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Mod 01 Information Systems in Business

1. When repetitive transaction-processing operations are automated, human involvement is increasingly required.

a. True
b. False

ANSWER: False

FEEDBACK:
Correct Correct. Computers are most beneficial in transaction-processing operations. These operations are repetitive, such as printing numerous checks, or involving enormous volumes of data, such as inventory control in a multinational textile company. When these systems are automated, human involvement is minimal.
Incorrect Incorrect. Computers are most beneficial in transaction-processing operations. These operations are repetitive, such as printing numerous checks, or involving enormous volumes of data, such as inventory control in a multinational textile company. When these systems are automated, human involvement is minimal.

POINTS: 1
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.3 - Define transaction-processing systems.
TOPICS: The Beginning
KEYWORDS: Bloom's: Remember
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

2. In a management information system (MIS) application, processes are usually methods for performing a task.

a. True
b. False

ANSWER: True

FEEDBACK:
Correct Correct. In an MIS application, processes are usually methods for performing a task.
Incorrect Incorrect. In an MIS application, processes are usually methods for performing a task.

POINTS: 1
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.4 - Define management information systems.
TOPICS: Management Information Systems
KEYWORDS: Bloom's: Remember
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

3. In designing a management information system (MIS), the first task is to collect data and analyze it.

a. True
b. False

ANSWER: False

FEEDBACK:
Correct Correct. In designing an MIS, the first task is to clearly define the system's

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objectives.

Incorrect Incorrect. In designing an MIS, the first task is to clearly define the system's objectives.

POINTS: 1
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.4 - Define management information systems.
TOPICS: Management Information Systems
KEYWORDS: Bloom's: Remember
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

4. The threat of new entrants into the marketplace is high when duplicating a company's product or service is difficult.

a. True
b. False

ANSWER: False
FEEDBACK:

Correct Correct. The threat of new market entrants is low when duplicating a company's product or service is complex.

Incorrect Incorrect. The threat of new market entrants is low when duplicating a company's product or service is complex.

POINTS: 1
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

5. Rivalry among existing competitors is high when many occupy the same marketplace position.

a. True
b. False

ANSWER: True
FEEDBACK:

Correct Correct. Rivalry among existing competitors is high when many occupy the same marketplace position; it is low when there are few competitors.

Incorrect Incorrect. Rivalry among existing competitors is high when many occupy the same marketplace position; it is low when there are few competitors.

POINTS: 1
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.

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TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
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DATE MODIFIED: 10/26/2022 9:28 PM

6. In the context of information systems jobs, a database administrator is responsible for developing an entire information system by writing computer programs.

a. True
b. False

ANSWER: False
FEEDBACK:
Correct Correct. A computer programmer writes computer programs or software segments that allow an information system to perform a specific task. A database administrator is responsible for database design and implementation.
Incorrect Incorrect. A computer programmer writes computer programs or software segments that allow an information system to perform a specific task. A database administrator is responsible for database design and implementation.
POINTS: 1
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.11 - Review the IT job market.
TOPICS: The IT Job Market
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

7. _____ is a social networking and short-messaging service.

a. Twitter
b. Yahoo
c. Bing
d. Baidu

ANSWER: a
FEEDBACK:
a. Correct. Twitter (www.twitter.com) is an example of a social networking and short-message service. Users can send and receive brief text updates, called Tweets.
b. Incorrect. Twitter (www.twitter.com) is an example of a social networking and short-message service. Users can send and receive brief text updates, called Tweets.
c. Incorrect. Twitter (www.twitter.com) is an example of a social networking and short-message service. Users can send and receive brief text updates called
d. Incorrect. Twitter (www.twitter.com) is an example of a social networking and short-message service. Users can send and receive brief text updates, called Tweets.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.1 - Discuss common applications of computers and information systems.

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TOPICS: Computers and Information Systems in Daily Life
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

8. What is an example of a video-sharing site?

a. Truecaller
b. YouTube
c. eBay
d. PayPal

ANSWER: b
FEEDBACK:
a. Incorrect. In addition, people use video-sharing sites to watch the news, sporting events, and entertainment videos. One of the most popular sites is YouTube (www.youtube.com).
b. Correct. In addition, people use video-sharing sites to watch the news, sporting events, and entertainment videos. One of the most popular sites is YouTube (www.youtube.com).
c. Incorrect. In addition, people use video-sharing sites to watch the news, sporting events, and entertainment videos. One of the most popular sites is YouTube (www.youtube.com).
d. Incorrect. In addition, people use video-sharing sites to watch the news, sporting events, and entertainment videos. One of the most popular sites is YouTube (www.youtube.com).

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.1 - Discuss common applications of computers and information systems.
TOPICS: Computers and Information Systems in Daily Life
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

9. Social networking sites can reduce organizations' costs by _____.

a. giving customers more access to all sorts of organizational information
b. limiting buyers' choices by offering services that make it difficult for customers to switch,
c. providing an inexpensive medium for targeting a large customer base.
d. customizing the organization's website and offering many options to customers

ANSWER: c
FEEDBACK:
a. Incorrect. Social networking sites can reduce organizations' costs by providing an inexpensive medium for targeting a large customer base. Information systems and technologies help organizations be more competitive and improve efficiency and effectiveness.
b. Incorrect. Social networking sites can reduce organizations' costs by providing an inexpensive medium for targeting a large customer base. Information systems and technologies help organizations be more competitive and improve efficiency and effectiveness.

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c. Correct. Social networking sites can reduce organizations' costs by providing an inexpensive medium for targeting a large customer base. Information systems and information technologies are used to help organizations be more competitive, and technologies are used to help organizations be more competitive and improve their overall efficiency and effectiveness.

d. Incorrect. Social networking sites can reduce organizations' costs by providing an inexpensive medium for targeting a large customer base. Information systems and technologies help organizations be more competitive and improve efficiency and effectiveness.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.1 - Discuss common applications of computers and information systems.
TOPICS: Computers and Information Systems in Daily Life
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

10. _____ is skilled in using productivity software, such as word processors, spreadsheets, database management systems, and presentation software.

a. Network literacy
b. Business literacy
c. Information literacy
d. Computer literacy

ANSWER: d
FEEDBACK:

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

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

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

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

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.2 - Explain the differences between computer literacy and information literacy.
TOPICS: Computer Literacy and Information Literacy
KEYWORDS: Bloom's: Understand

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DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

11. Jackie knows how to use word processors, spreadsheets, and presentation software. They also have a basic knowledge of hardware, software, and the Internet. Given this information, it can be concluded that Jackie has _____ literacy.

a. network
b. computer
c. information
d. business

ANSWER: b

FEEDBACK:

a. Incorrect. Given this information, it can be concluded that Jackie has computer literacy. Computer literacy is a skill in using productivity software, such as word processors, spreadsheets, database management systems, and presentation software, and having a basic knowledge of hardware and software, the Internet, and collaboration tools and technologies.
b. Correct. Given this information, it can be concluded that Jackie has computer literacy. Computer literacy is a skill in using productivity software, such as word processors, spreadsheets, database management systems, and presentation software, and having a basic knowledge of hardware and software, the Internet, and collaboration tools and technologies.
c. Incorrect. Given this information, it can be concluded that Jackie has computer literacy. Computer literacy is a skill in using productivity software, such as word processors, spreadsheets, database management systems, and presentation software, and having a basic knowledge of hardware and software, the Internet, and collaboration tools and technologies.
d. Incorrect. Given this information, it can be concluded that Jackie has computer literacy. Computer literacy is a skill in using productivity software, such as word processors, spreadsheets, database management systems, and presentation software, and having a basic knowledge of hardware and software, the Internet, and collaboration tools and technologies.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.2 - Explain the differences between computer literacy and information literacy.
TOPICS: Computer Literacy and Information Literacy
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

12. Business _____ provides historical, current, and predictive views of business operations and environments and gives organizations a competitive advantage in the marketplace.

a. intelligence
b. differentiation
c. indexing
d. exploration

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ANSWER: a

FEEDBACK:

a. Correct. Business intelligence provides historical, current, and predictive views of business operations and environments and gives organizations a competitive advantage in the marketplace.

b. Incorrect. Business intelligence provides historical, current, and predictive views of business operations and environments and gives organizations a competitive advantage in the marketplace.

c. Incorrect. Business intelligence provides historical, current, and predictive views of business operations and environments and gives organizations a competitive advantage in the marketplace.

d. Incorrect. Business intelligence provides historical, current, and predictive views of business operations and environments and gives organizations a competitive advantage in the marketplace.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.2 - Explain the differences between computer literacy and information literacy.
TOPICS: Computer Literacy and Information Literacy
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

13. Transaction-processing systems _____.

a. involves low volumes of data
b. requires extensive managerial judgment
c. involves repetitive operations
d. requires maximum human involvement

ANSWER: c

FEEDBACK:

a. Incorrect. Transaction-processing operations are repetitive, such as printing numerous checks or involving enormous volumes of data, such as inventory control in a multinational textile company. When these systems are automated, human involvement is minimal.

b. Incorrect. Transaction-processing operations are repetitive, such as printing numerous checks or involving enormous volumes of data, such as inventory control in a multinational textile company. When these systems are automated, human involvement is minimal.

c. Correct. Transaction-processing operations are repetitive, such as printing numerous checks or involving enormous volumes of data, such as inventory control in a multinational textile company. When these systems are automated, human involvement is minimal.

d. Incorrect. Transaction-processing operations are repetitive, such as printing numerous checks or involving enormous volumes of data, such as inventory control in a multinational textile company. When these systems are automated, human involvement is minimal.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False

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LEARNING OBJECTIVES: Bidg.MIS11e.24.1.3 - Define transaction-processing systems.
TOPICS: The Beginning
KEYWORDS: Bloom's: Remember
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

14. The data component of an information system is:

a. the input to the information system.
b. a series of integrated files containing relevant facts.
c. a set of facts that the process component has analyzed.
d. the output of the information system.

ANSWER: a
FEEDBACK:
a. Correct. An information system's data component is considered the system's input.
b. Incorrect. An information system's data component is considered the system's input.
c. Incorrect. An information system's data component is considered the system's input.
d. Incorrect. An information system's data component is considered the system's input.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

15. In the context of the data component of an information system, internal data sources include _____.

a. personnel records
b. population statistics
c. economic conditions
d. government agencies

ANSWER: a
FEEDBACK:
a. Correct. Internal data sources include sales records, personnel records, and so forth. An information system's data component is considered the system's input.
b. Incorrect. Internal data sources include sales records, personnel records, and so forth. An information system's data component is considered the system's input.
c. Incorrect. Internal data sources include sales records, personnel records, and so forth. An information system's data component is considered the system's input.
d. Incorrect. Internal data sources include sales records, personnel records, and so forth. An information system's data component is considered the system's input.

POINTS: 1

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QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

16. In the context of the data component of an information system, external data sources include _____.

a. transaction data
b. personnel records
c. labor statistics
d. sales records

ANSWER: c
FEEDBACK:
a. Incorrect. Labor statistics is an external data source of an information system. An information system's data component is considered the system's input.
b. Incorrect. Labor statistics is an external data source of an information system. An information system's data component is considered the system's input.
c. Correct. Labor statistics is an external data source of an information system. An information system's data component is considered the system's input.
d. Incorrect. Labor statistics is an external data source of an information system. An information system's data component is considered the system's input.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Remember
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

17. Which of the following statements is true of the data component of an information system?

a. Current data is collected for performance reports.
b. Disaggregated data reports overall performance during a particular sales quarter.
c. Aggregated data enables decision-makers to focus on specific factors.
d. Future data is predicted for budgets or cash flow reports.

ANSWER: d
FEEDBACK:
a. Incorrect. Past data is collected for performance reports, and current information is collected for operational definitions. In addition, future data is predicted for budgets or cash flow reports.
b. Incorrect. Past data is collected for performance reports, and current information is collected for operational definitions. In addition, future data is predicted for budgets or cash flow reports.
c. Incorrect. Past data is collected for performance reports, and current information

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is collected for operational definitions. In addition, future data is predicted for budgets or cash flow reports.

d. Correct. Past data is collected for performance reports, and current information is collected for operational definitions. In addition, future data is predicted for budgets or cash flow reports.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

18. In a management information system, structuring the data component to define what data is collected and what form is usually straightforward if an organization has _____.

a. defined its strategic goals, objectives, and critical factors
b. laid out the cause of any past failure due to conflicting objectives and indefinite targets
c. focused on its competitors in the market rather than on the critical success factors
d. employees who are aware of the current marketing strategies

ANSWER: a
FEEDBACK:

a. Correct. If an organization has defined its strategic goals, objectives, and critical success factors, then structuring the data component to determine what data is collected and in what form is usually straightforward. On the other hand, if there are conflicting goals and objectives or the company is unaware of critical success factors, many data collection problems can occur, affecting an information system's reliability and effectiveness.

b. Incorrect. If an organization has defined its strategic goals, objectives, and critical success factors, then structuring the data component to determine what data is collected and in what form is usually straightforward. On the other hand, if there are conflicting goals and objectives or the company is unaware of critical success factors, many data collection problems can occur, affecting an information system's reliability and effectiveness.

c. Incorrect. If an organization has defined its strategic goals, objectives, and critical success factors, then structuring the data component to determine what data is collected and in what form is usually straightforward. On the other hand, if there are conflicting goals and objectives or the company is unaware of critical success factors, many data collection problems can occur, affecting an information system's reliability and effectiveness.

d. Incorrect. If an organization has defined its strategic goals, objectives, and critical success factors, then structuring the data component to determine what data is collected and in what form is usually straightforward. On the other hand, if there are conflicting goals and objectives or the company is unaware of critical success factors, many data collection problems can occur, affecting an information system's reliability and effectiveness.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.

