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SKU: 9780138344108-TEST-BANK

Management Information Systems: Managing the Digital Firm, 18e **(Laudon)**
Chapter 1 Information Systems in Global Business Today

1) As discussed in the chapter-opening case, ConocoPhillips solved the problem of supply chain challenges by using which technology?
A) 3D printing
B) cloud computing
C) 5G networks
D) Intranet
Answer: A
Page Ref: 5
Difficulty: Moderate
AACSB: Analytical thinking
LO: 1.1: Understand how information systems transform business and careers.

2) Approximately how many people in 2024 are expected to purchase something online?
A) About 1 billion
B) About 2.9 billion
C) About 3.5 billion
D) About 4.25 billion
Answer: B
Page Ref: 10
Difficulty: Moderate
AACSB: Information technology
LO: 1.1: Understand how information systems transform business and careers.

3) All of the following describe the effects of globalization *except* _____.
A) significant decreases in operating costs
B) ability to reliably obtain price and quality information worldwide
C) increased ability to find low-cost suppliers
D) increases in transaction costs
Answer: D
Page Ref: 17
Difficulty: Difficult
AACSB: Analytical thinking
LO: 1.2: Describe key challenges and opportunities created by new MIS technologies.

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4) Between 1998 and 2021, the United States lost _____ manufacturing jobs to offshore producers.
A) 3 million
B) 4 million
C) 5 million
D) 6 million
Answer: C
Page Ref: 19
Difficulty: Difficult
AACSB: Application of knowledge
LO: 1.2: Describe key challenges and opportunities created by new MIS technologies.

5) Which of the following statements about digital firms is *not* true?
A) In digital firms, time shifting and space shifting are the norm.
B) Today, most firms are fully digital.
C) Digital firms offer extraordinary opportunities for flexible global organization and management.
D) Digital firms sense and respond to their environments more rapidly than traditional firms.
Answer: B
Page Ref: 19
Difficulty: Difficult
AACSB: Information technology
LO: 1.3: Describe key features of a digital firm.

6) Creating a marketing plan is an example of a business process.
Answer: TRUE
Page Ref: 20
Difficulty: Easy
AACSB: Application of knowledge
LO: 1.3: Describe key features of a digital firm.

7) In order to be considered a digital firm, all of the firm's significant business relationships and core business processes must be digitally enabled.
Answer: FALSE
Page Ref: 19
Difficulty: Easy
AACSB: Application of knowledge
LO: 1.3: Describe key features of a digital firm.

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8) Define *business process*. What might be a business process used at a hospital?
Answer: A business process is a set of logically related tasks and behaviors that organizations develop over time to produce specific business results and the unique manner in which these activities are organized and coordinated. Hiring a new employee, customer intake, and filing medical records are examples of business processes at a hospital.
Page Ref: 20
Difficulty: Moderate
AACSB: Analytical thinking; Written and oral communication
LO: 1.3: Describe key features of a digital firm.

9) Which of the following is *not* one of the six strategic business objectives that businesses are seeking to achieve when they invest in information systems?
A) Operational excellence
B) Improved decision making
C) Improved community relations
D) Competitive advantage
Answer: C
Page Ref: 23
Difficulty: Difficult
AACSB: Information technology
LO: 1.4: Describe the business objectives of information systems.

10) All of the following are examples of challenges that required companies to create information systems as a necessity of doing business *except* _____.
A) Walmart's development of Retail Link
B) Citibank's development of an ATM network
C) the passage of the Toxic Substances Control Act
D) the passage of the Sarbanes-Oxley Act
Answer: A
Page Ref: 27
Difficulty: Difficult
AACSB: Information technology
LO: 1.4: Describe the business objectives of information systems.

11) Which of the following companies is given as an example of a business using information systems to improve supplier intimacy?
A) Citibank
B) Mandarin Oriental
C) Ritz-Carlton
D) Apple
Answer: C
Page Ref: 25
Difficulty: Difficult
AACSB: Information technology
LO: 1.4: Describe the business objectives of information systems.

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12) Walmart exemplifies the power of information systems coupled with state-of-the-art business practices and supportive management to achieve which of the following?
A) The development of new products and services
B) Operational efficiency
C) Survival
D) Customer intimacy
Answer: B
Page Ref: 24
Difficulty: Difficult
AACSB: Information technology
LO: 1.4: Describe the business objectives of information systems.

