has a ripple effect, raising new ethical, social, and political issues.

○

d.

It has a magnifying effect, creating increasing numbers of ethical issues.

○

e.

It has a waterfall effect in raising ever more complex ethical issues.

Feedback

The correct answer is: It has a ripple effect, raising new ethical, social, and political issues.

Question **13**

Not answered

Marked out of 1.00

Flag question

Question text

Question 9
Data _____ occurs when the same data is duplicated in multiple files of a database.

Select one:

○

a.

Partitions

○

b.

Repetition

○

c.

Discrepancy

○

d.

Redundancy

○

e.

Independence

Feedback

The correct answer is: Redundancy

Question **14**

Not answered

Marked out of 1.00

Flag question

Question text

Which of the following best describes the effect that new information technology has on society?

Select one:

○

a.

It has a magnifying effect, creating increasing numbers of ethical issues.

○

b.

It has a ripple effect, raising new ethical, social, and political issues.

○

c.

It has a waterfall effect in raising ever more complex ethical issues.

○

d.

It has a dampening effect on the discourse of business ethics.

○

e.

It is beneficial for society as a whole, while raising dilemmas for consumers.
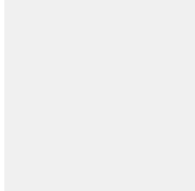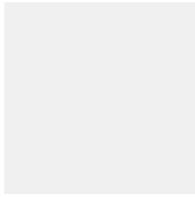
Feedback

The correct answer is: It has a ripple effect, raising new ethical, social, and political issues.

Question **15**

Not answered

Marked out of 1.00

Question text

How do software vendors correct flaws in their software after it has been distributed?

Select one:

○

a.

They issue patches.

○

b.

They don't; users purchase software at their own risk.

○

c.

They issue bug fixes.

○

d.

They re-release the software.

○

e.

They release updated versions of the software.

Feedback

The correct answer is: They issue patches.

Question **16**

Not answered

Marked out of 1.00
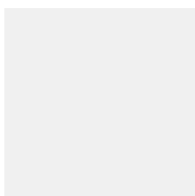
Question text

The device that acts as a connection point between computers and can filter and forward data to a specified destination is called a(n)

Select one:

O

a.

modem.

O

b.

NIC.

O

c.

switch.

O

d.

hub.

O

e.

router.

Feedback

The correct answer is: switch.

Question **17**

Not answered

Marked out of 1.00
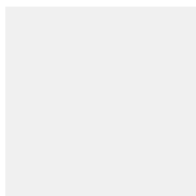
Flag question

Question text

OLAP is a tool for enabling

Select one:

○

a.

users to quickly generate summary reports.

○

b.

programmers to normalize data.

○

c.

programmers to quickly diagram data relationships.

○

d.

users to view both logical and physical views of data.

○

e.

users to obtain online answers to ad-hoc questions in a rapid amount of time.

Feedback

The correct answer is: users to obtain online answers to ad-hoc questions in a rapid amount of time.

Question **18**

Not answered

Marked out of 1.00
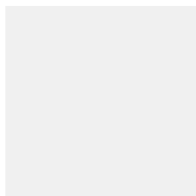
Flag question

Question text

What is meant by the statement "knowledge is sticky"?

Select one:

○

a.

Knowledge is hard to move.

○

b.

Knowledge is intangible.

○

c.

Knowledge works only in certain situations.

○

d.

Knowledge is difficult to replace.

○

e.

Knowledge is universally applicable.

Feedback

The correct answer is: Knowledge is hard to move.

Question **19**

Not answered

Marked out of 1.00
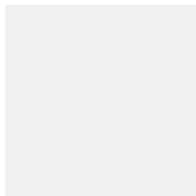
Flag question

Question text

Data _____ occurs when the same data is duplicated in multiple files of a database.

Select one:

○

a.

Redundancy

○

b.

Independence

○

c.

Partitions

O

d.

Repetition

O

e.

Discrepancy

Feedback

The correct answer is: Redundancy

Question **20**

Not answered

Marked out of 1.00
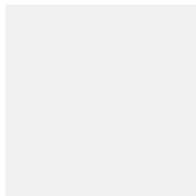
Flag question

Question text

Which of the following specifications replaces WEP with a stronger security standard that features changing encryption keys?

