1.What’s new in Management Information Systems(MIS)?

ANS**: *Cloud computing, Big data, mobile digital platform***

2.\_\_\_\_\_\_\_\_ refer to the set of logically related tasks and behaviors that organizations develop over time to produce specific business results and the unique manner in which these activities are organized and coordinated.

ANS***: Business processes***

3. A \_\_\_\_\_\_\_ is one in which nearly all of the organization’s significant business relationships with customers, suppliers, and employees are digitally enabled and mediated

ANS: ***Digital firm***

***4.*** In \_\_\_\_\_\_\_\_\_, there is a growing interdependence between a firm’s information systems and its business capabilities.

ANS: ***contemporary systems***

***5.*** What describes how company produces, delivers and sells a product or service to create wealth?

ANS: ***A business model***

***6.***What is strategic business objectives of information systems?

ANS: ***Operational Excellence, New products services and business models, Customer and supplier intimacy, Competitive advantage, Improved decision making, Survival***

***7.*** \_\_\_\_\_\_\_ consists of all the hardware and software that a firm needs to use in order to achieve its business objectives

ANS: ***Information technology***

8. \_\_\_\_, in contrast, are streams of raw facts representing events occurring in organizations or the physical environment before they have been organized and arranged into a form that people can understand and use.

ANS: ***Data***

***9.*** What three activities in an information system produce the information that organizations need to make decisions, control operations, analyze problems, and create new products or services?

ANS: ***Input, Processing, Output***

***10.*** The field of\_\_\_\_\_\_ tries to achieve this broader information systems literacy.

ANS: ***Management Information Systems***

***11.*** , What encompasses an understanding of the management and organizational dimensions of systems as well as the technical dimensions of systems ?

ANS: ***information systems literacy***

***12.*** What makes long-range strategic decisions about products and services as well as ensures financial performance of the firm?

ANS: ***Senior Management***

***13.***\_\_\_\_\_\_ carries out the programs and plans of senior management?

ANS: ***Middle Management***

***14. \_\_\_\_\_\_*** is responsible for monitoring the daily activities of the business?

ANS: ***Operational Management***

***15. \_\_\_\_\_\_*** such as engineers, scientists, or architects, design products or services and create new knowledge for the firm?

ANS: ***Knowledge workers***

***16. \_\_\_\_*** such as secretaries or clerks, assist with scheduling and communications at all levels of the firm?

ANS: ***Data workers***

***17.*** Who actually produce the product and deliver the service?

ANS: ***Production or service workers***

***18.***  The major\_\_\_\_\_\_, or specialized tasks performed by business organizations, consist of sales and marketing, manufacturing and production, finance and accounting, and human resources

ANS: ***Business functions***

***19.*** What are major business functions?

ANS: ***Sales and marketing, manufacturing and production, finance and accounting, Human resources***

***20.*** What is the physical equipment used for input, processing, and output activities in an information system?

ANS: ***Computer hardware***

***21.*** \_\_\_\_\_ consists of the detailed, preprogrammed instructions that control and coordinate the computer hardware components in an information system?

ANS***: Computer software***

***22.*** What consists of the software governing the organization of data on physical storage media?

ANS: ***Data management technology***

***23.*** \_\_\_\_ consisting of both physical devices and software, links the various pieces of hardware and transfers data from one physical location to another

ANS: ***Networking and telecommunications technology***

***24.*** What links two or more computers to share data or resources?

ANS: ***A network***

***25.*** Internal corporate networks based on Internet technology are called \_\_\_\_?

ANS: ***Intranets***

***26.*** Private intranets extended to authorized users outside the organization are called \_\_\_\_?

ANS: ***Extranets***

***27.*** What provides the foundation, or platform, on which the firm can build its specific information systems?

ANS: ***The IT Infrastructure***

***28.*** What are those assets required to derive value from a primary investment?

ANS: ***Complementary assets***

***29.*** \_\_\_\_ is a stable, formal social structure that takes resources from the environment and processes them to produce outputs.

ANS: ***An Organization***

***30.*** In some cases, \_\_\_\_\_ are substitute products that perform as well as or better (often much better) than anything currently produced.

ANS: ***Disruptive technologies***

***31.*** According to \_\_\_\_\_, firms and individuals seek to economize on transaction costs, much as they do on production costs.

ANS: ***transaction cost theory***

32. According to \_\_\_\_, the firm is viewed as a “nexus of contracts” among self-interested individuals rather than as a unified, profit-maximizing entity.

