MIS Quiz

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Chapter 1: Information Systems in Global Business Today

1. Which of the following is NOT one of the three major technological trends in Management Information Systems mentioned in the text?

 A) Emerging mobile digital platform

 B) Big Data

 C) Cloud Computing

 D) Artificial General Intelligence

Answer: D

2. A "digital firm" is characterized by which of the following?

 A) High reliance on manual labor

 B) Core business processes accomplished through digital networks

 C) Centralized mainframe computing only

 D) Local-only business relationships

Answer: B

3. Which of the following is NOT one of the six strategic business objectives of information systems?

 A) Operational Excellence

 B) Improved Decision Making

 C) Survival

 D) Employee Surveillance

Answer: D

4. Raw facts representing events, such as bar code readings, are defined as:

 A) Information

 B) Knowledge

 C) Data

 D) Intelligence

Answer: C

5. Which three activities in an information system produce the information organizations need?

A) Input, Processing, Output

B) Data, Software, Hardware

C) Analysis, Design, Implementation

D) Input, Storage, Deletion

Answer: A

6. Which dimension of information systems involves the physical equipment used for input, processing, and output?

A) Organization

B) Management

C) Information Technology

D) Complementary Assets

Answer: C

7. In the organizational hierarchy, who is primarily responsible for making long-range strategic decisions?

A) Operational Management

B) Middle Management

C) Senior Management

D) Knowledge Workers

Answer: C

8. Which discipline contributes to the technical approach to information systems?

A) Sociology

B) Psychology

C) Computer Science

D) Economics

Answer: C

9. The "sociotechnical systems" perspective suggests that optimal organizational performance is achieved by:

A) Maximizing technology regardless of human needs

B) Focusing solely on employee happiness

C) Jointly optimizing both social and technical systems

D) Ignoring organizational structure

Answer: C

10. Assets required to derive value from a primary investment, such as a supportive business culture, are called:

A) Primary Assets

B) Complementary Assets

C) Depreciation Assets

D) Hidden Assets

Answer: B

11. Which company is mentioned as using handheld devices (DIAD) and extensive IS for package tracking?

A) FedEx

B) DHL

C) UPS

D) USPS

Answer: C

12. The Finnish company Ponsse is used as a case study for using IS in which industry?

A) Automobile manufacturing

B) Wood harvesting/forestry

C) Mobile phone production

D) Shipping

Answer: B

13. What is the approximate annual growth rate of digital information mentioned?

A) 1 terabyte

B) 5 exabytes

C) 10 petabytes

D) 500 gigabytes

Answer: B

14. Which level of management typically monitors and controls the business and makes mid-level decisions?

A) Senior Management

B) Middle Management

C) Operational Management

D) Data Workers

Answer: B

15. Feedback in an information system is defined as:

A) The raw input data

B) The processing power of the CPU

C) Output returned to help evaluate or correct input

D) The electrical power consumption

Answer: C

16. Which of the following is an example of an Organizational Complementary Asset?

A) Strong IS development team

B) Incentives for innovation

C) Internet infrastructure

D) Technology standards

Answer: A

17. Which of the following is an example of a Managerial Complementary Asset?

A) Efficient business processes

B) Teamwork and collaboration environments

C) Technology service firms

D) Decentralized authority

Answer: B

18. The behavioral approach to information systems includes which disciplines?

A) Computer Science, Operations Research, Physics

B) Sociology, Psychology, Economics

C) Management Science, Computer Science, Economics

D) Psychology, Mathematics, Operations Research

Answer: B

19. What does the "Business Information Value Chain" represent?

A) The cost of hardware

B) A series of value-adding activities for acquiring, transforming, and distributing information

C) The hierarchy of employees in a firm

D) The connection between suppliers and customers

Answer: B

20. According to the text, what percentage of the U.S. economy depends on foreign trade?

A) 10%

B) 25%

C) 33%

D) 50%

Answer: C

21. "Time shifting" in a digital firm refers to:

A) Working in different time zones

B) Business operating 24/7

C) Delaying project deadlines

D) Recording meetings for later

Answer: B

22. "Space shifting" in a digital firm refers to:

