

Mis exam 2



The five basic entities that make up any business are suppliers, customers, employees, products and services, and: invoices and payments.

Promoting the organization's products or services is a responsibility of the _____
function sales and marketing

Checking for product quality is an activity associated with the _____
function manufacturing and production

Which of the following is a cross-functional business process? Fulfilling a customer order

Employees that assist with paperwork at all levels of the firm are called: data workers

The three principal levels of hierarchies within a business organization are: senior management, middle management, and operational management.

Key forces in a business's immediate environment include: regulations

Engineers and architects are examples of knowledge workers.

Which of the following is an example of a key force in a firm's broader, less immediate economic trends

A computerized system that performs and records the daily dealings necessary to conduct business is classified as a(n): transaction-processing system

Which type of system would you use to change a production schedule if a key supplier was late in delivering goods ESS

A relocation control system that reports summaries on the total moving, house-hunting, and homefinancing costs for employees in all company divisions would fall into the category of: management information systems

The term "management information systems" designates a specific category of information systems serving: middle management functions

These systems are designed to summarize and report on the company's basic operations
Transaction processing systems

_____ support making decisions that are unique, rapidly changing, and not easily specified in advance. Decision-support systems

Which type of system would you use to determine the five suppliers with the worst record in delivering goods on time? TPS

These systems are especially suited to situations in which the procedure for arriving at a solution may not be fully predefined in advance. Decision-support systems

Which type of system would you use to forecast the return on investment if you used new suppliers with better delivery track records? DSS

Decision-support systems are also referred to as business intelligence systems

Executive support systems are information systems that support the long-range planning activities of senior management

ESS are specifically designed to serve the _____ level of the organizations senior management

Which type of system would you use to determine what trends in your supplier's industry will affect your firm the most in five years? MIS

_____ systems often deliver information to senior executives through a portal Executive support

A POS system, such as the one selected by Johnny's Lunch in the chapter case study, falls into which category of information system? TPS

These systems are designed to support organization-wide process coordination and integration Enterprise applications

A(n) _____ collects data from various key business processes and stores the data in a single comprehensive data repository, usable by other parts of the business transaction processing system

What is the most important benefit of an enterprise application? Enabling business functions and departments to share information

_____ systems integrate and share information from suppliers, manufacturers, distributors, and logistics companies Supply-chain management

_____ systems provide information to coordinate all of the business processes that deal with customers in sales, marketing, and service to optimize revenue, customer satisfaction, and customer retention CPS

Which type of information system would an intranet be most easily adapted to? KMS

Which of the following types of system could be used to enable different firms to work collaboratively on a product? extranet

You manage the Information Systems department at a small startup Internet advertiser. You need to set up an inexpensive system that allows customers to see real-time statistics such as views and click-throughs about their current banner ads. Which type of system will most efficiently provide a solution? Extranet

Buying or selling goods over the Internet is called: e-commerce

The use of digital technology and the Internet to execute the major business processes in the enterprise is called e-business.

You work for a highly successful advertiser that is just about to expand nationally. Of utmost importance will be finding a way to store and disseminate their client's frequently updated branding and style guides to all of their branches. The guides include multiple image files and text documents. What system will best serve these needs? An extranet with KMS capabilities

Interaction jobs are those jobs which involve knowledge that can't be put into an information system.

You have been hired by Inspiration Inc, to help improve their profit margin. Inspiration Inc. is a business communications consultancy that services many

clients in different industries throughout the U. S. The end products of the company are customized recommendations for the best use of a client's existing resources for improving internal communications, typically delivered via documentation in different media. The company has approximately 100 consultants all of whom are located in their central headquarters in Chicago. What system do you recommend to improve the company's business processes and increase their profit margin? Extranet, to enable quick collaboration over the Internet, minimize the time spent communicating with the client, and minimize the amount of paperwork needed

In a business environment, the focus of collaboration is to: accomplish the task at hand.

Which of the following statements is NOT true about collaboration in a business setting? Collaboration may be a short-lived activity, lasting just a few minutes

Which of the following tools is NOT one of the most important 15 types of collaboration software tools? video streaming

A wiki is a type of: Web site designed for collaborative writing and editing.

Second Life is an example of a: virtual world

The most widely used collaboration software tool used by very large firms is: Google Apps.