ANS: ***Agency theory***

***33.*** The most widely used model for understanding competitive advantage is?

ANS: ***Michael Porter’s competitive forces model***

***34.*** What are other forces in Michael Porter’s competitive force model other than traditional direct competitors?

ANS: ***New market entrants, Substitute products, Bargaining power of Customers and Suppliers(or just customers and suppliers)***

***35.*** What are IS strategies for dealing with competitive forces?

ANS: ***Low-cost leadership, product differentiation, focus on market niche, customer and supplier intimacy.***

***36.*** This ability to offer individually tailored products or services using the same production resources as mass production is called \_\_\_\_\_\_\_?

ANS: ***Mass customization***

***37.*** Strong linkages to customers and suppliers increase \_\_\_\_?

ANS: ***Switching costs.***

***38.*** What highlights specific activities in the business where competitive strategies can best be applied?

ANS: ***The Value chain model***

***39.*** \_\_\_\_\_ are most directly related to the production and distribution of the firm’s products and services?

ANS: ***Primary activities***

***40. \_\_\_\_*** make the delivery of the primary activities possible and consist of organization infrastructure?

ANS: ***Support activities***

***41.*** What involves comparing the efficiency and effectiveness of your business processes against strict standard?

ANS: ***Benchmarking***

***42.*** \_\_\_\_\_\_ is a collection of independent firms that use information technology to coordinate their value chains to produce a product or service for a market collectively?

***ANS: A Value web.***

***43.*** \_\_\_\_\_ is an activity for which a firm is a world-class leader?

ANS: ***A*** ***core competency***

***44.*** What uses networks to link people, assets, and ideas, enabling it to ally with other companies to create and distribute products and services without being limited by traditional organizational boundaries or physical locations?

ANS: ***A virtual company***

***45.*** A movement between levels of sociotechnical systems?

ANS: ***Strategic transitions***

***46.*** \_\_\_\_\_ is built around thousands of predefined business processes that reflect best practices.

ANS: ***Enterprise software***

***47.*** A firm’s \_\_\_\_ is a network of organizations and business processes for procuring raw materials

ANS: ***supply chain***

***48.*** What portion of the supply chain includes the company’s suppliers, the suppliers’ suppliers, and the processes for managing relationships with them?

ANS: ***The upstream portion***

***49.*** The \_\_\_\_ consists of the organizations and processes for distributing and delivering products to the final customers.

ANS: ***downstream portion***

***50.*** Information about the demand for a product gets distorted as it passes from one entity to the next across the supply chain.

ANS: ***Bullwhip effect***

***51.*** Which systems enable the firm to model its existing supply chain, generate demand forecasts for products, and develop optimal sourcing and manufacturing plans?

ANS: ***Supply chain planning***

***52.*** What determines how much product a business needs to make to satisfy all of its customers’ demand?

ANS: ***Demand planning***

***53.*** Which systems manage the flow of products through distribution centers and warehouses to ensure that products are delivered to the right locations in the most efficient manner?

ANS: ***Supply chain execution systems***

***54.*** In Which model production master schedules are based on forecasts or best guesses of demand for products?

ANS: ***In a push-based model***

***55.*** In Which model actual customer orders or purchases trigger events in the supply chain?

ANS***: pull-based model or demand-driven***

***56. ­­­­\_\_\_\_*** is a method of interaction with the customer?

ANS: ***A touch point (also known as a contact point)***

***57.*** What is the marketing of complementary products to customers?

ANS: ***Cross-selling***

***58. \_\_\_\_\_*** includes customer- facing applications, such as tools for sales force automation, call center and customer service support, and marketing automation?  
ANS: ***Operational CRM***

***59.\_\_\_\_\_\_*** includes applications that analyze customer data generated by operational CRM applications?

ANS: ***Analytical CRM***

***60.*** \_\_\_\_\_ is based on the relationship between the revenue produced by a specific customer, the expenses incurred in acquiring and servicing that customer, and the expected life of the relationship between the customer and the company?  
ANS: ***Customer lifetime value (CLTV***)

61. What measures the number of customers who stop using or purchasing products or services from a company?

ANS***: The churn rate.***

***62. \_\_\_\_\_*** tools enable a business to connect customer conversations and relationships from social networking sites to CRM processes?