13) To make sure it stocks clothes that its customers will purchase, a department store implements a new application that analyzes spending levels at its stores and cross-references this data to popular clothing styles. Which of the following business objectives is this information intended to support?
A) Customer intimacy
B) Survival
C) New business models
D) Supplier intimacy
Answer: A
Page Ref: 25
Difficulty: Moderate
AACSB: Analytical thinking
LO: 1.4: Describe the business objectives of information systems.

14) A business model describes how a company produces, delivers, and sells a product or service to generate revenue.
Answer: TRUE
Page Ref: 24
Difficulty: Easy
AACSB: Application of knowledge
LO: 1.4: Describe the business objectives of information systems.

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15) You work for an auto dealer. How could you use information systems to achieve greater customer intimacy?
Answer: When a business really knows its customers and serves them well (customer intimacy), the customers generally respond by returning and purchasing more. This raises revenues and profits. To use information systems to achieve greater customer intimacy for an auto dealer, you could create a website and/or mobile app that allows customers to order customized cars and communicate with support personnel and other car owners. You could create an automated email service reminding car owners to take their cars in for periodic check-ups. You could have an information system that tracks customer preferences in your local area, so you can offer cars that reflect local customer needs and desires.
Page Ref: 24
Difficulty: Difficult
AACSB: Application of knowledge; Information technology; Written and oral communication
LO: 1.4: Describe the business objectives of information systems.

16) Define *operational excellence*. How have information systems helped Walmart achieve it?
Answer: Operational excellence involves the achievement of higher levels of efficiency and productivity. Walmart, the largest retailer on earth, exemplifies the power of information systems coupled with state-of-the-art business practices and supportive management to achieve operational excellence. Information systems such as Walmart's Retail Link system, which digitally links its suppliers to every one of Walmart's stores, have helped Walmart achieve operational excellence by improving communications with suppliers and optimizing its supply chain. As soon as a customer purchases an item, the supplier monitoring the item knows to ship a replacement to the shelf.
Page Ref: 23
Difficulty: Moderate
AACSB: Application of knowledge; Information technology; Written and oral communication
LO: 1.4: Describe the business objectives of information systems.

17) The three activities in an information system that produce the information organizations use to make decisions, control operations, analyze problems, and create new products are _____.
A) input, processing, and output
B) input, output, and feedback
C) data, information, and analysis
D) data analysis, processing, and feedback
Answer: A
Page Ref: 32
Difficulty: Easy
AACSB: Information technology
LO: 1.5: Explain what an information system is and how it works.

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18) Raw data collected at checkout counters in a grocery store is an example of _____.
A) output
B) processing
C) feedback
D) input
Answer: D
Page Ref: 32
Difficulty: Easy
AACSB: Information technology
LO: 1.5: Explain what an information system is and how it works.

19) The total number of bottles of dish detergent sold at a particular store is an example of which of the following?
A) Input
B) Raw data
C) Meaningful information
D) Feedback
Answer: C
Page Ref: 31
Difficulty: Easy
AACSB: Information technology
LO: 1.5: Explain what an information system is and how it works.

20) Output _____.
A) is feedback that has been processed to create meaningful information
B) is information that is returned to appropriate members of the organization to help them evaluate the input stage
C) transforms raw data into processed information
D) transfers processed information to the people who will use it or to the activities for which it will be used
Answer: D
Page Ref: 32
Difficulty: Easy
AACSB: Information technology
LO: 1.5: Explain what an information system is and how it works.

21) Converting raw data into a more meaningful form is called _____.
A) capturing
B) processing
C) organizing
D) feedback
Answer: B
Page Ref: 32
Difficulty: Easy
AACSB: Information technology
LO: 1.5: Explain what an information system is and how it works.

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22) Which of the following is an example of raw data from an automobile manufacturer?
A) An average of 120 Subarus sold daily in New York in 2020.
B) 1,200 Subaru Outbacks sold during the first quarter of 2020 in New York.
C) One Subaru Outback sold July 27, 2020 in Mohegan Lake, New York for $24,000.
D) Annual sales of Subaru Outbacks increased 5.3%.
Answer: C
Page Ref: 32
Difficulty: Difficult
AACSB: Information technology
LO: 1.5: Explain what an information system is and how it works.

