Practice exam 2013 questions and answers

Business Technology Management (Concordia University)

comm 226 practice final exam

1) The basic premise of Moore's law is

a. IT makes people more efficient.

b. the density of transistors on a computer chip doubles roughly every 20 months. c. people tend to want more information than they need.

d. IT makes people more productive.

e. computer memory is getting bigger.

Answer: b

2) Social Networking sites generate revenue through a. government subsidy.

b. subscription fees.

c. social networking sites do not generate revenue. d. advertising.

e. corporate sponsorship.

Answer: d

3) Which of the following is an example of a social networking site? a. Youtube

b. Yahoo.ca

c. Facebook.com

d. Wikipedia e. Google.ca

Answer: c

4) What is an Information System?

a. An information system is a group of components that interact to produce information. b. Computer hardware and software.

c. Software development process.

d. A framework describing human computer interaction.

e. An information gathering application.

Answer: a

5) Which of the following is an example of an output device? a. A mouse

b. A set of headphones

c. A scanner

d. A computer keyboard e. A microphone

Answer: b

6) What of the following is not a function of the central processing unit? a. Stores results in memory

b. Performs arithmetic and logical comparisons

c. Stores data

d. Performs calculations e. Selects instructions

Answer: c

7) As predicted by Moore's Law, the capacity of storage devices is _____ as the costs _____.

a. decreasing; decrease

b. increasing; increase

c. decreasing; stay the same d. increasing; stay the same e. increasing; decrease Answer: e

8) Bytes consist of _____ bits of memory. a. 2

b. 12

c. 8

d. 4

e. 6 Answer: c

9) Instructions move from main memory into the CPU via the (a) a. network card.

b. memory chip.

c. operating system.

d. data channel. e. cache.

Answer: d

10) Which of the following is an example of an operating system? a. Glass Fish

b. Java

c. Unix

d. Boot Camp

e. VMware Fusion

Answer: c

11) Volatile memory means that

a. such devices are fragile.

b. such devices are susceptible to electromagnetic interference.

c. these devices maintain their contents as soon as the content is added to them. d. the contents are lost once power is off.

e. these devices are cheaper than non-volatile memory.

Answer: d

12) Software applications that provides capabilities common across all organizations and industries are called

a. horizontal market applications.

b. supply chain management applications. c. value chain management applications.

d. enterprise resource planning applications.

e. operating systems software.

Answer: a

13) Porter originally developed the five forces model to determine _____.

A) the reason why certain industries collapse

B) the means by which to improve industrial viability C) the nature of competitive industrial environments

D) the potential profitability of an industry

Answer: D

14) Which of the following is an example of a competitive strategy employed by a firm?

A) increasing the price of its product when raw material prices increase B) launching a unique product targeted at a section of consumers

C) advertising its products nationwide like its competitor organizations D) laying off staff in order to cut down costs during a recession period

Answer: B

15) Which of the following is a process implementation principle of competitive advantage?

A) establishing alliances B) enhancing a product

C) differentiating a product D) creating a new product

Answer: A

16) Manufacturing systems that use linkages also use _____ to plan production.

A) past reports

B) sales forecasts

C) software packages

D) competitors' information

Answer: B

17) _____ includes general management, finance, accounting, legal, and government affairs.

A) Operations management B) Human resources

C) Firm infrastructure

D) Research and development Answer: C

18) Each stage of the value chain not only adds value to the product but also _____. A) devalues the final product

B) accumulates costs C) attracts buyers

D) attracts competitors

Answer: B

19) _____ are commonplace, routine, everyday business processes.

A) Managerial processes

B) Strategic processes

C) Operational processes

D) Transformational processes

Answer: C

20)

Which of the following is true about strategic processes? A) They are broad in scope and impact most of the firm.

B) They rely more on computerized actors compared to other types of processes. C) They are concerned primarily with the use of resources.

D) They are facilitated mainly by management information systems.

Answer: A

21) What are the three terms represented in the philosophy of SOA?

A) encapsulation; standards; design

B) standards; design; orientation

C) service; encapsulation; standards

D) orientation; standards; encapsulation

Answer: C

22) _____ refers to a condition that exists when data are isolated in separated information systems or when data are duplicated in various places.

A) Information silos

B) Data warehousing C) Encapsulation

D) Metadata publishing

Answer: A

23) An ERP module is a(n) _____.

A) inherent process in an ERP system

B) distinct and logical grouping of processes

C) collection of interconnected and interdependent programs D) preconfiguration platform devised for a particular industry

Answer: B

24) Which of the following challenges of implementing an ERP system is people-related?

