

Experiencing MIS, 9e (Kroenke)

Chapter 9 Social Media Information Systems

1) _____ is the use of information technology to support the sharing of content among networks of users.

- A) Electronic data interchange
- B) Data warehousing
- C) Cloud computing
- D) Social media

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

2) Which of the following statements is a characteristic of social media (SM) user communities?

- A) SM user communities are mostly based on geographic and familial ties.
- B) Most users of SM belong to several different user communities.
- C) In community SM site relationships, the relationships in second-tier communities are disassociated from first-tier users.
- D) A viral hook is an inducement to constrain communications between user communities.

Answer: B

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

3) Social media (SM) communities differ from regular communities because _____.

- A) they are based on mutual interests of users
- B) they are based only on organizational boundaries
- C) most people belong to a single community
- D) the total number of its users is determined by the sum of the sizes of all its communities

Answer: A

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

4) Platforms that enable the creation of social networks, or social relationships among people with common interests, are offered by social media _____.

- A) users
- B) sponsors
- C) providers
- D) communities

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

5) Social media (SM) _____ utilize SM sites to build social relationships.

- A) outlets
- B) users
- C) providers
- D) newsrooms

Answer: B

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

6) Social media (SM) _____ are formed based on mutual interests and transcend familial, geographic, and organizational boundaries.

- A) communities
- B) collaborators
- C) dashboards
- D) outlets

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

7) Which of the following statements is TRUE about viral hooks in a social media (SM) site?

- A) It is used to restrain information leaks from an organization.
- B) It is used to enhance an organization's privacy on its SM sites.
- C) It is designed to root out users who post junk content on an organization's SM site.
- D) It is an inducement to pass communication along the tiers of a community.

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

8) Which of the following statements is TRUE of social media (SM) providers?

- A) They do not support custom software for long durations as it is expensive.
- B) They generally charge users a license fee to use their applications.
- C) They use elastic, cloud-based servers to host SM presence.
- D) They sponsor content on SM sites.

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

9) _____ refers to data and responses to data that are contributed by users and SM sponsors.

- A) Connection data
- B) Capital data
- C) Content data
- D) Custom data

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

10) _____ is data about relationships.

- A) Connection data
- B) Capital data
- C) Content data
- D) Communication data

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

11) A Facebook user likes pages of various organizations on Facebook. The fact that the user has liked a particular organization is an example of _____.

- A) content data
- B) user response
- C) data contribution
- D) connection data

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

12) In the context of the five components of social media information systems (SMIS), which of the following statements is TRUE of social media (SM) providers?

- A) They usually process SM sites using desktops, laptops, and smartphones.
- B) They store and retrieve SM data on behalf of users.
- C) They employ browsers and native mobile applications to store and retrieve connection data.
- D) They are informal, evolving, and socially oriented.

Answer: B

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

13) In the context of the five components of social media information systems (SMIS), which of the following statements is TRUE of social media (SM) procedures?

- A) They process SM sites using elastic, cloud-based servers.
- B) Organizations develop and operate their own custom, proprietary, social networking application software.
- C) Informality makes SMIS difficult to use.
- D) They are informal, evolving, and socially oriented.

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

14) Social media enables people to form communities, which are groups of people related by a common interest.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

15) A social media information system is an information system that supports the sharing of content among networks of users.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

16) Social media communities develop and operate their own custom, proprietary, social networking application software.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

17) Social media communities are the companies that operate social media (SM) sites.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

18) Facebook, Google+, LinkedIn, Twitter, Instagram, and Pinterest are examples of social media providers that enable the creation of social networks.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

19) Social media providers create the features and functions of the site, and they compete with one another for the attention of users.

Answer: TRUE

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

20) Social media users include only individuals and not organizations that use social media sites.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

21) Organizations create and manage social media (SM) accounts just like typical users.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

22) Some companies hire staff to maintain their social media (SM) presence, promote their products, build relationships, and manage their image.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

23) Depending on how an organization wants to use social media, it can be a user, a provider, or both.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

24) Social media providers develop and operate their own custom, proprietary, social networking application software.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

25) Content data is data about relationships.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

26) Connection data differentiates social media.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

27) Web sites and social networking sites both present user and responder content, but only social networking applications store and process connection data.