A) Moving to a larger office

B) Work taking place in a global workshop/location independent

C) Increasing storage space

D) Moving data to the cloud

Answer: B

23. Which business function is responsible for recruiting, hiring, and training?

A) Finance & Accounting

B) Sales & Marketing

C) Human Resources

D) Manufacturing & Production

Answer: C

24. The fundamental platform for a firm's information systems is called:

A) The Internet

B) IT Infrastructure

C) The World Wide Web

D) Big Data

Answer: B

25. Operations Research is a discipline associated with which approach to IS?

A) Behavioral Approach

B) Technical Approach

C) Sociological Approach

D) Economic Approach

Answer: B

26. Which of the following is NOT a level in a firm's hierarchy?

A) Senior Management

B) Middle Management

C) External Management

D) Operational Management

Answer: C

27. Data workers are distinct from knowledge workers because they:

A) Create new knowledge

B) Process paperwork and data

C) Make strategic decisions

D) Perform physical labor

Answer: B

28. Which of the following is a strategic objective related to meeting regulatory requirements?

A) Competitive Advantage

B) Survival

C) Customer Intimacy

D) New Products

Answer: B

29. The variation in returns on IT investment suggests that:

A) Investing in IT always guarantees high returns

B) IT investments never pay off

C) IT investments alone do not guarantee returns

D) The more you spend, the more you earn linearly

Answer: C

30. Mashaweer is a case study regarding a personal service company in:

A) Finland

B) Egypt

C) USA

D) China

Answer: B

31. The term for converting raw input into a meaningful form is:

A) Input

B) Output

C) Processing

D) Feedback

Answer: C

32. Who typically allocates human and financial resources in an organization?

A) The IT department

B) Management

C) Production workers

D) Data entry clerks

Answer: B

33. The "flattened world" concept relates to:

A) Reduced economic advantages due to the Internet/globalization

B) The physical shape of the earth

C) Flat organizational structures only

D) The decline of global trade

Answer: A

34. Operational Excellence is primarily driven by improving:

A) Employee salaries

B) Efficiency and productivity

C) Regulatory compliance

D) Public relations

Answer: B

35. Customer and Supplier Intimacy is a strategic objective because:

A) It lowers tax liability

B) Strong relationships lead to loyalty and repeat business

C) It allows for better surveillance

D) It creates more data to store

Answer: B

36. A system that helps a company outperformance competitors is aiming for:

A) Survival

B) Competitive Advantage

C) Operational Excellence

D) Compliance

Answer: B

37. Which discipline studies how human decision makers perceive and use information?

A) Economics

B) Sociology

C) Psychology

D) Computer Science

Answer: C

38. Which discipline studies the production of digital goods and market dynamics?

A) Economics

B) Sociology

C) Psychology

D) Operations Research

Answer: A

39. IT investments grew from 32% to what percentage of all invested capital between 1980 and 2011?

A) 42%

B) 52%

C) 62%

D) 72%

Answer: B

40. The technical definition of an Information System emphasizes:

A) Human behavior

B) Interrelated components collecting, processing, and distributing information

C) The cost of hardware

D) Political struggles in the office

Answer: B

41. Which of the following is considered a "Social Asset"?

A) Decentralized authority

B) Laws and regulations

C) Management culture

D) Business processes

Answer: B

42. Which component is NOT part of the sociotechnical view?

A) Technology

B) Organization

C) Mutual adjustment

D) Strict automation without human input

Answer: D

43. Apple's iPad and iPhone are examples of:

A) Mainframe computing

B) The emerging mobile digital platform

C) Legacy systems

D) Stationery office equipment

Answer: B

44. "Big Data" refers to:

A) Large physical hard drives

B) Analyzing huge volumes of data from web traffic and social media

C) The physical size of the internet

D) Government databases only

Answer: B

45. Software as a Service (SaaS) is associated with:

A) Cloud Computing

B) Local storage

C) Offline processing

D) Mainframe era

Answer: A

46. Which business function manages cash accounts and creates financial statements?

A) Sales & Marketing

B) Human Resources

C) Finance & Accounting

D) Manufacturing

Answer: C

47. Production or service workers are responsible for:

A) Making strategic plans

B) Producing the product and delivering service

C) Designing new products

D) Hiring staff

Answer: B

48. In the UPS case, the handheld computer used by drivers is called:

A) iPad

B) DIAD (Delivery Information Acquisition Device)

