

E Use of Language Practice

i Match words (1-10) to their definitions (a-j):

1. disseminate	a make an alphabetical list of the items
2. harness	b the most important or influential position in a debate or movement
3. tangible	c a service providing information and support to the users of a computer network
4. aggregate	d ignore or disregard (something, especially a fault or offence)
5. intangible	e bring something under control and use it
6. index	f not having physical presence; vague and abstract
7. front-line	g spread (something, especially information) widely
8. help-desk	h expression that has become fashionable in a particular field and is being used a lot by the media
9. overlook	i perceptible by touch; clear and definite; real
10. buzzword	j form or group into a class or cluster

ii Use the words from the table above to complete the following sentences. Consider correct grammar use.

1. There are _____ benefits beyond a rise in the share price.
2. A _____ is a service providing information and support to the users of a computer network.
3. Turkey plans to _____ the waters of the Tigris and Euphrates rivers for big hydro-electric power projects.
4. We will provide our _____ sales team with the absolute best in compensation.
5. Different economies, with different currencies, should not be _____ to produce uniform policies.
6. The Internet allows us to _____ information faster.
7. Biodiversity was the _____ of the Rio Earth Summit.
8. There should be some _____ evidence that the economy is starting to recover.
9. We often _____ all sorts of warning signals about our own health.
10. This search engine has _____ hundreds of millions of Web sites.

iii Decipher the following abbreviations: IS, EIS, AI, MIS, GIS, TPS, DSS, CAD, CAM, EDI, ERP, PLM.

iv *Read the article below. Fill in the gaps with appropriate word combinations:*

- executive information systems (EISs)
- artificial intelligence (AI)
- management information systems (MISs)
- geographic information system (GIS)
- transaction processing systems (TPSs)
- decision support system (DSS)

Types of Information Systems

Typically, many types of information systems are used in businesses and other organizations. Systems used to increase productivity and facilitate communications in the office include office systems, document processing systems, document management systems (DMSs), content management systems (CMSs), and communications systems. (1) ... perform tasks that generally involve the tedious recordkeeping that organizations handle regularly; they usually include order entry, payroll, and accounting systems.

These types of systems are most commonly used by operational managers. (2) ... provide decision makers – primarily middle managers – with preselected types of information. A (3) ... helps middle and executive managers organize and analyze their own decision making information. (4) ... are decision support systems customized to meet the special needs of executive managers. A (5) ... is an information system that combines geographic information with other types of data in order to provide a better understanding of the relationships among the data.

Enterprise-wide systems include electronic data interchange (EDI), enterprise resource planning (ERP), inventory management systems, and product lifecycle management (PLM) systems. Computers are widely used in industry to improve productivity at both the design stage – via computer-aided design (CAD) – and the manufacturing stage – via computer-aided manufacturing (CAM). The ability of some computer systems to perform in ways that would be considered intelligent if observed in human beings is referred to as (6) Currently, the four main types of artificial intelligence (AI) systems are intelligent agents, expert systems, neural networks, and robotics – the study of robot technology. Robots for military, business, and personal use are available today.

v *Choose the correct alternative to complete each sentence. Consider both the grammar and the meaning of each option.*

Technologies in McDonald's Daily Operations

Technology is inherent (1) *for/in/of* many of McDonald's day-to-day restaurant operations. (2) *From/to/for* the moment a customer places his or her food order, technology has a significant role. For example, a customer's order is routed (3) *in/to/over* a network to the kitchen (4) *in/for/to* preparation, video screens provide instructions (5) *for/on/to* our kitchens and drive-thrus*, and cashless payments are processed. Furthermore, McDonald's restaurants depend (6) *for/of/on* technology to keep track (7) *at/of/in* inventory, to know how much product is required (8) *at/of/on* different times of the day, and to determine the number of crew members required. Technology is also creating innovations (9) *for/in/at* how we enhance the customer experience, such as self-ordering via kiosks or mobile phones. Providing consumers in (10) *along/over/with* 34,000 restaurants worldwide an experience that is modern and relevant, as well as based on a secure and flexible foundation, is central to McDonald's success, and technology powers this experience as never before.

*you are served without leaving one's car

vi *Nine parts of sentences have been removed from the text. Put the correct sentence from A-J below in each space (1-9) to form a logical text. There is one extra item you don't need.*

Walmart's Information Systems

Walmart is the world's largest retailer, (1) _____ of \$443.9 billion in the fiscal year that ended on January 31, 2012. Walmart currently serves over 200 million customers every week, worldwide. Walmart's rise to prominence is (2) _____ of information systems.

One of the keys to this success was (3) _____, a supply-chain management system. This system, unique when initially implemented in the mid-1980s, allowed Walmart's suppliers (4) _____ and sales information of their products at any of Walmart's more than ten thousand stores. Using Retail Link, suppliers can analyze how well their products are selling at one or more Walmart stores, (5) _____. Further, Walmart requires the suppliers to use Retail Link (6) _____. If a supplier feels that their products are selling out too quickly, they can use Retail Link to petition Walmart to raise the levels of inventory for their products. This has essentially allowed Walmart to "hire" thousands of product managers, (7) _____ they are managing. This revolutionary approach to managing inventory has allowed Walmart to continue to drive prices down and respond (8) _____.

Today, Walmart continues to innovate with information technology. (9) _____, any technology that Walmart requires its suppliers to implement immediately becomes a business standard.

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| A all of whom have a vested interest in the products | F using its tremendous market presence |
| B to directly access the inventory levels | G with a range of reporting options |
| C to manage their own inventory levels | H earning \$15.2 billion on sales |
| D to market forces quickly | I in order to differentiate almost identical products |
| E due in no small part to their use | J the implementation of Retail Link |

F Web Research Activity

Here are 6 phases of the system development life cycle (SDLC).

Describe them, searching the web for additional information:

1. Preliminary investigation.
2. System analysis.
3. System design.
4. System acquisition.
5. System implementation.
6. System maintenance.