ANS: ***Social CRM***

***63. \_\_\_\_\_\_*** refers to the use of the Internet and the Web to transact business?  
ANS: ***E-commerce***

***64.*** A marketplace extended beyond traditional boundaries and removed from a temporal and geographic location?

ANS: ***Marketspace***

***65.*** costs of participating in a market?

ANS: ***Transaction costs***

***66.***\_\_\_\_\_- the cost merchants must pay simply to bring their goods to market?

ANS: ***market entry costs***

***67.*** the effort required to find suitable products?

ANS: ***Search costs***

***68.*** Information \_\_\_\_\_ refers to the complexity and content of a message?

ANS: ***Richness***

***69.*** the total amount and quality of information available to all market participants?

ANS: ***Information density***

***70.*** the ease with which consumers can find out the variety of prices in a market?

ANS: ***Price transparency***

***71.*** the ability of consumers to discover the actual costs merchants pay for products?

ANS: ***Cost transparency***

***72.*** selling the same goods, or nearly the same goods, to different targeted groups at different prices?

ANS: ***Price discrimination***

***73. C***hanging the delivered product or service based on a user’s preferences or prior behavior?

ANS: ***Customization***

***74.*** Adjusting the message to a person’s clickstream behavior, name, interests, and past purchases?  
ANS: ***Personalization***

***75.*** When one party in a transaction has more information that is important for the transaction than the other party?

ANS: ***Information asymmetry***

***76.*** merchants’ costs of changing prices?  
ANS: ***Menu costs***

***77.*** Whenthe price of a product varies depending on the demand characteristics of the customer or the supply situation of the seller.  
ANS: ***Dynamic pricing***

***78.*** The removal of organizations or business process layers responsible for intermediary steps in a value chain is called?

ANS: ***Disintermediation***

***79.*** Goods that can be delivered over a digital network?

ANS: ***Digital goods***

***80.*** sales of goods and services among businesses?

ANS: ***Business-to-business***

***81.*** retailing products and services to individual shoppers?

ANS***: Business-to-consumer***

***82.*** consumers selling directly to consumers?

ANS:***Consumer-to-consumer***

***83.*** The use of handheld wireless devices for purchasing goods and services from any location is termed?

ANS: ***Mobile commerce***

***84.*** Online retail stores are called?

ANS: ***e-tailers***

***85.*** all forms of human expression that can be put into a tangible medium such as text, CDs, or DVDs?

ANS: ***Intellectual Property***

***86.*** \_\_\_\_\_\_ build a digital environment in which buyers and sellers can meet, display products, search for products, and establish prices?

ANS: ***Market creators***

***87.***  sites that create a digital online environment where people with similar interests can transact (buy and sell goods?

ANS: ***Community providers***

***88.*** A firm’s \_\_\_\_\_\_ describes how the firm will earn revenue, generate profits, and produce a superior return on investment?  
ANS: ***revenue model***

***89.*** Web site generates revenue by attracting a large audience of visitors who can then be exposed to advertisements?

ANS: ***Advertising revenue model***

***90.*** companies derive revenue by selling goods, information, or services to customers?

ANS: ***Sales revenue model***

***91.*** Web site offering content or services charges a subscription fee for access to some or all of its offerings on an ongoing basis?

ANS: ***Subscription revenue model***

***92.*** firms offer basic services or content for free, while charging a premium for advanced or special features?

ANS: ***free premium model***

***93.*** a company receives a fee for enabling or executing a transaction?

ANS: ***Transaction fee revenue model***

***94.*** Web sites send visitors to other Web sites in return for a referral fee or percentage of the revenue from any resulting sales?

ANS: ***Affiliate revenue model***

***95.*** large numbers of people can make better decisions about a wide range of topics or products than a single person or even a small committee of experts?  
ANS: ***wisdom of crowds***

***96.*** Peer-to-peer betting markets where participants make bets on specific outcomes of, say, quarterly sales of a new product?  
ANS: ***Prediction markets***