Answer: TRUE

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

28) Social media (SM) application providers store and retrieve SM data on behalf of users.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

29) For social networking users, procedures are informal, evolving, and socially oriented.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

30) Informality in procedures means that unintended consequences are common in social media.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

31) Social media is creating new job titles, new responsibilities, and the need for new types of training.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

32) What is social media?

Answer: Social media (SM) is the use of information technology to support the sharing of content among networks of users. Social media enables people to form communities of practice, or communities that are groups of people related by a common interest. A social media information system (SMIS) is an information system that supports the sharing of content among networks of users.

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

33) Who are social media (SM) users?

Answer: Social media (SM) users include both individuals and organizations that use SM sites to build social relationships. Hundreds of millions of individuals visit SM sites on a regular basis, and they do so in several ways. Organizations are SM users too. One may not think of an organization as a typical user, but in many ways it is. Organizations create and manage SM accounts just like typical users.

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

34) What are social media (SM) providers?

Answer: Social media (SM) providers are the companies that operate the SM sites. Facebook, Twitter, LinkedIn, and Google are all SM providers. They provide platforms that enable the creation of social networks, or social relationships among people with common interests. They develop and operate their own custom, proprietary, social networking application software and compete with one another for the attention of users.

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

35) Explain the hardware component of social media information systems (SMIS) with respect to each of the three organizational roles.

Answer: Both community users and employees process social media (SM) sites using desktops, laptops, smartphones, iPads, HTML 5 devices, and, indeed, any intelligent communications device. In most cases, SM application providers host the SM presence using elastic servers in the cloud.

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

36) Explain the software component of social media information systems (SMIS) with respect to each of the three organizational roles.

Answer: Social media (SM) users employ browsers and client applications to communicate with other users, send and receive content, and add and remove connections to communities and other users. These include desktop and mobile applications for a variety of platforms, including iOS, Android, and Windows.

SM application providers develop and operate their own custom, proprietary, social networking application software. Supporting such custom software is expensive over the long term, but SM application vendors must do so because the features and functions of their applications are fundamental to their competitive strategy.

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

37) Explain the data component of social media information systems (SMIS).

Answer: Social media (SM) data falls into two categories: content and connection. Content data is data and responses to data that are contributed by users. Connection data is data about relationships. Connection data differentiates SMIS from Web site applications. Both Web sites and social networking sites present user and responder content, but only social networking applications store and process connection data. SM application providers store and retrieve SM data on behalf of sponsors and user communities.

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

38) Explain the procedure component of social media information systems (SMIS) with respect to a user and an organization.

Answer: For social networking users, procedures are informal, evolving, and socially oriented. One does what their friends do. Such informality makes using SMIS easy; it also means that unintended consequences are common. The most troubling examples concern user privacy. For organizations, social networking procedures are more formalized and aligned with an organization's strategy. Organizations develop procedures for creating content, managing user responses, removing obsolete or objectionable content, and extracting value from content. For example, setting up an SMIS to gather data on product problems is a wasted expense unless procedures exist to extract knowledge from that social networking data. Organizations also need to develop procedures to manage SM risk.

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

39) Explain the people component of social media information systems (SMIS) with respect to a user and an organization.

Answer: Users of social media (SM) do what they want to do depending on their goals and their personalities. They behave in certain ways and observe the consequences. They may or may not change their behavior. SM users aren't necessarily rational, at least not in purely monetary ways. Organizations cannot be so casual. Anyone who uses his or her position in a company to speak for an organization needs to be trained on both SMIS user procedures and the organization's social networking policy.

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

40) Social media's flow cannot be designed or diagrammed as it is very _____.

- A) dynamic
- B) static
- C) confounding
- D) simple

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

41) Value chains determine _____.

- A) social media's requirements
- B) social media's flow
- C) unstructured business processes
- D) structured business processes

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

42) Which of the following statements is TRUE of social customer relationship management (CRM)?

