

Multiple Choice Questions (4 points for each question)

- 1) Which of the following applications focuses on acquiring and retaining profitable customers via marketing, sales, and service processes?
A) Customer relationship management B) Enterprise resource planning
C) Knowledge management D) Supply chain management
- 2) After systems analysis, the next phase in the systems development life cycle is _____.
A) Systems implementation B) Systems operation C) Systems planning
D) Systems maintenance E) Systems design
- 3) Which of the following is one of the most common and useful types of data mining for *marketing*?
A) Goal seeking analysis B) Market basket analysis
C) Optimization analysis D) Sensitivity analysis
- 4) The _____ has a strong understanding of the issues related to protecting the data resources and information assets of the organization.
A) COO B) CSO C) CIO D) CTO
- 5) Information-based industries are most susceptible to which one of Porter's five forces?
A) Threat of entry of new competitors B) Bargaining power of suppliers
C) Bargaining power of customers D) Threat of substitute products
E) Rivalry among existing firms in an industry
- 6) In a database, the primary key field is used to _____.
A) Specify an entity B) Create linked lists C) Identify duplicated data
D) Uniquely identify a record E) Uniquely identify an attribute
- 7) Which of the following is not a goal of supply chain management?
A) To reduce uncertainty along the supply chain B) To decrease inventory levels
C) To increase cycle time D) To improve customer service
E) To improve business processes
- 8) _____ means getting access to a computer system, reading some files, but neither stealing nor damaging anything.
A) Electronic breaking and entering B) Sniffing
C) Snooping D) Dumpster diving.
- 9) The prediction that the number of transistors on a chip would double about every 18~24 months is known as _____.
A) Megan's law B) Ashby's law C) Murphy's law
D) Metcalfe's law E) Moore's law

- 10) ____, with the shortest range of any wireless network, is designed to be used with contactless credit cards.
A) Near-field communications B) Bluetooth C) Ultra-wideband
D) Wi-Fi E) Infrared
- 11) All of the following are fundamental reasons for business applications of information technology *except*:
A) Support of strategies for competitive advantage B) Support of business processes and operations
C) Compliance with environmental regulations D) Decision making support
- 12) The acronym HTML stands for:
A) High Transfer Machine Language B) High Transmission Markup Language
C) Hypertext Markup Language D) Hypermedia Markup Language
- 13) Which of the following statements is true about ad hoc queries?
A) They are produced at predefined intervals to support routine decisions.
B) They provide a summary of critical information on a recurring schedule.
C) They help analyze why a key indicator is not at an appropriate level or why an exception occurred.
D) They answer unplanned information requests to support a non-routine decision.
E) They highlight situations that are out of the normal range.
- 14) The ____ is erratic shifts in orders up and down the supply chain.
A) Demand forecast effect B) Supply forecast effect C) Bullwhip effect
D) Inventory effect E) Customer coordination effect
- 15) Which of the following is NOT an example of the growing initiative called green IT?
A) Designing an IT infrastructure to support sustainability.
B) Building systems that monitor carbon throughout the organization.
C) Asking vendors about compliance on environmental standards.
D) Building computer applications that use less energy
E) Designing energy-efficient data centers.
- 16) The Internet relies on ____ technology to deliver data and information across networks.
A) Circuit-switching B) Frame-relay C) Packet-switching
D) Packet-sniffing E) Store-and-forward
- 17) When a company purchases software, it has:
A) Purchased the rights of ownership
B) Purchased a license to use the software under the terms of the agreement
C) A difficult time obtaining a license because of legality issues
D) None of the choices are correct.

- 18) Explicit knowledge has which of the following characteristics?
A) Objective B) Personal C) Slow
D) Costly to transfer E) Ambiguous
- 19) The systems that are used to interact with customers and run a business in real time are called _____.
A) Tactical systems B) Strategic systems C) Operational systems
D) Informational systems E) Executive systems
- 20) Which of the following is true for software as a service?
A) It is not scalable in response to large increases in demand.
B) It involves fixed monthly and yearly costs for the services.
C) It requires the installation of specialized interfaces at the client end.
D) It allows clients to access services on an as-needed basis.
E) It requires an organization to maintain and develop the software.
- 21) Which of the following applications focuses on the *efficiency* of a firm's internal production, distribution, and financial processes?
A) Customer relationship management B) Enterprise resource planning
C) Knowledge management D) Supply chain management
- 22) _____ is a satellite-based tracking system that enables users to determine a person's position.
A) Bluetooth B) Wireless application protocol C) Short message service
D) Wi-Fi E) Global positioning system
- 23) Many companies are using GIS technology along with global positioning system devices to do all of the following *except*:
A) Map customer traffic patterns within each store
B) Choose new retail store locations
C) Optimize distribution routes
D) Analyze the demographics of their target audiences
- 24) Talking unsuspecting company employees out of valuable information such as passwords is called:
A) Sniffing B) Denial of service
C) A back door D) Social engineering
- 25) BeGood Tech implements a new information system and sees a 5 percent increase in monthly sales after implementation. This is a(n) _____ of the system.
A) Intangible benefit B) Tangible cost C) Tangible benefit
D) Recurring cost E) Non-recurring cost