A) the approval of customer credit

B) the failure to specify objectives for new processes C) the structure of the bill of material

D) the order size

Answer: B

25) The customization of ERP software to meet different customer requirements without changing the program code is called _____.

A) process blueprinting B) automation

C) configuration

D) modularity

Answer: C

26) A software consulting firm sends a formal document to its supplier, requesting for the delivery of 50 desktop computers. This is an example of a(n) _____.

A) purchase order B) bill of materials C) receipt bill

D) itemized bill

Answer: A

27. Students and classes have a _____ relationship.

A) one-to-one

B) one-to-many C) many-to-one D) many-to-many E) zero to many

Answer: D

28. Which of the following represents a data hierarchy from largest to smallest?

A) field, record, file, database B) record, field, file, database C) record, field, database, file D) database, file, record, field E) byte, attribute, table, database

Answer: D

29. Which of the following types of software controls the primary functions of a computer system?

A) Utility

B) Drivers

C) Application

D) Network

E) Operating system

Answer: E

30. The _____ you type into your browser can also be called a web address:

A) HTTP B) HTML C) URL D) XML E) HTTPS

Answer: C

31. The internet uses:

A) TCP/IP suite of packet switching protocols

B) Number of routers connecting points throughout a worldwide backbone C) Proprietary set of rules

D) A and B

E) B and C

Answer: D

32. In the internet networks messages are divided into smaller units called _____ each of which contains a specific number of bits.

A) parcels

B) packs C) packets D) pings E) cookies

Answer: C

33. A(n) _____ is a device with the sole purpose of accepting packets and determining the best way to send them to the destination computer.

A) hub

B) bridge

C) switch

D) router

E) mainframe

Answer: D

34. A _____ is placed in a computer to provide the physical connection between the computer and a local network.

A) switch

B) hub

C) network interface card D) cable

E) router

Answer: C

35) Social media _____ are the companies that operate the SM sites. A) application providers

B) sponsors

C) sectors

D) outlets Answer: A

36) Which of the following is true about Web 2.0 applications? A) They are designed for one-way communication.

B) Their content is produced and controlled by site owners. C) They require product licenses.

D) They are subject to frequent interface changes.

Answer: D

37) Which of the following is true of social networking problems?

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

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

C) It is unnecessary to communicate the criticism to the product development team.

D) Responses are best reserved for when the problematic content has caused the organization to do something positive as a result.

Answer: D

38) Which of the following is true of systems analysts? 1) _____

A) They are active mainly during the system conversion phase of the systems development process.

B) They integrate the work of programmers, testers, and users.

C) They focus on information systems development and lack knowledge on process design. D) They work primarily with business processes.

Answer: B

39) Which of the following is true of systems development? 10) _____

A) It has little need for human relations skills as tasks are performed by individuals, not groups. B) It is limited to the four domains of hardware, software, data, and procedures.

C) It requires coordinated teamwork of both specialists and nonspecialists with business knowledge.

D) It is exclusively a technical task undertaken by programmers and hardware specialists. Answer: C

40) Which of the following is a disadvantage of building information systems before business processes?

A) System requirements cannot be collected if systems are developed before business processes. B) Some aspects of business processes are unlikely to be considered when the system is constructed first.

C) Organizations will lose focus on building hardware and software if information systems are built first.

D) Organizations will lose focus on data procedures and training if information systems are developed first.

Answer: B

41) Information systems ethics is about a. people involved in the system.

b. money involved in the system.

c. software involved in the system.

d. hardware involved in the system. e. PIPEDA.

Answer: a

42) The ongoing process which involves fitting IT architecture to business objective is called a. Sarbanes-Oxley Act.

b. IT Strategy.

c. alignment.

d. Zachman Framework. e. governance.

Answer: c

43) In an ideal world, the information systems that a company uses would support the _____ of the company

a. strategy

b. information technology

c. business ethics

d. data collection

e. online transaction processing

Answer: a

44) The Canadian legislation that is similar to the Sarbanes-Oxley Act in the US is the a. Budget Measures Act.

b. Financial Regulations Act.

c. Business Measures Act. d. Business Code Act.

e. CSox Act.