- A) Relationships between organizations and customers are unchanging.
- B) Each customer crafts his or her own relationship with a company.
- C) Sales managers can control what a customer is reading about a company and its products.
- D) Customers who are likely to make the highest purchases are likely to receive the most attention.

Answer: B

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Describe the functions of customer relationship management (CRM) systems.

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

43) _____ is a dynamic social media process of employing users to participate in product design or product redesign.

- A) Social capitalization
- B) Flexible product development
- C) Crowdsourcing
- D) Collaborative product development

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

44) Since its inception, social media (SM) has been widely used to market products to end users in _____.

- A) improving communication channels within an organization
- B) business-to-business (B2B) relationships
- C) business-to-consumer (B2C) relationships
- D) promoting brand awareness

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

45) A(n) _____ social networking service like Yammer can be used to provide managers with real-time feedback about how to resolve internal operational inefficiencies.

- A) enterprise
- B) media sharing
- C) microblogging
- D) polling

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

46) Which of the following is a use of social media (SM) in human resources?

- A) It is used to determine performance incentives.
- B) It is used to keep track of employees' personal lives.
- C) It is used for recruiting candidates.
- D) It is used for terminating employees.

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

47) Internal personnel social media sites such as MySite and MyProfile in SharePoint and other similar enterprise systems are used for _____.

- A) employee recruitment
- B) employee communication
- C) employee evaluation
- D) employee termination

Answer: B

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

48) Which of the following indicates a risk of using social media in human resources?

- A) recruiting employees for vacant jobs only through social media and not otherwise
- B) determining employee performance through social media
- C) probing employee personal and social life through social media
- D) making errors in forming conclusions about employees through social media

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

49) Which of the following statements is TRUE of using social media to advance organizational strategies?

- A) The unpredictability of dynamic processes like social media is encouraged in supply chains.
- B) Solving supply chain problems via social media reinforces an organization's sense of privacy.
- C) Users who have no financial incentive are willing to provide reviews to the buyer community.
- D) Organizations who sell to developer networks are the last to adopt SM-based customer support.

Answer: C

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

50) Value chains determine unstructured business processes.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

51) Social media (SM) is by its very nature static.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

52) Social media's flow cannot be designed or diagrammed easily. Even if it was to be designed, the social media process would have changed even before the diagram is finished.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

53) Social media fundamentally changes the balance of power among users, their communities, and organizations.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

54) In social customer relationship management, relationships between organizations and customers are fixed.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Describe the functions of customer relationship management (CRM) systems.

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

55) In social customer relationship management, since the relationships between organizations and customers emerge from joint activity, customers have as much control as companies.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Describe the functions of customer relationship management (CRM) systems.

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

56) Traditional customer relationship management (CRM) flies in the face of structured and controlled processes of social CRM.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Describe the functions of customer relationship management (CRM) systems.

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

57) eBay often solicits customers to provide feedback on their eBay experience; this is an example of crowdsourcing.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

58) Social media is widely used in business-to-business relationships and not in business-to-customer relationships.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

59) Operations use social media to improve communication channels with their customers, but not within an organization.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

60) Social media is increasingly used for finding employee prospects.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

61) Use of social media to recruit and evaluate potential employees is prohibited.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

62) Social media sites that become too defensive can be perceived as promulgating (i.e., promoting) an unpopular management message.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

63) What was the purpose of traditional customer relationship management (CRM)?

Answer: In the past, organizations controlled their relationships with customers using structured processes and related information systems. In fact, the primary purpose of traditional CRM was to manage customer touches. Traditional CRM ensured that an organization spoke to customers with one voice and that it controlled the messages, the offers, and even the support that customers received based on the value of each particular customer.

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Describe the functions of customer relationship management (CRM) systems.

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

64) Explain the social customer relationship management (CRM) process.

Answer: Social CRM is a dynamic, social media-based CRM process. The relationships between organizations and customers emerge in a dynamic process as both parties create and process content. In addition to the traditional forms of promotion, employees in an organization create wikis, blogs, discussion lists, frequently asked questions, sites for user reviews and commentary, and other dynamic content. Customers search this content, contribute reviews and commentary, ask more questions, create user groups, and so forth. With social CRM, each customer crafts his or her own relationship with the company.