C) GPS Tracker

D) SmartLog

Answer: B

49. An example of a "New Business Model" enabled by IS is:

A) A grocery store selling food

B) iTunes or Netflix

C) A bank offering savings accounts

D) A library lending books

Answer: B

50. Real-time data availability contributes most directly to which strategic objective?

A) Survival

B) Improved Decision Making

C) Compliance

D) Supplier Intimacy

Answer: B

Chapter 2: Global E-business and Collaboration

1. A set of logically related activities for accomplishing a specific business result is called a:

A) Business Function

B) Business Process

C) Business Hierarchy

D) Business Unit

Answer: B

2. Which system type serves operational management by tracking elementary activities and daily transactions?

A) DSS

B) MIS

C) TPS

D) ESS

Answer: C

3. Which of the following is an example of a Transaction Processing System (TPS)?

A) Executive Digital Dashboard

B) Payroll System

C) Voyage-Estimating System

D) Knowledge Management System

Answer: B

4. Systems that provide reports on current performance to middle management are called:

A) TPS

B) MIS

C) ESS

D) CRM

Answer: B

5. Decision Support Systems (DSS) are best described as:

A) Systems for routine, structured decisions

B) Systems for non-routine decisions using "what-if" analysis

C) Systems for senior executives to view dashboards

D) Systems for tracking daily sales

Answer: B

6. Which system serves senior management and focuses on strategic issues and long-term trends?

A) TPS

B) MIS

C) ESS

D) DSS

Answer: C

7. A "Digital Dashboard" is a feature typically found in:

A) TPS

B) ESS

C) CRM

D) SCM

Answer: B

8. Systems that span functional areas and focus on executing business processes across the firm are called:

A) Departmental Applications

B) Enterprise Applications

C) Functional Systems

D) Local Applications

Answer: B

9. Which enterprise application integrates business processes across manufacturing, accounting, finance, and HR into a single software system?

A) SCM

B) CRM

C) ERP (Enterprise Systems)

D) KMS

Answer: C

10. Supply Chain Management (SCM) systems focus on:

A) Managing relationships with customers

B) Managing relationships with suppliers

C) Internal employee knowledge

D) Executive decision making

Answer: B

11. Which system's objective is to optimize revenue, customer satisfaction, and retention?

A) SCM

B) ERP

C) CRM

D) KMS

Answer: C

12. Knowledge Management Systems (KMS) are designed to:

A) Manage logistics

B) Capture and apply knowledge and experience

C) Process payroll

D) Track inventory levels

Answer: B

13. An internal company website accessible only by employees is known as a(n):

A) Extranet

B) Internet

C) Intranet

D) Ethernet

Answer: C

14. Company websites accessible to authorized vendors and suppliers are called:

A) Intranets

B) Extranets

C) Social Networks

D) Public Domains

Answer: B

15. Use of digital technology and the Internet to execute major business processes is defined as:

   A) E-commerce

   B) E-business

   C) E-government

   D) Social Business

Answer: B

16. Buying and selling goods and services over the Internet is defined as:

   A) E-business

   B) E-commerce

   C) E-government

   D) Collaboration

Answer: B

17. "Social Business" is characterized by:

   A) Top-down command structures

   B) The use of social networking platforms to engage employees and customers

   C) Strict prohibition of personal conversation

   D) Offline team meetings

Answer: B

18. Which of the following is NOT a reason for the growing importance of collaboration?

   A) Changing nature of work

   B) Emphasis on innovation

   C) Decline in global presence

   D) Growth of professional work

Answer: C

19. According to the McKinsey prediction, social technologies could raise productivity of interaction workers by:

   A) 5-10%

   B) 20-25%

   C) 50%

   D) 100%

Answer: B

20. Which tool is classified as a "Cyberlocker"?

A) Skype

B) Dropbox

C) Facebook

D) Salesforce Chatter

Answer: B

21. Second Life is an example of which collaboration tool?

A) Wiki

B) Virtual World

C) Blog

D) Cyberlocker

Answer: B

22. Which Microsoft tool is described as browser-based collaboration with document management and Version control?

A) Skype

B) SharePoint

C) Excel

D) Outlook

Answer: B

23. The "Time/Space Collaboration Tool Matrix" classifies tools based on:

A) Cost and Speed

B) Same/Different Time and Same/Different Place

C) Audio vs. Video

D) Internal vs. External

Answer: B

24. The person in charge of information systems security is the:

A) CIO

B) CPO

C) CSO/CISO

D) CKO

Answer: C

25. The CKO is responsible for:

A) Knowledge management programs

B) Security policy

C) Privacy laws

D) Hardware maintenance

Answer: A

26. Which job role acts as the principal liaison between the IS group and the rest of the organization?

A) Programmer

B) Systems Analyst

C) Data Entry Clerk

D) CISO

Answer: B

27. "IT Governance" refers to:

A) The software installed on government computers

B) Strategy and policies for using IT and assigning decision rights

C) The maintenance of hardware

D) The hiring of programmers

Answer: B

28. Which of the following is a benefit of Enterprise Systems?

A) Creating silos of information

B) Improving flexibility and coordination of business processes

C) Increasing manual data entry

D) Slowing down information flow

Answer: B

29. What is "Telepresence"?

A) A text-based chat system

B) High-quality integrated audio and visual environment for meetings

C) A file sharing protocol

D) An email server

Answer: B

30. The Schiphol International Hub case study focused on which type of system?

A) Baggage handling system

B) Employee payroll

C) Customer loyalty program

D) Flight simulation

Answer: A

31. In the NTUC Income case study, the new system helped reduce policy processing time by:

A) 10%

B) Half

C) 90%

D) It increased the time

Answer: B

32. Procter & Gamble's "Business Sphere" is an example of:

A) A transaction processing system

B) A decision support environment/room with large screens

C) A public website

D) A warehouse management system

Answer: B

33. Which of the following is an "asynchronous" collaboration interaction (Different Time)?

A) Video conference

B) Instant Messaging

C) E-mail

D) Face-to-face meeting

Answer: C

34. Which position is responsible for compliance with data privacy laws?

A) CIO

B) CSO

C) CPO

D) CEO

Answer: C

35. Programmers are defined as:

A) Liaisons between departments

B) Highly trained technical specialists who write software instructions

C) Managers of facility operations

D) Senior strategic planners

Answer: B

36. Salesforce Chatter and Microsoft Yammer are examples of:

A) Enterprise Social Networking Tools

B) Spreadsheets

C) Hardware manufacturers

D) Legacy TPS

Answer: A

37. Which functional area deals with "identifying customers"?

A) Manufacturing

B) Sales and Marketing

C) Finance

D) Human Resources

Answer: B

38. Which functional area deals with "checking quality"?

A) Manufacturing and Production

B) Sales

C) Finance

D) HR

Answer: A

39. A "Command and Control" culture is characterized by:

A) Horizontal communication

B) Top-down orders and no horizontal communication

C) Teams at all levels

D) Extensive social networking

Answer: B

40. A "Collaborative" culture is characterized by:

A) Senior management establishing collaboration as vital

B) Strict vertical hierarchy

C) Information hoarding

D) Individual rewards only

Answer: A

41. Which system uses "Input: Employee time sheet" and "Output: Paychecks"?

A) Payroll TPS

B) Sales DSS

C) Executive Dashboard

D) CRM

Answer: A

42. Which system type is described as "Not flexible" and having "little analytical capability"?

A) DSS

B) MIS

C) ESS

D) Expert Systems

Answer: B

43. The "Voyage-Estimating" system is an example of a:

A) TPS

B) MIS

C) DSS

D) ESS

Answer: C

44. "Interorganizational systems" automate the flow of information:

A) Within a single department

B) Across organizational boundaries

C) Only to the CEO

D) Between the CPU and Hard Drive

Answer: B

45. Which of the following is a benefit of collaboration regarding "Quality"?

A) It makes work slower

B) Communicating errors and corrective actions faster

C) It reduces the need for meetings

D) It creates more paperwork

Answer: B

46. Which tool allows users to contribute and edit content on a website without programming knowledge?

A) Wiki

B) Compiler

C) FTP client

D) Firewall

Answer: A

47. Google Drive is an example of:

A) A legacy mainframe

B) A Cloud-based cyberlocker/collaboration tool

C) An on-premise server

D) A specialized DSS

Answer: B

48. Lotus Notes is cited as an early example of:

A) Groupware

B) Social Media

C) CRM

D) ERP

Answer: A

49. The TELUS case study utilized which technology for social learning?

A) Microsoft SharePoint

B) Oracle ERP

C) Custom Mainframe

D) Fax machines

Answer: A

50. Employment growth in IS/MIS jobs is projected to be:

A) 50% lower than average

B) 50% greater than average

C) Flat (no growth)

D) Declining rapidly

Answer: B

Chapter 3: Information Systems, Organizations, and Strategy

1. The "technical" definition of an organization focuses on:

A) Rights and privileges

B) Conflict resolution

C) Processing resources (capital/labor) into outputs

D) Cultural values

Answer: C

2. The "behavioral" definition of an organization emphasizes:

A) Production functions

B) Rights, privileges, obligations, and conflict resolution

C) Input/Output efficiency

D) Machine-like precision

Answer: B

3. Standard operating procedures in an organization are also called:

A) Politics

B) Routines

C) Culture

D) Constitutions

Answer: B

4. Divergent viewpoints about resource distribution in an organization lead to:

A) Organizational Politics

B) Efficiencies

C) Routines

D) Automation

Answer: A

5. "Unassailable assumptions" about what products to produce and how constitute:

A) Organizational Culture

B) Business Processes

C) Politics

D) Environments

Answer: A

6. Technologies that radically change the business landscape (e.g., car vs. horse) are called:

A) Routine Technologies

B) Disruptive Technologies

C) Sustaining Technologies

D) Legacy Technologies

Answer: B

7. Which Mintzberg organizational structure consists of a young, small firm with an entrepreneur CEO?

A) Machine Bureaucracy

B) Divisionalized Bureaucracy

C) Entrepreneurial Structure

D) Adhocracy

Answer: C

8. Which structure is characterized by task force organizations in rapidly changing environments?

A) Machine Bureaucracy

B) Professional Bureaucracy

C) Adhocracy

D) Divisionalized Bureaucracy

Answer: C

9. Transaction Cost Theory suggests that IT:

A) Increases the cost of market participation

B) Helps lower market participation costs (transaction costs)

C) Has no effect on costs

D) Makes firms grow larger in employee count

Answer: B

10. Agency Theory views the firm as:

A) A happy family

B) A nexus of contracts among self-interested individuals

C) A machine for production

D) A political entity only

Answer: B

11. How does IT typically affect the number of middle managers?

A) Increases them significantly

B) Reduces them by empowering lower-level employees

C) Has no impact

D) Replaces them with senior managers

Answer: B

12. The most common reason for IS project failure is:

A) Hardware failure

B) Organizational/political resistance

C) Software bugs

D) Lack of electricity

Answer: B

13. Which of the following is NOT one of Porter's Five Competitive Forces?

A) Traditional Competitors

B) New Market Entrants

C) Government Regulations

D) Substitute Products

Answer: C

14. Walmart's continuous replenishment system is an example of which generic strategy?

A) Product Differentiation

B) Low-Cost Leadership

C) Market Niche Focus

D) Customer Intimacy

Answer: B

15. Nike's NIKEiD program is an example of:

A) Low-Cost Leadership

B) Product Differentiation (Mass Customization)

C) Supplier Intimacy

D) Machine Bureaucracy

Answer: B

16. Hilton Hotels' OnQ System is used to support which strategy?

A) Focus on Market Niche

B) Low-Cost Leadership

C) Generic manufacturing

D) Employee surveillance

Answer: A

17. "Switching costs" refer to:

A) The cost of electricity

B) The cost/difficulty for a customer to switch to a competitor

C) The cost of networking switches

D) The price of a new computer

Answer: B

18. Which model highlights specific activities (Primary and Support) where IS can add value?

A) Porter's Five Forces

B) The Value Chain Model

C) Agency Theory

D) Network Economics

Answer: B

19. In the Value Chain, "Inbound Logistics" is a:

A) Support Activity

B) Primary Activity

C) Secondary Activity

D) Tertiary Activity

Answer: B

20. In the Value Chain, "Human Resources" is a:

A) Primary Activity

B) Support Activity

C) Sales Activity

D) Logistics Activity

Answer: B

21. A "Value Web" is different from a traditional Value Chain because it is:

A) Linear and rigid

B) A collection of independent firms synchronized by IT

C) Owned by a single firm

D) Paper-based

Answer: B

22. "Synergy" occurs when:

A) Output of units can be used as inputs to others, lowering costs

B) Firms compete aggressively

C) Costs increase due to complexity

D) Technologies fail

Answer: A

23. An activity for which a firm is a world-class leader is called a:

A) Routine

B) Core Competency

C) Liability

D) Support Activity

Answer: B

24. Network Economics is characterized by:

A) Diminishing returns

B) Marginal costs of adding users being near zero, while value grows

C) High costs for every new user

D) Decreasing value as size increases

Answer: B

25. A "Virtual Company" uses networks to:

A) Avoid paying taxes

B) Link people and assets without traditional organizational boundaries

C) Create fake products

D) Simulate business in a game

Answer: B

26. In a Business Ecosystem, a "Keystone firm":

A) Is a small niche player

B) Dominates the ecosystem and creates the platform (e.g., Microsoft, Walmart)

C) Is a supplier only

D) Does not use IT

Answer: B

27. Apple vs. Samsung in the tablet market is an example of competition between:

A) Individual products only

B) Business Ecosystems (Mobile Internet Platforms)

