

Isys 209 ch. 10-12



**ASSIGN
BUSTER**

The testing process that focuses on individual computer programs is called _____ unit testing

The plan for unit testing, system testing, and acceptance testing is called _____ a test plan

Implementing a new system into an organization module by module is called a _____ . phased approach

The most bold and risky implementation strategy is the _____ approach. direct cutover strategy

The _____ is the most commonly used methodology for building information systems. systems development life cycle (SDLC)

A/an _____ is a document provided to potential external vendors allowing the vendor to compete with a proposal. request for proposal (RFP)

In the Girl Scouts case, they _____ the project to Accenture and Hybris as opposed to building the system internally. outsourced

Given the variety of devices individuals use to visit websites (i. e., desktops, tablets, and smartphones), _____ web design enables a website to change automatically to fit a device. responsive

A(n) _____ app such as Kindle is specifically designed to run on a specific platform and device. native

In a dataflow diagram (DFD), a(n) _____ portrays the transformation of data. rounded box

In a dataflow diagram (DFD), a/an _____ represent data stores. open rectangle

A _____ chart is a top-down chart that orients the project in terms of levels of design, and its relationship among levels. structure

An entire information system is broken down into its subsystems by using: high-level data flow diagrams.

Object-oriented modeling is based on which concepts? Class and inheritance

Which of the following is a correct characteristic of Object Oriented development? It is more iterative and incremental.

Object-oriented development could potentially reduce the time and cost of writing software because: objects are reusable

A systems building approach in which the system is developed as successive versions, each version reflecting requirements more accurately, is described to be _____. iterative

The acronym CASE stands for _____, which provides software tools to automate the systems design process. computer-aided software engineering

Flappy bird is (was) considered a _____ because it has specific functionalities for mobile devices and accesses data through the Internet.
mobile web app

From the Girl Scout cookie case, the benefit of lowering increased sales is an example of a _____ benefit. tangible

Which of the following is NOT a section in an information systems plan?

Business information needs

Which of the following is NOT defined in the management strategy section of an information systems plan? Firm's strategic plan

When a project is high risk and has the potential for high benefits, the company should categorize it as _____. cautiously examine

When systems are created rapidly, without a formal development methodology: testing and documentation may be inadequate

In which type of systems building are the development stages organized so that tasks in one stage are completed before the tasks in the next stage begin? traditional

In 2015, _____ million Americans purchased something online. 171

E-commerce began in _____ when Netscape earned their first online advertisement from a major corporation. 1995

Among the eight unique features of e-commerce, which is related to the ability to interact with web technology everywhere? Ubiquity

Among the eight unique features of e-commerce, which is related to a consumer being engaged with an immersive multimedia experience?

Richness

The benefit of a consumer being able to look online to find a variety of different prices for the same product is called _____. price transparency

The benefit of a consumer being able to look online to determine the actual cost a business pays for products is called _____ cost transparency

If two people are trading coins and one has far more knowledge about the hobby than the other, this is called _____. information asymmetry

The San Francisco Giants sell tickets based on _____, where the prices often change based on demand and other variables. dynamic pricing

Which of the following businesses uses the content provider Internet business model? iTunes

Which of the following businesses uses the portal Internet business model?

Google

Twitter and Facebook are both examples of the _____ Internet Business Model. Community Provider

Micropayment systems allow for high volume, low cost transactions.

_____ is considered the largest micropayment system in the world. Apple

Paying an online journal a monthly fee for access to its content is called the _____ model. subscription revenue

Sending customers to a website for a referral fee is called the _____ model. affiliate revenue

Businesses retailing products and services directly via the Internet to individual consumers best describes _____. B2C electronic commerce

Which is eBay an example of? C2C electronic commerce

Which of the following statements is FALSE regarding Pandora's Internet business model? Pandora attracted new users by allowing them to download music for free.

The social commerce feature that includes a stream of events to create a history for friends to view is/are called _____. timelines

The social commerce feature that enables a consumer to log into sites through Facebook is called a _____. Social sign-on

_____ refers to the tracking of individuals on thousands of websites for the purpose of understanding their interests and intentions. Behavioral targeting

Which of the following is FALSE about Electronic Data Interchange (EDI)? EDI is a larger firm using a secure website to link to its suppliers and other key business partners

Tools that record customer activities at websites and store them in a log for further analysis are called _____. clickstream tracking tools

Kickstarter. com is a popular _____ site where start-up companies' ideas are presented to perspective investors. crowdsourcing

_____ services can tell you the price of a house you are looking at or about special exhibits at a museum you are passing. Geo information

Which is NOT one of the phases in the timeline for the development of an e-commerce presence? Mobile implementation

The stage of the decision-making process where identifying and exploring potential solutions takes place is in the _____ phase. Design

The quality dimension of the decision-making process that addresses the ability to articulate the solution is called the _____ dimension.

Coherence

The quality dimension of the decision-making process that addresses the resources of affected parties is called the _____ dimension. Speed

Which of the following BEST describes a pivot table? A spreadsheet tool that displays two or more dimensions of data in a convenient format.

Business intelligence (BI) differs from Business analytics (BA) because BA focuses more on _____. tools and techniques for analyzing data

Which is an essential component in the capability of GDSS to contribute to a collaborative environment? Guarantees user anonymity

Stakeholder identification and analysis tools in a GDSS: provide structured methods for evaluating ideas

_____ reports allow users to enter several variables (i. e., region and date) to produce a decision making report. Parameterized

_____ analytics has been used by companies like FedEx to determine the impact of price changes on sales. Predictive

Some healthcare facilities create maps to visually show where health risks like RSV are concentrated. This is an example of a _____ information system. geographic

The balanced scorecard method is based on _____ dimensions of a firm's performance. four

Which of the following is NOT a step in how case-based reasoning works?

The system asks the user additional questions to expand the database search

The purpose of a/an _____ system is to capture best practice solutions and program them into a set of rules in a software program. expert

_____ are unique because the technology is based on the human brain and focuses on pattern recognition from large data sets. Neural Networks

_____ work by creating a binary strings (e. g., 0s and 1s) to find optimal solutions based on a large number of possibilities. Genetic algorithms

Software programs that help with repetitive and predictable tasks (i. e., Apples Siri) are called a/an _____. intelligent agent

Organizations have institutional knowledge that needs to be stored, transferred, and applied as part of a _____ strategy. knowledge management

If a business doesn't have a full time training staff, they can turn to MOOCs which stands for _____. massive open online courses

Disney's Epcot Center has _____ systems that use interactive graphics software to simulate real-life experiences to both entertain and educate visitors. virtual reality

Which of the following statements does NOT apply to how Procter & Gamble (P&G) used intelligent agent technology to make its supply chain more efficient? The intelligent agents searched for information on the Internet.

Knowledge that already exists inside a firm in the form of formal reports or presentations is categorized as _____. structured knowledge

Knowledge that resides in the minds of employees that has NOT been documented is called _____. tacit knowledge

A(n) _____ system has capabilities for classifying, organizing, and managing knowledge and making it available throughout the enterprise. enterprise content management

Which of the following is a popular social bookmarking site? Delicious

Fuzzy logic, expert systems, and case-based reasoning are all _____ used with decision making. intelligent techniques

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