MIS 11th edition Bidgoli Solutions Manual

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Solution and Answer Guide

BIDGOLI, MIS 2024, 9780357883860; MINDTAP USE IT ACTIVITIES

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MODULE 01 – USE IT

1. *Manager:*
   I think we need to provide some guidance on how this works. Most people haven't heard of a personal fitness challenge like this before.
   You:
   I think we can make a video that will explain the basic idea and even show examples of people working out on their own or with friends. We could post the video on _____.

   Answer: YouTube
   Explanation: YouTube is a popular video-sharing site where users can upload and share video clips via Web sites, mobile devices, blogs, e-mails, and social media.

2. *Manager:*
   That sounds good. We'll have some prizes and also give awards at the run/walk for the most proactive participants, based on the photos and reports they send in. How can we help people stay focused on their goals?
   You:

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I think regular reminders will be helpful. And lots of opportunities for them to post about their progress and get support from friends. Maybe we can use a daily thread on _____ that participants can reply to and report their activities.

Answer: Facebook
Explanation: Facebook is a social networking site where users can post updates and receive responses and likes from their friends. Businesses often use Facebook to connect with their community, fans, and customers.

3. *Manager:*
It's going to be a real challenge to keep track of all the moving pieces here.
You:
No worries. I'll post reminders and appointments on _____.

Answer: Google Calendar
Explanation: Google Calendar is used to coordinate events, can be shared with various people, and can send notifications for appointments and tasks.

4. Identify which major component of an information system is being used in each scenario.

Answer:

Term	Scenario
Data	Gina transcribes notes from the doctor regarding a patient's physical examination.
Database	Dr. Michaels reviews a patient's historical test results to look for trends.
Process	Raul generates reports that will be mailed to insurance companies.
Information	Dr. Baggett checks the Emergency Department's tracking board to determine which patient to see next.

Explanation:

- Data is the input to a system, such as notes transcribed from a patient's physical examination.
- A database is a collection of all relevant data organized into a series of integrated files, such as patients' test results collected over time.
- A process generates useful information for making decisions, such as reports collecting relevant data on patients to send to insurance companies.
- Information is the output of an information system and consists of facts that have been analyzed to provide useful guidance to a decision maker, such as a prioritized list of patients on an Emergency Department's tracking board.

5. Identify the type of information system most relevant to each scenario.

Answer:

Term	Scenario

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MKIS	Latoya's marketing team uses a CRM tool to manage communications with her company's new customers around the country.
FIS	Cam's financial management company subscribes to a carefully researched combination of databases and analyst reports.
SMIS	Reginald relies on a crowdsourced online video library to research how to perform maintenance and troubleshooting tasks on networking equipment his company recently installed in their data center.
HRIS	Shanna helps to manage updates for her company's mobile time tracking app that employees use to report their hours worked.

Explanation:

- An MKIS (marketing information system) helps an organization grow leads, opportunities, or revenue, such as Latoya's CRM (customer relationship management) tool that she uses to manage communications with new customers.
- An FIS (financial information system) provides information to financial executives in a timely manner to support quick financial decision-making, such as the databases and analyst reports that Cam's company relies on.
- An SMIS (social media information system) relies on crowdsourced information, such as the online videos posted by users of the networking equipment Reginald works on.
- An HRIS (human resources information system) provides information that can help with scheduling and compensating employees, such as the mobile time tracking app Shanna manages.

6. Which competitive force has Naomi capitalized on to benefit her company's manufacturing processes?

Answer: d
Explanation: Rivalry among existing competitors is high when many competitors occupy the same market-place position and is low when there are few competitors. In a highly competitive environment, companies are constantly looking for ways to differentiate their services and products, or at the least, to minimize advantages of competitors' services or products. This is an important factor to consider when new technologies emerge that might give a competitor an edge in the market.

7. Naomi's company is able to implement the new dye technique before competitors discover and implement similar techniques, thus increasing her company's _____.

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Answer: Supplier Power
Explanation: Supplier power is high when customers have fewer options and low when customers have more options. Organizations offer unique products with highly desirable features to reduce the threat of competition.