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TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

19. The _____ component of an information system consists of raw facts and is difficult to use for making decisions.

a. cache
b. kernel
c. data
d. process

ANSWER: c
FEEDBACK:
a. Incorrect. Data consists of raw facts and is challenging to use for making decisions. Information- the output of an information system consists of points analyzed by the process component and are therefore more helpful to the management information system user.
b. Incorrect. Data consists of raw facts and is challenging to use for making decisions. Information- the output of an information system consists of points analyzed by the process component and are therefore more helpful to the management information system user.
c. Correct. Data consists of raw facts and is challenging to use for making decisions. Information- the output of an information system consists of points analyzed by the process component and are therefore more helpful to the management information system user.
d. Incorrect. Data consists of raw facts and is challenging to use for making decisions. Information- the output of an information system consists of points analyzed by the process component and are therefore more helpful to the management information system user.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

20. Teletech, an international textile company, uses a database to store data on the number of products, suppliers, and sales personnel. The information system's process component analyzes the data to provide information about sales. Which can be used by Teletech to generate predictions for its next sales period?

a. Forecasting models
b. Estimation graphs
c. Modeling charts
d. Theoretical hypotheses

ANSWER: a

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FEEDBACK:

a. Correct. Teletech, an international textile company, uses a database to store data on the number of products, suppliers, and sales personnel. The information system's process component analyzes the data to provide information about sales. Again, forecasting models can generate predictions for the next sales period.

b. Incorrect. Teletech, an international textile company, uses a database to store data on the number of products, suppliers, and sales personnel. The information system's process component analyzes the data to provide information about sales. Again, forecasting models can generate predictions for the next sales period.

c. Incorrect. Teletech, an international textile company, uses a database to store data on the number of products, suppliers, and sales personnel. The information system's process component analyzes the data to provide information about sales. Again, forecasting models can generate predictions for the next sales period.

d. Incorrect. Teletech, an international textile company, uses a database to store data on the number of products, suppliers, and sales personnel. The information system's process component analyzes the data to provide information about sales. Again, forecasting models can generate predictions for the next sales period.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

21. Which statement is true of an intranet?

a. It is a network within an organization that uses Internet protocols and technologies.
b. It is a network that covers a wide area with the help of rented telecommunication lines.
c. It is a network where a computer is connected to the Internet and acts as a gateway for other devices.
d. It is a widely available public network of interconnected computer networks.

ANSWER: a
FEEDBACK:

a. Correct. An intranet is a network within an organization that uses Internet protocols and technologies for collecting, storing, and disseminating useful information that supports business activities such as sales, customer service, human resources, and marketing.

b. Incorrect. An intranet is a network within an organization that uses Internet protocols and technologies for collecting, storing, and disseminating useful information that supports business activities within a specific organization.

c. Incorrect. An intranet is a network within an organization that uses Internet protocols and technologies for collecting, storing, and disseminating useful information that supports business activities within a specific organization.

d. Incorrect. An intranet is a network within an organization that uses Internet protocols and technologies for collecting, storing, and disseminating useful information that supports business activities within a specific organization.

POINTS: 1

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QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.7 - Discuss the differences between data and information.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

22. A personnel information system (PIS) helps in _____.

a. choosing the best job candidate
b. improving transportation budgeting
c. calculating product costs
d. determining portfolio structures

ANSWER: a
FEEDBACK:
a. Correct. A PIS helps in choosing the best job candidate. Web technologies have played a significant role in improving the efficiency and effectiveness of human resource departments.
b. Incorrect. A PIS helps in choosing the best job candidate. Web technologies have played a significant role in improving the efficiency and effectiveness of human resource departments.
c. Incorrect. A PIS helps in choosing the best job candidate. Web technologies have played a significant role in improving the efficiency and effectiveness of human resource departments.
d. Incorrect. A PIS helps in choosing the best job candidate. Web technologies have played a significant role in improving the efficiency and effectiveness of human resource departments.
POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.7 - Discuss the differences between data and information.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

23. According to Michael Porter, which strategy can an organization follow to compete successfully in the marketplace?

a. Groupthink
b. Brainstorming
c. Simulation
d. Focus

ANSWER: d
FEEDBACK:
a. Incorrect. Michael Porter, a professor at Harvard Business School, identified three strategies for successfully competing in the marketplace: overall cost leadership, differentiation, and focus.

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b. Incorrect. Michael Porter, a professor at Harvard Business School, identified three strategies for successfully competing in the marketplace: overall cost leadership, differentiation, and focus.
c. Incorrect. Michael Porter, a professor at Harvard Business School, identified three strategies for successfully competing in the marketplace: overall cost leadership, differentiation, and focus.
d. Correct. Michael Porter, a professor at Harvard Business School, identified three strategies for successfully competing in the marketplace: overall cost leadership, differentiation, and focus.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Remember
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/25/2023 9:51 AM

24. _____ strategy was identified by Michael Porter, a professor at Harvard Business School, for successfully competing in the marketplace.

a. Transformational leadership
b. Differentiation
c. Groupthink collaboration
d. Simulation

ANSWER: b
FEEDBACK:
a. Incorrect. Michael Porter, a professor at Harvard Business School, identified three strategies for successfully competing in the marketplace: overall cost leadership, differentiation, and focus.
b. Correct. Michael Porter, a professor at Harvard Business School, identified three strategies for successfully competing in the marketplace: overall cost leadership, differentiation, and focus.
c. Incorrect. Michael Porter, a professor at Harvard Business School, identified three strategies for successfully competing in the marketplace: overall cost leadership, differentiation, and focus.
d. Incorrect. Michael Porter, a professor at Harvard Business School, identified three strategies for successfully competing in the marketplace: overall cost leadership, differentiation, and focus.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

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25. In the context of using information technologies for a competitive advantage, which statement is true of a top-line strategy?

a. It focuses on generating new revenue by offering new products and services.
b. It focuses on improving efficiency by reducing overall costs.
c. It focuses on refining operations by using the latest technologies.
d. It focuses on helping different market segments achieve technological advancement.

ANSWER: a

FEEDBACK:

a. Correct. A top-line strategy focuses on generating new revenue by offering new products and services to customers or increasing revenue by selling existing products and services to new customers.
b. Incorrect. A top-line strategy focuses on generating new revenue by offering new products and services to customers or increasing revenue by selling existing products and services to new customers.
c. Incorrect. A top-line strategy focuses on generating new revenue by offering new products and services to customers or increasing revenue by selling existing products and services to new customers.
d. Incorrect. A top-line strategy focuses on generating new revenue by offering new products and services to customers or increasing revenue by selling existing products and services to new customers.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

26. In the context of using information technologies for a competitive advantage, distinguish the best strategy by focusing on the following:

a. helping different market segments achieve technological advancement.
b. improving efficiency by reducing overall costs.
c. refining operations by using the latest technologies.
d. increasing revenue by selling existing products to new customers.

ANSWER: d

FEEDBACK:

a. Incorrect. Generating new revenue by offering new products and services or increasing revenue by selling existing products and services to new customers is the best strategy. For example, e-commerce businesses are adapting business models to reduce distribution costs dramatically.
b. Incorrect. Generating new revenue by offering new products and services or increasing revenue by selling existing products and services to new customers is the best strategy. For example, e-commerce businesses are adapting business models to reduce distribution costs dramatically.
c. Incorrect. Generating new revenue by offering new products and services or

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increasing revenue by selling existing products and services to new customers is the best strategy. For example, e-commerce businesses are adapting business models to reduce distribution costs dramatically.

d. Correct. Generating new revenue by offering new products and services or increasing revenue by selling existing products and services to new customers is the best strategy. For example, e-commerce businesses are adapting business models to reduce distribution costs dramatically.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

27. Which strategy used by Michael Porter helps organizations make their products and services distinct from their competitors?

a. simulation strategy
b. leadership strategy
c. focus strategy
d. differentiation strategy

ANSWER: d
FEEDBACK:

a. Incorrect. For differentiation strategies, organizations try to make their products and services different from their competitors. Apple has been successful with this strategy by designing its computers to look very different from PCs and focusing on its computers' ease of use.

b. Incorrect. For differentiation strategies, organizations try to make their products and services different from their competitors. Apple has been successful with this strategy by designing its computers to look very different from PCs and focusing on its computers' ease of use.

c. Incorrect. For differentiation strategies, organizations try to make their products and services different from their competitors. Apple has been successful with this strategy by designing its computers to look very different from PCs and focusing on its computers' ease of use.

d. Correct. For differentiation strategies, organizations try to make their products and services different from their competitors. Apple has been successful with this strategy by designing its

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM

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DATE MODIFIED: 10/26/2022 9:28 PM

28. _____ is high when customers have many choices and low when they have few.

a. Buyer power
b. Threat of new services
c. Rivalry among existing customers
d. Risk of substitute products

ANSWER: a

FEEDBACK:

a. Correct. Buyer power is high when customers have many choices and low when they have few.
b. Incorrect. Buyer power is high when customers have many choices and low when they have few.
c. Incorrect. Buyer power is high when customers have many choices and low when they have few.
d. Incorrect. Buyer power is high when customers have many choices and low when they have few.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

29. In the context of Porter's Five Forces Model, an organization limits buyers' choices by:

a. encouraging the use of the Internet to gather information about products.
b. launching duplicate products or services in the marketplace.
c. offering services that make it difficult for customers to switch.
d. charging competitive market rates for its products or services.

ANSWER: c

FEEDBACK:

a. Incorrect. Organizations try to limit buyers' choices by providing services that make it difficult for customers to change, essentially using a differentiation strategy.
b. Incorrect. Organizations try to limit buyers' choices by providing services that make it difficult for customers to change, essentially using a differentiation strategy.
c. Correct. . Organizations try to limit buyers' choices by providing services that make it difficult for customers to change, essentially using a differentiation strategy.
d. Incorrect. . Organizations try to limit buyers' choices by providing services that make it difficult for customers to change, essentially using a differentiation strategy.

POINTS: 1

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QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

30. In the context of Porter's Five Forces Model, which is the difference between buyer and supplier power?

a. Buyer power is low when customers have many choices, whereas supplier power is low when customers have fewer options.
b. Buyer power is high when customers have few choices, whereas supplier power is high when customers have more options.
c. Buyer power is low when customers have many options, whereas supplier power is low when customers have more choices.
d. Buyer power is high when customers have many choices, whereas supplier power is high when customers have fewer options.

ANSWER: d
FEEDBACK:
a. Incorrect. Buyer power is high when customers have many choices and low when they have few. Supplier power is increased when customers have fewer options and low when customers have more options.
b. Incorrect. Buyer power is high when customers have many choices and low when they have few. Supplier power is increased when customers have fewer options and low when customers have more options.
c. Incorrect. Buyer power is high when customers have many choices and low when they have few. Supplier power is increased when customers have fewer options and low when customers have more options.
d. Correct. Buyer power is high when customers have many choices and low when they have few. Supplier power is increased when customers have fewer options and low when customers have more options.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

31. In the context of IT jobs, a _____ must have knowledge and understanding of data warehouse and data-mining tools.

a. systems mining analyst
b. data design officer

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c. web strategist
d. database administrator

ANSWER: d

FEEDBACK:
a. Incorrect. A database administrator (DBA) is responsible for database design and implementation. Additionally, a DBA should know and understand data warehouses and data-mining tools.
b. Incorrect. A database administrator (DBA) is responsible for database design and implementation. Additionally, a DBA should know and understand data warehouses and data-mining tools.
c. Incorrect. A database administrator (DBA) is responsible for database design and implementation. Additionally, a DBA should know and understand data warehouses and data-mining tools.
d. Correct. A database administrator (DBA) is responsible for database design and implementation. Additionally, a DBA should know and understand data warehouses and data-mining tools.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.11 - Review the IT job market.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

32. _____ referred to computing devices everywhere with different sizes and power and accessed through multiple formats such as voice, touch, and gesture.

a. Ubiquitous computing
b. Cloud computing
c. Context-aware computing
d. Pervasive computing

ANSWER: a

FEEDBACK:
a. Correct. Ubiquitous computing refers to devices with different sizes and power accessed through multiple formats such as voice, touch, and gesture.
b. Incorrect. Ubiquitous computing refers to devices with different sizes and power accessed through multiple formats such as voice, touch, and gesture.
c. Incorrect. Ubiquitous computing refers to devices with different sizes and power accessed through multiple formats such as voice, touch, and gesture.
d. Incorrect. Ubiquitous computing refers to devices with different sizes and power accessed through multiple formats such as voice, touch, and gesture.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.12 - Summarize the future outlook of information systems.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Remember
DATE CREATED: 10/26/2022 9:28 PM

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DATE MODIFIED: 10/26/2022 9:28 PM

33. _____ refers to building and integrating analytics capabilities into all everyday business activities.

a. Pervasive analytics
b. Artificial intelligence
c. Business analytics
d. Business intelligence

ANSWER: a

FEEDBACK:

a. Correct. Pervasive analytics is building and integrating analytics capabilities into all everyday business activities.
b. Incorrect. Pervasive analytics is building and integrating analytics capabilities into all everyday business activities.
c. Incorrect. Pervasive analytics is building and integrating analytics capabilities into all everyday business activities.
d. Incorrect. Pervasive analytics is building and integrating analytics capabilities into all everyday business activities.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.11 - Review the IT job market.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Remember
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

34. _____ computing refers to widespread applications and deployment of devices that know users, their devices, and their locations and serve as intelligent assistants to businesses and individuals.

a. Context-aware
b. Cloud
c. Ubiquitous
d. Pervasive

ANSWER: a

FEEDBACK:

a. Correct. Context-aware computing refers to widespread applications and deployment of devices that know users, their devices, and their locations and serve as intelligent assistants to businesses and individuals.
b. Incorrect. Context-aware computing refers to widespread applications and deployment of devices that know users, their devices, and their locations and serve as intelligent assistants to businesses and individuals.
c. Incorrect. Context-aware computing refers to widespread applications and deployment of devices that know users, their devices, and their locations and serve as intelligent assistants to businesses and individuals.
d. Incorrect. Context-aware computing refers to widespread applications and deployment of devices that know users, their devices, and their locations and serve as intelligent assistants to businesses and individuals.