23) All of the following are examples of environmental actors in an information system *except* _____.
A) competitors
B) regulatory agencies
C) employees
D) suppliers
Answer: C
Page Ref: 33
Difficulty: Moderate
AACSB: Information technology
LO: 1.5: Explain what an information system is and how it works.

24) Which of the following would be used as an input for an information system?
A) Sales by region report
B) Sales for stores in a region
C) Product ID and price
D) Year-to date-sales of products
Answer: C
Page Ref: 32
Difficulty: Moderate
AACSB: Information technology
LO: 1.5: Explain what an information system is and how it works.

25) Which of the following deals with behavioral issues as well as technical issues surrounding the development, use, and impact of information systems used by managers and employees in the firm?
A) Computer literacy
B) Management information systems
C) Business processes
D) Information technology infrastructure
Answer: B
Page Ref: 35
Difficulty: Moderate
AACSB: Information technology
LO: 1.5: Explain what an information system is and how it works.

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26) Information technology (IT) consists of all hardware and software that a firm needs to use in order to achieve its business objectives.
Answer: TRUE
Page Ref: 30
Difficulty: Moderate
AACSB: Information technology
LO: 1.5: Explain what an information system is and how it works.

27) Information systems literacy focuses primarily on knowledge of information technology.
Answer: FALSE
Page Ref: 35
Difficulty: Easy
AACSB: Information technology
LO: 1.5: Explain what an information system is and how it works.

28) What is the difference between information technology and information systems? Describe some of the functions of information systems.
Answer: Information technology (IT) consists of all the hardware and software that a firm needs to use to achieve its business objectives. Information systems are more complex. An information system can be defined technically as a set of interrelated components that collect (or retrieve), process, store, and distribute information to support decision making and control in an organization. An information system has managerial and organizational components as well as technology.
An information system:
- supports decision making, coordination, and control.
- helps employees analyze problems.
- helps employees visualize complex subjects.
- helps create new products.

Page Ref: 30
Difficulty: Moderate
AACSB: Analytical thinking; Written and oral communication
LO: 1.5: Explain what an information system is and how it works.

29) You are a marketing manager for a national movie theater chain. Give an example of data that your department could use for creating meaningful information. What type of information could that data produce?
Answer: Movie ticket sales from individual theaters would be an example of raw data. Meaningful information from this data would be the average number of tickets sold to seniors on certain days of the week.
Page Ref: 31
Difficulty: Difficult
AACSB: Analytical thinking; Written and oral communication
LO: 1.5: Explain what an information system is and how it works.

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30) Why is the building of a house an appropriate analogy for the building of an information system?
Answer: Houses are built with hammers, nails, and wood, but these do not make a house. The architecture, design, setting, landscaping, and all of the decisions that lead to the creation of these features are part of the house and are crucial for solving the problem of putting a roof over one's head. Computers and programs are the hammer, nails, and lumber of computer-based information systems, but alone they cannot produce the information a particular organization needs. To understand information systems, you must understand the problems they are designed to solve, their architectural and design elements, and the organizational processes that lead to these solutions.
Page Ref: 34
Difficulty: Difficult
AACSB: Analytical thinking; Written and oral communication
LO: 1.5: Explain what an information system is and how it works.

31) In a hierarchical business organization, the upper level consists of _____.
A) scientists
B) senior management
C) service workers
D) data workers
Answer: B
Page Ref: 37
Difficulty: Moderate
AACSB: Application of knowledge
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

32) The fundamental set of assumptions, values, and ways of doing things that has been accepted by most of an organization's members is called its _____.
A) culture
B) environment
C) atmosphere
D) business process
Answer: A
Page Ref: 39
Difficulty: Easy
AACSB: Application of knowledge
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

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33) Data management technology consists of which of the following?
A) Physical hardware and media used by an organization to store data
B) Software governing the organization of data on physical storage media
C) Two or more computers linked together to share data or resources
D) Hardware and software used to transfer data
Answer: B
Page Ref: 41
Difficulty: Easy
AACSB: Information technology
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

34) Which of the following statements best describes organizational culture?
A) It encompasses the sum of beliefs and assumptions by all members.
B) It enables the organization to transcend the different levels and specialties of its employees.
C) It reflects the senior management's perspective on the organization and its goals.
D) It is a fundamental set of assumptions, values, and ways of doing things that has been accepted by most members of the organization.
Answer: D
Page Ref: 39
Difficulty: Moderate
AACSB: Analytical thinking
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