Select one:

O

a.

VPN

O

b.

UTM

O

c.

AUP

O

d.

TLS

○

e.

WPA2

Feedback

The correct answer is: WPA2

Information
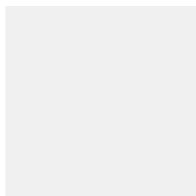
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Information text

Part B:

5 Short Answer Questions

Attempt every question

4 Marks Each | Total 20 Marks.

Question **21**

Not answered

Marked out of 4.00
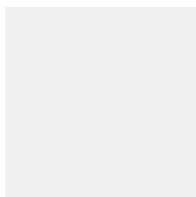
Flag question

Question text

SHORT ANSWER SECTION | 4 Marks for each question

You have been hired as an information security consultant for a law firm.

a.   What are the three generic factors all firms must consider when attempting to secure their information systems? (3 Mark)

b.   Which of these factors constitutes the greatest source for network security breaches to the firm? (1 Mark)

Question **22**

Not answered

○

Marked out of 4.00

Question text

SHORT ANSWER SECTION | 4 Marks for each question

Your aunt has asked you for your suggestions to make her business, a local sandwich shop, more efficient.

a.   Describe three types of business processes a sandwich shop has. (3 Marks)

b.   Describe how one of these business processes may be better coordinated through the use of information systems? (1 Mark)

Question **23**

Not answered

Marked out of 4.00

Question text

SHORT ANSWER SECTION | 4 Marks for each question

The small publishing company you work for wants to create a new database for storing information about all of their author contracts.

What factors will influence how you design the database?

What field would you make the unique primary key for the database? Explain your choice. (4 Marks)

Question **24**

Not answered

Marked out of 4.00
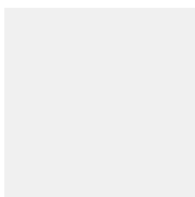
Question text

SHORT ANSWER SECTION | 4 Marks for each question

You have been hired by Croydon Visiting Nurse Services, whose business processes are all manual, paper-based processes. How might a CRM system benefit them? (4 Marks)

Question **25**

Not answered

Marked out of 4.00
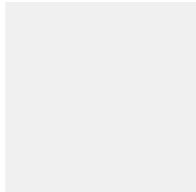
Flag question

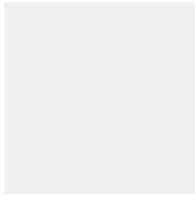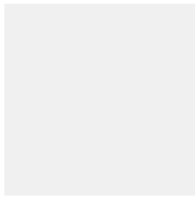Question text

SHORT ANSWER SECTION | 4 Marks for each question

a.   What is the difference between packet switching and circuit switching? (1 Mark)

b.   Give an example of each communication mode (1 Mark)

c.   Explain how packet switching works (2 Marks)

Information
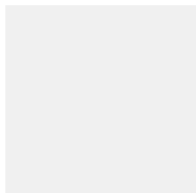
Flag question

Information text

Part C:

4 Extended Response Questions

Answer THREE (3) Questions from the FOUR (4) Questions provided .

20 Marks Each | Total 60 Marks

NB. If you choose to answer all four questions, then your grade for this section will comprise the highest three marks.

Question **26**

Not answered

Marked out of 20.00

Question text

EXTENDED RESPONSE SECTION | 20 Marks for each question | ANSWER ONLY 3 QUESTIONS FROM THIS SECTION

Business Strategy and Information Systems

a.   Explain why even well-designed information systems do not always help improve a firm's decision making. (6 Marks)

b.   How is Internet technology useful from a network economics perspective? (2 Marks) Give two (2) detailed examples. (10 Marks)

Feedback

Answer should include the three main reasons for information systems not always producing positive results:

1. Information quality,

2. Management filters, and

3. Organizational inertia/politics.

A sample answer is:

There are three main reasons that implementing a well-designed information system might not result in better decisions. First, the information produced by a system may be incomplete and inaccurate. The quality of information will depend on the quality of data gathered, and may require a minimum amount of data to be gathered.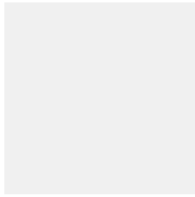 Inaccurate data and incomplete data can degrade the quality of decision making. Second, management filters can also stymie good decision making—a manager who has a bias against some types of activities or solutions, or is overly optimistic or pessimistic will make decisions that are skewed towards their own perspective rather than actual facts. Finally, organizational inertia and politics can hamper decision making. Information systems can require organizational change in roles and business processes that employees want to resist; or a system can produce information that suggests that a change is necessary but employees ignore in order to maintain the status quo in roles and responsibilities.