POINTS: 1

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QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.12 - Summarize the future outlook of information systems.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Remember
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

35. A ____ is designed to reduce the cost of transporting materials while maintaining safe and reliable delivery.

a. logistics information system
b. personnel information system
c. manufacturing information system
d. marketing information system

ANSWER: a
FEEDBACK:
a. Correct. A logistics information system (LIS) is designed to reduce the cost of transporting materials while maintaining safe and reliable delivery. A LIS supports decisions related to improving routing and delivery schedules, selecting the best modes of transportation, improving transportation budgeting, and improving shipment planning.
b. Incorrect. A logistics information system (LIS) is designed to reduce the cost of transporting materials while maintaining safe and reliable delivery. A LIS supports decisions related to improving routing and delivery schedules, selecting the best modes of transportation, improving transportation budgeting, and improving shipment planning.
c. Incorrect. A logistics information system (LIS) is designed to reduce the cost of transporting materials while maintaining safe and reliable delivery. A LIS supports decisions related to improving routing and delivery schedules, selecting the best modes of transportation, improving transportation budgeting, and improving shipment planning.
d. Incorrect. A logistics information system (LIS) is designed to reduce the cost of transporting materials while maintaining safe and reliable delivery. A LIS supports decisions related to improving routing and delivery schedules, selecting the best modes of transportation, improving transportation budgeting, and improving shipment planning.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.7 - Discuss the differences between data and information.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

36. A comprehensive framework called the ____ was created by Harvard Business School's Michael Porter for analyzing an organization, its position in the marketplace, and how information systems could be used to make the organization more competitive.

a. Five Forces Model

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b. Six Sigma Model
c. Three Pyramid Model
d. Four Resources Model

ANSWER: a

FEEDBACK:
a. Correct. Harvard Business School's Michael Porter created a comprehensive framework called the Five Forces Model for analyzing an organization's position in the marketplace and how information systems could be used to make the organization more competitive.
b. Incorrect. Harvard Business School's Michael Porter created a comprehensive framework called the Five Forces Model for analyzing an organization's position in the marketplace and how information systems could be used to make the organization more competitive.
c. Incorrect. Harvard Business School's Michael Porter created a comprehensive framework called the Five Forces Model for analyzing an organization's position in the marketplace and how information systems could be used to make the organization more competitive.
d. Incorrect. Harvard Business School's Michael Porter created a comprehensive framework called the Five Forces Model for analyzing an organization's position in the marketplace and how information systems could be used to make the organization more competitive.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Remember
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

37. ____ is one of the forces of the Five Forces Model created by Michael Porter.

a. Rivalry among customers
b. Government regulations
c. The threat of new entrants
d. Taxable services

ANSWER: c

FEEDBACK:
a. Incorrect. The five forces in the Five Forces Model created by Michael Porter are buyer power, supplier power, the threat of substitute products or services, the threat of new entrants, and rivalry among existing competitors.
b. Incorrect. The five forces in the Five Forces Model created by Michael Porter are buyer power, supplier power, the threat of substitute products or services, the threat of new entrants, and rivalry among existing competitors.
c. Correct. The five forces in the Five Forces Model created by Michael Porter are buyer power, supplier power, the threat of substitute products or services, the threat of new entrants, and rivalry among existing competitors.
d. Incorrect. The five forces in the Five Forces Model created by Michael Porter are buyer power, supplier power, the threat of substitute products or services, the threat of new entrants, and rivalry among existing competitors.

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POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

38. According to Porter's Five Forces Model, ____ is low when customers have more options.

a. supplier power
b. buyer power
c. new entrant power
d. competitor power

ANSWER: a
FEEDBACK:

a. Correct. According to Porter's Five Forces Model, supplier power is high when customers have fewer options and low when customers have more options. Organizations might use information systems to make their products and services cheaper or offer more services to distinguish themselves from competitors.
b. Incorrect. According to Porter's Five Forces Model, supplier power is high when customers have fewer options and low when customers have more options. Organizations might use information systems to make their products and services cheaper or offer more services to distinguish themselves from competitors.
c. Incorrect. According to Porter's Five Forces Model, supplier power is high when customers have fewer options and low when customers have more options. Organizations might use information systems to make their products and services cheaper or offer more services to distinguish themselves from competitors.
d. Incorrect. According to Porter's Five Forces Model, supplier power is high when customers have fewer options and low when customers have more options. Organizations might use information systems to make their products and services cheaper or offer more services to distinguish themselves from competitors.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

39. Computers can be used to grade exam answers and generate detailed reports comparing performance.

a. True
b. False

ANSWER: True

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FEEDBACK:
Correct Correct. Computers are often used to grade your exam answers and generate detailed reports comparing the performance of each student in your class.
Incorrect Incorrect. Computers are often used to grade your exam answers and generate detailed reports comparing the performance of each student in your class.

POINTS: 1
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.1 - Discuss common applications of computers and information systems.
TOPICS: Computers and Information Systems in Daily Life
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

40. Networking technology is predicted to deteriorate, making connecting computers more challenging.

a. True
b. False

ANSWER: False
FEEDBACK:
Correct Correct. Networking technology will improve, so connecting computers will be more accessible, and sending information from one location to another will be faster.
Incorrect Incorrect. Networking technology will improve, so connecting computers will be more accessible, and sending information from one location to another will be faster.

POINTS: 1
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.11 - Review the IT job market.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

41. A grocery retailer offering club cards that give customers big discounts is one example of an overall cost leadership strategy.

a. True
b. False

ANSWER: True
FEEDBACK:
Correct Correct. Grocery stores, such as Sam's Club, offer club cards that encourage customers to shop by giving them significant discounts, an example of overall cost leadership strategies.
Incorrect Incorrect. Grocery stores, such as Sam's Club, offer club cards that encourage customers to shop by giving them significant discounts, an example of overall cost leadership strategies.

POINTS: 1
QUESTION TYPE: True / False
HAS VARIABLES: False

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LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

42. Information is the second most important resource in any organization.

a. True
b. False

ANSWER: True
FEEDBACK:
Correct Correct. Information is any organization's second most important resource (after the human element). Timely, relevant, and accurate information is critical for enhancing a company's competitive position in the marketplace.
Incorrect Incorrect. Information is any organization's second most important resource (after the human element). Timely, relevant, and accurate information is critical for enhancing a company's competitive position in the marketplace.
POINTS: 1
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

43. Some organizations add services, such as personalized recommendations, to reduce the threat of customers choosing substitute products or services.

a. True
b. False

ANSWER: True
FEEDBACK:
Correct Correct. Some organizations add services, such as Amazon's personalized recommendations, to reduce the threat of customers choosing substitute products or services.
Incorrect Incorrect. Some organizations add services, such as Amazon's personalized recommendations, to reduce the threat of customers choosing substitute products or services.
POINTS: 1
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand

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DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

44. Why would an organization decide to hire a CISO?

a. To combat the increasing number of security breaches
b. To combat high wages of network admins
c. To reduce the load from the CIO
d. To establish better internet protocols

ANSWER: a
FEEDBACK:
a. Correct. The CISO is becoming more accepted due to the increasing number of security breaches.
b. Incorrect. The CISO is becoming more accepted due to the increasing number of security breaches
c. Incorrect. The CISO is becoming more accepted due to the increasing number of security breaches
d. Incorrect. The CISO is becoming more accepted due to the increasing number of security breaches

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.11 - Review the IT job market.
TOPICS: The IT Job Market
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

45. An intern has basic knowledge of how to use software like word processors and spreadsheets. They cannot complete the task when asked to describe the information on the spreadsheets. What type of skills should the intern focus on to develop the skills to answer the questions?

a. Computer literacy
b. Application literacy
c. Information literacy
d. Documentation literacy

ANSWER: c
FEEDBACK:
a. Incorrect. Information literacy is the skill of being able to analyze information to make decisions.
b. Incorrect. Information literacy is the skill of being able to analyze information to make decisions.
c. Correct. Information literacy is the skill of being able to analyze information to make decisions.
d. Incorrect. Information literacy is the skill of being able to analyze information to make decisions.

POINTS: 1
QUESTION TYPE: Multiple Choice

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HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.2 - Explain the differences between computer literacy and information literacy.
TOPICS: Computer Literacy and Information Literacy.
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

46. A new survey has been sent out to all employees in an organization. How can the HR department collect the survey results to perform an analysis?

a. Collect survey results in a database.
b. Collect survey results in a word processor.
c. Collect survey results in presentation software.
d. Collect survey results in a CSV document.

ANSWER: a
FEEDBACK:
a. Correct. A database can be used to analyze survey results.
b. Incorrect. A database can be used to analyze survey results.
c. Incorrect. A database can be used to analyze survey results.
d. Incorrect. A database can be used to analyze survey results.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.2 - Explain the differences between computer literacy and information literacy.
TOPICS: Computer Literacy and Information Literacy.
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

47. There is a new volunteer on your non-profit team. They are retired and have had extensive experience running small businesses successfully. They will be helping process payroll for the paid employees. They notice that you have over 100 paid employees, and they have concerns about manually tallying up hours for everyone for the weekly payroll. How would you describe how transaction-processing systems will help with their concern?

a. TPS can process repetitive tasks, such as tallying hours quickly and with few errors.
b. TPS will remind him when to start tallying hours to meet payroll.
c. TPS will write the checks to save time after they finish tallying the hours.
d. TPS is used for the employees to mark their times and then produce a spreadsheet for them to use.

ANSWER: a
FEEDBACK:
a. Correct. TPS can quickly add the hours to pay the employees.
b. Incorrect. TPS can quickly add the hours to pay the employees.
c. Incorrect. TPS can quickly add the hours to pay the employees.

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d. Incorrect. TPS can quickly add the hours to pay the employees.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.3 - Define transaction-processing systems.
TOPICS: The Beginning
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

48. How is an ATM an example of TPS?

a. ATM completes automated tasks much slower and carefully.
b. ATMs use biometric information to confirm a person's identity.
c. TPS is used to authenticate users, verify funds, perform the requested action, and update accounts, if necessary, without the human intervention of a teller.
d. TPS is used to disburse funds after the teller authorizes it.

ANSWER: c
FEEDBACK:

a. Incorrect. TPS reduces human intervention and allows redundant tasks, such as authenticating users, performing tasks, etc., to be done by a machine.
b. Incorrect. TPS reduces human intervention and allows redundant tasks, such as authenticating users, performing tasks, etc., to be done by a machine.
c. Correct. TPS reduces human intervention and allows redundant tasks, such as authenticating users, performing tasks, etc., to be done by a machine.
d. Incorrect. TPS reduces human intervention and allows redundant tasks, such as authenticating users, performing tasks, etc., to be done by a machine.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.3 - Define transaction-processing systems.
TOPICS: Computer Literacy and Information Literacy.
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

49. What is the difference between the data collected for SIS and MIS systems?

a. The data source is different because it focuses on long-term strategies.
b. The language of the data is different because it needs to be more diverse.
c. The data dates must be within the past 30 days with SIS.
d. The date of the data must be within the last 90 days with SIS.

ANSWER: a
FEEDBACK:

a. Correct. The data source will be different because it has a different objective by focusing on long-term strategies.
b. Incorrect. The data source will be different because it has a different objective by

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focusing on long-term strategies.

c. Incorrect. The data source will be different because it has a different objective by focusing on long-term strategies.

d. Incorrect. The data source will be different because it has a different objective by focusing on long-term strategies.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.6 - Define strategic information systems.
TOPICS: Strategic Information Systems.
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

50. An organization's rapidly growing business has hired new sales personnel. Some customers are receiving duplicate sales calls from different sales representatives. What should the organization use to implement better control and reduce customer frustrations and confusion?

a. Use a CRM tool to document customer activity, such as emails, phone calls, and notes.
b. Use a spreadsheet to document emails, phone calls, and notes
c. Use MS Access to create alerts if sales personnel reach out to a customer
d. Use a community board to share notes

ANSWER: a
FEEDBACK:

a. Correct. Using a CRM can help improve communication internally and provide a better customer experience.

b. Incorrect. Using a CRM can help improve communication internally and provide a better customer experience.

c. Incorrect. Using a CRM can help improve communication internally and provide a better customer experience.

d. Incorrect. Using a CRM can help improve communication internally and provide a better customer experience.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

51. Why do organizations use the focus strategy?

a. To concentrate on the specific market segment.
b. To concentrate on all the market segments.
c. To idealize a specific market segment.

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d. To patronize a specific market segment.

ANSWER: a

FEEDBACK:

a. Correct. Organizations using the focus strategy can focus on specific market segments and provide exceptional services and products for that segment.
b. Incorrect. Organizations using the focus strategy can focus on specific market segments and provide exceptional services and products for that segment.
c. Incorrect. Organizations using the focus strategy can focus on specific market segments and provide exceptional services and products for that segment.
d. Incorrect. Organizations using the focus strategy can focus on specific market segments and provide exceptional services and products for that segment.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

52. What did Apple do as an example of a focus strategy?

a. Target consumer users instead of business users
b. Target business users instead of consumers users
c. Target a younger generation instead of an older generation
d. Target all the different segments at once

ANSWER: a

FEEDBACK:

a. Correct. Apple used the focus strategy to target consumers instead of businesses.
b. Incorrect. Apple used the focus strategy to target consumers instead of businesses.
c. Incorrect. Apple used the focus strategy to target consumers instead of businesses.
d. Incorrect. Apple used the focus strategy to target consumers instead of businesses.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Remember
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

53. What additional factors play a role in a customer's decision to purchase a product or service other than focus

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and differentiation?

a. cost
b. speed to market
c. market acceptance
d. popularity

ANSWER: a

FEEDBACK:
a. Correct. Cost can prevent a customer from purchasing an item despite its appeal.
b. Incorrect. Cost can prevent a customer from purchasing an item despite its appeal.
c. Incorrect. Cost can prevent a customer from purchasing an item despite its appeal.
d. Incorrect. Cost can prevent a customer from purchasing an item despite its appeal.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Remember
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

54. An organization has launched a new graphic t-shirt line. Graphic t-shirts have high competition, high buyer power, and pre-existing rivalries. What can this organization do to improve its chances for success?

a. Develop a focus strategy
b. Develop a cost-savings strategy
c. Buy out the competitors
d. Buy out the suppliers

ANSWER: c

FEEDBACK:
a. Correct. Developing a focus strategy will help direct resources to the specific target audience.
b. Incorrect. Developing a focus strategy will help direct resources to the specific target audience.
c. Correct. Developing a focus strategy will help direct resources to the specific target audience.
d. Incorrect. Developing a focus strategy will help direct resources to the specific target audience.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies

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KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

55. There is a shortage of a special thread used to make the material for a specific shirt. Costs on supplies have doubled over the last year. What has this situation created?

a. Buyer power
b. Threat of new entries
c. Supplier power
d. Rivalry power

ANSWER: c
FEEDBACK:
a. Incorrect. If a supply is limited, the buyers must choose to pay higher prices or find another product.
b. Incorrect. If a supply is limited, the buyers must choose to pay higher prices or find another product.
c. Correct. If a supply is limited, the buyers must choose to pay higher prices or find another product.
d. Incorrect. If a supply is limited, the buyers must choose to pay higher prices or find another product.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

56. An organization has had an in-demand red shirt on backorder for two months. They are waiting to re-release it during the fourth quarter to raise the price for increased revenue before the end of the year. Based on Porter's Five Forces, what could happen that could destroy their plans?

a. A rival organization could produce the same product and make it available now.
b. All the buyers could create a petition to release the shirt now.
c. All the suppliers could refuse to deliver the materials to the organization.
d. Nothing would happen. There are no alternatives for a red shirt.

ANSWER: a
FEEDBACK:
a. Correct. A rival company could produce a product that would be available now and attract customers waiting for the shirt to come off the backorder.
b. Incorrect. A rival company could produce a product that would be available now and attract customers waiting for the shirt to come off the backorder.
c. Incorrect. A rival company could produce a product that would be available now and attract customers waiting for the shirt to come off the backorder.
d. Incorrect. A rival company could produce a product that would be available now and attract customers waiting for the shirt to come off the backorder.

