- Name: _____

- Date: _____

- Section: _____

# BUSN 315: Management Information Systems

# Quiz #1

# 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, Multiple Choice, and Short Answers.

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

- 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.

**Problem 1. Definitions**                                              **(6 Points Each)**

   Select <u>FOUR</u> items on the list of items below, and provide a definition of the items that you chose.

- Complementary Assets
- Executive Support Systems
- Social Business

- Core Competency
- Enterprise Applications
- Big Data

1.A.  Item #1: _____

1.B.  Item #2: _____

1.C.  Item #3: _____

1.D.  Item #4: _____

**Problem 2. Multiple Choice**                                                                  **(4 Points Each)**

2.A. Which of the following best describes the behavioral view of an organization?

    a) A formal structure that converts resources into outputs

    b) A network of contracts between owners and employees

    c) A collection of rights, obligations, and relationships that evolve through conflict and resolution

    d) A flat structure of managers and employees with little hierarchy

2.B. Which of the following best illustrates the purpose of a Knowledge Management System?

    a) Microsoft SharePoint enabling employees to store, share, and collaborate on documents

    b) A payroll system automatically calculating employee wages and deductions

    c) Salesforce CRM centralizing customer interactions across regions

    d) Walmart's Retail Link system generating standardized reports for suppliers

2.C. Which of the following best illustrates the difference between data and information?

    a) A list of daily temperatures recorded in Chicago during July vs. a chart showing average July temperatures across U.S. cities

    b) A payroll system calculating employee wages vs. Salesforce CRM tracking customer interactions

    c) Walmart's Retail Link system providing real-time inventory updates vs. UPS allowing customers to track shipments online

    d) An Amazon recommendation algorithm suggesting products vs. a cashier scanning barcodes at checkout

2.D. Which of the following is a managerial implication of organizational politics in IS adoption?

    a) IS implementation always leads to greater efficiency

    b) Political resistance is a major barrier and requires negotiation among stakeholders

    c) Politics has little effect on IT since it is a technical decision

    d) Organizational politics matter only in small firms

**Problem 2. Multiple Choice (continued)**                              **(4 Points Each)**

2.E.  Which of the following is the best example of a firm using low-cost leadership as a competitive strategy with IS?

   a)  Netflix using streaming technology to expand its product model

   b)  Ritz-Carlton using IS to customize customer service

   c)  Apple's iTunes Store revolutionizing digital music sales

   d)  Walmart connecting checkouts directly to suppliers for inventory replenishment

2.F.  Which of the following is a key feature of an adhocracy structure?

   a)  Hierarchical layers and centralized decision-making

   b)  Stable environments and standardized routines

   c)  Multidisciplinary teams adapting quickly to new conditions

   d)  Professional knowledge dominating organizational control

2.G.  Which of the following is an example of network effects in IS strategy?

   a)  Salesforce integrating global customer data

   b)  A phone system becoming more valuable as more people adopt it

   c)  Walmart suppliers adjusting shipments based on checkout data

   d)  A bank merger creating cost savings through economies of scale

2.H.  Which of the following is NOT one of the forces in Porter's Competitive Forces Model?

   a)  Bargaining power of suppliers

   b)  Bargaining power of customers

   c)  Technological change and innovation

   d)  Threat of substitute products or services

2.I.  Which of the following best illustrates AI in competitive strategy?

   a)  Netflix using recommendation algorithms to personalize viewing

   b)  A payroll system calculating wages automatically

   c)  Walmart linking cash registers to suppliers

   d)  A company experiencing operational disruption due to outdated systems

**Problem 3.  Short Answer**                                              **(10 Points Each)**

3.A.  Provide one example of how information systems can help reduce transaction costs.

3.B.  Provide one example of how organizational culture can support or hinder successful IS adoption.

3.C.  How does the competitive forces model help managers assess their industry?  Briefly describe one force and how IS can affect it.

3.D.  What is the difference between a value chain and a value web?  Why might a firm benefit from adopting a value web?

- Original Score: _____

- Original Date: _____

- Recovered Score: _____

- Recovered Date: _____