What analytical framework discussed in the chapter helps understand and evaluate the benefits and uses of collaboration tools? time/space matrix

Which of the following collaboration tools would be appropriate for participants in separate locations who need to collaborate synchronously?
electronic meeting software

The _____ is responsible for ensuring that the company complies with existing data privacy laws. CPO

The principal liaison between the information systems groups and the rest of the organization is a(n): systems analyst.

A _____ is a senior manager who oversees the use of IT in the firm. CIO

Development and support services for a firm's business systems are provided by: Application software services.

Policies that determine which information technology will be used, when, and how are provided by: IT standards services

A manufacturer of deep-sea oil rigs may be least concerned about which of these market forces? New market entrants

Which of the following industries has the lowest barrier to entry? Restaurant

A substitute product of most concern for a cable TV distributor is: satellite TV.

Which of the following can force a business and its competitors to compete on price alone? Transparent marketplace

A firm can exercise greater control over its suppliers by having: more suppliers

The four basic strategies a company can employ to deal with competitive forces are: (1) strengthen customer and supplier intimacy, (2) focus on market niche, (3) product differentiation, and (4) low-cost leadership.

Wal-Mart's continuous replenishment system allows it to: provide an efficient customer response system

Which of the following illustrates the use of information systems to achieve product differentiation? A PC manufacturer's use of information systems in selling build-to-order PCs directly to customers

Which of the following illustrates the use of information systems to strengthen customer and supplier intimacy? AutoNation's use of information systems to determine which models and options they are most likely to buy

Which of the following illustrates the use of information systems to focus on market niche? AutoNation's use of information systems to determine which models and options they are most likely to buy

When a firm provides a specialized product or service for a narrow target market better than competitors, they are using a: market niche strategy

_____ is the ability to offer individually tailored products or services using the same production resources as bulk production. Mass customization

An information system can enable a company to focus on a market niche through: intensive customer data analysis

Hilton Hotels' use of customer information software to identify the most profitable customers to direct services to is an example of using information systems to: focus on market niche

Which industries did the first wave of e-commerce transform? Air travel, books, music

To what competitive force did the printed encyclopedia industry succumb? Substitute products or services

Internet technology makes it easy for rivals to compete on price alone

The Internet raises the bargaining power of customers by: making information available to everyone.

The value chain model helps a firm identify points at which information technology can most effectively to enhance its competitive position

The primary activities of a firm include inbound logistics, operations, outbound logistics, technology, and service

The support activities of a firm include inbound logistics, technology, outbound logistics, sales and marketing, and service.

Benchmarking compares the efficiency and effectiveness of your business processes against strict standards

The most successful solutions or methods for achieving a business objective are called best processes

A firm's value chain is linked to the value chains of its suppliers, distributors, and customers

A _____ is a collection of independent firms that use information technology to coordinate their value chains to produce a product or service for a market collectively value web

How are information systems used at the industry level to achieve strategic advantage? By building industry-wide, IT-supported consortia and symposia

When the output of some units can be used as inputs to other units, or if two organizations pool markets and expertise that result in lower costs and generate profits it is often referred to as creating synergies

An information system can enhance core competencies by: encouraging the sharing of knowledge across business units

The more any given resource is applied to production, the lower the marginal gain in output, until a point is reached where the additional inputs produce no additional output is referred to as the law of diminishing returns

Network economics applies the law of diminishing returns to communities of users

In network economics, the value of a commercial software vendor's software products increases as more people use them.

A virtual company uses the capabilities of other companies without being physically tied to those companies

The emergence of the World Wide Web acted as a disruptive technology for print publishing

Globalization allows businesses to sell their products on a global scale.

The greatest impact the Internet has had on globalization is in lowering the costs of: entry to global-scale operations

The _____ strategy concentrates financial management and control out of a central home base while decentralizing production, sales, and marketing operations to units in other countries. multinational

The _____ strategy is characterized by heavy centralization of corporate activities in the home country of origin domestic exporter

_____ systems are those in which each foreign unit designs its own unique information systems solutions. Decentralized

_____ systems are those in which development occurs at the home base but operations are handed over to autonomous units in foreign locations Networked

_____ systems are those in which systems development and operation occur totally at the domestic home base. Networked

_____ typically develop a single information system, usually at the home base, and then replicate it around the world Franchisers

Psychological aspects play a significant role in the definition of quality for: customers only.

Seeing quality as the responsibility of all people and functions in an organization is central to the concept of: TQM

The reduction of errors to 3.4 defects per million opportunities is central to the concept of: Six sigma

Which of the following is not a benefit of implementing CAD systems?