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POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

57. A locally owned restaurant is trying to compete with another restaurant that moved into town. The owners of the locally owned restaurant have a background in application development. What is an example of how the owners can use their skills to stay competitive against the national chain?

a. Create a mobile app that customers could use to see promotions and collect points
b. Create a mobile application that encourages all customers to boycott the new restaurant
c. Create a mobile application that gives directions to the restaurant
d. Ignore the new restaurant and trust your customer's loyalty to your restaurant

ANSWER: a
FEEDBACK:
a. Correct. A mobile application that engages customers and provides points could increase customer loyalty.
b. Incorrect. A mobile application that engages customers and provides points could increase customer loyalty.
c. Incorrect. A mobile application that engages customers and provides points could increase customer loyalty.
d. Incorrect. A mobile application that engages customers and provides points could increase customer loyalty.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

58. Walmart uses technology to support a just-in-time inventory system. What type of competitive advantages does this provide?

a. Cost
b. Focus
c. Differentiation
d. Supplier

ANSWER: a

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FEEDBACK:
a. Correct. By using a JIT system, Walmart can have lower overhead and costs.
b. Incorrect. By using a JIT system, Walmart can have lower overhead and costs.
c. Incorrect. By using a JIT system, Walmart can have lower overhead and costs.
d. Incorrect. By using a JIT system, Walmart can have lower overhead and costs.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

59. How have retail businesses used RFID technology to support logistics?

a. To control the location of their personnel
b. To control the costs of goods sold
c. To reduce the need to stock shelves
d. To have better control of their supply chain and inventory management

ANSWER: d
FEEDBACK:
a. Incorrect. RFID technologies track products, which can be used for inventory control and management.
b. Incorrect. RFID technologies track products, which can be used for inventory control and management.
c. Incorrect. RFID technologies track products, which can be used for inventory control and management.
d. Correct. RFID technologies track products, which can be used for inventory control and management.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

60. One of the new technologies with Web 3.0 is VR technology. How do retail businesses use this new technology to develop their employees?

a. Tracks the location and productivity of employees
b. Tracks the location of inventory items
c. Reduce the need to stock shelves by offering everything for sale virtually

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d. Provides training to employees to perform job functions

ANSWER: d

FEEDBACK:
a. Incorrect. Employees can use VR technology to improve their job skills.
b. Incorrect. Employees can use VR technology to improve their job skills.
c. Incorrect. Employees can use VR technology to improve their job skills.
d. Correct. Employees can use VR technology to improve their job skills.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

61. Walmart self-checkouts are an example of what type of technology?

a. MIS
b. SIS
c. RFID
d. POS

ANSWER: d

FEEDBACK:
a. Incorrect. Self-checkouts are an example of Point-of-Sale technologies.
b. Incorrect. Self-checkouts are an example of Point-of-Sale technologies.
c. Incorrect. Self-checkouts are an example of Point-of-Sale technologies.
d. Correct. Self-checkouts are an example of Point-of-Sale technologies.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

62. An organization has recently launched a new product that will improve an existing widget. There are limitless uses, and it is unique to the current market. Why would you advise the company not to price it too high just because of its uniqueness?

a. Costs can be a deterrent from people purchasing it.
b. Costs need to be justified first.
c. Costs should be below market value.

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d. Costs should be based on the existing widget.

ANSWER: a

FEEDBACK:

a. Correct. No matter the differentiation, costs can prevent target customers from purchasing.
b. Incorrect. No matter the differentiation, costs can prevent target customers from purchasing.
c. Incorrect. No matter the differentiation, costs can prevent target customers from purchasing.
d. Incorrect. No matter the differentiation, costs can prevent target customers from purchasing.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

63. How does access to the Internet impact customers' buying decisions?

a. Customers now have access to various data to make more informed decisions.
b. Customers are overwhelmed with decisions and make the first choice they see.
c. Customers can no longer choose without concern about ramifications from another company.
d. Customers now need to provide their information before searching for items online.

ANSWER: a

FEEDBACK:

a. Correct. Customers now have access to data like prices and reviews to help them have more choices.
b. Incorrect. Customers now have access to data like prices and reviews to help them have more choices.
c. Incorrect. Customers now have access to data like prices and reviews to help them have more choices.
d. Incorrect. Customers now have access to data like prices and reviews to help them have more choices.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

64. How do internet streaming companies like Netflix utilize data mining to their benefit?

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a. It tailors recommendations to individual customers.
b. It creates an additional revenue source from customers.
c. It creates an additional revenue source by selling customer information.
d. It tailors their shopping needs based on their watch history.

ANSWER: a

FEEDBACK:
a. Correct. Data-mining can be used to suggest to customers what to watch and encourage retention of the customers.
b. Incorrect. Data-mining can be used to suggest to customers what to watch and encourage retention of the customers.
c. Incorrect. Data-mining can be used to suggest to customers what to watch and encourage retention of the customers.
d. Incorrect. Data-mining can be used to suggest to customers what to watch and encourage retention of the customers.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

65. Offering a service that makes it difficult to switch is an example of what type of strategy?

a. Rivalry
b. Compliance
c. Differentiation
d. Cost

ANSWER: c

FEEDBACK:
a. Incorrect. A differentiation strategy can make it difficult for customers to switch providers or products.
b. Incorrect. A differentiation strategy can make it difficult for customers to switch providers or products.
c. Correct. A differentiation strategy can make it difficult for customers to switch providers or products.
d. Incorrect. A differentiation strategy can make it difficult for customers to switch providers or products.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM

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DATE MODIFIED: 10/26/2022 9:28 PM

66. A loyal Sam's Club member moved to a new city where the closest Sam's Club is 2 hours away, but there is a Costco 30 minutes away. The member has decided to sign up for Costco and cancel the membership with Sam's Club. What type of strategy could be applied to this situation?

a. Focus
b. Mileage
c. Differentiation
d. Cost

ANSWER: c

FEEDBACK:

a. Incorrect. Differentiation strategy can be done by offering more convenience compared to rivals.
b. Incorrect. Differentiation strategy can be done by offering more convenience compared to rivals.
c. Correct. Differentiation strategy can be done by offering more convenience compared to rivals.
d. Incorrect. Differentiation strategy can be done by offering more convenience compared to rivals.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

67. An automobile manufacturer is set to launch a well-marketed new vehicle model. This vehicle has had great reviews. Why would the manufacturer limit the number of models to the approved dealerships?

a. To retain supplier power
b. To retain buyer power
c. To be more cost-efficient
d. To have product differentiation

ANSWER: a

FEEDBACK:

a. Correct. By limiting the number of models, the supplier retains the power and can continue to charge higher prices until more quantities are released.
b. Incorrect. By limiting the number of models, the supplier retains the power and can continue to charge higher prices until more quantities are released.
c. Incorrect. By limiting the number of models, the supplier retains the power and can continue to charge higher prices until more quantities are released.
d. Incorrect. By limiting the number of models, the supplier retains the power and can continue to charge higher prices until more quantities are released.

POINTS: 1
QUESTION TYPE: Multiple Choice

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HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

68. When Apple released the iMacs with their different color panels in 1998, what was this an example of?

a. Product differentiation strategy
b. Cost differentiation strategy
c. Focus group strategy
d. Technology differentiation strategy

ANSWER: a
FEEDBACK:
a. Correct. The iMacs provided customers with choices for customization. This is an example of a differentiation strategy.
b. Incorrect. The iMacs provided customers with choices for customization. This is an example of a differentiation strategy.
c. Incorrect. The iMacs provided customers with choices for customization. This is an example of a differentiation strategy.
d. Incorrect. The iMacs provided customers with choices for customization. This is an example of a differentiation strategy.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

69. A customer is looking to buy a new car. They cannot reach anyone on the phone at the local car dealership. Predict what the customer will most likely do next.

a. Go online to find another car dealership
b. Visit the car dealership in person
c. Keep calling the dealership until someone answers the phone
d. Reach out to them on social media

ANSWER: a
FEEDBACK:
a. Correct. The customer will most likely go online and find another dealership and try to reach them to buy a car. Technology like the Internet provides more options to the public.
b. Incorrect. The customer will most likely go online and find another dealership and try to reach them to buy a car. Technology like the Internet provides more options

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to the public.

c. Incorrect. The customer will most likely go online and find another dealership and try to reach them to buy a car. Technology like the Internet provides more options to the public.

d. Incorrect. The customer will most likely go online and find another dealership and try to reach them to buy a car. Technology like the Internet provides more options to the public.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

70. A customer has decided to go to the next town to buy from a car dealership instead of the one in their town. They say the car is $1,000 cheaper in the next town. What is this an example of?

a. Buyer power
b. Seller power
c. Rivalry with the in-town dealer
d. Competitiveness

ANSWER: a
FEEDBACK:

a. Correct. Because there are multiple options to buy a car, the customer has buyer power.

b. Incorrect. Because there are multiple options to buy a car, the customer has buyer power.

c. Incorrect. Because there are multiple options to buy a car, the customer has buyer power.

d. Incorrect. Because there are multiple options to buy a car, the customer has buyer power.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

71. Jane has decided she wants a camo-colored ATV for her birthday. She is looking at different manufacturers, unsure of what model she wants. If a single dealership carries both models and she likes them equally, what will likely be the deciding factor for her choice?

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a. Final costs
b. Salesman recommendation
c. The rivalry between the two manufacturers
d. Product differentiation

ANSWER: a

FEEDBACK:
a. Correct. All other things being equal, the cost will be the deciding factor.
b. Incorrect. All other things being equal, the cost will be the deciding factor.
c. Incorrect. All other things being equal, the cost will be the deciding factor.
d. Incorrect. All other things being equal, the cost will be the deciding factor.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

72. You are new in town and looking for a car wash. As you drive through the main street, you see five car washes within four blocks of each other. How would you describe the rivalry?

a. High rivalry because they exist in the same geographical radius.
b. Low rivalry because they share the same geographic area.
c. Low rivalry because they all have the same type of business.
d. Non-compete rivalry, or they couldn't be so close together.

ANSWER: a

FEEDBACK:
a. Correct. Rivalry is high when competitors exist in the same marketplace position.
b. Incorrect. Rivalry is high when competitors exist in the same marketplace position.
c. Incorrect. Rivalry is high when competitors exist in the same marketplace position.
d. Incorrect. Rivalry is high when competitors exist in the same marketplace position.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

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73. You are a new town business with some competition from established businesses. How can technology help you bring customers in based on costs?

a. Identify cheaper ways of doing business or suppliers
b. Use Google's search engine model to help lower costs.
c. Establish a relationship with a supplier who will offer you a steep discount.
d. Sell products at a higher rate for online sales than in-person transactions.

ANSWER: a
FEEDBACK:
a. Correct. Using the Internet, you can search for lower prices on supplies.
b. Incorrect. Using the Internet, you can search for lower prices on supplies.
c. Incorrect. Using the Internet, you can search for lower prices on supplies.
d. Incorrect. Using the Internet, you can search for lower prices on supplies.
POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

74. You are a new town business and plan to market to a certain class of customers in the affluent part of town. What strategy would you need to focus on?

a. Differentiation of product
b. Cost of product
c. Location of product
d. The sale price of the product

ANSWER: a
FEEDBACK:
a. Correct. Decisions can be based on your target audience. If cost is not a factor in their decision, other factors, such as differentiation, can be.
b. Incorrect. Decisions can be based on your target audience. If cost is not a factor in their decision, other factors, such as differentiation, can be.
c. Incorrect. Decisions can be based on your target audience. If cost is not a factor in their decision, other factors, such as differentiation, can be.
d. Incorrect. Decisions can be based on your target audience. If cost is not a factor in their decision, other factors, such as differentiation, can be.
POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Apply

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DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

75. If an established business is seeking to branch out to reach a new demographic, how could this business get the new demographic without starting from scratch?

a. Acquire another business with the infrastructure and customer base already established.
b. Hire the CIO of another organization to build it for your organization.
c. Sell your business to another business that already has a foothold with the other demographic.
d. Identify the key influencers in the other demographic and provide them with free products.

ANSWER: a
FEEDBACK:
a. Correct. Acquiring another business could help an established business branch out without reinventing everything.
b. Incorrect. Acquiring another business could help an established business branch out without reinventing everything.
c. Incorrect. Acquiring another business could help an established business branch out without reinventing everything.
d. Incorrect. Acquiring another business could help an established business branch out without reinventing everything.
POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

76. How has technology helped small businesses differentiate themselves?

a. Offer better and faster customer service
b. Hire more people to serve customers.
c. Offer less expensive services.
d. Help avoid charging customers' sales tax

ANSWER: a
FEEDBACK:
a. Correct. Technology allows small businesses to stand out by offering better customer service.
b. Incorrect. Technology allows small businesses to stand out by offering better customer service.
c. Incorrect. Technology allows small businesses to stand out by offering better customer service.
d. Incorrect. Technology allows small businesses to stand out by offering better customer service.
POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False

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LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

77. Which businesses can benefit from using the Five Forces Model?

a. New and existing businesses
b. New businesses only
c. Existing businesses only
d. Well-established businesses only

ANSWER: a
FEEDBACK:
a. Correct. New and existing businesses can benefit from the Five Forces Model
b. Incorrect. New and existing businesses can benefit from the Five Forces Model
c. Incorrect. New and existing businesses can benefit from the Five Forces Model
d. Incorrect. New and existing businesses can benefit from the Five Forces Model
POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

78. What should the industry do if they realize the buyer power is too high?

a. Make it difficult to switch providers
b. Make it easier to switch providers
c. Eliminate all competitors in the industry
d. Offer more competitive prices

ANSWER: a
FEEDBACK:
a. Correct. Making it challenging to switch can reduce buyer power by enticing them to stay with one provider due to difficulty in changing.
b. Incorrect. Making it challenging to switch can reduce buyer power by enticing them to stay with one provider due to difficulty in changing.
c. Incorrect. Making it challenging to switch can reduce buyer power by enticing them to stay with one provider due to difficulty in changing.
d. Incorrect. Making it challenging to switch can reduce buyer power by enticing them to stay with one provider due to difficulty in changing.
POINTS: 1
QUESTION TYPE: Multiple Choice

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HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

79. Apple's frequent model updates to their iPhone exemplify what type of force in the Five Forces Model?

a. Supplier power
b. Buyer power
c. Competitive power
d. Rivalry power

ANSWER: a
FEEDBACK:
a. Correct. By providing regular updates in hardware devices, Apple retains power as a supplier for mobile phones.
b. Incorrect. By providing regular updates in hardware devices, Apple retains power as a supplier for mobile phones.
c. Incorrect. By providing regular updates in hardware devices, Apple retains power as a supplier for mobile phones.
d. Incorrect. By providing regular updates in hardware devices, Apple retains power as a supplier for mobile phones.
POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

80. Why do established businesses use information technology services to invest in research and development?

a. Threat of substitute products always exists
b. The threat of hackers into a computer system always exists
c. New research could counter your product's claims
d. Current partners are trying to overpower your business

ANSWER: a
FEEDBACK:
a. Correct. There is always a threat of new products or services. Investing in the future with R & D will help keep an organization current.
b. Incorrect. There is always a threat of new products or services. Investing in the future with R & D will help keep an organization current.
c. Incorrect. There is always a threat of new products or services. Investing in the future with R & D will help keep an organization current.