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Describe the functions of customer relationship management (CRM) systems.

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

65) What is the difference between traditional customer relationship management (CRM) and social customer relationship management (CRM)?

Answer: In social CRM, because relationships emerge from a joint activity, customers have as much control as companies. This characteristic is an anathema to traditional sales managers who want control over what a customer is reading, seeing, and hearing about a company and its products. Further, traditional CRM is centered on lifetime value; customers who are likely to generate the most business get the most attention and have the most impact on the organization. But, with social CRM, a customer who spends 10 cents but who is an effective reviewer, commentator, or blogger can have more influence than a quiet customer who purchases \$10 million a year. Such imbalance is incomprehensible to traditional sales managers.

AACSB: Information Technology

Difficulty: 2: Moderate

Course LO: Describe the functions of customer relationship management (CRM) systems.

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

66) Being linked to a network of highly regarded contacts is a form of _____.

A) social credential

B) personal reinforcement

C) mobility

D) nepotism

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

67) Which of the following statements is TRUE of social capital?

A) Social capital is an investment in human knowledge and skills for future profit.

B) The value of social capital is determined by the number of relationships in a social network.

C) Social capital can be gained by limiting the number of friends.

D) Being linked into social networks undermines a professional's image and position in an organization.

Answer: B

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

68) A person gains social capital by _____.

- A) adding more friends
- B) removing unknown friends
- C) adding only work-related friends
- D) removing people who have less social capital

Answer: A

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

69) Capital is defined as the investment of resources for future profit.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

70) Social capital is investment in human knowledge and skills for future profit.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

71) Being linked into social networks reinforces a professional's identity, image, and position in an organization or industry.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

72) A social networking user gains social capital by adding more friends and by strengthening relationships with existing friends.

Answer: TRUE

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

73) Humans have social capital, whereas organizations do not have social capital.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

74) To an organization, the strength of a relationship is the likelihood that an entity in the relationship will do something that benefits the organization.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

75) According to business literature, describe three types of capital that are used.

Answer: Business literature describes three types of capital: traditional, human, and social. Karl Marx defined capital as the investment of resources for future profit. This traditional definition refers to investments into resources such as factories, machines, manufacturing equipment, and the like. In comparison, human capital is the investment in human knowledge and skills for future profit. By taking this class, people are investing in their own human capital. In other words, they are investing their money and time to obtain knowledge that they hope will differentiate them from other workers and ultimately give them a wage premium in the workforce. According to Nan Lin, social capital is investment in social relations with the expectation of returns in a marketplace.

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

76) What is social capital?

Answer: According to Nan Lin, social capital is investment in social relations with the expectation of returns in a marketplace. One can see social capital at work in one's personal life. They strengthen their social relationships when they help someone get a job, set a friend up on a date, or introduce a friend to someone famous. They weaken their social relationships by continually freeloading, declining requests for help, or failing to spend time with friends. In one's professional life, they are investing in their social capital when they attend a business function for the purpose of meeting people and reinforcing relationships. Similarly, one can use social media to increase their social capital by recommending or endorsing someone on LinkedIn, liking a picture on Facebook, retweeting a tweet, or commenting on an Instagram picture.

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

77) According to Nan Lin, how do people benefit from social capital?

Answer: According to Nan Lin, people benefit from social capital in four ways:

1. Information
2. Influence
3. Social credentials
4. Personal reinforcement

First, relationships in social networks can provide information about opportunities, alternatives, problems, and other factors important to business professionals. Second, social networks provide an opportunity to influence decision makers at one's employer or in other organizations that are critical to their success. Third, being linked to a network of highly regarded contacts is a form of social credential. One can bask in the glory of those with whom they are connected. Finally, being linked into social networks reinforces a professional's identity, image, and position in an organization or industry.

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

78) Web surfers cannot filter out advertising content.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

79) Conversion rate measures the frequency that someone who clicks on an ad makes a purchase, "likes" a site, or takes some other action desired by an advertiser.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

80) Why do advertisers like digital advertising?