C) Local stores

D) Government agencies

Answer: B

28. American Airlines' SABRE system is an example of:

A) A failed system

B) A classic strategic system that provided advantage

C) A non-strategic website

D) A payroll system

Answer: B

29. Research shows that successful alignment of IT with business goals:

A) Is achieved by 100% of firms

B) Leads to lower profitability

C) Explains about half of a firm's profits

D) Is not important

Answer: C

30. "Benchmarking" involves:

A) Guessing performance metrics

B) Comparing efficiency and effectiveness against strict standards

C) Ignoring competitors

D) Setting low goals

Answer: B

31. The "Bullwhip effect" is usually mitigated by:

A) Hiding information

B) Supply Chain Management systems

C) Increasing prices

D) Reducing quality

Answer: B *(Context implied in SCM discussion)*

32. Which of the following is NOT a primary activity in the Value Chain?

A) Operations

B) Sales and Marketing

C) Procurement

D) Service

Answer: C

33. Mass customization allows firms to:

A) Produce identical products for everyone

B) Offer individually tailored products using mass production resources

C) Stop production entirely

D) Increase inventory costs

Answer: B

34. The "Internet of Things" (implied by connected cars/sensors) helps:

A) Increase manual labor

B) Create new data streams for analysis and efficiency

C) Reduce internet usage

D) Discourage innovation

Answer: B

35. A "Strategy of Survival" implies:

A) Using IS because competitors/regulations force you to

B) Using IS to dominate the market

C) Using IS to increase prices

D) Using IS to shrink the company

Answer: A

36. Li & Fung is an example of a:

A) Virtual Company

B) Machine Bureaucracy

C) Traditional Manufacturer

D) Keystone Firm

Answer: A

37. "Best Practices" are:

A) Theoretical ideas that never work

B) Solutions identified as the most successful for achieving objectives

C) Government laws

D) Examining the worst performing companies

Answer: B

38. The Law of Diminishing Returns usually applies to:

A) Network Economics

B) Traditional Economics

C) Virtual Companies

D) Digital Goods

Answer: B

39. Sears' struggle against Walmart is attributed to:

A) Lack of technology investment only

B) Damaged brand image and weak business model despite technology use

C) Too much inventory

D) High prices

Answer: B

40. Starbucks used "Lean" techniques and mobile platforms to:

A) Increase wait times

B) Return to profitability and improve efficiency

C) Stop selling coffee

D) Eliminate all baristas

Answer: B

41. Ford's "MyFord Touch" is an example of:

A) Low-cost leadership

B) Product Differentiation through software

C) Niche marketing

D) Supplier management

Answer: B

42. Which is a characteristic of "Postindustrial Organizations"?

A) Authority based on position/hierarchy

B) Authority based on knowledge and competence

C) Strict vertical command

D) Focus on manual labor

Answer: B

43. Which factor is NOT cited as a reason for organizational resistance?

A) Nature of IT innovation

B) Organization's structure

C) Color of the office walls

D) Tasks impacted by innovation

Answer: C

44. "Efficient Customer Response Systems" are most closely linked to:

A) Product Differentiation

B) Low-Cost Leadership (e.g., Walmart)

C) Niche Focus

D) HR Management

Answer: B

45. What happens when "Substitute Products" are high in an industry?

A) Firms have more control over price

B) Firms have less control over price/profit margins

C) Monopoly is guaranteed

D) Customers have no choice

Answer: B

46. "Strategic Transitions" refer to:

A) Updating software

B) Movement between levels of sociotechnical systems (changing goals, processes, etc.)

C) Moving office locations

D) Hiring a new CEO

Answer: B

47. Barnes & Noble's Nook strategy was a response to:

A) Regulatory changes

B) Disruptive technology (e-books)

C) Supplier demands

D) Employee strikes

Answer: B

48. In the ecosystem model, "Niche firms":

A) Create the platform

B) Use the platform provided by the Keystone firm

C) Compete against the Keystone firm

D) Operate offline only

Answer: B

49. Flattening organizations generally results in:

A) Slower decision making

B) Faster decision making and broader span of control

C) More middle managers

D) Less data availability

Answer: B

50. The reciprocal relationship between organizations and environments means:

A) They do not affect each other

B) Organizations rely on environments, and can also influence them

C) Environments always destroy organizations

D) Organizations control environments completely

Answer: B

Chapter 4: Ethical and Social Issues in Information Systems

1. The "Ripples in a Pond" model illustrates:

A) The speed of internet connections

B) The relationship between ethical, social, and political issues

C) The cost of water cooling

D) The decline of hardware costs

Answer: B

2. Which of the following is NOT one of the Five Moral Dimensions of the Information Age?

A) Information Rights and Obligations

B) System Quality

C) Hardware Speed

D) Accountability and Control

Answer: C

3. The trend that "Computing power doubles every 18 months" is known as:

A) Moore's Law (implied)