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d. Incorrect. There is always a threat of new products or services. Investing in the future with R & D will help keep an organization current.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

81. Netflix replacing Blockbuster is an example of what type of Five Force?

a. Buyer powered
b. Supplier powered
c. The threat of new entrants
d. The rivalry between existing competitors

ANSWER: c
FEEDBACK:

a. Incorrect. Netflix is an example of a threat from a new entrant that overtook an established business.
b. Incorrect. Netflix is an example of a threat from a new entrant that overtook an established business.
c. Correct. Netflix is an example of a threat from a new entrant that overtook an established business.
d. Incorrect. Netflix is an example of a threat from a new entrant that overtook an established business.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

82. If a business wants to stay _____, it must utilize the available technological tools.

a. relevant
b. supported
c. competitive
d. powerful

ANSWER: c
FEEDBACK:

a. Incorrect. If a business wants to stay competitive, it needs to take advantage of the tools available on the Internet.

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b. Incorrect. If a business wants to stay competitive, it needs to take advantage of the tools available on the Internet.
c. Correct. If a business wants to stay competitive, it needs to take advantage of the tools available on the Internet.
d. Incorrect. If a business wants to stay competitive, it needs to take advantage of the tools available on the Internet.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

83. A brick-and-mortar business has seen a recent spike in traffic on static websites. How would you advise the business to take advantage of this traffic?

a. Transform it into an e-commerce site and offer online shopping
b. Increase ad spending on the website
c. Identify the traffic source and target that demographic in your marketing
d. Redirect visitors to shop in person

ANSWER: a
FEEDBACK:
a. Correct. A static website does not have e-commerce capabilities for online shopping. Take advantage of online technology and offer an online shopping experience.
b. Incorrect. A static website does not have e-commerce capabilities for online shopping. Take advantage of online technology and offer an online shopping experience.
c. Incorrect. A static website does not have e-commerce capabilities for online shopping. Take advantage of online technology and offer an online shopping experience.
d. Incorrect. A static website does not have e-commerce capabilities for online shopping. Take advantage of online technology and offer an online shopping experience.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

84. You stopped at a local pharmacy to pick up some medication and Twizzlers. There is a new kiosk that you

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go to and see coupons available for $2 off Red Vines candy. You prefer Twizzlers, but you don't have that much money. You decide to get the coupon and the Red Vines. What is this an example of?

a. Using digital equipment to influence a choice based on cost.
b. Using digital equipment to present an advertisement.
c. Using digital equipment to influence supplier power
d. Using digital equipment to prevent a threat from a new candy

ANSWER: a
FEEDBACK:
a. Correct. The digital kiosk provided a coupon that influenced your decision based on cost.
b. Incorrect. The digital kiosk provided a coupon that influenced your decision based on cost.
c. Incorrect. The digital kiosk provided a coupon that influenced your decision based on cost.
d. Incorrect. The digital kiosk provided a coupon that influenced your decision based on cost.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

85. You are looking for tickets for the next concert you want to attend. There are two ticket vendors. Only one provides a digital ticket, and the other has to be emailed to you. Which vendor is making better use of Internet technology?

a. The vendor providing a digital ticket can be added to your phone's digital wallet
b. The vendor is providing an email version of the key because it can be added to your phone's digital wallet
c. The vendor provides digital access because it can be printed out when needed
d. The vendor offers an email version of a ticket because it can be printed out when needed

ANSWER: a
FEEDBACK:
a. Correct. The digital ticket can be added to a digital wallet, so you don't have to worry about printing or losing physical access.
b. Incorrect. The digital ticket can be added to a digital wallet, so you don't have to worry about printing or losing physical access.
c. Incorrect. The digital ticket can be added to a digital wallet, so you don't have to worry about printing or losing physical access.
d. Incorrect. The digital ticket can be added to a digital wallet, so you don't have to worry about printing or losing physical access.

POINTS: 1
QUESTION TYPE: Multiple Choice

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HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

86. You are trying to decide what is for dinner. You remember that the local pizza chain has given you a coupon for a free pizza using points on the mobile app. Decision made! What is this an example of?

a. Differentiation strategy
b. Cost strategy
c. Focus strategy
d. Supplier power strategy

ANSWER: a
FEEDBACK:
a. Correct. The differentiation strategy of offering points and free products made this pizza chain stand apart from other options.
b. Incorrect. The differentiation strategy of offering points and free products made this pizza chain stand apart from other options.
c. Incorrect. The differentiation strategy of offering points and free products made this pizza chain stand apart from other options.
d. Incorrect. The differentiation strategy of offering points and free products made this pizza chain stand apart from other options.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

87. How do the changing costs of hardware impact how businesses use technology?

a. Decreased costs will mean more adoption of technologies.
b. Increased costs will mean more adoption of technologies.
c. Pervasive technologies will require organizations to spend more money.
d. Confusing hardware options will cause organizations to spend more money.

ANSWER: a
FEEDBACK:
a. Correct. Decreased costs will mean that more individuals and organizations can adopt more technologies.
b. Incorrect. Decreased costs will mean that more individuals and organizations can adopt more technologies.
c. Incorrect. Decreased costs will mean that more individuals and organizations can

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adopt more technologies.

d. Incorrect. Decreased costs will mean that more individuals and organizations can adopt more technologies.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.12 - Summarize the future outlook of information systems.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

88. What is the advantage of natural language processing?

a. Makes technologies easier to use with verbal commands
b. Makes technologies easier to use with written orders
c. Makes technologies easier to use with visual controls
d. It makes technologies easier to use with telepathic commands

ANSWER: a
FEEDBACK:

a. Correct. NLP will allow technology to interact and respond based on verbal commands.
b. Incorrect. NLP will allow technology to interact and respond based on verbal commands.
c. Incorrect. NLP will allow technology to interact and respond based on verbal commands.
d. Incorrect. NLP will allow technology to interact and respond based on verbal commands.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.12 - Summarize the future outlook of information systems.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

89. Why should a small organization invest in learning about NLP?

a. As NLP becomes more widely adopted, organizations will need to respond to users who want to use this technology.
b. As NLP becomes widely adopted, compliance measures will force organizations to use this technology.
c. As NLP becomes widely adopted, industries will require it to work with it as a partner organization
d. As NLP becomes widely adopted, extranets will rely on the technology to communicate with other companies.

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ANSWER: a

FEEDBACK:

a. Correct. Netflix and Blockbuster are excellent examples of what happens when an organization is aligned with customers' wants. As technology changes, users' expectations change as well.
b. Incorrect. Netflix and Blockbuster are excellent examples of what happens when an organization is aligned with customers' wants. As technology changes, users' expectations change as well.
c. Incorrect. Netflix and Blockbuster are excellent examples of what happens when an organization is aligned with customers' wants. As technology changes, users' expectations change as well.
d. Incorrect. Netflix and Blockbuster are excellent examples of what happens when an organization is aligned with customers' wants. As technology changes, users' expectations change as well.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.12 - Summarize the future outlook of information systems.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

90. A business in a rural area is not worried about using technology in its store because Internet access is unavailable to everyone in the area. What advice would you provide them on ignoring technology completely?

a. Networking technology is improving and growing. You would advise them to start using what they have available now.
b. Networking technology is not improving and growing. If their customers don't use it, do not waste resources.
c. Networking technology will never support rural areas. You will need to have an offsite office to connect to the Internet.
d. Networking technology is becoming more expensive, and most customers will not be able to afford it.

ANSWER: a

FEEDBACK:

a. Correct. Networking technology is improving and becoming less expensive. It would be beneficial for all businesses to be familiar with the technology.
b. Incorrect. Networking technology is improving and becoming less expensive. It would be beneficial for all businesses to be familiar with the technology.
c. Incorrect. Networking technology is improving and becoming less expensive. It would be beneficial for all businesses to be familiar with the technology.
d. Incorrect. Networking technology is improving and becoming less expensive. It would be beneficial for all businesses to be familiar with the technology.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.12 - Summarize the future outlook of information systems.
TOPICS: Outlook for the Future

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KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

91. How will improved PCs and tablets impact business operations?

a. Make more information readily available
b. Increase capital expenditures needed to run a business
c. Improve the overall speed of the Internet
d. Increase the bandwidth of the Internet

ANSWER: a
FEEDBACK:
a. Correct. Allow for more software to run on them.
b. Incorrect. Allow for more software to run on them.
c. Incorrect. Allow for more software to run on them.
d. Incorrect. Allow for more software to run on them.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.12 - Summarize the future outlook of information systems.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

92. What is needed for information software to perform?

a. A current model PC or tablet
b. High-speed Internet
c. An older model PC or tablet
d. Increased throughput

ANSWER: a
FEEDBACK:
a. Correct. A current model PC or tablet can perform data analysis without needing to connect to the Internet for operations.
b. Incorrect. A current model PC or tablet can perform data analysis without needing to connect to the Internet for operations.
c. Incorrect. A current model PC or tablet can perform data analysis without needing to connect to the Internet for operations.
d. Incorrect. A current model PC or tablet can perform data analysis without needing to connect to the Internet for operations.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.12 - Summarize the future outlook of information systems.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Remember

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DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

93. What is the impact of the Internet on small businesses and big businesses?

a. It can put them on equal ground with big businesses
b. It will make them superior to big businesses
c. It will make the big businesses superior to small businesses
d. It will increase the demand for small business sales

ANSWER: a
FEEDBACK:
a. Correct. The Internet puts all businesses on a level playing field. It's up to the businesses to decide on capital, resources, and strategies to use on this playing field.
b. Incorrect. The Internet puts all businesses on a level playing field. It's up to the businesses to decide on capital, resources, and strategies to use on this playing field.
c. Incorrect. The Internet puts all businesses on a level playing field. It's up to the businesses to decide on capital, resources, and strategies to use on this playing field.
d. Incorrect. The Internet puts all businesses on a level playing field. It's up to the businesses to decide on capital, resources, and strategies to use on this playing field.
POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.12 - Summarize the future outlook of information systems.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

94. Why is CISO one of the newer job titles in today's technology job market?

a. Hackers are becoming more sophisticated, and protecting personal information is becoming more critical.
b. Hackers are becoming more numerous, but their skills are not.
c. Hackers cannot make ransom demands on pirated data without an organization's CISO available.
d. Hackers use social engineering techniques, and only CISOs can prevent them.

ANSWER: a
FEEDBACK:
a. Correct. Hackers are becoming more advanced, and organizations require a specialized role to manage these attacks.
b. Incorrect. Hackers are becoming more advanced, and organizations require a specialized role to manage these attacks.
c. Incorrect. Hackers are becoming more advanced, and organizations require a specialized role to manage these attacks.
d. Incorrect. Hackers are becoming more advanced, and organizations require a specialized role to manage these attacks.

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POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.12 - Summarize the future outlook of information systems.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

95. What is the impact of IoT devices on businesses?

a. They can increase productivity and decrease costs.
b. They can decrease productivity and increase labor costs.
c. They are used to track personnel and devices.
d. They are used to monitor work being performed.

ANSWER: a
FEEDBACK:
a. Correct. IoT devices can increase productivity and decrease costs.
b. Incorrect. IoT devices can increase productivity and decrease costs.
c. Incorrect. IoT devices can increase productivity and decrease costs.
d. Incorrect. IoT devices can increase productivity and decrease costs.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.12 - Summarize the future outlook of information systems.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

96. An organization is preparing for the next quarter's goals. How can an MIS system help derive a reasonable goal?

a. It can forecast by using historical data and mathematical models. Clearly define the system's objectives.
b. It will automatically display the data from the same quarter in the previous year and collect data.
c. It will collect data from competitors to display for your organization and analyze data.
d. It will make the best guess based on industry standards. The provided information is in a helpful format.

ANSWER: a
FEEDBACK:
a. Correct. MIS systems can take historical data and use statistics to forecast accurately. In designing an MIS, the first task is to clearly define the system's objectives. Second, data must be collected and analyzed. Finally, information must be provided in a helpful format for decision-making purposes.
b. Incorrect. MIS systems can take historical data and use statistics to forecast accurately. In designing an MIS, the first task is to clearly define the system's

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objectives. Second, data must be collected and analyzed. Finally, information must be provided in a helpful format for decision-making purposes.

c. Incorrect. MIS systems can take historical data and use statistics to forecast accurately. In designing an MIS, the first task is to clearly define the system's objectives. Second, data must be collected and analyzed. Finally, information must be provided in a helpful format for decision-making purposes.

d. Incorrect. MIS systems can take historical data and use statistics to forecast accurately. In designing an MIS, the first task is to clearly define the system's objectives. Second, data must be collected and analyzed. Finally, information must be provided in a helpful format for decision-making purposes.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.4 - Define management information systems.
TOPICS: Management Information Systems
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

97. How does a database help an organization make decisions?

a. Databases are used to create, organize, and manage data which can be used for strategies.
b. Databases can be used as POS transactions to improve databases' routing and delivery schedules.
c. Databases are written for specific data applications.
d. Databases include transaction-processing reports for data analysis.

ANSWER: a
FEEDBACK:

a. Correct. Databases can be used to create, organize, and manage databases. A database management system (DBMS), such as Microsoft Access or FileMaker Pro, is used for home or small-office use.

b. Incorrect. Databases can be used to create, organize, and manage databases. A database management system (DBMS), such as Microsoft Access or FileMaker Pro, is used for home or small-office use.

c. Incorrect. Databases can be used to create, organize, and manage databases. A database management system (DBMS), such as Microsoft Access or FileMaker Pro, is used for home or small-office use.

d. Incorrect. Databases can be used to create, organize, and manage databases. A database management system (DBMS), such as Microsoft Access or FileMaker Pro, is used for home or small-office use.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

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98. A small organization is proliferating, using its personnel to enter data and run manual queries for patterns. What would you recommend the business do to use the personnel better?

a. Start using Microsoft Access
b. Start using Microsoft SQL Server
c. Start using Oracle
d. Start using a temp agency to manage the data

ANSWER: a
FEEDBACK:
a. Correct. A small business can use MS Access to reallocate personnel time to other business-building activities.
b. Incorrect. A small business can use MS Access to reallocate personnel time to other business-building activities.
c. Incorrect. A small business can use MS Access to reallocate personnel time to other business-building activities.
d. Incorrect. A small business can use MS Access to reallocate personnel time to other business-building activities.
POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Evaluate
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

99. How does the process component help derive decisions?

a. It uses information from transaction-processing reports and models.
b. It uses internal data alone.
c. It uses external data alone.
d. It transcribes the data into the database.