Answer: Advertisers like digital ads because unlike traditional media such as newspapers, users can respond directly to these ads by clicking on them. By running an ad in the print version of the Wall Street Journal, one has no idea of who responds to that ad and how strongly, but by placing an ad for that same product in the newspaper's online version, one will soon know the percentage of viewers who clicked that ad and what action they took next. The ability to track these statistics led to development of the pay-per-click revenue model, in which advertisers display ads to potential customers for free, and then get paid when a customer clicks on the ad.

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

81) A _____ is a statement that delineates employees' rights and responsibilities in an organization.

A) statement of purpose

B) labor bill

C) social media policy

D) corporate datasheet

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.5: How Can Organizations Address SMIS Security Concerns?

Classification: Concept

82) Which of the following statements is TRUE of social networking problems?

A) Responses to problematic content are best reserved for instances where it has caused an organization to do something positive.

B) Inappropriate contributions that contain obscene or otherwise inappropriate content should be ignored indefinitely.

C) The product development team should not receive criticisms posted on a social networking site.

D) If problematic content represents reasonable criticism of the organization's products, the best response is to delete it.

Answer: A

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.5: How Can Organizations Address SMIS Security Concerns?

Classification: Concept

83) Patronizing responses to comments from content contributors can generate a _____.

A) positive review

B) sympathetic appeal

C) rise in followers count

D) strong backlash

Answer: D

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.5: How Can Organizations Address SMIS Security Concerns?

Classification: Concept

84) The first step that any organization should take to manage the risk of employee communication is to develop and publicize a social media policy.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.5: How Can Organizations Address SMIS Security Concerns?

Classification: Concept

85) If a reasoned, non-defensive response generates continued and unreasonable user-generated content from that same source, it is best for an organization to delete it.

Answer: FALSE

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.5: How Can Organizations Address SMIS Security Concerns?

Classification: Concept

86) Explain the major sources of user-generated content problems.

Answer: When a business participates in a social network or opens its site to a user-generated content (UGC), it opens itself to misguided people who post junk unrelated to the site's purpose. Crackpots may also use the network or UGC site as a way of expressing passionately held views about unrelated topics, such as UFOs, government cover-ups, fantastic conspiracy theories, and so forth. As of the possibility of such content, organizations should regularly monitor the site and remove objectionable material immediately. Unfavorable reviews are another risk. Research indicates that customers are sophisticated enough to know that few, if any, products are perfect. Most customers want to know the disadvantages of a product before purchasing it so they can determine if those disadvantages are important for their application. Mutinous movements are an extension of bad reviews.

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.5: How Can Organizations Address SMIS Security Concerns?

Classification: Concept

87) How should one respond to social networking problems?

Answer: The first task in managing social networking risk is to know the sources of potential problems and to monitor sites for problematic content. Once such content is found, however, organizations must have a plan for creating an organization's response. Three possibilities are:

1. Leave it
2. Respond to it
3. Delete it

If the problematic content represents reasonable criticism of the organization's products or services, the best response may be to leave it where it is. Such criticism indicates that the site is not just a shill for the organization, but contains legitimate user content.

A second alternative is to respond to the problematic content. However, this alternative is dangerous. If the response could be construed in any way as patronizing or insulting to the content contributor, the response can enrage the community and generate a strong backlash. In most cases, responses are best reserved for when the problematic content has caused the organization to do something positive as a result. If a reasoned, nondefensive response generates continued and unreasonable UGC from that same source, it is best for the organization to do nothing.

Deleting content should be reserved for contributions that are inappropriate because they are contributed by crackpots, because they have nothing to do with the site, or because they contain obscene or otherwise inappropriate content. However, deleting legitimate negative comments can also result in a strong user backlash.

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.5: How Can Organizations Address SMIS Security Concerns?

Classification: Concept

88) _____ in the context of management means loss of control of employees.

- A) Transcendence
- B) Divergence
- C) Emergence
- D) Dependence

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.6: Where Is Social Media Taking Us?

Classification: Concept

89) Chief Digital Officer (CDO) is a position responsible for developing and managing innovative social media programs.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.6: Where Is Social Media Taking Us?