Question **27**

Not answered

Marked out of 20.00
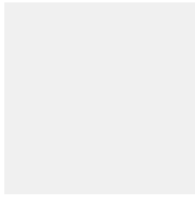
Question text

EXTENDED RESPONSE SECTION | 20 Marks for each question | ANSWER ONLY 3 QUESTIONS FROM THIS SECTION

Information Security

One of the capabilities of Internet communication is the ability of the individual to appear essentially anonymous by using made-up user names.

a.   Is anonymity the same thing as privacy, and should anonymity be a right?
What ethical issues are raised by increased anonymity? (8 Marks)

b.   Is there a case for limited anonymity? Justify your answer with examples (8 Marks)

c.   Discuss where you believe increased anonymity would have a positive (two examples) or negative (two examples) impact on society. (4 Marks)

Feedback

Your answer should include a definition of privacy and an attempt to differentiate between anonymity and privacy, as well as an understanding that anonymity can result in a breakdown of clear accountability or responsibility for actions.

A sample answer is: Privacy is the claim to be left alone, free from surveillance. This is different from anonymity, in which nobody knows who you are or what actions you take even in a public arena. Some individuals, if they feel they are anonymous, may have lapses in ethical behavior because anonymity means they are no longer accountable for their actions. I don't know if anonymity should be a right, but perhaps anonymity should not be permissible for some types of communication.

Examples:

Positive:

- Preserve privacy of individuals from commercial and government tracking.

- Enable users to control the extent of connectivity to commercial service providers and broader social networks – especially in the case of historical or abandoned services (old apps, mailing lists) or old social networks.

Negative:

- Apparent unaccountability of users online especially given breaches in Information Rights and Obligations, Property Rights and Obligations, Accountability and Control, System Quality, Quality of Life.

- More difficult to segment market of users if 'opt out' preferences restricted companies from tracking and targeting individuals; this would increase cost of provision of many services that are currently free.

Question **28**

Not answered

Marked out of 20.00
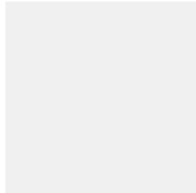
Flag question

Question text

EXTENDED RESPONSE SECTION | 20 Marks for each question | ANSWER ONLY 3 QUESTIONS FROM THIS SECTION

Business Intelligence

a.   Explain why even well-designed information systems do not always help improve a firm's decision making. (9 Marks)

b.   You are evaluating Business Intelligence (BI) software from a number of vendors. Using the following six elements in the BI environment, and your understanding of the importance of these elements to formulate six questions to ask the vendors in order to determine how their software will interplay with your needs.

- Data from the business environment

- Business Intelligence Infrastructure

- Business Analytics Toolset

- Managerial and User Methods

- Delivery Platform(s)

- User Interface (6 Marks)

c.   You are an analyst for a firm that imports and distributes specialty oils and vinegars and your company wants you to evaluate their options for taking advantage of cutting edge business analytics. Which two strategies could you adopt? Which would you recommend? (5 Marks)

Feedback

a. The three main reasons for information systems not always producing positive results:

1. information quality,

2. management filters, and

3. organizational inertia/politics.

A sample answer is:

There are three main reasons that implementing a well-designed information system might not result in better decisions. First, the information produced by a system may be incomplete and inaccurate. The quality of information will depend on the quality of data gathered, and may require a minimum amount of data to be gathered. Inaccurate data and incomplete data can degrade the quality of decision making. Second, management filters can also stymie good decision making—a manager who has a bias against some types of activities or solutions, or is overly optimistic or pessimistic will make decisions that are skewed towards their own perspective rather than actual facts. Finally, organizational inertia and politics can hamper decision making. Information systems can require organizational change in roles and business processes that employees want to resist; or a system can produce information that suggests that a change is necessary but employees ignore in order to maintain the status quo in roles and responsibilities.

b. Six questions aligning to each of the elements are:

1. Data from the business environment. A question for a salesperson is: "How does your software integrate with our data?"