B) Metcalfe's Law

C) The Law of Diminishing Returns

D) The Storage Law

Answer: A *(Note: Text says "Computing power doubles every 18 months", common knowledge aligns this with Moore's Law)*

4. The use of computers to combine data from multiple sources to create electronic dossiers is called:

   A) Networking

   B) Profiling

   C) Spying

   D) Phishing

Answer: B

5. NORA stands for:

   A) Nonobvious Relationship Awareness

   B) Network Organization Routing Algorithm

   C) New Online Research Agency

   D) No One Really Asks

Answer: A

6. "Responsibility" is defined as:

   A) Laws permitting recovery of damages

   B) Accepting potential costs, duties, and obligations for decisions

   C) Mechanisms to determine who took action

   D) Being punished for a crime

Answer: B

7. "Accountability" refers to:

   A) Mechanisms to determine who took responsible action

   B) The ability to pay for damages

   C) A feature of political systems

   D) Personal guilt

Answer: A

8. "Liability" is a feature of political systems that:

   A) Allows individuals to recover damages done to them

   B) Prevents all harm

   C) Guarantees free speech

   D) Monitors internet traffic

Answer: A

9. Which ethical principle states: "Do unto others as you would have them do unto you"?

A) Kant's Categorical Imperative

B) The Golden Rule

C) Utilitarian Principle

D) No Free Lunch Rule

Answer: B

10. Kant's Categorical Imperative suggests:

A) If an action is not right for everyone, it is not right for anyone

B) Take the action that achieves the higher value

C) Do what feels right

D) Avoid all risk

Answer: A

11. The "Slippery-Slope" rule is formally known as:

A) Descartes' Rule of Change

B) The Golden Rule

C) Risk Aversion Principle

D) Utilitarian Principle

Answer: A

12. The Utilitarian Principle advises to:

A) Take the action that produces the least harm

B) Take the action that achieves the higher or greater value

C) Assume everything is owned

D) Do what everyone else does

Answer: B

13. The "No Free Lunch" Rule assumes:

A) Food should be free

B) All objects are owned by someone unless declared otherwise

C) Information is always free

D) Privacy does not exist

Answer: B

14. FIP stands for:

A) Federal Internet Protocol

B) Fair Information Practices

C) Free Internet Policy

D) Fast Information Processing

Answer: B

15. Which is the "Core Principle" of FIP regarding disclosure of practices?

A) Notice/Awareness

B) Security

C) Enforcement

D) Access

Answer: A

16. The "Opt-In" model of privacy means:

A) Businesses can collect info until the user says stop

B) Businesses are prohibited from collecting info unless the consumer specifically approves

C) No data can ever be collected

D) Data is collected anonymously

Answer: B

17. The "Opt-Out" model (used in the US) means:

A) Collection is permitted until the consumer requests it to stop

B) Collection is forbidden by default

C) Consumers must sign a waiver

D) Only government can collect data

Answer: A

18. Small text files deposited on a computer hard drive to track visits are called:

A) Web Beacons

B) Cookies

C) Spam

D) Trojans

Answer: B

19. Tiny software programs that keep a record of users' online clickstreams (often invisible) are:

A) Cookies

B) Web Beacons (Web bugs)

C) Antivirus

D) Firewalls

Answer: B

20. Intellectual Property protects:

A) Tangible land

B) Intangible property created by individuals or corporations

C) Government buildings

D) Ocean waters

Answer: B

21. A "Trade Secret" protects:

A) Any intellectual work product used for business (formula, device, pattern) not in public domain

B) Only published books

C) Only patented machines

D) Public information

Answer: A

22. Copyright protects creators for:

A) 20 years

B) Life of author plus 70 years (or 95 years for corps)

C) Forever

D) 10 years

Answer: B

23. A Patent grants a monopoly on underlying concepts/ideas for:

A) 70 years

B) 20 years

C) 5 years

D) Indefinitely

Answer: B

24. The Digital Millennium Copyright Act (DMCA) makes it illegal to:

A) Buy software

B) Circumvent technology-based protections of copyrighted materials

C) Write code

D) Use the internet

Answer: B

25. Which forms of health risks are associated with computer use?

A) RSI, CVS, Technostress

B) Malaria, Flu

C) Broken bones

D) Sunburn

Answer: A

26. Carpal Tunnel Syndrome (CTS) is a type of:

A) Computer Vision Syndrome

B) Repetitive Stress Injury (RSI)

