

Republic of the Philippines
SULTAN KUDARAT STATE UNIVERSITY
Isulan Campus

MIDTERM EXAMINATION
IS311 EVALUATION OF BUSINESS PERFORMANCE
October 16 – 18, 2024

Test I. Identification. Write the correct answer to complete the statement. (2pts each)

1. What is the major objective of every organization to sustain the business development?
2. What will organization needs to perform to monitor the performance of the business and to check if their strategies are working?
3. It is a prediction of how the company will perform from a financial standpoint which later will be compared to the actual financial result.
4. It is the result of the performance measurement when it comes on the evaluation through survey conducted into customers.
5. For service-oriented companies, this will be the primarily data, and for manufacturers, it is the raw materials that the company buys to make products.
6. It is an overall measure of profitability that divides profit by the assets used in generating that profit, namely return on capital employed.
7. A process by which such plans are monitored and necessary corrective action proposed where significant deviations are detected.
8. What do you think is the confirmatory evidence in accounting measures that the investors will need to see as basis for business performance concerning current earnings?
9. What would happen if the business failure to manage cash flows?
10. How would you gather feedback and accomplish measurement of satisfaction from the customer?
11. What do you call to a pool of data produced to support decision making and a repository of current and historical data of potential interest to managers throughout the organization?
12. It is a characteristic of data warehouse which data are organized by detailed subject, such as sales, products, or customers, containing only information relevant for decision support.
13. It refer to a subset of a data warehouse, typically consisting of a single particular subject or department.
14. This process in data warehouses include software programs about data and rules for organizing data summaries that are easy to index and search, especially with Web tools.
15. What do you think is the main purpose of gathering and analyzing data made by an organization?

Test II. True or False. If you believe the statement is correct, mark True. If you believe the statement is incorrect, mark False. (2pts each)

16. The small business owner should evaluate whether employees are satisfied with their financial compensation, working conditions, and opportunities for training and advancement.
17. Increasing revenues and profits are least objectives for all business owners, and the company's progress toward these goals is used to evaluate the business's performance.
18. Maintaining loyal customer than satisfied customer is critical for a business because loyal customers are likely to do business with the company in the future.
19. Evaluating Business Performance helps us to answer business performance question and make decisions that will improve future performance.
20. When you are referring to acquire resources it is usually represented by the costs of making payments to suppliers, employees, and others.
21. Any organization, whether public or private, has to live within financial constraints and to deliver perceived value for money to its stakeholders.
22. In accounting terms, the focus of attention is on the balance sheet, rather than the profit and loss account or the cash flow statement.
23. Return on capital employed is equal to the product of Net Profit Sale and Sales Revenue.
24. Capital employed can be split into fixed assets and current assets
25. Product or services that has strong brands can be used to extend the company's business into other product categories but division of customers can cause problem.
26. Jollibee is an example of Brand Equity.
27. A performance measurement system is not refer to a typical methods of setting business goals together with periodic feedback reports that indicate progress against goals, it is the map of organization future vision.
28. Data mart is a subject-oriented, integration, time-variant, nonvolatile collection of data in support of management decision making process.
29. The purpose of Application Visualization in data warehouse framework is to access the data from the source data such as POS.

- 30. Decision makers require concise, dependable information about current operations, trends, and changes.
- 31. By analyzing historical and current data, situations, and performances, decision makers get valuable insights that enable them to make more inaccurate and worse decisions.
- 32. You will use three tier architecture of data warehouse if you want to separate operational systems from application and database server.
- 33. If you want to get information from the DataMart, you need to use a middleware to access the data.
- 34. To transmit data into Enterprise data warehouse from the data source such POS, an ETL process should be made.
- 35. Among the characteristic of the data warehouse, integrated is refer to the data that are organized by detailed subject, such as sales, products, or customers, containing only information relevant for decision support.

Test II. Multiplr Choice. For each question, select the option that you believe is the most correct. (2pts each)

- 36. The following are the sub-components of organizational setting, exept:
 - a) vision and mission
 - b) organizational structure
 - c) resources
 - d) Strategic Change
- 37. What do we call on the process by which such plans are monitored and necessary corrective action proposed where significant deviations are detected.
 - a) Financial Control
 - b) Asset
 - c) Cash Flow
 - d) Net Profit
- 38. Following are issues that are likely to be important in measuring marketing performance in the future, except:
 - a) Feedback loops
 - b) Workers
 - c) Unit of Analysis
 - d) Managers and other stakeholders
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Test IV. Essay. Discuss the following and make sure to understand what is being asked.

- 41. Discuss the significance of evaluating business performance in today's dynamic market environment. In your response, consider how performance evaluation impacts strategic decision-making, stakeholder satisfaction, and long-term sustainability. Provide real-world examples to support your arguments. (20pts)

.....Good Luck and God Bless.....

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