2. Business intelligence infrastructure. "What type of database system does your software use?"

3. Business analytics toolset. "What tools are included?"

4. Managerial users and methods. "Our management team uses these metrics. Does your software provide that?"

5. Delivery platform: "How does your software integrate with our platforms?"

6. User interface: "What are the elements of your user interface and what delivery methods are used—mobile, social media, web portal, etc."

c. There are two strategies for adopting BI and BA capabilities:
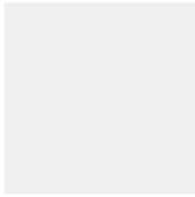
1. an integrated solution or

2. using multiple best-of-breed vendor software solutions.

The hardware firms want to sell you integrated hardware/software solutions that run on their hardware (the totally integrated solution). Software firms will want to sell you "best of breed" software that runs on any machine they want. In this strategy, you adopt the best database and data warehouse solution, and select the best business intelligence and analytics package from whatever vendor you believe is best. Student recommendations will vary: The first solution carries the risk that a single vendor provides your firm's total hardware and software solution, making your firm dependent on its pricing power, but it offers the advantage of dealing with a single vendor who can deliver on a global scale. The second solution offers greater flexibility and independence, but with the risk of potential difficulties integrating the software to the hardware platform, as well as to other software.

Question **29**

Not answered

Marked out of 20.00

Question text

EXTENDED RESPONSE SECTION | 20 Marks for each question | ANSWER ONLY 3 QUESTIONS FROM THIS SECTION

Cloud-based Computing

Identify and describe five of the current trends in contemporary software platforms. Give an example of each. (10 Marks)

What is scalability? Why is it essential to the success of the modern business? Cite examples in your explanation. You may re-use examples from Assessment 1 or Assessment 2. (10 Marks)

Feedback

    a.   Current trends in contemporary software platforms:

1.   Growing use of Linux and open-source software—Open-source software is produced and maintained by a global community of programmers and is downloadable for free. Linux is a powerful, resilient open-source operating system that can run on multiple hardware platforms and is used widely to run Web servers.
Example: Moodle (free version); OSDN, SourceForge

2.   HTML5—This is the next evolution of HTML which simplifies embedding multimedia, rich media, and animation in the browser.
Example: Youtube's growing use of HTML5 rather than flash.

3.   Cloud-based services—In cloud-based services and software, users rent applications or storage space from online providers rather than running these applications or themselves or using local storage.
Examples: Dropbox, Google Apps, Rackspace

4.   Web services and service-oriented architecture—Web services are loosely coupled software components based on open Web standards that are not product-specific and can work with any application software and operating system. They can be used as components of Web-based applications linking the systems of two different organizations or to link disparate systems of a single company.
Examples: Office 365, LogMeIn

5.   Software outsourcing—Companies are purchasing their new software applications from outside sources, including application software packages, by outsourcing custom application development to an external vendor (that may be offshore), or by renting software services from an application service provider.
Examples: Box.com; Google Apps, Salesforce.com

6.   Cloud-based services—Companies are leasing infrastructure, hardware, and software from vendors, paying on a subscription or per-transaction basis.
Examples: Rackspace, AWS, Microsoft Azure

7.   Mashups and apps—Mashups are programs created by combining two or more existing Internet applications. Apps are small programs developed for mobiles and handhelds, turning them into more robust computing tools.
Examples: Mashups: Zapier, IFTTT. Apps: Trello, Slack.

   b. Scalability
     Scalability is the ability of the computer, product, or system to expand to survey larger numbers of users without breaking down. It is important because as firms grow, they can quickly outgrow their infrastructure. As firms shrink, they can get stuck with excessive infrastructure purchased in better times. Any modern company must be able to make plans for the future, even though that future may be different than what was expected. Computer equipment is expensive, though dropping in price, and budgets must be planned to allow for new purchases, upgrades, and training. It is generally assumed that a successful company will need more computer capacity for more people as it follows a path to continued success.