Business Driven Information Systems 7th edition Baltzan Test Bank

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Business Driven Information Systems 7th Edition by Baltzan CH01

ANSWERS ARE LOCATED IN THE SECOND PART OF THIS DOCUMENT

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

1) Companies today are successful when they combine the power of the information age with traditional business methods.

1) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

2) Competitive data is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.

2) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

3) Business intelligence is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.

3) _____

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◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

4) The information age is the present time, during which infinite quantities of facts are widely available to anyone who can use a computer.

4) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

5) Top managers use facts to define the future of the business, analyzing markets, industries and economies to determine the strategic direction the company must follow to remain unprofitable.

5) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

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6) A variable is a business intelligence characteristic that stands for a value that cannot change over time.

6) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

7) A fact is the confirmation or validation of an event or object. In the past, people primarily learned facts from books.

7) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand

8) Zappos is not a technology company; its primary business focus is to sell books and competitive intelligence.

8) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

9) Order date, amount sold, and customer number are all forms of data.

9) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

10) Choosing not to fire a sales representative who is underperforming while knowing that the representative is experiencing family problems is a form of knowledge.

10) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

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11) Information is data converted into a meaningful and useful context. The truth about information is that its value is only as good as the people who use it. People using the same information can make different decisions depending on how they interpret or analyze the information.

11) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

12) The Internet of Things (IoT) is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

12) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

13) Machine-to-machine (M2M) refers to devices that connect directly to other devices.

13) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

14) The Internet of Things (IoT) refers to devices that connect directly to other devices.

14) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

15) Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

15) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

16) Predictive analytics is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

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16) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

17) Top managers use predictive analytics to define the future of the business, analyzing markets, industries, and economies to determine the strategic direction the company must follow to remain profitable. Tony will set the strategic direction for his firm, which might include introducing new flavors of potato chips or sports drinks as new product lines or schools and hospitals as new market segments.

17) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 3 Hard

18) Machine-to-machine (M2M) extracts information from data and uses it to predict future trends and identify behavioral patterns.

18) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

19) Knowledge workers are individuals valued for their ability to mitigate risk and implement critical human resource and accounting rules and regulations.

19) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

20) Using only data and information to make decisions and solve problems is the key to finding success in business. These are also the only core drivers of the information age and the building blocks of business systems.

20) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 3 Hard

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21) Big data is a collection of large complex datasets, which cannot be analyzed using traditional database methods and tools.

21) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

22) The four common characteristics of big data include variety, veracity, volume, velocity.

22) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

23) Variety in big data includes different forms of structured and unstructured data.

23) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

24) Veracity in big data includes the uncertainty of data, including biases, noise, and abnormalities.

24) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

25) Volume in big data includes the scale of data.

25) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

26) Velocity in big data includes the analysis of streaming data as it travels around the Internet.

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26) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

27) Velocity in big data includes different forms of structured and unstructured data.

27) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

28) Volume in big data includes the uncertainty of data, including biases, noise, and abnormalities.

28) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

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29) Big data is a view of data at a moment in time.

29) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

30) A snapshot is a view of data at a particular moment in time.

30) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

31) A static report can include updating daily stock market prices or the calculation of available inventory.

31) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

32) A dynamic report can include updating daily stock market prices or the calculation of available inventory.

32) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

33) Business analytics is the scientific process of transforming data into insight for making better decisions.

33) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

34) Descriptive analytics use techniques that describe past performance and history.

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34) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

35) Predictive analytics use techniques that extract information from data to predict future trends and identify behavioral patterns.

35) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

36) Prescriptive analytics use techniques that create models indicating the best decision to make or course of action to take.

36) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

37) Knowledge assets, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

37) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

38) Knowledge assets reside within the minds of members, customers, and colleagues and include physical structures and recorded media.

38) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

39) Knowledge facilitators help harness the wealth of knowledge in the organization.

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39) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

40) Descriptive analytics is the scientific process of transforming data into insight for making better decisions.

40) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

41) Business analytics only use techniques that describe past performance and history.

41) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

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42) Prescriptive analytics use techniques that extract information from data to predict future trends and identify behavioral patterns.

42) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

43) Analytics, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

43) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

44) Knowledge facilitators reside within the minds of members, customers, and colleagues and include physical structures and recorded media.

44) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

45) Structured data extracts information from data and uses it to predict future trends and identify behavioral patterns.

45) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

46) Unstructured data extracts information from data and uses it to predict future trends and identify behavioral patterns.

46) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

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47) Structured data is data that has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.

47) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

48) Unstructured data is data that is not defined and does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

48) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

49) Unstructured data is data that has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.