8. *CEO:*
I like the idea of developing this app in-house. Let's talk about who we want to assign to the team for this project. You've got the HR expertise. But who should take charge of converting your ideas into a workable design?
You:
I'm thinking Natalie can take point on this. She's got a _____ background and helped with this kind of thing at her prior company where she developed the initial design for some bookkeeping software.

Answer: systems analyst
Explanation: Systems analysts are responsible for the design and implementation of information systems. They consult with management and users to define the scope of and requirements for new information systems. They then convey system requirements to people in more technical roles for implementation.

9. *CEO:*
Okay, that's good. I don't think she knows coding, though. We need a _____. Got anyone in mind?
You:
Yes, let's ask Miguel. He knows several coding languages and writes gaming software in his spare time as a hobby.

Answer: computer programmer
Explanation: Computer programmers convert a program design developed by a systems analyst into a working program written in one of many computer languages. To do this, they must write, debug, and test the program to ensure it will operate in a way that will meet users' needs.

10. *CEO:*
I don't think they know each other yet, but I think it'll work. What about the user interface? We'll host the app on our intranet. I want to make sure it's got a clean layout with easy navigation through the site.
You:
Right—we can develop a web-hosted front-end for users to interact with. Zahira is our _____. I'll ask her to jump in as well.

Answer: webmaster
Explanation: Webmasters design and maintain Web sites, including site layout and function, to meet the organization's requirements. The creative side of the job includes creating a user-friendly design, ensuring easy navigation, organizing content, and integrating graphics and audio.

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MODULE 02 – USE IT

1. *Davey:*
Speed is important to me for this computer. I use graphic software to create some of my designs, and I'm always under a time crunch. How can I make sure the computer I buy will be fast?
You:
To maximize speed, you definitely want a _____. And make sure it's 64-bit so it will support more RAM.

   Answer: quad-core processor

   Explanation: A quad-core processor contains four cores and performs better than a single or dual core processor.

2. *Davey:*
Okay, that makes sense. I'll also have to store a lot of very large files. How can I make sure I've got enough space?
You:
You'll want at least a 1 terabyte _____ for storage, and maybe even 2 terabytes.

   Answer: disk drive
   Explanation: A disk drive is a peripheral device for recording, storing, and retrieving information.

3. *Davey:*
Oh, I saw some drives listed at that size, so that's good. I'll also need to connect a printer and a drawing tablet. What will I need for those?
You:
Check the _____ options to make sure they're compatible with your peripheral devices. Most of those devices use a standard USB connection.

   Answer: bus
   Explanation: A bus is the link between devices connected to the computer, such as an external bus that communicates with USB peripheral devices.

4. Identify the prefix equivalent for each measurement.

   Answer:

Left Column	Right Column
Kilo	1,000 bytes
Mega	1,000 kilobytes
Giga	1,000 megabytes
Tera	1,000 gigabytes
Peta	1,000 terabytes

   Explanation:

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- A kilobyte is 1,000 bytes.
- A megabyte is 1,000 kilobytes.
- A gigabyte is 1,000 megabytes.
- A terabyte is 1,000 gigabytes.
- A petabyte is 1,000 terabytes.

5. Identify the type of hardware needed for each scenario.

Answer:

Left Column	Right Column
Input	Edgardo needs to take inventory by scanning bar codes of all appliances in stock in his department.
Output	Gretchen needs to display her presentation to the marketing team at her company.
Memory	Susan needs to make modifications to her laptop so it will work faster.
Storage	Hussein needs to create backup copies of his tax returns.

Explanation:

- Input devices, such as a barcode scanner, send data and information to a computer.
- Output devices, such as a projector for presentations, are used to represent visual, audio, or digital information from a computer.
- Memory, which plays a major role in a computer's performance, stores data on a computer while it's being used.
- Storage devices, sometimes called secondary memory devices, are used for storing large volumes of data for long periods, such as file backups.

6. Which storage type is the best solution for Lexie's purposes?

Answer: c
Explanation: Network-attached storage (NAS) is essentially a network-connected computer dedicated to providing file-based data storage services to other network devices. NAS can incorporate backup solutions and remote access to data, and works well for providing access to a relatively small number of people in a small office environment.

