EXAM 2 Due March 12, (9 PM-2 AM) EST

Due No due date   **Points** 100   **Questions** 40

Available Mar 12 at 9pm - Mar 13 at 2am about 5 hours

Time Limit 90 Minutes

Instructions

WARNING: This exam includes more than 40 questions from the materials we have covered so far. Please review the materials BEFORE starting the exam.

Attempt History

	Attempt	Time	Score
LATEST	**Attempt 1**	41 minutes	100 out of 100

⚠ Correct answers will be available on Mar 13 at 4am.

Score for this quiz: **100** out of 100

Submitted Mar 12 at 10:10pm

This attempt took 41 minutes.

Question 1	**10 / 10 pts**

Have you Posted HW2 on the Discussion Forum?

(Remember: we will check and you will get 0 for cheating)

    ◉ yes

    ○ No

Question 2   2 / 2 pts

Strategic level information systems are more internal focused than external focused

○ True

◉ False

Question 3   3 / 3 pts

Strategic IT plans start with technologies and then consider business need

○ True

◉ False

Question 4   3 / 3 pts

Business strategy is a game plan to win

◉ True

○ False

Question 5　　　　　　　　　　　　　　　　5 / 5 pts

To automate a process, the Buy, Rent, Outsource
development, Develop yourself and Extend (BRODE) decisions are used
frequently. Which BRODE decision will be "the best", given the following
scenarios.

**Startup company, with
limited budget, wants a
software package (cost
=$50K) within a week**

| Rent ▼ |

**An insurance company
wants an online
purchasing application**

| Buy ▼ |

**Large manufacturing
company (in business since
1960s) wants a new
inventory system**

| Extend (Re-use) Existir ▼ |

**A wine sales company
wants to develop a
highly specialized
supply chain
management system for
wine distribution**

| Outsource Software D ▼ |

**A government agency
wants an application for
homeland security**

| Develop Software You ▼ |

Question 6   2 / 2 pts

Intranets are used within an organization

◉ True

○ False

Question 7   3 / 3 pts

Which of the following does Not apply to Enterprise Systems (choose one)?

○ Known as enterprise resource planning (ERP) systems

○ Suite of integrated software modules and a common central database

◉ Group of networked laptops

○ Collects data from many divisions of firm for use in nearly all of firm's internal business activities

Question 8   2 / 2 pts

An IT infrastructure is a set of computing devices and software required to operate an enterprise (true/false)?

○ ◉ True

○ False

Question 9   2 / 2 pts

How did GE transform itself?

◉ By Internet-enabling nearly all of its business processes and turning into an Internet company

○ By offering unbiased information on competing products

○ By issuing a blizzard of press releases touting their success

○ By creating an auto club similar to the American Automobile Association

Question 10   3 / 3 pts

Many projects came out of the Internet initiative at GE, choose 3 projects that came out of this initiative:

☑ GE Medical Systems

☐ R/3 software

☐ GPS Palm computer

☐ Miss Boo

☑ Turbine Optimizer

☐ Bright Station PLC

☑ iCenter

Question 11

2 / 2 pts

Panmore.com site shows results of SWOT as well as PESTLE analysis

⦿ True

○ False

Question 12

2 / 2 pts

Panmore.com also analyzes Wendy by using the Porter five forces model

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◉ True

○ False

Question 13   2 / 2 pts

A digital wristwatch with all capabilities of a handset could be considered a substitute
product for a handset provider

◉ True

○ False

Question 14   2 / 2 pts

"Fast Forward", i.e., finding out what the companies in HW2 Case Studies are doing right now, is an important part of HW2

◉ True

○ False

Question 15   2 / 2 pts

Porter's Competitive Force model only includes new entrants, substitute products and customers

○ True

◉ False

Question 16   2 / 2 pts

Porter's Competitive Force model helps with internal strategy

○ True

◉ False

Question 17   2 / 2 pts

Strategic information systems support highly detailed daily activities

○ True

◉ False

Question 18   2 / 2 pts

Enterprise systems span multiple functional areas and
organizational layers

○ True

○ False

Question 19   2 / 2 pts

Many businesses are not sure about investing in the Internet of
Things technology, according to Umar, Chapter4, Opening Vignette.

○ True

○ False

Question 20   2 / 2 pts

 A Good Source for Digital Enterprise Case Studies is
www.digitalenterprise.org/cases/
(http://www.digitalenterprise.org/cases/)

○ True

○ False

Question 21   2 / 2 pts

When facing disruptive technologies, it may NOT be enough to listen only to your customers

⦿ True

○ False

Question 22   2 / 2 pts

An Item Database is the central resource in the Walmart Sales and Supply Chain system. (Umar, Chapter5, Opening Vignette)

⦿ True

○ False

Question 23   2 / 2 pts

In retail business, customer facing applications (C2B) are ALWAYS more important than supplier facing (B2B) applications

○ True

⦿ False

Question 24

3 / 3 pts

The Application Matrix can include ERPs and Mobile Apps

◉ True

○ False

Question 25

2 / 2 pts

In Project2, each team must submit one deliverable file (you may need to zip your multiple files into one, if needed)

◉ True

○ False

Question 26

2 / 2 pts

Project2 has nothing to do with Project1 in ISEM500

○ True

◉ False

Question 27   2 / 2 pts

Project2 exposes you to ERPs and also Mobile Apps as suggested in Umar Book Chapter 5 and 6

◉ True

○ False

Question 28   2 / 2 pts

IT plan needed in Project2 does not require knowledge of networks or databases

○ True

◉ False

Question 29   2 / 2 pts

Project2 requires knowledge of the SPACE environment

◉ True

○ False

Question 30

2 / 2 pts

Attachment A of Project2 shows a sample Technical Architecture that can be used to represent the IT Plan

○◉ True

○ False

Question 31

5 / 5 pts

All of the following statements are correct:

1. Umar Chapters 1 to 7 have opening vignettes

2. HWK2 requires use of SPACE

3. HWK2 required you to prepare for Proj2

4. Proctor and Gamble is one of the Case Studies that you were required to evaluate in HWK2

5. A key message from HWK2 is that IT is a key enabler of new opportunities

○ True

◉ False

Question 32   **3 / 3 pts**

HW2 requires analysis of Dave's Digital Store

○ True

⦿ False

Question 33   **2 / 2 pts**

GE's transformation into an Internet company was the only reason for its widespread success

○ True

⦿ False

Question 34   **0 / 0 pts**

CRM is a technology and not a corporate initiative

○ True

⦿ False

Question 35   2 / 2 pts

Did you provide substantive feedback to at least 2 submissions (yes or no)

Caution: we can check

⦿ Yes

○ No

Question 36   2 / 2 pts

One problem leading to Boo.com's bankruptcy was

○ The company remained staid and unwilling to take risks, apparently because of fear of losing money

⦿ Lack of planning and control & lack of oversight

○ Employees had not been properly trained and they were overwhelmed, resulting in a lot of errors

○ The company had more than 200 archaic, inflexible, and isolated systems

Question 37	2 / 2 pts

Boo.com is still in business

  ○ True

  ⦿ False

Question 38	2 / 2 pts

Boo.com had a good business strategy based on formal management models (e.g., Porter)

  ○ True

  ⦿ False

Question 39	3 / 3 pts

Mobile apps are included in the "CASESTUDY5. SMART ERPs ON THE MOVE -- FEW SNIPPETS " in HW2.

  ⦿ True

  ○ False

Question 40	3 / 3 pts

Chapter 5 (Umar) is included in HW2

- ◉ True

- ○ False

Quiz Score: **100** out of 100