

Experiencing MIS, 9e (Kroenke)

Chapter Extension 13 Enterprise Social Networks and Knowledge Management

1) Which of the following is TRUE of social media (SM)?

- A) The use of social media is an old-style, organization-centered technique.
- B) Social media is used for sending messages and attempts to manage, influence, and control customers and partners.
- C) Organizations know social media is popular and can be strategically beneficial.
- D) Social media markets to employees and not customers.

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

2) Which of the following is the first step in developing a social media information system (SMIS)?

- A) Define what the organization wants to achieve with social media.
- B) Identify metrics that will indicate whether an organization has achieved its goals.
- C) Maximize metrics like conversion rate and bounce rate.
- D) Identify the organization's target audience.

Answer: A

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

3) _____ indicate whether an organization has achieved its goals.

- A) Vanity metrics
- B) Cyclomatic complexities
- C) Halstead complexities
- D) Success metrics

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

4) A(n) _____ is the percent of people who achieve a certain result for an organization.

- A) bounce rate
- B) exit rate
- C) exchange rate
- D) conversion rate

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

5) A(n) _____ refers to the percent of people who visit a Web site and then immediately leave.

- A) bounce rate
- B) exit rate
- C) exchange rate
- D) conversion rate

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

6) Which of the following statements is TRUE of identifying an organization's target audience in a social media information system (SMIS)?

- A) Every social media user is the target audience.
- B) Only teenagers form the target audience.
- C) The identification of a target audience helps organizations focus their marketing efforts.
- D) A social media platform is used to identify the target audience.

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

7) _____ is performed to identify the strengths and weaknesses in an opponent's use of social media in a social media information system (SMIS).

- A) Factor analysis
- B) Risk analysis
- C) Win-loss analytics
- D) Competitive analysis

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

8) All companies have teams who are trained to use social media (SM).

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

9) Depending on an organization's strategy, it will use different social media platforms in different ways.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for using and managing databases.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

10) Success metrics are also known as key performance indicators (KPIs).

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss the role of information systems in supporting business processes.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

11) Metrics that sound good but do not improve one's decision making are commonly referred to as vanity metrics.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss the role of information systems in supporting business processes.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

12) Conversion rate refers to the percent of people that visit a Web site and then immediately leave.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss the role of information systems in supporting business processes.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

13) Explain briefly how organizations view a social media information system (SMIS).

Answer: Many companies are still unsure how to use social media (SM). Organizations know SM is popular and can be strategically beneficial, but they're not quite sure how to use it in a way that facilitates their existing competitive strategy. Competitive strategies can focus on being the cost leader or on differentiating one's products from one's competition. An organization can then employ this strategy across an entire industry, or it can focus on a particular segment within that industry. Depending on an organization's strategy, it will use different SM platforms in different ways. The key is the premeditated alignment of the social media information system (SMIS) with the organization's chosen strategy.

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss the role of information systems in supporting business processes.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

14) A(n) _____ is a software platform that uses social media to facilitate cooperative work of people within an organization.

A) enterprise social network

B) content management system

C) earned value management

D) expert system

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-2: What Is an Enterprise Social Network (ESN)?

Classification: Concept

15) A(n) _____ refers to a content structure employed by Enterprise social networks (ESNs) that emerges from the processing of many user tags.

- A) heteronomy
- B) agronomy
- C) folksonomy
- D) cytotaxonomy

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-2: What Is an Enterprise Social Network (ESN)?

Classification: Concept

16) Enterprise social networks (ESNs) use outward-facing social media platforms like Facebook and Twitter.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss the role of information systems in supporting business processes.

Learning Obj: LO CE13-2: What Is an Enterprise Social Network (ESN)?

Classification: Concept

17) Using enterprise social networks (ESNs), employees can bypass managers and post ideas directly for the CEO to read.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss the role of information systems in supporting business processes.

Learning Obj: LO CE13-2: What Is an Enterprise Social Network (ESN)?

Classification: Concept

18) What is an enterprise social network (ESN)?

Answer: An enterprise social network (ESN) is a software platform that uses social media (SM) to facilitate cooperative work of people within an organization. Instead of using outward-facing SM platforms like Facebook and Twitter, ESNs use specialized enterprise social software designed to be employed inside the organization. These applications may incorporate the same functionality used by traditional social media, including blogs, microblogs, status updates, image and video sharing, personal sites, and wikis. The primary goal of ESNs is to improve communication, collaboration, knowledge sharing, problem solving, and decision making within organizations.

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss the role of information systems in supporting business processes.

Learning Obj: LO CE13-2: What Is an Enterprise Social Network (ESN)?