35) Networking and telecommunications technologies, along with computer hardware, software, data management technology, and the people required to run and manage them, constitute an organization's _____.
A) data management environment
B) networked environment
C) information technology (IT) infrastructure
D) information system
Answer: C
Page Ref: 43
Difficulty: Easy
AACSB: Information technology
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

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36) Maintaining the organization's financial records is a central purpose of which main business function?
A) Manufacturing and accounting
B) Finance and accounting
C) Sales and manufacturing
D) Finance and sales
Answer: B
Page Ref: 38
Difficulty: Easy
AACSB: Application of knowledge
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

37) In a business hierarchy, which of the following levels is responsible for monitoring the daily activities of the business?
A) Middle management
B) Service workers
C) Production management
D) Operational management
Answer: D
Page Ref: 37
Difficulty: Moderate
AACSB: Application of knowledge
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

38) Which of the following makes long-range strategic decisions about products and services as well as ensures financial performance of the firm?
A) Senior management
B) Middle management
C) Production workers
D) Operational management
Answer: A
Page Ref: 37
Difficulty: Easy
AACSB: Application of knowledge
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

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39) The three principal levels within a business organization hierarchy are _____.
A) senior management, operational management, and service workers
B) senior management, middle management, and operational management
C) senior management, operational management, and information systems
D) senior management, middle management, and service workers
Answer: B
Page Ref: 37
Difficulty: Difficult
AACSB: Application of knowledge
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

40) Who of the following work at the same level as middle management?
A) Operational managers
B) Production workers
C) Knowledge workers
D) Data workers
Answer: C
Page Ref: 37
Difficulty: Moderate
AACSB: Application of knowledge
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

41) Which of the following business functions is responsible for maintaining employee records?
A) Sales and marketing
B) Human resources
C) Finance and accounting
D) Manufacturing and production
Answer: B
Page Ref: 38
Difficulty: Easy
AACSB: Application of knowledge
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

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42) Which of the following constitutes an organizational element in the UPS package tracking system described in the chapter?
A) Anchoring the system in UPS's sales and production functions.
B) Monitoring service levels
C) Promoting the company strategy of low-cost, superior service
D) The use of handheld computers and networks for managing package delivery
Answer: A
Page Ref: 48
Difficulty: Difficult
AACSB: Analytical thinking
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

43) Which of the following constitutes a managerial element in the UPS tracking system described in the chapter?
A) The specifications for required procedures for identifying packages
B) The decision to use computer systems to increase the ease of sending a package using UPS
C) Training provided to UPS drivers
D) In-house package tracking software
Answer: B
Page Ref: 49
Difficulty: Moderate
AACSB: Analytical thinking
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

44) Which of the following is a global network that uses universal standards to connect millions of different networks around the world?
A) An extranet
B) The World Wide Web
C) The Internet
D) An intranet
Answer: C
Page Ref: 42
Difficulty: Easy
AACSB: Information technology
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

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45) Which of the following is a service provided by the Internet that uses universally accepted standards for storing, retrieving, formatting, and displaying information in a page format on the Internet?
A) HTML
B) The World Wide Web
C) Email
D) An extranet
Answer: B
Page Ref: 42
Difficulty: Easy
AACSB: Information technology
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

46) Which of the following is a private corporate network extended to authorized users outside the organization?
A) An intranet
B) The World Wide Web
C) The Internet
D) An extranet
Answer: D
Page Ref: 42
Difficulty: Easy
AACSB: Information technology
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

47) The three main dimensions of information systems are management, organizations, and information technology.
Answer: TRUE
Page Ref: 36
Difficulty: Moderate
AACSB: Information technology
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

48) Knowledge workers make long-range strategic decisions about products and services.
Answer: FALSE
Page Ref: 37
Difficulty: Easy
AACSB: Application of knowledge
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

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49) There are four major business functions: human resources; manufacturing and production; finance and accounting; and information technology.
Answer: FALSE
Page Ref: 38
Difficulty: Easy
AACSB: Application of knowledge
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

50) Parts of an organization's culture can usually be found embedded in its information systems.
Answer: TRUE
Page Ref: 39
Difficulty: Moderate
AACSB: Analytical thinking
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