Classification: Concept

90) In the context of customer relationship management (CRM), a vendor might lose control of the customer relationship.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Describe the functions of customer relationship management (CRM) systems.

Learning Obj: LO 9.6: Where Is Social Media Taking Us?

Classification: Concept

91) In the context of management, transcendence means loss of control of employees.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.6: Where Is Social Media Taking Us?

Classification: Concept

92) Social media is a convergence of disciplines.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

93) Larger organizations only use external social media platforms.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

94) A popular radio station is trying to get more users. They have created a contest for the social media fans to win tickets to see a popular music artists. The more the user shares the link, the more entries they have to the contest. This is called a _____.

A) community contest

B) user response

C) data contribution

D) viral hook

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

95) Creating and managing content is part of the _____ component from the five components of SMIS.

A) procedures

B) software

C) data

D) people

Answer: A

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

96) Social CRM is not a dynamic social media process.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Describe the functions of customer relationship management (CRM) systems.

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

97) The primary risk of _____ is the loss of control.

- A) peer-to-peer support
- B) social media
- C) structured supply chain processes
- D) limited supply chain processes

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Describe the functions of customer relationship management (CRM) systems.

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

98) Organizations use social media sites to hire the best people quickly and at a lower cost.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

Course LO: Describe the functions of customer relationship management (CRM) systems.

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

99) One way to measure the success of your social networking efforts is through an online service such as _____.

- A) Facebook
- B) social capital
- C) Klout
- D) influencer

Answer: C

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

100) _____ allow sales to scale to levels not possible in the past because of the many simultaneous connections.

- A) Influencer individuals
- B) Video production
- C) Social media information system
- D) The Internet

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

101) Social capital can never be overspent.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

102) _____ measures the frequency that someone who clicks on an ad makes a purchase.

A) Conversion rate

B) Advertising metrics

C) Digital ads

D) Data

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

103) James decides to create an app that keeps up with miles on the car. He offers the app for free, but if a user wants a report sent to them they have to upgrade the app. This revenue model is referred to as _____.

A) advertising

B) pay-per-click

C) freemium

D) software

Answer: A

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

104) All of these are revenue models for social media EXCEPT _____.

A) freemium

B) advertising

C) pay-per-click

D) peer-to-peer

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

105) Explain how a company can raise the value of their site with user contributions.

Answer: The phrase use increases value means that the more people use a site, the more value the site has, and the more people that visit it. Furthermore, the more value a site has, the more its existing users will return. This phenomenon led to the rise of user comments and reviews, blogging, and, within a few years, social media. Ad revenue, as a result, increased because more people were seeing, and clicking on, more ads on their favorite sites.

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

106) Users do not click on mobile ads.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

107) Who is the product since social media is free?

A) you

B) video ads

C) companies

D) There is no product in social media.

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

108) Since users expect for social media to be free, what is one of the biggest dilemmas for social media?

A) How do companies monetize the product?

B) How do the companies keep every safe?

C) What to do about fake news?

D) deleting any inappropriate content

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

109) All of the followings are problems from external sources when dealing with the risk of inappropriate content EXCEPT _____.

- A) the CEO of the company
- B) junk contributions
- C) unfavorable reviews
- D) inappropriate content

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.5: How Can Organizations Address SMIS Security Concerns?

Classification: Concept

110) Social media can directly affect the ability of the organization to secure their information resources.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.5: How Can Organizations Address SMIS Security Concerns?

Classification: Concept

111) Describe the internal risks from social media when using social media.

Answer: First, the use of social media can directly affect the ability of the organization to secure their information resources. Employees using social media can unintentionally (or intentionally) leak information about intellectual property, new marketing campaigns, future products, potential layoffs, budget woes, product flaws, or upcoming mergers. Second, employees may inadvertently increase corporate liability when they use social media. Finally, the increased use of social media can be a threat to employee productivity. Posts, tweets, pins, likes, comments, and endorsements all take time.

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.5: How Can Organizations Address SMIS Security Concerns?

Classification: Concept

112) By 2029, organizations will be the _____, supporting the work of people on the exterior.