Classification: Concept

19) The process of creating value from intellectual capital and sharing that knowledge with employees, managers, suppliers, customers, and others who need it is called _____.

- A) knowledge management
- B) value engineering
- C) knowledge engineering
- D) earned value management

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-3: What Are the Benefits of Knowledge Management?

Classification: Concept

20) Knowledge management can improve the effectiveness and efficiency of a process.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for using and managing databases.

Learning Obj: LO CE13-3: What Are the Benefits of Knowledge Management?

Classification: Concept

21) Expert systems came into existence long after the use of social media and the Internet.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-3: What Are the Benefits of Knowledge Management?

Classification: Concept

22) What is knowledge management? How does it benefit an organization?

Answer: Knowledge management (KM) is the process of creating value from intellectual capital and sharing that knowledge with employees, managers, suppliers, customers, and others who need it. KM existed in the days before social media.

KM benefits organizations in two fundamental ways:

1. It improves process quality.
2. It increases team strength.

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-3: What Are the Benefits of Knowledge Management?

Classification: Concept

23) _____ are rule-based systems that encode human knowledge in the form of If/Then rules.

- A) Document management systems
- B) Expert systems
- C) Content management systems
- D) Enterprise resource planning systems

Answer: B

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-4: What Are Expert Systems?

Classification: Concept

24) Which of the following is a disadvantage of expert systems?

- A) They cannot be updated to meet the changes in technology.
- B) They cannot consist of more than one If/Then rule.
- C) They are difficult to develop and maintain.
- D) The system's knowledge is available only to high-skilled experts.

Answer: C

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-4: What Are Expert Systems?

Classification: Concept

25) Which of the following statements is TRUE of expert systems?

- A) Small changes in the rules can cause unexpected outcomes.
- B) The programs that process a set of rules are called expert systems codes.
- C) They are easy to maintain because of their rule-based nature.
- D) They require very few labor hours from both experts and designers.

Answer: A

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-4: What Are Expert Systems?

Classification: Concept

26) Expert systems are easy to maintain.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-4: What Are Expert Systems?

Classification: Concept

27) What are expert systems?

Answer: Expert systems are rule-based systems that encode human knowledge in the form of If/Then rules. Such rules are statements that specify if a particular condition exists, then some action should be taken. A real-world expert system may consist of hundreds, if not thousands, of rules. The programs that process a set of rules are called expert systems shells. Typically, the shell processes rules until no value changes. At that point, the values of all the variables are reported as results. To create the system of rules, the expert system development team interviews human experts in the domain of interest. Expert systems are difficult and expensive to develop and maintain.

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-4: What Are Expert Systems?

Classification: Concept

28) _____ are information systems that support the management and delivery of documents and other expressions of employee knowledge.

A) Document management systems

B) Enterprise resource systems

C) Expert systems

D) Content management systems

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

29) Which of the following is a challenge for content management systems (CMS)?

A) Content databases cannot hold large numbers of documents.

B) Documents exist in isolation from each other.

C) The systems must maintain linkages among documents.

D) CMS content is static.

Answer: C

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

30) Which of the following statements is TRUE of the content management application alternatives?

- A) In-house systems are far less expensive to maintain than off-the-shelf products.
- B) Organizations develop an in-house system to track machine maintenance procedures.
- C) Custom content management applications are economical to develop and maintain.
- D) Off-the-shelf products have considerably less functionality than most in-house systems.

Answer: B

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Discuss best practices for using and managing databases.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

31) The largest collection of documents ever assembled exists on the Internet, and the world's best-known document search engine is _____.

- A) Yahoo
- B) Bing
- C) Google
- D) AltaVista

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for using and managing databases.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

32) Content management systems cannot store graphics.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

33) Documents in content management systems exist in isolation from each other.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

34) Document contents in content management systems are perishable, meaning they become obsolete and need to be altered, removed, or replaced.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for using and managing databases.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

35) Custom content management applications are expensive to develop and maintain.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

36) In-house systems have considerably more functionality than off-the-shelf products and are far less expensive to maintain.

Answer: FALSE

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

37) Software is the only component present in a content management system.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

38) It is often easier for an employee of an organization to find a document of the organization using Google than using an in-house search engine.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for using and managing databases.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

39) What are content management systems? Define the challenges of content management.

Answer: Content management systems (CMS) are information systems that support the management and delivery of documents and other expressions of employee knowledge. Typical users of content management systems are companies that sell complicated products and want to share their knowledge of those products with employees and customers.

Content management systems face serious challenges. First, most content databases are huge; some have thousands of individual documents, pages, and graphics. The second challenge is that CMS content is dynamic. Another complication for content management systems is that documents do not exist in isolation from each other. Documents refer to one another, and multiple documents may refer to the same product or procedure. When one of them changes, others must change as well. To manage these connections, content management systems must maintain linkages among documents so that content dependencies are known and used to maintain document consistency. A fourth complication is that document contents are perishable. Documents become obsolete and need to be altered, removed, or replaced.