ANSWER: a
FEEDBACK:
a. Correct. The process component includes transaction-processing reports and models for decision analysis for internal or external sources.
b. Incorrect. The process component includes transaction-processing reports and models for decision analysis for internal or external sources.
c. Incorrect. The process component includes transaction-processing reports and models for decision analysis for internal or external sources.
d. Incorrect. The process component includes transaction-processing reports and models for decision analysis for internal or external sources.
POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Understand

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100. What does the Strategic Information System focus on?

a. Big-picture, long-term goals.
b. Granular goals of an organization
c. Short-term, monumental goals of an organization
d. Big-picture, short-term goals

ANSWER: d
FEEDBACK:
a. Incorrect. SISs focus on big-picture, long-term goals and objectives.
b. Incorrect. SISs focus on big-picture, long-term goals and objectives.
c. Incorrect. SISs focus on big-picture, long-term goals and objectives.
d. Correct. SISs focus on big-picture, long-term goals and objectives.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.6 - Define strategic information systems.
TOPICS: Strategic Information Systems
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

101. What shapes competitive strategies in an organization?

a. Competitors
b. Partners
c. Management Information Systems
d. Strategic Information Systems

ANSWER: d
FEEDBACK:
a. Incorrect. Strategic Information Systems are used to support and shape competitive strategies.
b. Incorrect. Strategic Information Systems are used to support and shape competitive strategies.
c. Incorrect. Strategic Information Systems are used to support and shape competitive strategies.
d. Correct. Strategic Information Systems are used to support and shape competitive strategies.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.6 - Define strategic information systems.
TOPICS: Strategic Information Systems
KEYWORDS: Bloom's: Understand
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102. Why does an information system use data and not information?

a. Data is raw facts that are inputted into the system.
b. Information is raw facts that are not organized into the system.
c. Data excludes external data sources.
d. Information excludes external data sources.

ANSWER: a

FEEDBACK:
a. Correct. Data is raw facts that are provided to an IS as input. Information is the output of the IS.
b. Incorrect. Data is raw facts that are provided to an IS as input. Information is the output of the IS.
c. Incorrect. Data is raw facts that are provided to an IS as input. Information is the output of the IS.
d. Incorrect. Data is raw facts that are provided to an IS as input. Information is the output of the IS.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

103. What technology can track a laptop's location at any time leased out to different departments?

a. A database
b. A spreadsheet
c. POS system
d. RFID tags

ANSWER: d

FEEDBACK:
a. Incorrect. RFID tags can be used for tracking items' locations.
b. Incorrect. RFID tags can be used for tracking items' locations.
c. Incorrect. RFID tags can be used for tracking items' locations.
d. Correct. RFID tags can be used for tracking items' locations.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.7 - Discuss the differences between data and information.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

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104. An MIS system can help identify crime statistics and allocation of the police force. How is this possible?

a. Statistics can be used to find increases and decreases in crime and determine future deployments of law enforcement personnel.
b. MIS systems use police scanners to identify areas of expected higher crime and allocate law enforcement personnel based on that information.
c. Statistics are gathered from a group consensus of informants requesting increased police presence.
d. MIS systems scan social media sites to find areas of expected higher crime rates.

ANSWER: a

FEEDBACK:

a. Correct. An MIS system uses statistics to identify where to allocate resources as needed. A management information system (MIS) is an organized integration of hardware and software technologies, data, processes, and human elements designed to produce timely, integrated, relevant, accurate, and valuable information for decision-making purposes. Many MIS applications are used in both the private and public sectors.
b. Incorrect. An MIS system uses statistics to identify where to allocate resources as needed. A management information system (MIS) is an organized integration of hardware and software technologies, data, processes, and human elements designed to produce timely, integrated, relevant, accurate, and valuable information for decision-making purposes. Many MIS applications are used in both the private and public sectors.
c. Incorrect. An MIS system uses statistics to identify where to allocate resources as needed. A management information system (MIS) is an organized integration of hardware and software technologies, data, processes, and human elements designed to produce timely, integrated, relevant, accurate, and valuable information for decision-making purposes. Many MIS applications are used in both the private and public sectors.
d. Incorrect. An MIS system uses statistics to identify where to allocate resources as needed. A management information system (MIS) is an organized integration of hardware and software technologies, data, processes, and human elements designed to produce timely, integrated, relevant, accurate, and valuable information for decision-making purposes. Many MIS applications are used in both the private and public sectors.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.4 - Define management information systems.
TOPICS: Management Information Systems
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

105. In an information system, data is inputted, and information is the output. What does the system do to make this change?

a. It uses data based on internal resources only. It produces that information then processes external resources only and produces that information separately-time orientation.
b. The data is processed in phases, and the output information displays each step for the user to analyze and put together phase orientation.

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c. The data is logged, and information is retrieved based on the queries of the logs metadata.log orientation.

d. It uses all the data (internal or external sources) and performs queries based on commands to produce a report(s) as requested active orientation.

ANSWER: d

FEEDBACK:

a. Incorrect. Data does not have to be segmented between internal and external data sources.

b. Incorrect. Data does not have to be segmented between internal and external data sources.

c. Incorrect. Data does not have to be segmented between internal and external data sources.

d. Correct. Data does not have to be segmented between internal and external data sources.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

106. What are the components that SISs use?

a. Data, databases, process, and information data, informal information.

b. Data and databases alone interfacing data.

c. Processes and information alone prescribed information.

d. Data, processes, and information. Databases are still under MIS.formal data.

ANSWER: a

FEEDBACK:

a. Correct. The components of SIS are like MIS and include data, database, process, and information. In addition to the formal information that an information system generates, users need to be able to use informal information- such as rumors, unconfirmed reports, and stories-when solving problems. Supplying information in a variety of formats increases the likelihood of users understanding and being able to use the information.

b. Incorrect. The components of SIS are like MIS and include data, database, process, and information. In addition to the formal information that an information system generates, users need to be able to use informal information- such as rumors, unconfirmed reports, and stories-when solving problems. Supplying information in a variety of formats increases the likelihood of users understanding and being able to use the information.

c. Incorrect. The components of SIS are like MIS and include data, database, process, and information. In addition to the formal information that an information system generates, users need to be able to use informal information- such as rumors, unconfirmed reports, and stories-when solving problems. Supplying information in a variety of formats increases the likelihood of users understanding and being able to use the information.

d. Incorrect. The components of SIS are like MIS and include data, database, process, and information. In addition to the formal information that an information

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system generates, users need to be able to use informal information- such as rumors, unconfirmed reports, and stories-when solving problems. Supplying information in a variety of formats increases the likelihood of users understanding and being able to use the information.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.6 - Define strategic information systems.
TOPICS: Strategic Information SystemsMajor Components of an Information System
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

107. In the context of IT jobs in the information systems field, how does the network administrator protect an organization's infrastructure?

a. It provides network and cybersecurity network administrator
b. It performs user authorization cyber police
c. It performs user authentication network programmer
d. It creates cron jobs to run automatically cyber activist

ANSWER: a
FEEDBACK:
a. Correct. The network administrator performs tasks to protect the network and cybersecurity of an organization.
b. Incorrect. The network administrator performs tasks to protect the network and cybersecurity of an organization.
c. Incorrect. The network administrator performs tasks to protect the network and cybersecurity of an organization.
d. Incorrect. The network administrator performs tasks to protect the network and cybersecurity of an organization.

POINTS: 1
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.11 - Review the IT job market.
TOPICS: The IT Job Market
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

108. Discuss how information systems are helpful for students.

ANSWER: See the 'Rationale' field for sample responses.
RATIONALE: Students who use computers and office suite software might take online classes. Computers are often used to grade exam answers and generate detailed reports comparing each student's performance in a class. Computers and information systems also calculate grades and GPAs and can deliver this information to the students.
POINTS: 1
QUESTION TYPE: Essay

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HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.1 - Discuss common applications of computers and information systems.
TOPICS: Computers and Information Systems in Daily Life
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

109. Explain how banks use computers and information systems.
ANSWER: See the 'Rationale' field for sample responses.
RATIONALE: Banks use computers and information systems to generate customers' monthly statements, run ATMs, and do many other banking activities.
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.1 - Discuss common applications of computers and information systems.
TOPICS: Computers and Information Systems in Daily Life
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

110. Discuss the types of knowledge a knowledge worker should possess to understand the role of information in generating and using business intelligence.
ANSWER: See the 'Rationale' field for sample responses.
RATIONALE: Knowledge workers need two types of knowledge to be competitive in the workplace: computer literacy and information literacy. Knowledge workers should know the following: a. Internal and external sources of data b. How data is collected. c. Why data is collected. d. What type of data should be collected. e. How data is converted to information and eventually to business intelligence. f. How data should be indexed and updated. g. How data and information should be used to gain a competitive advantage
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.2 - Explain the differences between computer literacy and information literacy.
TOPICS: Computer Literacy and Information Literacy
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

111. Give an example of how a management information system (MIS) can be used in the public sector.
ANSWER: See the 'Rationale' field for sample responses.

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RATIONALE: In the public sector, an MIS for a police department, for example, could provide information such as crime statistics, crime forecasts, and allocation of police units. Management can examine these statistics to spot increases and decreases in crime rates or types of crimes and analyze this data to determine the future deployment of law enforcement personnel.
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.4 - Define management information systems.
TOPICS: Management Information Systems
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

112. In the context of the significant components of an information system, describe the factors affecting the usefulness of the information.
ANSWER: See the 'Rationale' field for sample responses.
RATIONALE: The quality of information is determined by its usefulness to users, and its effectiveness determines the success of an information system. The information must have the following qualities to be helpful: 1) Timeliness. 2) Integration with other data and information. 3) Consistency and accuracy. 4) Relevance- If information lacks these qualities, the results are incorrect decisions, misallocation of resources, and overlooked windows of opportunity. If the system cannot give users a minimum level of confidence in its reliability, it will not be used, or users might dismiss the reports it generates. The information must provide a base for users to explore different options or insights into tasks. Another factor affecting the usefulness of information is the information system's user interface. Because this interface must be flexible and easy to use, most information systems use graphical user interfaces with features such as menus and buttons. Information systems should also produce information in different formats, including graphics (e.g., pie charts and bar graphs), tables, and exception reports, highlighting information outside a specified range. Supplying information in a variety of formats increases the likelihood of users understanding and being able to use the information.
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.5 - Describe the four major components of an information system.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

113. Explain the main difference between an intranet and the Internet.
ANSWER: See the 'Rationale' field for sample responses.

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RATIONALE: The main difference between an intranet and the Internet is that an intranet is private, and the Internet is public. An intranet is a network within an organization that uses Internet protocols and technologies for collecting, storing, and disseminating useful information that supports business activities such as sales, customer service, human resources, and marketing.
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

114. Describe a manufacturing information system (MFIS).
ANSWER: See the 'Rationale' field for sample responses.
RATIONALE: An MFIS is used to manage manufacturing resources so that companies can reduce manufacturing costs, increase product quality, and make better inventory decisions. MFISs can perform many types of analysis with high timeliness and accuracy. An MFIS supports the following choices, among others: a. Ordering decisions. Product cost calculations. Space utilization. The bid evaluation process is used with vendors and suppliers. Analysis of price changes and discounts
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.8 - Explain the importance and applications of information systems in functional areas of a business.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

115. Explain how organizations fight the threat of substitute products or services.
ANSWER: See the 'Rationale' field for sample responses.
RATIONALE: The threat of customers choosing substitute products or services is high when many alternatives to an organization's products or services are available. Some organizations add services such as Amazon's personalized recommendations to make their positions in the marketplace more distinctive. Other organizations use fees to discourage customers from switching to a competitor, such as a cell phone companies adding charges for switching to another provider before the customer contract is up.
POINTS: 1
QUESTION TYPE: Essay

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HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

116. Explain how an organization can combat the threat of new entrants.
ANSWER: See the 'Rationale' field for sample responses.
RATIONALE: The threat of new entrants into the marketplace is low when duplicating a company's product or service is challenging. Organizations often use focus strategies to ensure that the threat of new entrants remains low. In addition, organizations use information technologies to increase customer loyalty, which reduces the threat of new entrants.
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.9 - Analyze how information technologies are used to gain a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

117. Describe the role of a systems analyst and the qualifications required for the position.
ANSWER: See the 'Rationale' field for sample responses.
RATIONALE: Systems analysts are responsible for designing and implementing information systems. In addition to computer knowledge and an information systems background, this position requires a thorough understanding of business systems and functional areas within a business organization.
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.11 - Review the IT job market.
TOPICS: The IT Job Market
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

118. Discuss the impact of future Internet growth on organizations.
ANSWER: See the 'Rationale' field for sample responses.

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RATIONALE: By examining various factors related to designing, implementing, and using information systems, it can be predicted that Internet growth will continue. This will put small and large organizations on the same footing, regardless of their financial status. Internet growth will also make e-collaboration easier, despite geographical distances.
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.12 - Summarize the future outlook of information systems.
TOPICS: Outlook for the Future
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

119. Payroll was one of the first applications to adopt TPS. Why is payroll an excellent example of how TPS has helped organizations effectively use their resources?
ANSWER: See the 'Rationale' field for sample responses.
RATIONALE: Computers are most beneficial in transaction-processing operations. These operations are repetitive, such as printing numerous checks, or involving enormous volumes of data, such as inventory control in a multinational textile company. When these systems are automated, human involvement is minimal. For example, in a computerized payroll system, there is little need for managerial judgment in printing and sending checks, reducing personnel costs.
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.3 - Define transaction-processing systems.
TOPICS: The Beginning
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

120. Strategic information systems and MISs are built on four components. What is the difference between SISs and MISs?
ANSWER: See the 'Rationale' field for sample responses.
RATIONALE: SIS usually includes the same four components found in an MIS (data, database, process, and information), but the types of data that it collects, its sources of data, and the types of procedures and analytics performs are different. The emphasis is at the organization's strategic level; SISs are oriented toward the long term and can be used to create new market opportunities.
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False

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STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.6 - Define strategic information systems.
TOPICS: Strategic Information Systems
KEYWORDS: Bloom's: Apply
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

121. Explain the difference between data and information.
ANSWER: See the 'Rationale' field for sample responses.
RATIONALE: The data component of an information system is considered the input to the system. The information that users need affects the type of data that is collected and used. Generally, there are two sources of data: external and internal. An information system should collect data from both sources, although organizational objectives and the type of application also determine what sources to use. Internal data includes sales records, personnel records, and so forth.
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.7 - Discuss the differences between data and information.
TOPICS: Major Components of an Information System
KEYWORDS: Bloom's: Understand
DATE CREATED: 10/26/2022 9:28 PM
DATE MODIFIED: 10/26/2022 9:28 PM

