CONCORDIA COLLEGE

MOORHEAD, MINNESOTA

BUSN 315: Management Information Systems

Quiz #3

Fall 2025

INSTRUCTIONS:

- Write your name, date, and section clearly at the top of the first page.

- This is a closed-book quiz. You may not use your textbook, class notes, or electronic devices.

- The quiz consists of three parts: Definitions, True/False, Multiple Choice, and Short Answers.

- For definitions, write in complete sentences. Limit each definition to 3 sentences.

- For True/False questions, write TRUE or FALSE. If the statement is FALSE, provide a brief one- to two-sentence justification.

- For multiple-choice questions, circle the single best answer. Only one option is correct.

- For short-answer questions, write your responses in complete sentences. Limit your response to 5 sentences or fewer.

- The total time allowed is 75 minutes. Manage your time carefully.

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Problem 1. Definitions   **(5 Points Each)**

Select FOUR items from the list below and provide a concise definition that a manager could use when making a decision.

- Data Redundancy

- Domain Name System

- NoSQL

- Sentiment Analysis

- Search Engine Optimization

- Data Mart

1.A. Item #1: _____

1.B. Item #2: _____

1.C. Item #3: _____

1.D. Item #4: _____

Problem 1. Extra Credits: Definitions (continued)   (3 Points Each)

You may provide the definition of the remaining two terms you did not choose in the previous page for extra credit.

- Data Redundancy
- Domain Name System
- NoSQL

- Sentiment Analysis
- Search Engine Optimization
- Data Mart

1.E.   Item #5: _____

1.F.   Item #6: _____

Problem 2. True / False   **(5 Points Each)**

Determine whether each statement is TRUE or FALSE. If FALSE, justify briefly.

 2.A. Centralizing operational data reduces reconciliation effort and speeds companywide reporting.

 2.B. Unified communications improves responsiveness in hybrid teams by consolidating tools in one interface.

 2.C. A VPN is primarily used to increase Internet speed for video meetings.

 2.D. IPv6 expands the address space available to connected devices compared to IPv4.

Problem 3. Multiple Choice   **(4 Points Each)**

3.A. A manager wants consistent, company-wide definitions of key metrics. Which initiative addresses this need first?

    a) Blockchain

    b) Data Governance

    c) NoSQL

    d) In-Memory Computing

3.B. Which scenario best illustrates a data quality problem rather than a technology failure?

    a) Firewall misconfiguration

    b) Slow Wi-Fi connection

    c) Server downtime

    d) Outdated customer addresses in CRM

3.C. A startup with fast-changing user activity data and global traffic should prioritize:

    a) NoSQL on a cloud provider for flexible scaling

    b) Paper forms digitized monthly

    c) On-premises mainframe with fixed schema

    d) Single-user desktop database for low cost

3.D. A firm's managers request live inventory visibility for every store. What technology most directly supports that goal?

    a) Email reports

    b) Data Mart

    c) Distributed cloud database

    d) Paper forms

Problem 3. Multiple Choice (continued)   **(4 Points Each)**

3.E. When an AI system classifies invoices and flags unusual amounts, its function relates to:

    a) Program–Data Dependence

    b) Data Governance

    c) Data Integration

    d) Data Quality Assurance

3.F. Which metric would best demonstrate the value of Unified Communications for customer support?

    a) Hardware cost per unit

    b) Average resolution time

    c) Number of routers installed

    d) Monthly server uptime

3.G. A hotel chain wants to monitor recurring guest complaints from surveys and chats. Which approach is the best fit?

    a) Packet routing on core switches

    b) IPv6 deployment

    c) Text mining and sentiment analysis

    d) Tape backups for records retention

3.H. When an e-commerce site resolves `www.example.com` to an IP and loads the page, which part of the stack provides name resolution?

    a) VoIP

    b) VPN

    c) HTML

    d) DNS

Problem 3. Multiple Choice (continued)   **(4 Points Each)**

3.I. A remote sales team needs secure access to internal dashboards while traveling. Which option is most appropriate?

    a) SMS text for all numbers

    b) VPN to the corporate network

    c) Unencrypted email attachments

    d) Public Wi-Fi with open credentials

3.J. Managers debating Internet of Things (IoT) investments should focus mainly on:

    a) Sensor data security and integration with existing databases

    b) Employee payroll automation

    c) Office printer replacement

    d) Digital marketing spend

Problem 4. Short Answer   **(10 Points Each)**

4.A. You are choosing between a centralized enterprise database and departmental spreadsheets for inventory. Describe one efficiency gain from centralization and one organizational risk if you remain with spreadsheets.

4.B. Your firm is piloting VoIP and Unified Communications. Identify one customer-experience metric that could improve and one managerial control you would implement to measure the impact.

- Original Score: _____

- Original Date: _____

- Recovered Score: _____

- Recovered Date: _____