7. As Lexie is setting up her new storage space, she's given the option to configure _____ backup.

Answer: RAID
Explanation: RAID (redundant array of independent disks) is a collection of disk drives used for fault tolerance and improved performance. Most enterprise-grade NAS devices include RAID capabilities for backup.

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BIDGOLI, MIS 2024, 9780357883860; MODULE 01: INFORMATION SYSTEMS IN BUSINESS

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MIS For Life Rubric 6

Reflection Activity Rubric 6

REVIEWS AND DISCUSSIONS

1. What are four major components of an information system?

   Answer: Data, Database, Process, Information

2. What are three characteristics of a strategic information system?

   Answer:
   - They are goal-oriented—they are designed to achieve a specific goal, mostly in the long term.
   - They involve top management in development process and use throughout the life cycle of the system.
   - They are multidisciplinary and include input from functional areas of a business, including marketing, finance, human resources, and manufacturing.

3. What are three differences between computer literacy and information literacy?

   Answer: Computer literacy is skill in using productivity software, such as word processors, spreadsheets, database management systems, and presentation-software, as well as having a basic knowledge of hardware and software, the Internet, and collaboration tools and technologies. Information literacy, on the other hand, is understanding the role of information in generating and using business intelligence.

4. What are two applications of transaction-processing systems?

   Answer: ATM, payroll processing, and inventory systems are just a few examples.

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5. Provide one example of management information systems in the private sector and one in public sector. What are two differences between MISs and SISs?

Answer:
An example of management information systems in private sector is a forecasting system for a textile company that could provide information such as short-and long-term forecast on consumer demand and popularity of certain offerings.

An example of management information systems in public sector is a crime analysis system that provides a breakdown of different types of crimes and also a forecast of these various crimes for the next 5 years should the trend continue.

6. What are two differences between data and information?

Answer: Data consists of raw facts and is a component of an information system. Information consists of facts that have been analyzed by the process component and is an output of an information system.

7. Explain three applications of computers and information systems in the daily life of a college student.

Answer: As a student, you use computers and office suite software and might take online classes.

8. List three decisions that are supported by a HRIS, FIS, and LIS.

Answer:
Three decisions that are supported by a HRIS
- Choosing the best job candidate
- Scheduling and assigning employees
- Predicting the organization's future personnel needs

Three decisions that are supported by a FIS:
- Improving budget allocation
- Minimizing capital investment risks
- Monitoring cost trends

Three decisions that are supported by a LIS:
- Improving routing and delivery schedules
- Selecting the best modes of transportation
- Improving transportation budgeting

PROJECTS

1. Identify three applications of information systems at the college or the university that you are attending. Write a one-page paper that describes these three applications and provide an example of the type of decisions that are being improves by each application. How are multiple-choice and true-false questions graded?

Solution: Answers will vary. Online registration, online learning systems, and a transcript preparation system are just a few examples.
Multiple choice and true-false questions are graded by a machine that reads Scantrons and then tabulates the results.

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2. Grocery chains have been using information technologies for several decades. After reading the information presented in this module and other sources, write a one-page paper that describes three such technologies. What are two advantages of a POS system?

Solution: Answers will vary. Point-of-sale (POS) systems, radio-frequency-identification (RFID) tags, and automated inventory systems are just a few examples.

3. RFID tags are being increasingly used by companies such as Macy's, Walmart, and Home Depot. Identify an additional company that uses RFIDs and write a one-page paper that describes the company's specific application of RFIDs. What are two differences between an RFID and a UPC system?

Solution: Answers will vary. Two differences between an RFID and a UPC system include: An RFID tag holds more information than a UPC, it can be read from a distance, and it can be passive or active. A UPC holds less information than a RFID, it can only be red by a touch contact, and it is always passive.

4. Apply Michael Porter's three strategies and the Five Forces Model for successfully competing in the marketplace to a new business and to an established business. How might the strategies differ? Identify a business not already mentioned in this module that has successfully implemented each strategy.

Solution: Answers will vary. However, the Five Forces Model and three strategies could be used by both new businesses as well as established businesses. If buyer power is high, then the business should deploy information technology in order to make it difficult for customers to switch. If supplier power is high, then the business should continue to use information technology in order to maintain this power. The same approach could be applied to the other forces in the model.