- A) endoskeleton
- B) in the cloud
- C) only on social media
- D) agile corporations

Answer: A

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.6: Where Is Social Media Taking Us?

Classification: Concept

113) If you enjoy social media and desire an executive position, which position would be right for you?

- A) Chief Operating Officer
- B) Chief Digital Officer
- C) Chief Social Media Strategist
- D) Chief Financial Officer

Answer: B

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.6: Where Is Social Media Taking Us?

Classification: Concept

114) Many social networking vendors use _____ to process their data.

- A) Microsoft Excel
- B) the Cloud
- C) a browser
- D) a NoSQL database management system

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

115) Facebook began developing its own in-house DBMS called _____ which it eventually donated to the open source community.

- A) Cassandra
- B) Facebook Live
- C) NoSQL
- D) Facebook Mobile

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

116) In terms of actual users, some social media sites exceed the total population of the United States.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

117) Social media content and connection data have a complicated structure.

Answer: FALSE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.1: What Is a Social Media Information System (SMIS)?

Classification: Concept

118) _____ can warp and ruin the support experience as customers fight with one another.

A) Payment

B) Customer acknowledgement

C) Polling

D) Developer networks

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

119) Which of the following is a significant risk when discussing problems over social media especially in logistics?

A) disagreements in the company

B) confusion for the customer

C) loss of privacy

D) developer networks cooperation

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

120) All of the following are viewed as negatives when companies use social media for recruiting EXCEPT _____.

A) spelling errors

B) political rants

C) poor grammar

D) volunteer work

Answer: D

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

121) Organizations use social media sites such as LinkedIn to hire the best people at a lower cost than traditional hiring methods.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.2: How Do SMIS Advance Organizational Strategy?

Classification: Concept

122) What is one way organizations increase social capital?

A) by posting funny videos

B) creating contests and giveaways

C) endorsements by high-profile people

D) offering coupons on their social media site.

Answer: C

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

123) What guidelines should one consider when using social networking professionally?

Answer: So, when you use social networking professionally, consider these guidelines. You gain social capital by adding more friends and by strengthening the relationships you have with existing friends. Further, you gain more social capital by adding friends and strengthening relationships with people who control resources that are important to you. Such calculations may seem cold, impersonal, and possibly even phony. When applied to the recreational use of social networking, they may be. But when you use social networking for professional purposes, keep them in mind. As a business professional, it's important to understand what social capital is, why it's valuable, and how you can benefit from it.

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.3: How Do SMIS Increase Social Capital?

Classification: Concept

124) _____ is a location service that allows applications to know when a user has crossed a virtual fence and then triggers an automated action.

- A) Geofencing
- B) Google Maps
- C) Wi-Fi
- D) Super user

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

125) Companies can use _____ to target customers with ads when they are physically on company premises.

- A) the Internet
- B) geofencing
- C) greeters
- D) free products

Answer: B

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

126) What is geofencing? Provide an example of how can a company use geofencing?

Answer: Examples may vary. Geofencing is a location service that allows applications to know when a user has crossed a virtual fence (specific location) and then triggers an automated action. For example, suppose a user enters a coffee shop and her phone automatically connects to the free Wi-Fi. An app on her phone recognizes the coffee shop wireless network and pushes an in-store ad to her phone for a free donut. Her phone might also be able to use her cellular network to determine her location, and she could see that there's a sale on shoes at the outdoor mall down the street.

AACSB: Information Technology

Difficulty: 2: Moderate

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

Learning Obj: LO 9.4: How Do (Some) Companies Earn Revenue from Social Media?

Classification: Concept

127) All of the followings are problems from internal risks from social media within an organization EXCEPT _____.

- A) unfavorable reviews by a user
- B) intentionally leaking intellectual property
- C) decreased productivity
- D) tweeting about students

Answer: A

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.5: How Can Organizations Address SMIS Security Concerns?

Classification: Concept

128) Most social media companies rely on selling data to make money.

Answer: TRUE

AACSB: Information Technology

Difficulty: 1: Easy

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

Learning Obj: LO 9.6: Where Is Social Media Taking Us?

Classification: Concept