***97. t***racking the clickstreams (history of clicking behavior) of individuals on thousands of Web sites?

***ANS: Behavioral targeting***

***98.*** a large firm using a secure Web site to link to its suppliers and other key business partners?

***ANS: Private industrial networks***

***99.*** digital marketplace based on Internet technology for many different buyers and sellers?

***ANS: Net Marketplace***

***100.*** goods used in a production process?

***ANS: Direct Goods***

***101.*** goods not directly involved in the production process?

***ANS: Indirect Goods***

***102.*** include geosocial services, geoadvertising, and geoinformation services?

***ANS: Location Based services***

***103.*** your firm purchases or leases a Web server (and has total control over its operation)?

***ANS: co-location agreement***

***KAHOOT***

1. Enterprise resource planning (ERP) is a suite of integrated software modules and a common central database
2. Digital firm is one in which all the business relationships with customer, suppliers & employees are digitally enabled
3. The core components of Information system do not include profit making.
4. Business processes refer to the set of logically related tasks and behaviors that organizations develop to produce business results
5. Strategic business objectives of information systems do not include (operational excellence / customer and supplier intimacy / improved decision making / none of the choices)
6. Set of interrelated components that collect, process, store and distribute information to support decision-making is information systems.
7. Who makes long-range strategic decisions about products & services as well as ensures financial performance of the firm? Answer: Senior level management.
8. Who carries out the programs and plans of senior management? (Senior level management / Operational level management / Middle level management / None of the choices)
9. Who is responsible for monitoring the daily activities of the business? Answer: Operational level management.
10. Knowledge workers such as engineers, scientists, or architects, design products or services and create new knowledge for the firm.
11. Each organization has a unique culture, values, and ways of doing things, that has been accepted by most of its members.
12. Internal corporate networks based on Internet technology are called Intranets.
13. Private intranets extended to authorized users outside the organization are called extranets.
14. The Technical approach to information systems emphasizes mathematically based models to study information systems.
15. CBIS stands for computer-based information systems.
16. Global Organizations of Oriented Group Language of Earth relates to Google.
17. CEO and co-founder of Kaspi is Mikhail Lomtadze.
18. The downstream portion consists of the organizations and processes for distributing and delivering products to the final customers.
19. Information about demand for a product gets distorted as it passes from one entity to the next across the supply chain. Answer: Bullwhip effect
20. Procuring raw materials, transforming into finished products, & distributing the finished products to customers is Supply chain.
21. Enterprise systems is a set of integrated software modules that enables data to be shared by many different business processes.
22. Personnel administration, time accounting, payroll, personnel planning and development, benefits accounting refers to Human resources processes.
23. Order processing, quotations, contracts, product configuration, pricing, billing, credit checking refers to Sales and marketing processes.
24. Enterprise systems provide value by increasing operational efficiency and by providing firmwide information to make better decisions.
25. ERM deals with employee issues, such as setting objectives, performance management, compensation and employee training.
26. Components arrive at the moment they were needed and finished goods would be shipped as they left the assembly line. Answer: Just-in-time.
27. Supply chain management systems models its existing processes, generate demand forecasts, and develop optimal sourcing and manufacturing plans.
28. Analytical CRM analyze customer data generated by operational CRM applications to provide information for improving business.
29. Which determines how much product a business needs to make to satisfy all of its customers’ wants? Answer: Demand planning.
30. Pull-based model is a demand-driven or build-to-order model, actual customer orders or purchases trigger events in the supply chain.
31. A touch point is a method of interaction with the customer, such as telephone, e-mail, customer service desk, conventional email.
32. Churn rate measures the number of customers who stop using or purchasing products or services from a company.
33. From a consumer point of view, ubiquity reduces \_\_\_\_\_\_\_\_—the costs of participating in a market: Transaction costs
34. In \_\_\_\_\_\_\_\_, the price of a product varies depending on the demand characteristics of the customer or the supply situation of the seller: Dynamic pricing
35. The difference between the revenue produced by a specific customer, the expenses incurred in acquiring and servicing that customer, and the expected life of the relationship between the customer and the company is: Customer lifetime value
36. Which modules in CRM systems provide information and tools to increase the efficiency of call centers, help desks, and customer support staff? Customer service modules
37. Which provides the foundation, or platform, on which the firm can build its specific information systems?: IT infrastructure
38. What uses many of the same data, tools, and systems as customer relationship management to enhance collaboration between a company and its selling partners?: PRM
39. In which production model are master schedules based on forecasts or best guesses of demand for products?: Push-based model
40. What describes how the firm will earn revenue, generate profits, and produce a superior return on investment?: Business model
41. Which are accomplished through digital networks spanning the entire organization or linking multiple organizations?: Core business processes
42. Which portion of the supply chain includes the company's suppliers, the suppliers' suppliers, and the processes for managing relationships with them?: The upstream portion
43. \_\_\_\_ are established as peer-to-peer betting markets where participants make bets on specific outcomes of, say, quarterly sales of a new product, designs for new products, or political elections. Prediction markets
44. Personnel administration, time accounting, payroll, personnel planning and development, benefits accounting refers to Human resources processes
45. \_\_\_\_ refers to all forms of human expression that can be put into a tangible medium such as text, CDs, or DVDs, or stored on any digital (or other) media, including the Web. Intellectual property
46. \_\_ modules in CRM help sales staff increase their productivity by focusing sales efforts on the most profitable customers, those who are good candidates for sales and services. Sales Force Automation
47. Refers to the ability of consumers to discover the actual costs merchants pay for products; refers to the ease with which consumers can find out the variety of prices in a market Cost transparency