51) All business processes are formally documented by an organization.
Answer: FALSE
Page Ref: 39
Difficulty: Moderate
AACSB: Application of knowledge
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

52) Creative work driven by new knowledge and information is a significant part of management responsibility.
Answer: TRUE
Page Ref: 40
Difficulty: Easy
AACSB: Application of knowledge
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

53) Intranets are used by organizations to coordinate their activities with other firms for making purchases, collaborating on design, and other interorganizational work.
Answer: FALSE
Page Ref: 42
Difficulty: Moderate
AACSB: Information technology
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

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54) Describe the role that management plays in an organization. What role can information technology play in helping managers?
Answer: Management's job is to make sense of the many situations faced by organizations, make decisions, and formulate action plans to solve organizational problems. Managers perceive business challenges in the environment, they set the organizational strategy for responding to those challenges, and they allocate the human and financial resources to coordinate the work and achieve success. Throughout, they must exercise responsible leadership. But managers must do more than manage what already exists. They must also create new products and services and even re-create the organization from time to time. A substantial part of management responsibility is creative work driven by new knowledge and information. Information technology can play a powerful role in helping managers design and deliver new products and services and redirecting and redesigning their organizations. Information technology is also one of many tools managers can use to cope with change and innovation in products, minimize warehouse overhead, and streamline distribution.
Page Ref: 40
Difficulty: Moderate
AACSB: Analytical thinking; Written and oral communication
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

55) This chapter discusses how each organization has its own culture and sets of values shared by most of its members. What kind of shared values might you find at a law firm?
Answer: Shared values at a law firm might be: The legal system works, the legal system is fair, lawyers help people, and people need help with the legal system because it is complicated.
Page Ref: 39
Difficulty: Moderate
AACSB: Analytical thinking; Written and oral communication
LO: 1.6: Describe organizational, management, and technology dimensions of information systems.

56) The Internet of Everything (IoE) describes a network of physical objects that are embedded with sensors, software, and other technologies enabling them to connect and exchange data with other devices and systems via the Internet.
Answer: FALSE
Page Ref: 50
Difficulty: Moderate
AACSB: Information technology
LO: 1.7: Understand the importance of IoT, big data, cloud computing, and AI.

57) Connected devices, as well as data from websites and other sources, generate big data.
Answer: TRUE
Page Ref: 51
Difficulty: Moderate
AACSB: Information technology
LO: 1.7: Understand the importance of IoT, big data, cloud computing, and AI.

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58) Which of the following is *not* a key organizational complementary asset?
A) Supportive business culture that values efficiency and effectiveness
B) Efficient business processes
C) Incentive systems that monitor and reward individual innovation
D) A strong information systems development team
Answer: C
Page Ref: 58
Difficulty: Difficult
AACSB: Analytical thinking
LO: 1.8: Understand why complementary assets are essential.

59) A corporation that funds an employee training program to enhance the development of decision-making skills could be seen as investing in which main category of complementary assets?
A) Managerial
B) Governmental
C) Social
D) Organizational
Answer: A
Page Ref: 58
Difficulty: Moderate
AACSB: Analytical thinking
LO: 1.8: Understand why complementary assets are essential.

60) Which of the following is an example of an organizational complementary asset?
A) Efficient business processes
B) A collaborative work environment
C) Laws and regulations
D) The Internet and telecommunications infrastructure
Answer: A
Page Ref: 58
Difficulty: Moderate
AACSB: Application of knowledge
LO: 1.8: Understand why complementary assets are essential.

61) Which of the following is an example of a social complementary asset?
A) Technology and service firms in adjacent markets to assist implementation
B) Teamwork and collaborative work environments
C) Distributed decision-making rights
D) Incentives for management innovation
Answer: A
Page Ref: 58
Difficulty: Moderate
AACSB: Application of knowledge
LO: 1.8: Understand why complementary assets are essential.

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62) Which of the following is *not* an expression of a superior return on the investment in an information system?
A) Increase in productivity
B) Increase in revenue
C) Increase in the firm's stock market value
D) Increase in firm transaction costs
Answer: D
Page Ref: 55
Difficulty: Difficult
AACSB: Information technology
LO: 1.8: Understand why complementary assets are essential.