Answer: a

45) Under Bill 198 both management and the _____ face criminal liability if internal controls are defective.

a. planner

b. designer

c. employees

d. external auditor e. president

Answer: d

46) Which of the following is the most important indicator of alignment? a. Return on investment in IT

b. Investment level in IT

c. Communication among IT executives

d. Communication between IT and business executives e. Funding of IT

Answer: d

47) Most jobs in the ICT industry require a mix of _____ and technical skills. a. selling

b. programming

c. financial

d. legal

e. interpersonal

Answer: e

48) The _____ certification is recognized globally and has been earned by more than 90 000 professionals. Members have job titles like is auditor, consultant, IS security professional, regulator, chief information officer, and internal auditor.

a. Certified Systems Auditor (CSA) b. COBIT Auditor

c. Certified Auditor (CA)

d. Systems Auditor (SA)

e. Certified Information Systems Auditor (CISA)

Answer: e

49) COBIT stands for

a. Common Observations for Information Technology.

b. Control Objectives for Information and Related Technology. c. Common Objectives for Business Information Technology. d. Control Objectives for Information Technology.

e. Control Objects for Information Technology.

Answer: b

50) The IT structure is like a a. city building.

b. city plan.

c. enterprise project.

d. enterprise design.

e. governmental design.

Answer: b

51) Alignment is not only about planning and building frameworks, but also about a. effectiveness in productivity.

b. effectiveness in communication.

c. efficiency in productivity.

d. effectiveness in governance. e. efficiency in computing.

Answer: b

52) What is the role of the ISACA?

a. Providing a set of tools and guidelines for whistleblowers b. Enforcing the law on corporate IT governance

c. Providing a framework for best IT practices

d. Enforcing the control of IT standards

e. Developing knowledge and standards relating to IT audits and IS governance.

Answer: e

53) Moving downward in the Zachman framework provides a higher levels of a. outsourcing.

b. feasibility.

c. perspectives.

d. detail.

e. alignment.

Answer: d

54) Though it may seem obvious, one of the hardest things to do when planning how your organization will use information systems is to

a. export applications to a Web platform. b. align IS with organizational strategy. c. outsource some of the functions.

d. get quotes from vendors.

e. develop the business strategy.

Answer: b

55) Which of the following is true regarding an incident-response plan?

A) The plan should require minimal training on the part of employees.

B) The plan should provide decentralized reporting of all security incidents.

C) The plan should be simple enough to ensure a fast response with limited practice. D) The plan should identify critical personnel and their off-hours contact information.

Answer: D

56) Which of the following is a valid difference between a password and user name? A) A user name identifies the user whereas a password authenticates the user.

B) A user name is more complex compared to a password.

C) A user name is a primary authentication measure whereas a password is a secondary authentication measure.

D) A password is used to encode information whereas a user name is used to decode information.

Answer: A

57) Which of the following is true about biometric authentication?

A) It is less invasive than other methods of authentication.

B) It uses personal physical characteristics for authentication.

C) It uses a microchip loaded with identifying data to authenticate users. D) It provides weak authentication compared to other methods.

Answer: B

58) Which of the following is NOT an element of computer security?

A) System owners should not have computer security responsibilities outside their own organizations.

B) Computer security responsibilities and accountability should be made explicit.

C) Computer security should be periodically reassessed.

D) Computer security is constrained by societal factors.

Answer: A

59) A group of intruders accessed RK Bank's IP address and accepted payments on the bank's behalf. This attack is an example of _____.

A) denial-of-service B) sniffing C) spyware D) spoofing

Answer: D

60) A malicious hacker flooded an online retailer's server with millions of bogus service requests. Due to this, the Web site's server was overloaded and the site was unable to service legitimate customer requests. This attack is an example of which of the following security threats?

A) denial-of-service B) sniffing

C) spoofing

D) phishing

Answer: A

PART II) Database problem (15 marks)

MyOld.com is an antiques web site that buys and sells antiques of all kinds (e.g., furniture, jewelry, china, and clothing). Each item is uniquely identified by an item number and is also characterized by a description, asking price, condition, and open-ended comments. MyOld.com works with many different individuals, called clients, who sell items to and buy items from the store. Some clients only sell items to MyOld.com, some only buy items, and some others both sell and buy. A client is identified by a client number and is also described by a client name and client address. When MyOld.com sells an item in stock to a client, the owners want to record the commission paid, the actual selling price, sales tax (tax of zero indicates a tax exempt sale), and date sold. When MyOld.com buys an item from a client, the owners want to record the purchase cost, date purchased, and condition at time of purchase.

The entities for the data model are below. You are required to complete the following:

a) Identify and underline the Primary Keys for the entities in the data model below (You may have to add one or more attributes for this purpose) (5 marks):

b) Create (draw) the relationships between entities and show their cardinality (Use the notation covered in the class notes) (5 marks)

c) Include the foreign keys that are required to implement the relationships and circle them in order to make them visible (5 marks).