C) Technostress

D) Virus

Answer: B

27. "Technostress" symptoms include:

A) Euphoria

B) Aggravation, hostility, impatience, fatigue

C) Better vision

D) Increased calmness

Answer: B

28. The "Digital Divide" refers to:

A) The gap between Mac and PC users

B) The gap between those who have access to technology/Internet and those who do not

C) The split between hardware and software

D) Two separate hard drives

Answer: B

29. Most common source of business system failure is:

A) Hardware destruction

B) Data quality (input errors)

C) Hackers

D) Power outages

Answer: B

30. Which term refers to the commission of illegal acts through the use of a computer?

A) Computer Abuse

B) Computer Crime

C) Hacking

D) Spamming

Answer: B

31. "Spam" accounts for approximately what percentage of e-mail (2012 est)?

A) 10%

B) 72%

C) 99%

D) 25%

Answer: B

32. In the context of privacy regulations, "Safe Harbor" is defined as:

A) A strict government-enforced law protecting ships

B) A private, self-regulating policy that meets objectives of government regulators without government regulation

C) A policy that completely bans data transfer between nations

D) A virus protection software for medical databases

Answer: B

33. European data protection laws are generally:

A) Less stringent than U.S. laws

B) More stringent than U.S. laws

C) Non-existent

D) Identical to U.S. laws

Answer: B

34. The "Right to be forgotten" is a concept proposed in:

A) The United States

B) The European Union

C) China

D) Russia

Answer: B

35. Software that secretly installs itself to report user movements is called:

A) Firmware

B) Spyware

C) Shareware

D) Freeware

Answer: B

36. Apple vs. Samsung (2011) was a major battle over:

A) Copyrights

B) Patents

C) Trade Secrets

D) Trademarks

Answer: B

37. Which industry has a global software piracy rate of 42% (2011)?

A) Software

B) Music

C) Movies

D) Books

Answer: A

38. "Cyberbullying" is mentioned as a negative impact on:

A) System Quality

B) Quality of Life (boundaries/social)

C) Intellectual Property

D) Accountability

Answer: B

39. Reengineering work has caused job losses primarily for:

A) CEOs

B) Mid-level managers and clerical workers

C) Doctors

D) Lawyers

Answer: B

40. CVS stands for:

A) Computer Virus System

B) Computer Vision Syndrome

C) Central Vision System

D) Cardio-Vascular Stress

Answer: B

41. The BlackBerry outage (2011) highlights issues of:

A) Privacy

B) Accountability and Liability (who is responsible for economic harm?)

C) Intellectual Property

D) Patent theft

Answer: B

42. Which act bans deceptive email practices but has had minimal impact?

A) DMCA

B) CAN-SPAM Act

C) Patriot Act

D) Computer Fraud Act

Answer: B

43. The "Risk Aversion Principle" suggests avoiding:

A) Low-cost actions

B) High-failure-cost actions of moderate to high probability

C) All actions

D) Profitable actions

Answer: B

44. "Due Process" implies that:

A) Laws are known, understood, and there is an appeal ability

B) Punishment is immediate

C) There are no rules

D) Computers judge humans

Answer: A

45. Which company was fined $160 million for manipulating LIBOR rates?

A) Walmart

B) Barclays Bank

C) Siemens

D) Pfizer

Answer: B

46. Which company paid $4 billion for a worldwide bribery scheme?

A) Galleon Group

B) Siemens

C) GlaxoSmithKline

D) Apple

Answer: B

47. According to the key technology trends raising ethical issues, the rapid decline in data storage costs means: A) Less databases are created

B) Organizations can easily maintain detailed databases on individuals

C) Less privacy issues occur

D) Slower computers are used

Answer: B

48. What is the "Golden Rule" of Ethics?

A) Make as much money as possible

B) Do unto others as you would have them do unto you

C) The one with the gold makes the rules

D) Survival of the fittest

Answer: B

49. Privacy is defined as the claim of individuals to:

A) Own data

B) Be left alone, free from surveillance

C) Speak freely

D) Access the internet

Answer: B

50. "Look and feel" distinctions in software are problematic for:

A) Patents

B) Copyright protection

C) Trade Secrets

D) Hardware design

Answer: B