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

40) What are the alternatives to content management applications?

Answer: Three common alternatives for content management applications are:

1. In-house custom applications: In the past, organizations developed their own in-house content management applications. A customer support department, for example, might develop in-house database applications to track customer problems and their resolution. Operations might develop an in-house system to track machine maintenance procedures. Like all custom applications, however, custom content management applications are expensive to develop and maintain.

2. Off-the-shelf applications: Because of the expense of custom applications, many organizations today use off-the-shelf software. Some organizations choose vertical market off-the-shelf applications. Off-the-shelf products have considerably more functionality than most in-house systems and they are far less expensive to maintain.

3. Public search engines: The largest collection of documents ever assembled exists on the Internet, and the world's best-known document search engine is Google. Because Google searches through all public sites of all organizations, it is usually the fastest and easiest way to find a public document. This often is true even within an organization.

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

41) Most companies know how to use social media to align with organizational goals.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

42) Which of the following is NOT a step in the social media development plan?

A) Define your goals

B) Define your value

C) Make personal connections

D) Sign up for all of the social media accounts

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

43) Which of the following is a way for companies to make personal connections using social media?

A) Having timed pre-written messages.

B) Consistently listing product benefits.

C) Creating useful interactions.

D) Instructing customers to use the FAQs on their website.

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

44) McAfee's SLATES Model is acronym for Search, Layers, Authoring, Tags, Extensions, and Signals.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-2: What Is an Enterprise Social Network (ESN)?

Classification: Concept

45) Which of the following is a ESN deployment best practice concerning strategy?

- A) Measure ESN effectiveness against success metrics.
- B) Provide all users access to the ESN.
- C) Define success metrics.
- D) Promote ESN success stories.

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-2: What Is an Enterprise Social Network (ESN)?

Classification: Concept

46) ESNs help improve internal communication.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-2: What Is an Enterprise Social Network (ESN)?

Classification: Concept

47) To assist a company in handling customer's technical support problems, a representative can use the _____ system to look up the answers to unknown questions.

- A) knowledge management
- B) value engineering
- C) knowledge engineering
- D) earned value management

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-3: What Are the Benefits of Knowledge Management?

Classification: Concept

48) The program that processes the set of rules in an expert system is(are) called _____.

- A) the knowledge engine
- B) If/Then rules
- C) expert system shells
- D) knowledge management

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-4: What Are Expert Systems?

Classification: Concept

49) Which of the following is NOT a reason expert systems have experienced limited success?

- A) There are not enough engineers to create them.
- B) They are expensive to develop.
- C) They are difficult to maintain.
- D) They are unable to live up to their name.

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-4: What Are Expert Systems?

Classification: Concept

50) Which of the following is a challenge for content management systems?

- A) CMS content is static
- B) content databases are huge
- C) documents exist in isolation from each other
- D) documents are permanent

Answer: B

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Discuss best practices for using and managing databases.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept

51) Julie boasted she had 100,000 followers, but Pauline noted she is using _____ because only 10,000 of those follows are active.

- A) key performance indicators
- B) conversion rates
- C) vanity metrics
- D) brand awareness

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-1: How Do Organizations Develop an Effective SMIS?

Classification: Concept

52) In order to ensure successful implementation of an ESN, organizations can adhere to _____ which have been shown to produce successful results in prior implementations.

- A) supply chains
- B) knowledge management
- C) industry best practices
- D) championing

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-2: What Is an Enterprise Social Network (ESN)?

Classification: Concept

53) All of the following are benefits of using a knowledge management system EXCEPT _____.

- A) team members learning from one another
- B) avoiding repetitive mistakes
- C) growing as business professionals
- D) creating expert systems

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-3: What Are the Benefits of Knowledge Management?

Classification: Concept

54) Why have only a few expert systems from the 1980s and early 1990s been successful?

Answer: First, they are difficult and expensive to develop, in part because they require many labor hours from both experts in the domain under study and designers of expert systems.

Second, expert systems are difficult to maintain. Third, expert systems were unable to live up to the high expectations set by their name.

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Discuss best practices for selecting, evaluating, and managing information systems projects.

Learning Obj: LO CE13-4: What Are Expert Systems?

Classification: Concept

55) If a company is looking for a cheap content management system, what should the company utilize?

A) a cloud server

B) public search engines

C) SharePoint

D) in-house database

Answer: B

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Discuss best practices for using and managing databases.

Learning Obj: LO CE13-5: What Are Content Management Systems?

Classification: Concept