[OBJ]Clients

Client_F_Name Client_L_Name Client_Street Client_Postal_Code Client_City Client_Province Client_Country

[OBJ]Item

Description Asking_Price Condition Comments

[OBJ]Sell

Selling_Price Commission Sales_Tax Date_Sold

[OBJ][OBJ][OBJ][OBJ]Buy

Purchase_Cost Condition Date_Purchased

[OBJ]Solution:

OBJSell

PK,FK1

PK,FK2

Item_No

Client_No

OBJOBJSelling_Price Commission Sales_Tax Date_Sold

OBJOBJItem

PK

OBJItem_No

OBJDescription Asking_Price Condition Comments

OBJClients

PK

Client_No

OBJClient_F_Name Client_L_Name Client_Street Client_Postal_Code Client_City Client_Province Client_Country

OBJOBJOBJOBJOBJBuy

PK,FK1

PK,FK2

Item_No

Client_No

OBJOBJPurchase_Cost Condition Date_Purchased

OBJOBJOBJ

PART III- Problem solving (35 marks)

1. Describe the three categories of applications software. Give an example of each. (6 marks)

Answer:

Horizontal-market software is software designed for generic tasks that cut across many different business functions. These applications are usually not easy to customize and are sold right off the store shelf ready to use. Applications such as spreadsheets, word processing and email systems are examples of these products. The most used horizontal market software is Microsoft Office.

Vertical Market software is software that is specifically designed to fit the needs of a particular industry. For example, several software development firms serve the auto repair industry including AllData (http://www.alldata.com/) and Auto Repair Boss (http://www.autorepairboss.com). This software is tailored to work for firms within a specific industry. The software can often be modified (at least slightly) to fit the business.

One-of-a-kind application software is software that is developed for a particular firm within a particular industry. The software is custom designed to fit the firm's special needs. Many of th e applications written for Cirque de Soleil such as their castings page (http://www.cirquedusoleil.com/Cirquedus ... efault.htm) would be examples of one-of-a-kind application

software. This is true for many web pages that are designed to be unique.

2. Suppose you decide to start a business that recruits students for summer jobs. You will match available students with available jobs. You need to learn what positions are available and what students are available for filling those positions. In starting your business, you know

you will be competing with local newspapers, Craig's List, and with your college. You will probably have other, local competitors as well (14 marks).

a) Analyze the structure of this industry according to Porter's five forces model.

Answer:

In this situation, the bargaining power of customers may be relatively strong. The customers (students) have other options to use to find summer jobs. The threat of substitution is probably pretty low because there will always be a strong demand by students for summer work. The bargaining power of suppliers (businesses that have a need for summer workers) is relatively strong, since these employers have a variety of ways to reach the pool of students looking for summer work. The threat of new entrants is somewhat strong, since other similar agencies, job boards, etc., can be easily established. Finally, rivalry among existing firms is

probably fairly strong since there is a brief period of time during which this market segment is active (several weeks and months prior to the start of the summer break).

b. Given your analysis in part a, recommend a competitive strategy.

Answer:

The analysis in part (a) suggests that it will be difficult to be profitable in this industry. Competing on the basis of cost alone seems problematic since some of the options available are free (or nearly free). To achieve success, a differentiation strategy within the segment of students seeking summer work seems advisable.

c. Describe the primary value chain activities as they apply to this business.

Answer:

Inbound logistics refers to acquiring our raw materials (jobs) and organizing them into some way that makes it easier to match student skills and interests with job opportunities and requirements. We need to make it easy for employers to contact us and provide information about job opportunities. Operations involves matching students and jobs so that the most successful placements can be made. Outbound logistics involves notifying the student of a

job match and getting the student's job acceptance. Marketing and Sales involves building awareness of our service to the population of students who are our customers. Service involves providing information and support to students who have agreed to a job placement we have arranged for them.

d. Describe a business process for recruiting students.

Answer:

As a marketing and sales technique, we utilize a skills and interest survey that determines the type of summer jobs a student is qualified for and capable of performing. Because of the quality and detail of our

survey, we are able to achieve highly successful placements. Therefore, students are attracted to our service.

e. Describe information systems that could be used to support the business process in d.

Answer:

A Web-based system could be used to administer the skills and interests survey to students in a convenient way.

f. Explain how the process you describe in part d and the system you describe in part e reflect your competitive strategy.

Answer:

This business process and the way it is accomplished could be part of the way we distinguish ourselves from the competition. Possibly none of the others in the industry have such a

comprehensive understanding of a student's skills and interests;; therefore, we are better able to make successful placements that satisfy the employer and the student.

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