

Management informational system

[Business](#), [Management](#)



Answer Review questions 2, 3, 5, 7, 8, 10, 13, 16, 18, & 22 in your own words. First, write the questions, and then answer with proper explanation.

1. Define the term database. How is it different from a database management system? Database is simply a collection of data. A database helps and provides managers and decision making people with timely and relevant information that leads the company to organizational success. A database management system is totally different than regular database. A (DBMS) is a group of programs that manipulates the database. . What is the hierarchy of data in a database? The hierarchy of data in a database is bits, records, files, database, fields, and characters. 3. What is the purpose of a primary key? How is it useful in controlling data redundancy? The purpose of a primary key is identifying records and make sure they can be accessed and organized. It makes sure that each record in a file is unique; therefore, no two files can have the same information. 4. What are the advantages of the database approach over the traditional approach to database management?

Most companies use database approach more over the traditional approach because it allows them the ability to share data and information. It allows them to share a pool of data with multiple different types of information systems. 5. What is data modeling? What is its purpose? Briefly describe three commonly used data models. Data modeling is an approach to modeling organizational objects and associations that employ both text and graphics. To come up with a solution to a problem after the company has gathered and analyzed information. Enterprise data modeling investigate data and information needs of the organization * Entity-relationship diagrams uses graphical symbols to show the organization of and

relationship between data * Data model diagram of entities and their relationships 6. What is a database schema, and what is its purpose? A database schema is a description including the logical and physical structure of the data and the relationship among the data. The purpose of database schema is to define the tables and other database associated with a user. 7.

What is the difference between a data definition language (DDL) and a data manipulation language (DML)? DDL is a set of instructions and commands used to define and describe data and relationships in a specific database. DML is a language that allows user to access and modify the data, to make queries, and to generate reports. 8. What is a data warehouse, and how is it different from a traditional database used to support OLTP? A data warehouse holds all of the business information such as the processes, products, and customers of a company.

It was designed to help with decision making for management and also stores historical data from operational systems and external sources. Data warehouse is more advanced and complex compared to using a traditional database. 9. What is the relationship between the Internet and database? The Internet transmits data from one computer to another and database is a collection of organized data. 10. What is predictive analysis, and how does it assist businesses in gaining competitive advantage?

Predictive analysis is a form of data mining that combines historical data with assumptions about future conditions to predict outcomes of events. It helps them find new market segments that could be profitable for their businesses. PART II Fill in the Blanks with appropriate words: 1. A(n) Database Administrator is a skilled and trained IS professional who directs all

activities related to an organization's database, including providing security from intruders. 2. A(n) Character is a basic building block of information, consisting of uppercase letters, lowercase letters, numeric digits, or special symbols. . A(n) Entity is a generalized class of people, places, or things for which data is collected, stored, and maintained. 4. A(n) Primary Key is a field or set of fields that uniquely identifies the record. 5. A(n) Data Model is a diagram of entities and their relationships. 6. A(n) Relational Model database model that describes data in which all data elements are placed in two-dimensional tables, called relations, which are the logical equivalent of files. 7. A(n) Flat file is a simple database program whose records have no relationship to one another. 8.

A(n) Data Definition Language (DDL) is a collection of instructions and commands used to define and describe data and relationships in a specific database. 9. A(n) Data Administrator is responsible for defining and implementing consistent principles for a variety of data issues, including setting data standards and data definitions that apply across all the databases in an organization. 10. A(n) Data Warehouse is a database that holds business information from many sources in the enterprise, covering all aspects of the company's processes, products, and customers. 1. A(n) Data Mart is a subset of a data warehouse. 12. Data Mining is an information-analysis tool that involves the automated discovery of patterns and relationships in a data warehouse. 13. Predictive Analysis is a form of data mining that combines historical data with assumptions about future conditions to predict outcomes of events, such as future product sales or the probability that a customer will default on a loan. PART III Case #1 Managing

International Trades with Powerful Database Systems Discussions questions
1.

What unique challenges do databases that deal with financial markets face? They use the database to fuel business intelligence tools to allow it to process data. The company maintains a data warehouse on which it runs queries. 2. How does Internaxx separate data in its database for annual reports from the data that fuels real-time analytics? Internaxx data warehouse provides data that gives out the annual reports that are updated frequently. Whereas, the functional databases that feed into the warehouse provides it with the real-time information.

Critical thinking questions 1. In what ways does Internaxx use its database to provide the company with a competitive advantage? The Internaxx database fuels both wise investment decision-making for Internaxx customers and wise business decision-making for Internaxx executives. It uses its database to fuel business intelligence and the company maintains the data in the warehouse. This insight helps to make a competitive advantage. Their database allows consumers to watch the rise and fall stock prices and market conditions. . What unique capabilities must the Internaxx database have in order to support trading in 15 stock exchanges around the world? They must deal with a numerous amount of data and the data collected by Internaxx originates from the many trading operations carried out by its customers. The company needs to make sure they have reliable network connection to make sure the exchanges are efficient and happen. Internaxx must have both a e-commerce and m-commerce to accomplish all of these exchanges around the world.