



- Name: \_\_\_\_\_
  - Date: \_\_\_\_\_
  - Section: \_\_\_\_\_
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# **BUSN 315: Management Information Systems**

## **Problem Set #1**

**Fall 2025**

### **INSTRUCTIONS:**

- Write your name, date, and section at the top of the first page.
- This problem set is intended as a check-in assignment to ensure you are keeping up with course material. It is not designed to be overly difficult, but you are expected to answer thoughtfully.
- For multiple-choice problems, circle the best answer. Only one option is correct.
- For short-answer problems, limit your response to no more than 4 sentences.
- Unless otherwise specified, you may use your textbook, class notes, and slides.
- Submit a clean, legible copy of your work by the deadline posted in the syllabus. Late submissions will follow the course policy on late assignments.

**Problem 1. Multiple Choice**

1.A. Which of the following is NOT one of the six strategic business objectives of information systems?

- a) Operational Excellence
- b) Improved Decision Making
- c) Customer and Supplier Intimacy
- d) Unlimited Profitability

1.B. A digital firm is best described as:

- a) An organization that outsources most of its IT operations to cloud providers
- b) An organization where nearly all significant business processes and relationships are digitally enabled
- c) A company that only sells products online
- d) A firm that eliminates management layers through automation

1.C. Which of the following best illustrates the concept of time shifting in digital firms?

- a) Using AI to replace customer service agents
- b) Allowing employees to work flexible schedules and serve customers 24/7
- c) Moving data storage from local servers to cloud providers
- d) Expanding sales to international markets

1.D. Which of the following is a key challenge associated with cloud computing?

- a) Greater dependency on service providers and potential security risks
- b) Reduced ability to scale services on demand
- c) Higher costs compared to traditional in-house servers
- d) Limited global accessibility for users and employees

1.E. Which of the following best illustrates a complementary asset in MIS?

- a) Employee training programs to use new systems effectively
- b) A supportive corporate culture that values data-driven decision making
- c) Clear incentive systems that encourage innovation and IT adoption
- d) All of the above

**Problem 1. Multiple Choice (continued)**

- 1.F. Which of the following best illustrates how information systems can automate a business process?
  - a) Customers tracking their orders online through FedEx
  - b) A cashier scanning barcodes at checkout instead of typing in prices
  - c) Airbnb connecting hosts and guests through a digital platform
  - d) Executives reviewing dashboards with KPIs
  
- 1.G. Which management level primarily relies on Transaction Processing Systems (TPS)?
  - a) Senior management making long-term strategic decisions
  - b) Middle management monitoring performance reports
  - c) Operational management handling day-to-day transactions
  - d) Knowledge workers creating new knowledge
  
- 1.H. Which of the following distinguishes a Decision Support System (DSS) from a Management Information System (MIS)?
  - a) DSS relies only on internal TPS data, while MIS integrates external sources
  - b) DSS provides flexible analysis using external as well as internal data, while MIS focuses on routine reports
  - c) MIS provides dashboards and portals, while DSS provides only printed reports
  - d) MIS is used only by executives, while DSS is used only by operational staff
  
- 1.I. Which of the following is the primary purpose of a Supply Chain Management (SCM) system?
  - a) Managing employee recruitment and training
  - b) Automating financial reporting
  - c) Coordinating the flow of goods, information, and relationships with suppliers and partners
  - d) Tracking customer interactions to improve sales and marketing
  
- 1.J. Which of the following is an example of social business?
  - a) A firm implementing an ERP system to integrate HR and finance
  - b) Walmart using Retail Link to provide suppliers with inventory data
  - c) A hospital adopting electronic medical records to share information across departments
  - d) Starbucks launching “My Starbucks Idea” to crowdsource new products from customers

**Problem 2. Short Answer**

- 2.A. Briefly explain how Big Data or the Internet of Things (IoT) can improve decision-making in businesses. Provide one example.
- 2.B. Identify one potential benefit and one potential risk of using Artificial Intelligence (AI) in business operations.
- 2.C. Distinguish between Enterprise Resource Planning (ERP) systems and Customer Relationship Management (CRM) systems. What is the primary purpose of each?
- 2.D. Globalization is heavily influenced by advances in information systems. Provide one example of how IT enables globalization for businesses.
- 2.E. Explain the difference between tacit knowledge and explicit knowledge. Why is this distinction important for Knowledge Management Systems (KMS)?