122. A car manufacturer is releasing a limited-edition vehicle model. The price of the vehicle is 20% higher than a similar model. Explain using Porter's Five Forces Model to analyze what the manufacturer is creating with the limited edition.
ANSWER: See the 'Rationale' field for sample responses.
RATIONALE: Supplier power is high when customers have fewer options and low when customers have more options. Organizations might use information systems to make their products and services cheaper or offer more services to distinguish themselves from competitors (another use of a differentiation strategy). Netflix, for example, uses information technologies to provide products and services, which increases its power in the marketplace. Organizations have tools other than information systems and technologies to increase their power. For example, drug companies obtain patents for their products to reduce competition.
POINTS: 1
QUESTION TYPE: Essay
HAS VARIABLES: False
STUDENT ENTRY MODE: Basic
LEARNING OBJECTIVES: Bidg.MIS11e.24.1.10 - Apply the Five Forces Model and strategies for gaining a competitive advantage.
TOPICS: Using Information Systems and Information Technologies
KEYWORDS: Bloom's: Analyze

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Mod 01 Information Systems in Business

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Mod 01 Information Systems in Business

1. When repetitive transaction-processing operations are automated, human involvement is increasingly required.

a. True
b. False

ANSWER: False

2. In a management information system (MIS) application, processes are usually methods for performing a task.

a. True
b. False

ANSWER: True

3. In designing a management information system (MIS), the first task is to collect data and analyze it.

a. True
b. False

ANSWER: False

4. The threat of new entrants into the marketplace is high when duplicating a company's product or service is difficult.

a. True
b. False

ANSWER: False

5. Rivalry among existing competitors is high when many occupy the same marketplace position.

a. True
b. False

ANSWER: True

6. In the context of information systems jobs, a database administrator is responsible for administering the entire information system.

a. True
b. False

ANSWER: False

7. _____ is a social networking and short-messaging service.

a. Twitter
b. Yahoo
c. Bing
d. Baidu

ANSWER: a

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8. What is an example of a video-sharing site?

a. Truecaller
b. YouTube
c. eBay
d. PayPal

ANSWER: b

9. Social networking sites can reduce organizations' costs by _____.

a. giving customers more access to all sorts of organizational information
b. limiting buyers' choices by offering services that make it difficult for customers to switch,
c. providing an inexpensive medium for targeting a large customer base.
d. customizing the organization's website and offering many options to customers

ANSWER: c

10. _____ is skilled in using productivity software, such as word processors, spreadsheets, database management systems, and presentation software.

a. Network literacy
b. Business literacy
c. Information literacy
d. Computer literacy

ANSWER: d

11. Jackie knows how to use word processors, spreadsheets, and presentation software. They also have a basic knowledge of hardware, software, and the Internet. Given this information, it can be concluded that Jackie has _____ literacy.

a. network
b. computer
c. information
d. business

ANSWER: b

12. Business _____ provides historical, current, and predictive views of business operations and environments and gives organizations a competitive advantage in the marketplace.

a. intelligence
b. differentiation
c. indexing
d. exploration

ANSWER: a

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13. Transaction-processing systems _____.

a. involves low volumes of data
b. requires extensive managerial judgment
c. involves repetitive operations
d. requires maximum human involvement

ANSWER: c

14. The data component of an information system is:

a. the input to the information system.
b. a series of integrated files containing relevant facts.
c. a set of facts that the process component has analyzed.
d. the output of the information system.

ANSWER: a

15. In the context of the data component of an information system, internal data sources include _____.

a. personnel records
b. population statistics
c. economic conditions
d. government agencies

ANSWER: a

16. In the context of the data component of an information system, external data sources include _____.

a. transaction data
b. personnel records
c. labor statistics
d. sales records

ANSWER: c

17. Which of the following statements is true of the data component of an information system?

a. Current data is collected for performance reports.
b. Disaggregated data reports overall performance during a particular sales quarter.
c. Aggregated data enables decision-makers to focus on specific factors.
d. Future data is predicted for budgets or cash flow reports.

ANSWER: d

18. In a management information system, structuring the data component to define what data is collected and what form is usually straightforward if an organization has _____.

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a. defined its strategic goals, objectives, and critical factors
b. laid out the cause of any past failure due to conflicting objectives and indefinite targets
c. focused on its competitors in the market rather than on the critical success factors
d. employees who are aware of the current marketing strategies

ANSWER: a

19. The _____ component of an information system consists of raw facts and is difficult to use for making decisions.

a. cache
b. kernel
c. data
d. process

ANSWER: c

20. Teletech, an international textile company, uses a database to store data on the number of products, suppliers, and sales personnel. The information system's process component analyzes the data to provide information about sales. Which can be used by Teletech to generate predictions for its next sales period?

a. Forecasting models
b. Estimation graphs
c. Modeling charts
d. Theoretical hypotheses

ANSWER: a

21. Which statement is true of an intranet?

a. It is a network within an organization that uses Internet protocols and technologies.
b. It is a network that covers a wide area with the help of rented telecommunication lines.
c. It is a network where a computer is connected to the Internet and acts as a gateway for other devices.
d. It is a widely available public network of interconnected computer networks.

ANSWER: a

22. A personnel information system (PIS) helps in _____.

a. choosing the best job candidate
b. improving transportation budgeting
c. calculating product costs
d. determining portfolio structures

ANSWER: a

23. According to Michael Porter, which strategy can an organization follow to compete successfully in the marketplace?

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a. Groupthink
b. Brainstorming
c. Simulation
d. Focus

ANSWER: d

24. _____ strategy was identified by Michael Porter, a professor at Harvard Business School, for successfully competing in the marketplace.

a. Transformational leadership
b. Differentiation
c. Groupthink collaboration
d. Simulation

ANSWER: b

25. In the context of using information technologies for a competitive advantage, which statement is true of a top-line strategy?

a. It focuses on generating new revenue by offering new products and services.
b. It focuses on improving efficiency by reducing overall costs.
c. It focuses on refining operations by using the latest technologies.
d. It focuses on helping different market segments achieve technological advancement.

ANSWER: a

26. In the context of using information technologies for a competitive advantage, distinguish the best strategy by focusing on the following:

a. helping different market segments achieve technological advancement.
b. improving efficiency by reducing overall costs.
c. refining operations by using the latest technologies.
d. increasing revenue by selling existing products to new customers.

ANSWER: d

27. Which strategy used by Michael Porter helps organizations make their products and services distinct from their competitors?

a. simulation strategy
b. leadership strategy
c. focus strategy
d. differentiation strategy

ANSWER: d

28. _____ is high when customers have many choices and low when they have few.

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a. Buyer power
b. Threat of new services
c. Rivalry among existing customers
d. Risk of substitute products

ANSWER: a

29. In the context of Porter's Five Forces Model, an organization limits buyers' choices by:

a. encouraging the use of the Internet to gather information about products.
b. launching duplicate products or services in the marketplace.
c. offering services that make it difficult for customers to switch.
d. charging competitive market rates for its products or services.

ANSWER: c

30. In the context of Porter's Five Forces Model, which is the difference between buyer and supplier power?

a. Buyer power is low when customers have many choices, whereas supplier power is low when customers have fewer options.
b. Buyer power is high when customers have few choices, whereas supplier power is high when customers have more options.
c. Buyer power is low when customers have many options, whereas supplier power is low when customers have more choices.
d. Buyer power is high when customers have many choices, whereas supplier power is high when customers have fewer options.

ANSWER: d

31. In the context of IT jobs, a _____ must have knowledge and understanding of data warehouse and data-mining tools.

a. systems mining analyst
b. data design officer
c. web strategist
d. database administrator

ANSWER: d

32. _____ referred to computing devices everywhere with different sizes and power and accessed through multiple formats such as voice, touch, and gesture.

a. Ubiquitous computing
b. Cloud computing
c. Context-aware computing
d. Pervasive computing

ANSWER: a

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Mod 01 Information Systems in Business

33. _____ refers to building and integrating analytics capabilities into all everyday business activities.

a. Pervasive analytics
b. Artificial intelligence
c. Business analytics
d. Business intelligence

ANSWER: a

34. _____ computing refers to widespread applications and deployment of devices that know users, their devices, and their locations and serve as intelligent assistants to businesses and individuals.

a. Context-aware
b. Cloud
c. Ubiquitous
d. Pervasive

ANSWER: a

35. A ____ is designed to reduce the cost of transporting materials while maintaining safe and reliable delivery.

a. logistics information system
b. personnel information system
c. manufacturing information system
d. marketing information system

ANSWER: a

36. A comprehensive framework called the ____ was created by Harvard Business School's Michael Porter for analyzing an organization, its position in the marketplace, and how information systems could be used to make the organization more competitive.

a. Five Forces Model
b. Six Sigma Model
c. Three Pyramid Model
d. Four Resources Model

ANSWER: a

37. ____ is one of the forces of the Five Forces Model created by Michael Porter.

a. Rivalry among customers
b. Government regulations
c. The threat of new entrants
d. Taxable services

ANSWER: c

38. According to Porter's Five Forces Model, ____ is low when customers have more options.

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a. supplier power
b. buyer power
c. new entrant power
d. competitor power

ANSWER: a

39. Computers can be used to grade exam answers and generate detailed reports comparing performance.

a. True
b. False

ANSWER: True

40. Networking technology is predicted to deteriorate, making connecting computers more challenging.

a. True
b. False

ANSWER: False

41. A grocery retailer offering club cards that give customers big discounts is one example of an overall cost leadership strategy.

a. True
b. False

ANSWER: True

42. Information is the second most important resource in any organization.

a. True
b. False

ANSWER: True

43. Some organizations add services, such as personalized recommendations, to reduce the threat of customers choosing substitute products or services.

a. True
b. False

ANSWER: True

44. Why would an organization decide to hire a CISO?

a. To combat the increasing number of security breaches
b. To combat high wages of network admins
c. To reduce the load from the CIO
d. To establish better internet protocols

ANSWER: a

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45. An intern has basic knowledge of how to use software like word processors and spreadsheets. They cannot complete the task when asked to describe the information on the spreadsheets. What type of skills should the intern focus on to develop the skills to answer the questions?

a. Computer literacy
b. Application literacy
c. Information literacy
d. Documentation literacy

ANSWER: c

46. A new survey has been sent out to all employees in an organization. How can the HR department collect the survey results to perform an analysis?

a. Collect survey results in a database.
b. Collect survey results in a word processor.
c. Collect survey results in presentation software.
d. Collect survey results in a CSV document.

ANSWER: a

47. There is a new volunteer on your non-profit team. They are retired and have had extensive experience running small businesses successfully. They will be helping process payroll for the paid employees. They notice that you have over 100 paid employees, and they have concerns about manually tallying up hours for everyone for the weekly payroll. How would you describe how transaction-processing systems will help with their concern?

a. TPS can process repetitive tasks, such as tallying hours quickly and with few errors.
b. TPS will remind him when to start tallying hours to meet payroll.
c. TPS will write the checks to save time after they finish tallying the hours.
d. TPS is used for the employees to mark their times and then produce a spreadsheet for them to use.

ANSWER: a

48. How is an ATM an example of TPS?

a. ATM completes automated tasks much slower and carefully.
b. ATMs use biometric information to confirm a person's identity.
c. TPS is used to authenticate users, verify funds, perform the requested action, and update accounts, if necessary, without the human intervention of a teller.
d. TPS is used to disburse funds after the teller authorizes it.

ANSWER: c

49. What is the difference between the data collected for SIS and MIS systems?

a. The data source is different because it focuses on long-term strategies.
b. The language of the data is different because it needs to be more diverse.

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c. The data dates must be within the past 30 days with SIS.
d. The date of the data must be within the last 90 days with SIS.

ANSWER: a

50. An organization's rapidly growing business has hired new sales personnel. Some customers are receiving duplicate sales calls from different sales representatives. What should the organization use to implement better control and reduce customer frustrations and confusion?

a. Use a CRM tool to document customer activity, such as emails, phone calls, and notes.
b. Use a spreadsheet to document emails, phone calls, and notes
c. Use MS Access to create alerts if sales personnel reach out to a customer
d. Use a community board to share notes

ANSWER: a

51. Why do organizations use the focus strategy?

a. To concentrate on the specific market segment.
b. To concentrate on all the market segments.
c. To idealize a specific market segment.
d. To patronize a specific market segment.

ANSWER: a

52. What did Apple do as an example of a focus strategy?

a. Target consumer users instead of business users
b. Target business users instead of consumers users
c. Target a younger generation instead of an older generation
d. Target all the different segments at once

ANSWER: a

53. What additional factors play a role in a customer's decision to purchase a product or service other than focus and differentiation?

a. cost
b. speed to market
c. market acceptance
d. popularity

ANSWER: a

54. An organization has launched a new graphic t-shirt line. Graphic t-shirts have high competition, high buyer power, and pre-existing rivalries. What can this organization do to improve its chances for success?

a. Develop a focus strategy
b. Develop a cost-savings strategy

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c. Buy out the competitors
d. Buy out the suppliers

ANSWER: c

55. There is a shortage of a special thread used to make the material for a specific shirt. Costs on supplies have doubled over the last year. What has this situation created?

a. Buyer power
b. Threat of new entries
c. Supplier power
d. Rivalry power

ANSWER: c

56. An organization has had an in-demand red shirt on backorder for two months. They are waiting to re-release it during the fourth quarter to raise the price for increased revenue before the end of the year. Based on Porter's Five Forces, what could happen that could destroy their plans?

a. A rival organization could produce the same product and make it available now.
b. All the buyers could create a petition to release the shirt now.
c. All the suppliers could refuse to deliver the materials to the organization.
d. Nothing would happen. There are no alternatives for a red shirt.

ANSWER: a

57. A locally owned restaurant is trying to compete with another restaurant that moved into town. The owners of the locally owned restaurant have a background in application development. What is an example of how the owners can use their skills to stay competitive against the national chain?

a. Create a mobile app that customers could use to see promotions and collect points
b. Create a mobile application that encourages all customers to boycott the new restaurant
c. Create a mobile application that gives directions to the restaurant
d. Ignore the new restaurant and trust your customer's loyalty to your restaurant

ANSWER: a

58. Walmart uses technology to support a just-in-time inventory system. What type of competitive advantages does this provide?

a. Cost
b. Focus
c. Differentiation
d. Supplier

ANSWER: a

59. How have retail businesses used RFID technology to support logistics?

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a. To control the location of their personnel
b. To control the costs of goods sold
c. To reduce the need to stock shelves
d. To have better control of their supply chain and inventory management

ANSWER: d

60. One of the new technologies with Web 3.0 is VR technology. How do retail businesses use this new technology to develop their employees?

a. Tracks the location and productivity of employees
b. Tracks the location of inventory items
c. Reduce the need to stock shelves by offering everything for sale virtually
d. Provides training to employees to perform job functions

ANSWER: d

61. Walmart self-checkouts are an example of what type of technology?

a. MIS
b. SIS
c. RFID
d. POS

ANSWER: d

62. An organization has recently launched a new product that will improve an existing widget. There are limitless uses, and it is unique to the current market. Why would you advise the company not to price it too high just because of its uniqueness?

a. Costs can be a deterrent from people purchasing it.
b. Costs need to be justified first.
c. Costs should be below market value.
d. Costs should be based on the existing widget.