63) Which of the following is *not* true about Cloud computing?
A) It makes it possible for organizations to acquire much more analytical and processing power to expand the reach of their systems.
B) It provides a more robust IT infrastructure than what is typically available on-site for artificial intelligence applications.
C) Organizations and individuals can access these resources at any time and at any place using an Internet-connected device.
D) It is a model of computing in which only storage is offloaded to the Internet.
Answer: D
Page Ref: 51
Difficulty: Difficult
AACSB: Information technology
LO: 1.8: Understand why complementary assets are essential.

64) Which of the following is *not* a skill connected with artificial intelligence (AI)?
A) It works with small amounts of data.
B) It is a type of artificial intelligence.
C) It is focused on building computer systems that can learn and improve on their own.
D) It uses mathematical models (algorithms) to identify patterns.
Answer: C
Page Ref: 51
Difficulty: Easy
AACSB: Information technology
LO: 1.8: Understand why complementary assets are essential.

65) Which of the following is *not* true about machine learning (ML)?
A) Speech recognition
B) Visual perception
C) Ignoring past experiences
D) Recognizing patterns
Answer: A
Page Ref: 52
Difficulty: Difficult
AACSB: Information technology
LO: 1.8: Understand why complementary assets are essential.

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66) Which of the following is *not* a Generative AI tool?
A) ChatGPT
B) Google's Gemini
C) Microsoft's Copilot
D) Adobe's GAI
Answer: D
Page Ref: 52
Difficulty: Moderate
AACSB: Information technology
LO: 1.8: Understand why complementary assets are essential.

67) Social complementary assets are investments made by a firm to optimize its return on information technology assets.
Answer: FALSE
Page Ref: 58
Difficulty: Difficult
AACSB: Application of knowledge
LO: 1.8: Understand why complementary assets are essential.

68) What are complementary assets and how does investment in them impact returns on technology investments?
Answer: Complementary assets are those assets required to derive value from a primary investment. Research indicates that firms that support their technology investments with investments in complementary assets, such as new business models, new business processes, management behavior, organizational culture, or training, receive superior returns, whereas those firms failing to make these complementary investments receive less or no returns on their information technology investments.
Page Ref: 56
Difficulty: Moderate
AACSB: Analytical thinking; Written and oral communication
LO: 1.8: Understand why complementary assets are essential.

69) Which of the following is *not* one of the technical approaches to Information Systems?
A) Computer Science
B) Economics
C) Management Science
D) Operations Research
Answer: B
Page Ref: 60
Difficulty: Moderate
AACSB: Information technology
LO: 1.9: Describe different approaches used to study information systems.

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70) Which of the following is *not* one of the behavioral approaches to Information Systems?
A) Computer Science
B) Economics
C) Sociology
D) Psychology
Answer: A
Page Ref: 60
Difficulty: Moderate
AACSB: Information technology
LO: 1.9: Describe different approaches used to study information systems.

71) MIS combines the work of computer science, _____ science, and operations research with a practical orientation toward developing system solutions to real-world problems.
A) management
B) behavioral
C) economic
D) human resource
Answer: A
Page Ref: 60
Difficulty: Difficult
AACSB: Information technology
LO: 1.9: Describe different approaches used to study information systems.

72) The behavioral approach to information systems emphasizes mathematically-based models to study information systems.
Answer: FALSE
Page Ref: 61
Difficulty: Moderate
AACSB: Information technology
LO: 1.9: Describe different approaches used to study information systems.

73) Computer science is concerned with establishing theories of computability, methods of computation, and methods of efficient data storage and access.
Answer: TRUE
Page Ref: 61
Difficulty: Moderate
AACSB: Information technology
LO: 1.9: Describe different approaches used to study information systems.

74) In the sociotechnical view of systems, optimal organizational performance is achieved by jointly optimizing both the social and technical systems used in production.
Answer: TRUE
Page Ref: 63
Difficulty: Moderate
AACSB: Information technology
LO: 1.9: Describe different approaches used to study information systems.

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75) Which of the following is *not* one of the ways this book prepares you for the future?
A) It will give you a complete description of how to describe and analyze information systems.
B) It will help you understand the business applications of technology.
C) It will give you a framework for describing and analyzing information systems.
D) It will give you a model for problem solving.
Answer: A
Page Ref: 65
Difficulty: Moderate
AACSB: Information technology
LO: 1.10: Understand how this book prepares you for the future.

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