Reducing the time spent on benchmarking

Streamlining the steps taken to complete a business task more efficiently is called workflow management

Many reengineering projects do not achieve breakthrough gains in performance because organizational change is difficult to manage

Blockbuster's move to include online movie rental as a part of its services illustrates the use of information systems for: new products and services

Which competitive force best categorizes the threat Netflix posed to Blockbuster? Substitute products and services

Which of the following is not one of the competitive forces of Porter's model? External environment

Software that organizes, manages, and processes business data, such as data concerned with inventory, customers, and vendors, is called data management software

Software that manages the resources of the computer is called system software.

Software used to apply the computer to a specific task for an end user is called: application software.

Legacy systems are still in use today because: they are too expensive to redesign.

In co-location, a firm: purchases and owns their Web server but locates the server in the physical facility of a hosting service.

What would be a reason for using a workstation rather than a personal computer? When you need more powerful computational abilities

Which of the following types of computer is used for weather forecasting?

Supercomputer

Connecting geographically remote computers in a single network to create a "virtual supercomputer" is called: grid computing

The use of multiple computers linked by a communications network for processing is called distributed processing

The business case for using grid computing involves all of the following except centralized maintenance.

In a multitiered network the work of the entire network is balanced over several levels of servers

A client computer networked to a server computer, with processing split between the two types of machines, is called a(n): two-tiered client/server architecture

The primary storage technologies are storage networks, magnetic disks, hard disks, and optical disks

Which of the following is a type of optical disk storage? CD-ROM

Which of the following storage technology stores data sequentially? Magnetic disks

A high-speed network dedicated to storage that connects different kinds of storage devices, such as tape libraries and disk arrays so they can be shared by multiple servers best describes: SAN

Which of the following is a device used to collect data directly from the environment for input into a computer system? Sensor

What type of device gathers data and converts them into electronic form for use by the computer? Input device

Which of the following is not a type of output device? Keyboard

The main challenge coming to Microsoft's Office software suite will be: Web-based productivity software such as Google Apps

A widget is a(n): small software program that can be added to Web pages or placed on the desktop

Microsoft Word is an example of word-processing software

An example of autonomous computing is virus protection software that runs and updates itself automatically

An industry-wide effort to develop systems that can configure, optimize, tune, and heal themselves when broken, and protect themselves from outside intruders and self-destruction is called: autonomic computing

Linux plays a major role in back office operations, with about _____ of the U. S. server market 25 percent

Microsoft Excel is an example of: spreadsheet software

Which of the following types of computer would you use to support a computer network? Server

The interactive, multiuser operating system developed by Bell Laboratories in 1969 to be highly supportive of communications and networking is: Unix.

Which is the most recent Windows operating system? Windows 7

In client/server computing, the client is: the computer that acts as the user point of entry.

Which of the following is not one of the most important four programming languages for business? Java

Linux is an example of open-source software.

Languages that enable a user to make requests using conversational commands resembling human speech are called: natural languages

A report generator is a type of: fourth-generation language

Two categories of fourth-generation languages are graphics language and application software package

Which type of software provides more control over text and graphic placement in the layout of a page than word processing software? Desktop publishing software

A software suite includes full-featured versions of application software bundled as a unit

Running a Java program on a computer requires a Java Virtual Machine to be installed on the computer

Which technology allows a client and server to exchange small pieces of data behind the scene so that an entire Web page does not have to be reloaded each time the user requests a change? Ajax

What is the foundation technology for Web services? XML

A set of self-contained services that communicate with each other to create a working software application is called SOA.

ChicagoCrime.org, which combines Google Maps with crime data for the city of Chicago, is an example of: a mashup

Software applications that combine different online software applications are referred to as mashups.

To analyze the direct and indirect costs and determine the actual cost of specific technology implementations, you would use a: total cost of ownership model

All of the following place strain on system capacity, except for: minimized response time for transaction processing.

Which of the following refers to the ability of a computer, product, or system to expand to serve a larger number of users without breaking down?

Scalability

The contracting of custom software development to outside firms is commonly referred to as outsourcing

In order to manage their relationship with an outsourcer or technology service provider, firms need a contract that includes a(n): SLA

Which of the following statements is not true about cloud computing? It removes the concern about data and systems security for businesses.

Purchasing computing power from a central computing service and paying only for the amount of computing power used is commonly referred to as: utility computing