ANSWER: a

63. How does access to the Internet impact customers' buying decisions?

a. Customers now have access to various data to make more informed decisions.
b. Customers are overwhelmed with decisions and make the first choice they see.
c. Customers can no longer choose without concern about ramifications from another company.
d. Customers now need to provide their information before searching for items online.

ANSWER: a

64. How do internet streaming companies like Netflix utilize data mining to their benefit?

a. It tailors recommendations to individual customers.

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b. It creates an additional revenue source from customers.
c. It creates an additional revenue source by selling customer information.
d. It tailors their shopping needs based on their watch history.

ANSWER: a

65. Offering a service that makes it difficult to switch is an example of what type of strategy?

a. Rivalry
b. Compliance
c. Differentiation
d. Cost

ANSWER: c

66. A loyal Sam's Club member moved to a new city where the closest Sam's Club is 2 hours away, but there is a Costco 30 minutes away. The member has decided to sign up for Costco and cancel the membership with Sam's Club. What type of strategy could be applied to this situation?

a. Focus
b. Mileage
c. Differentiation
d. Cost

ANSWER: c

67. An automobile manufacturer is set to launch a well-marketed new vehicle model. This vehicle has had great reviews. Why would the manufacturer limit the number of models to the approved dealerships?

a. To retain supplier power
b. To retain buyer power
c. To be more cost-efficient
d. To have product differentiation

ANSWER: a

68. When Apple released the iMacs with their different color panels in 1998, what was this an example of?

a. Product differentiation strategy
b. Cost differentiation strategy
c. Focus group strategy
d. Technology differentiation strategy

ANSWER: a

69. A customer is looking to buy a new car. They cannot reach anyone on the phone at the local car dealership. Predict what the customer will most likely do next.

a. Go online to find another car dealership

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b. Visit the car dealership in person
c. Keep calling the dealership until someone answers the phone
d. Reach out to them on social media

ANSWER: a

70. A customer has decided to go to the next town to buy from a car dealership instead of the one in their town. They say the car is $1,000 cheaper in the next town. What is this an example of?

a. Buyer power
b. Seller power
c. Rivalry with the in-town dealer
d. Competitiveness

ANSWER: a

71. Jane has decided she wants a camo-colored ATV for her birthday. She is looking at different manufacturers, unsure of what model she wants. If a single dealership carries both models and she likes them equally, what will likely be the deciding factor for her choice?

a. Final costs
b. Salesman recommendation
c. The rivalry between the two manufacturers
d. Product differentiation

ANSWER: a

72. You are new in town and looking for a car wash. As you drive through the main street, you see five car washes within four blocks of each other. How would you describe the rivalry?

a. High rivalry because they exist in the same geographical radius.
b. Low rivalry because they share the same geographic area.
c. Low rivalry because they all have the same type of business.
d. Non-compete rivalry, or they couldn't be so close together.

ANSWER: a

73. You are a new town business with some competition from established businesses. How can technology help you bring customers in based on costs?

a. Identify cheaper ways of doing business or suppliers
b. Use Google's search engine model to help lower costs.
c. Establish a relationship with a supplier who will offer you a steep discount.
d. Sell products at a higher rate for online sales than in-person transactions.

ANSWER: a

74. You are a new town business and plan to market to a certain class of customers in the affluent part of town. What strategy would you need to focus on?

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a. Differentiation of product
b. Cost of product
c. Location of product
d. The sale price of the product

ANSWER: a

75. If an established business is seeking to branch out to reach a new demographic, how could this business get the new demographic without starting from scratch?

a. Acquire another business with the infrastructure and customer base already established.
b. Hire the CIO of another organization to build it for your organization.
c. Sell your business to another business that already has a foothold with the other demographic.
d. Identify the key influencers in the other demographic and provide them with free products.

ANSWER: a

76. How has technology helped small businesses differentiate themselves?

a. Offer better and faster customer service
b. Hire more people to serve customers.
c. Offer less expensive services.
d. Help avoid charging customers' sales tax

ANSWER: a

77. Which businesses can benefit from using the Five Forces Model?

a. New and existing businesses
b. New businesses only
c. Existing businesses only
d. Well-established businesses only

ANSWER: a

78. What should the industry do if they realize the buyer power is too high?

a. Make it difficult to switch providers
b. Make it easier to switch providers
c. Eliminate all competitors in the industry
d. Offer more competitive prices

ANSWER: a

79. Apple's frequent model updates to their iPhone exemplify what type of force in the Five Forces Model?

a. Supplier power
b. Buyer power
c. Competitive power

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d. Rivalry power

ANSWER: a

80. Why do established businesses use information technology services to invest in research and development?

a. Threat of substitute products always exists
b. The threat of hackers into a computer system always exists
c. New research could counter your product's claims
d. Current partners are trying to overpower your business

ANSWER: a

81. Netflix replacing Blockbuster is an example of what type of Five Force?

a. Buyer powered
b. Supplier powered
c. The threat of new entrants
d. The rivalry between existing competitors

ANSWER: c

82. If a business wants to stay _____, it must utilize the available technological tools.

a. relevant
b. supported
c. competitive
d. powerful

ANSWER: c

83. A brick-and-mortar business has seen a recent spike in traffic on static websites. How would you advise the business to take advantage of this traffic?

a. Transform it into an e-commerce site and offer online shopping
b. Increase ad spending on the website
c. Identify the traffic source and target that demographic in your marketing
d. Redirect visitors to shop in person

ANSWER: a

84. You stopped at a local pharmacy to pick up some medication and Twizzlers. There is a new kiosk that you go to and see coupons available for $2 off Red Vines candy. You prefer Twizzlers, but you don't have that much money. You decide to get the coupon and the Red Vines. What is this an example of?

a. Using digital equipment to influence a choice based on cost.
b. Using digital equipment to present an advertisement.
c. Using digital equipment to influence supplier power
d. Using digital equipment to prevent a threat from a new candy

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ANSWER: a

85. You are looking for tickets for the next concert you want to attend. There are two ticket vendors. Only one provides a digital ticket, and the other has to be emailed to you. Which vendor is making better use of Internet technology?

a. The vendor providing a digital ticket can be added to your phone's digital wallet
b. The vendor is providing an email version of the key because it can be added to your phone's digital wallet
c. The vendor provides digital access because it can be printed out when needed
d. The vendor offers an email version of a ticket because it can be printed out when needed

ANSWER: a

86. You are trying to decide what is for dinner. You remember that the local pizza chain has given you a coupon for a free pizza using points on the mobile app. Decision made! What is this an example of?

a. Differentiation strategy
b. Cost strategy
c. Focus strategy
d. Supplier power strategy

ANSWER: a

87. How do the changing costs of hardware impact how businesses use technology?

a. Decreased costs will mean more adoption of technologies.
b. Increased costs will mean more adoption of technologies.
c. Pervasive technologies will require organizations to spend more money.
d. Confusing hardware options will cause organizations to spend more money.

ANSWER: a

88. What is the advantage of natural language processing?

a. Makes technologies easier to use with verbal commands
b. Makes technologies easier to use with written orders
c. Makes technologies easier to use with visual controls
d. It makes technologies easier to use with telepathic commands

ANSWER: a

89. Why should a small organization invest in learning about NLP?

a. As NLP becomes more widely adopted, organizations will need to respond to users who want to use this technology.
b. As NLP becomes widely adopted, compliance measures will force organizations to use this technology.

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c. As NLP becomes widely adopted, industries will require it to work with it as a partner organization
d. As NLP becomes widely adopted, extranets will rely on the technology to communicate with other companies.

ANSWER: a

90. A business in a rural area is not worried about using technology in its store because Internet access is unavailable to everyone in the area. What advice would you provide them on ignoring technology completely?

a. Networking technology is improving and growing. You would advise them to start using what they have available now.
b. Networking technology is not improving and growing. If their customers don't use it, do not waste resources.
c. Networking technology will never support rural areas. You will need to have an offsite office to connect to the Internet.
d. Networking technology is becoming more expensive, and most customers will not be able to afford it.

ANSWER: a

91. How will improved PCs and tablets impact business operations?

a. Make more information readily available
b. Increase capital expenditures needed to run a business
c. Improve the overall speed of the Internet
d. Increase the bandwidth of the Internet

ANSWER: a

92. What is needed for information software to perform?

a. A current model PC or tablet
b. High-speed Internet
c. An older model PC or tablet
d. Increased throughput

ANSWER: a

93. What is the impact of the Internet on small businesses and big businesses?

a. It can put them on equal ground with big businesses
b. It will make them superior to big businesses
c. It will make the big businesses superior to small businesses
d. It will increase the demand for small business sales

ANSWER: a

94. Why is CISO one of the newer job titles in today's technology job market?

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a. Hackers are becoming more sophisticated, and protecting personal information is becoming more critical.
b. Hackers are becoming more numerous, but their skills are not.
c. Hackers cannot make ransom demands on pirated data without an organization's CISO available.
d. Hackers use social engineering techniques, and only CISOs can prevent them.

ANSWER: a

95. What is the impact of IoT devices on businesses?

a. They can increase productivity and decrease costs.
b. They can decrease productivity and increase labor costs.
c. They are used to track personnel and devices.
d. They are used to monitor work being performed.

ANSWER: a

96. An organization is preparing for the next quarter's goals. How can an MIS system help derive a reasonable goal?

a. It can forecast by using historical data and mathematical models. Clearly define the system's objectives.
b. It will automatically display the data from the same quarter in the previous year and collect data.
c. It will collect data from competitors to display for your organization and analyze data.
d. It will make the best guess based on industry standards. The provided information is in a helpful format.

ANSWER: a

97. How does a database help an organization make decisions?

a. Databases are used to create, organize, and manage data which can be used for strategies.
b. Databases can be used as POS transactions to improve databases' routing and delivery schedules.
c. Databases are written for specific data applications.
d. Databases include transaction-processing reports for data analysis.

ANSWER: a

98. A small organization is proliferating, using its personnel to enter data and run manual queries for patterns. What would you recommend the business do to use the personnel better?

a. Start using Microsoft Access
b. Start using Microsoft SQL Server
c. Start using Oracle
d. Start using a temp agency to manage the data

ANSWER: a

99. How does the process component help derive decisions?

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a. It uses information from transaction-processing reports and models.
b. It uses internal data alone.
c. It uses external data alone.
d. It transcribes the data into the database.

ANSWER: a

100. What does the Strategic Information System focus on?

a. Big-picture, long-term goals.
b. Granular goals of an organization
c. Short-term, monumental goals of an organization
d. Big-picture, short-term goals

ANSWER: d

101. What shapes competitive strategies in an organization?

a. Competitors
b. Partners
c. Management Information Systems
d. Strategic Information Systems

ANSWER: d

102. Why does an information system use data and not information?

a. Data is raw facts that are inputted into the system.
b. Information is raw facts that are not organized into the system.
c. Data excludes external data sources.
d. Information excludes external data sources.

ANSWER: a

103. What technology can track a laptop's location at any time leased out to different departments?

a. A database
b. A spreadsheet
c. POS system
d. RFID tags

ANSWER: d

104. An MIS system can help identify crime statistics and allocation of the police force. How is this possible?

a. Statistics can be used to find increases and decreases in crime and determine future deployments of law enforcement personnel.
b. MIS systems use police scanners to identify areas of expected higher crime and allocate law

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enforcement personnel based on that information.

c. Statistics are gathered from a group consensus of informants requesting increased police presence.

d. MIS systems scan social media sites to find areas of expected higher crime rates.

ANSWER: a

105. In an information system, data is inputted, and information is the output. What does the system do to make this change?

a. It uses data based on internal resources only. It produces that information then processes external resources only and produces that information separately-time orientation.

b. The data is processed in phases, and the output information displays each step for the user to analyze and put together phase orientation.

c. The data is logged, and information is retrieved based on the queries of the logs metadata.log orientation.

d. It uses all the data (internal or external sources) and performs queries based on commands to produce a report(s) as requested active orientation.

ANSWER: d

106. What are the components that SISs use?

a. Data, databases, process, and information data, informal information.

b. Data and databases alone interfacing data.

c. Processes and information alone prescribed information.

d. Data, processes, and information. Databases are still under MIS.formal data.

ANSWER: a

107. In the context of IT jobs in the information systems field, how does the network administrator protect an organization's infrastructure?

a. It provides network and cybersecurity network administrator

b. It performs user authorization cyber police

c. It performs user authentication network programmer

d. It creates cron jobs to run automatically cyber activist

ANSWER: a

108. Discuss how information systems are helpful for students.

ANSWER: See the 'Rationale' field for sample responses.

109. Explain how banks use computers and information systems.

ANSWER: See the 'Rationale' field for sample responses.

110. Discuss the types of knowledge a knowledge worker should possess to understand the role of information in generating and using business intelligence.

ANSWER: See the 'Rationale' field for sample responses.

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Mod 01 Information Systems in Business

111. Give an example of how a management information system (MIS) can be used in the public sector.
ANSWER: See the 'Rationale' field for sample responses.

112. In the context of the significant components of an information system, describe the factors affecting the usefulness of the information.
ANSWER: See the 'Rationale' field for sample responses.

113. Explain the main difference between an intranet and the Internet.
ANSWER: See the 'Rationale' field for sample responses.

114. Describe a manufacturing information system (MFIS).
ANSWER: See the 'Rationale' field for sample responses.

115. Explain how organizations fight the threat of substitute products or services.
ANSWER: See the 'Rationale' field for sample responses.

116. Explain how an organization can combat the threat of new entrants.
ANSWER: See the 'Rationale' field for sample responses.

117. Describe the role of a systems analyst and the qualifications required for the position.
ANSWER: See the 'Rationale' field for sample responses.

118. Discuss the impact of future Internet growth on organizations.
ANSWER: See the 'Rationale' field for sample responses.

119. Payroll was one of the first applications to adopt TPS. Why is payroll an excellent example of how TPS has helped organizations effectively use their resources?
ANSWER: See the 'Rationale' field for sample responses.

120. Strategic information systems and MISs are built on four components. What is the difference between SISs and MISs?
ANSWER: See the 'Rationale' field for sample responses.

121. Explain the difference between data and information.
ANSWER: See the 'Rationale' field for sample responses.

122. A car manufacturer is releasing a limited-edition vehicle model. The price of the vehicle is 20% higher than a similar model. Explain using Porter's Five Forces Model to analyze what the manufacturer is creating with the limited edition.
ANSWER: See the 'Rationale' field for sample responses.

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