5. After reading the information presented in this module and other sources, write a one-page paper that supports the claim that, in the future, hackers will become more sophisticated and that protecting personal information will become more difficult. How should individuals guard against this threat?

Solution: Answers will vary. The claim is supported by the increasing number of sophisticated network attacks that are taking place on daily basis. Module 5 provides a comprehensive discussion related to protecting information resources.

6. Banks are promoting online banking to a broad range of customers. After reading the information presented in this module and other sources, write a one-page paper that lists three advantages and three disadvantages of online banking. Why are some customers reluctant to use online banking? What are two examples of popular apps that your own bank uses?

Solution: Answers will vary.
Three advantages include:
- Accessing customer service by e-mail around the clock
- Viewing current and old transactions
- Online mortgage applications

Three disadvantages include:
- Security issues
- Privacy issues
- Access issues

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MODULE QUIZ

1. Computer literacy is understanding the role of information in generating and using business intelligence. True or False?

Answer: False

Computer literacy is skill in using productivity software, such as word processors, spreadsheets, database management systems, and presentation software, as well as having a basic knowledge of hardware and software, the Internet, and collaboration tools and technologies.

2. Strategic information systems (SISs) focus on big-picture, long-term goals and objectives and assist and organization or a decision maker to achieve them. True or False?

Answer: True

A SIS usually includes the same four components in an MIS (data, database, process, and information), but the types of data that it collects, its sources of data, and the types of processes and analytics it performs are different.

3. Michael Porter's Five Forces Model analyzes an organization, its position in the marketplace, and how information systems could be used to make it more competitive. True or False?

Answer: True

Five Forces Model includes buyer power, supplier power, threat of substitute products or services, threat of new entrants, and rivalry among existing competitors.

4. All of the following are among the future outlook of information systems except:
   a. Hardware and software costs will continue to decline
   b. The computer literacy of typical information system users will improve.
   c. Hackers will become more sophisticated.
   d. All of these choices

Answer: D

These choices are all true particularly, computer criminals will become more sophisticated.

5. Information technologies are used to gain a competitive advantage by doing all of the following except:
   a. Helping in reducing cost of operations
   b. Delivering timely and accurate information
   c. Replacing all key decision makers in an organization
   d. Providing business intelligence

Answer: C

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Key decision makers in the organization are always needed regardless of the technology used.

6. All of the following are among the new IT-related jobs except:
   a. Data scientist
   b. Systems analyst
   c. Social media/online-community manager
   d. Search engine optimization specialist

Answer: B

Systems analyst position is not new. It has been around since the inception of information systems.

CASE STUDIES

CASE STUDY 1-1

1. Is technology by itself enough to ensure high-quality customer service?

Solution: Answers will vary. A brief answer is no. Technology will provide access to information in a timely manner. It most cases, it also reduces the cost of operation. However, there are cases that human element must be involved to resolve customers' issues. Technology and humans complement each other and that should provide the optimum solution.

2. What are FedEx's estimated annual savings from using information technology?

Solution: Answers will vary. However according to the case study, every request for information that is handled at the Web site rather than by the call center saves an estimated $1.87. FedEx has reported that customer calls have decreased by 83,000 per day since 2000, which saves the company $57.56 million per year.

3. What are two examples of information technologies used by FedEx? How might these technologies help FedEx maintain a competitive advantage?

Solution: Answers will vary. The following are a few examples:
- A comprehensive Web site, www.FedEx.com, where it assists customers and reduces costs
- Ship Manager
- Uses customer relationship management software called Clarify for improving customer service

CASE STUDY 1-2

1. How will scan-as-you-go mobile devices an digital wallets impact the retail sector?

Solution: Mobile Technology

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2. Which of Porter's three strategies are evident in the use of scan-as-you-go mobile devices and digital wallets in these examples?
   Solution: Scan It

3. What will be the role of smartphones in the future of shopping?
   Solution: Answers will vary. Most experts believe that smartphones will be used as a device for paying for products and services among other things.

RUBRICS

MIS FOR LIFE RUBRIC

REFLECTION ACTIVITY RUBRIC

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