49) _____

◎ true
◎ false

Business Driven Information Systems 7th edition Baltzan Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

50) Structured data is data that is not defined and does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

50) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

51) Unstructured data extracts information from data and uses it to predict future trends and identify behavioral patterns.

51) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

52) A business unit is a segment of a company representing a specific business function.

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52) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

53) The terms *department, functional area*, and *business unit* are used interchangeably.

53) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

54) Companies update business strategies continuously as internal and external environments change.

54) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

Business Driven Information Systems 7th edition Baltzan Test Bank

55) The finance department performs the function of selling goods or services.

55) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

56) The marketing department supports sales by planning, pricing, and promoting goods or services.

56) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

57) The operations management department manages the process of converting or transforming resources into goods or services.

57) _____

◎ true
◎ false

Business Driven Information Systems 7th edition Baltzan Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

58) The accounting and finance departments primarily use monetary data.

58) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

59) The sales and marketing departments primarily use monetary data.

59) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

60) For an organization to succeed, every department or functional area must work independently to be most effective.

60) _____

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◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

61) Successful companies today operate cross-functionally, integrating the operations of all departments.

61) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

62) MIS is a tool that is most valuable when it leverages the talents of people who know how to use and manage it effectively.

62) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

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63) The chief technology officer is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks from hackers and viruses.

63) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

64) The chief security officer is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks from hackers and viruses.

64) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

65) The chief data officer is responsible for ensuring the speed, accuracy, availability, and reliability for MIS.

65) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

66) The chief privacy officer is responsible for ensuring the ethical and legal use of information within a company.

66) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

67) The business decisions made by the marketing department include promotional data, sales data, and advertising data.

67) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

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68) The business decisions made by the human resources department include employee data, promotion data, and vacation data.

68) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

69) The business decisions made by the finance department include investment data, monetary data, and reporting data.

69) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

70) The business decisions made by the accounting department include transactional data, purchasing data, payroll data and tax data.

70) _____

◎ true
◎ false

Business Driven Information Systems 7th edition Baltzan Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

71) The business decisions made by the sales department include potential customer data, sales report data, commission data, and customer support data.

71) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

72) The business decisions made by the operations management department include manufacturing data, distribution data, and production data.

72) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

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73) The business decisions made by the finance department include promotion data, sales data, and advertising data.

73) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

74) The business decisions made by the accounting department include employee data, promotion data, and vacation data.

74) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

75) The business decisions made by the human resources department include investment data, monetary data, and reporting data.

75) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

76) The business decisions made by the marketing department include transactional data, purchasing data, payroll data and tax data.

76) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

77) The business decisions made by the human resources department include potential customer data, sales report data, commission data, and customer support data.

77) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

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78) The business decisions made by the accounting department include manufacturing data, distribution data, and production data.

78) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

79) The chief data officer is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

79) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

80) The chief knowledge officer is responsible for collecting, maintaining, and distributing company knowledge.

80) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

81) Most organizations maintain positions such as chief executive officer (CEO), chief financial officer (CFO), and chief operations officer (COO) at the strategic level.

81) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

82) The chief knowledge officer is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

82) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

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83) The chief knowledge officer is responsible for collecting, maintaining, and distributing company knowledge.

83) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

84) The chief data officer (CDO) is responsible for determining the types of information the enterprise will capture, retain, analyze, and share.

84) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

85) The chief data officer (CDO) is responsible for ensuring the throughput, speed, accuracy, availability, and reliability of an organization's information technology.

85) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

86) The chief technology officer (CTO) is responsible for ensuring the security of MIS systems and developing strategies and MIS safeguards against attacks from hackers and viruses.

86) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

87) The chief privacy officer (CPO) is responsible for ensuring the ethical and legal use of information within an organization.

87) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

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88) The chief intellectual property officer (CIPO) is responsible for collecting, maintaining, and distributing the organization's knowledge.

88) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

89) The chief security officer (CSO) is responsible for ensuring the security of MIS systems and developing strategies and MIS safeguards against attacks from hackers and viruses.

89) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

90) According to *Fast Company* magazine, a few executive levels you might see created over the next decade include chief intellectual property officer, chief automation officer, and chief user experience officer.

90) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

91) The difference between existing MIS workplace knowledge and the knowledge required to fulfill the business goals and strategies is called an MIS skill set.

91) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

92) Most chief technology officers do not possess a well-rounded knowledge of all aspects of MIS, such as hardware, software, and telecommunications.

92) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

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93) Many chief privacy officers (CPOs) are lawyers by training, enabling them to understand the often complex legal issues surrounding the use of information.

93) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

94) MIS skills gap is the difference between existing MIS workplace knowledge and the knowledge required to fulfill the business goals and strategies.

94) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

95) In many instances, an MIS job will remain unfilled for an extended period when an employer needs to hire someone who has a very specific set of skills. In recruiting lingo, such candidates are referred to as purple turtles.

95) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

96) Goods are material items or products that customers will buy to satisfy a want or need.

96) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

97) Waiting tables, teaching, and cutting hair are all examples of services that people pay for to fulfill their needs.

97) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

98) An overview of systems thinking includes input, process, output, and finances.

98) _____

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◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

99) A stakeholder is a person or group that has an interest or concern in an organization. Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change.

99) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

100) Cars, groceries, and clothing are all examples of goods.

100) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

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101) Production is the process by which a business takes raw materials and processes them or converts them into a finished product for its goods or services.

101) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

102) Productivity is the rate at which goods and services are produced based upon total output given total inputs.

102) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

103) Lettuce, tomatoes, patty, bun, and ketchup are included in the output of making a hamburger.

103) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

104) Cooking a patty and putting the ingredients together are included in the process of making a hamburger.

104) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

105) Bread, cheese, and butter are included in the process of making a grilled cheese sandwich.

105) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

106) A grilled cheese sandwich is considered the final output of a making-a-sandwich process.

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106) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

107) If a business could produce the same hamburger with less expensive inputs, it would probably see a decrease in profits.

107) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Bloom's : Analyze

108) If a business could produce more hamburgers with the same inputs, it would see a rise in productivity and possibly an increase in profits.

108) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Bloom's : Analyze

109) A leadership plan that achieves a specific set of goals or objectives is a business strategy.

109) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

110) To combat business challenges, leaders communicate and execute business strategies; the word *strategy* comes from the Greek *stratus* for army and *ago* for leading.

110) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

111) Businesses rarely need to update business strategies as the business environment remains relatively stable.

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111) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

112) Attracting new customers, decreasing costs, and entering new markets are all examples of successful business strategies.

112) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 2 Medium
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

113) Decreasing customer loyalty, increasing costs, and decreasing sales are all examples of business strategies.

113) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 2 Medium
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

114) A first-mover advantage is the process of gathering information about the competitive environment, including competitors′ plans, activities, and products, to improve a company′s ability to succeed.

114) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

115) FedEx created a first-mover advantage by developing its customer self-service software, which allows people to request parcel pickups, print mailing slips, and track parcels online.

115) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

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116) A SWOT analysis will evaluate potential internal strengths, internal weaknesses, and external opportunities.

116) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

117) A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

117) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

118) A SWOT analysis evaluates an organization's strengths, weaknesses, objectives, and threats.

118) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

119) A SWOT analysis evaluates an organization's strengths, worries, opportunities, and technologies to identify significant influences that work for or against business strategies.

119) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

120) In a SWOT analysis, strengths and weaknesses originate inside an organization, or internally. Opportunities and threats originate outside an organization, or externally, and cannot always be anticipated or controlled.

120) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

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121) In a SWOT analysis, potential internal strengths are helpful when they identify all key strengths associated with the competitive advantage, including cost advantages, new and/or innovative services, special expertise and/or experience, proven market leader, improved marketing campaigns, and so on.

121) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

122) In a SWOT analysis, potential internal weaknesses are harmful when they identify all key areas that require improvement. Weaknesses focus on the absence of certain strengths, including absence of an Internet marketing plan, damaged reputation, problem areas for service, outdated technology, employee issues, and so on.

122) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

123) In a SWOT analysis, potential external opportunities are helpful when they identify all significant trends along with how the organization can benefit from each, including new markets, additional customer groups, legal changes, innovative technologies, population changes, competitor issues, and so on.

123) _____

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◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

124) In a SWOT analysis, potential external threats are harmful when they identify all threats or risks detrimental to your organization, including new market entrants, substitute products, employee turnover, differentiating products, shrinking markets, adverse changes in regulations, economic shifts, and so on.

124) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

125) Competitive advantages provide the same product or service either at a lower price or with additional value that can fetch premium prices.

125) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

126) Mark Peterson identified Porter's Five Forces Model, which analyzes the competitive forces within a business environment.

126) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

127) Porter's Five Forces Model outlines the process for a sales strategy.

127) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

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128) With the Five Forces Model, companies should watch the forces in the market. If the forces are strong, competition generally increases, and if the forces are weak, competition typically decreases.

128) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

129) There are many challenges to changing doctors, including transferring medical records and losing the doctor-patient relationship along with the doctor's knowledge of the patient's history. Changing doctors provides a great example of switching costs.

129) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

130) Supplier power is one of Porter's five forces, and it measures the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services).

130) _____

◎ true
◎ false

Business Driven Information Systems 7th edition Baltzan Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

131) Polaroid had a unique competitive advantage for many years until it forgot to observe competitive intelligence. The firm went bankrupt when people began taking digital pictures. Polaroid provides a great example of Porter's supplier power.

131) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

132) Product differentiation occurs when a company develops unique differences in its products or services with the intent to influence demand.

132) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

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133) Buyer power is the ability of buyers to affect the price they must pay for an item.

133) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

134) Rivalry among existing competitors refers to the ability of buyers to affect the price they must pay for an item.

134) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

135) The threat of substitute products or services refers to the power of customers to purchase alternatives.

135) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

136) The threat of substitute products or services refers to the power of competitors to enter a new market.

136) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

137) Tiffany & Company competes in the marketplace by offering high-cost, custom jewelry. Tiffany & Company is following a broad market and cost leadership strategy.

137) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

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138) Porter has identified three generic business strategies, including focused, broad cost leadership, and switching strategy.

138) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

139) According to Porter's three generic strategies, Walmart is following a business strategy that focuses on broad market and low cost.

139) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

140) According to Porter, it is recommended to adopt only one of the three generic strategies.

140) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

141) Buyer power is included as one of Porter's three generic strategies.

141) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

142) Value chain analysis views a firm as a series of business processes that each adds value to the product or service.

142) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

143) A standardized set of activities that accomplish a specific task is called a supply chain component.

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143) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

144) The value chain will group a company's activities into two categories: primary value activities and support value activities.

144) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

145) A business process is a standardized set of activities that accomplish a specific task, such as processing a customer's order.

145) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

146) A primary value activity is a standardized set of activities that accomplish a specific task, such as processing a customer's order.

146) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

147) Inbound logistics and operations are part of the primary value activities.

147) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

148) Inbound logistics and operations are part of the support value activities.

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148) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

149) Firm infrastructure and human resource management are part of the primary value activities.

149) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

150) Firm infrastructure and human resource management are part of the support value activities.

150) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

151) Which of the following is NOT considered a core driver of the information age?

151) _____

A) information
B) business intelligence
C) competitive facts
D) data

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

152) Which of the following is NOT considered a core driver of the information age?

152) _____

A) information
B) business intelligence
C) knowledge
D) variables

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Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

153) Which of the following is considered a core driver of the information age?

153) _____

A) fact
B) goods
C) competitive intelligence
D) data

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

154) Which of the following is considered a core driver of the information age?

154) _____

A) business analytics
B) unstructured data
C) analytics
D) knowledge

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Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

155) Why do students need to study management information systems?

155) _____

A) Management information systems are everywhere in business.
B) Management information systems are rarely discussed in business.
C) Management information systems are rarely used in organizations.
D) Management information systems are found in only a few businesses.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

156) What is the confirmation or validation of an event or object?

156) _____

A) fact
B) data
C) data scientist
D) business intelligence

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

157) The age we live in has infinite quantities of facts that are widely available to anyone who can use a computer. What is this age called?

157) _____

A) data age
B) information age
C) business intelligence age
D) data scientist age

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

158) Which of the following is not a technology company but used technology to revamp the business process of selling books?

158) _____

A) Netflix
B) Dell
C) Zappos
D) Amazon

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

159) Which of the following is not a technology company but used technology to revamp the business process of renting videos?

159) _____

A) Netflix
B) Dell
C) Zappos
D) Amazon

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

160) Which of the following is not a technology company but used technology to revamp the business process of selling shoes?

160) _____

A) Netflix
B) Dell
C) Zappos
D) Amazon

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Business Driven Information Systems 7th Edition by Baltzan CH01

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

161) What is data?

161) _____

A) raw facts that describe the characteristics of an event or object
B) data converted into a meaningful and useful context
C) information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making
D) skills, experience, and expertise, coupled with information and intelligence, which create a person's intellectual resources

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

162) What is information?

162) _____

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A) raw facts that describe the characteristics of an event or object
B) data converted into a meaningful and useful context
C) information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making
D) skills, experience, and expertise, coupled with information and intelligence, which create a person's intellectual resources

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

163) What is business intelligence?

163) _____

A) raw facts that describe the characteristics of an event or object
B) data converted into a meaningful and useful context
C) information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making
D) skills, experience, and expertise, coupled with information and intelligence, which create a person's intellectual resources

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

164) What is knowledge?

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164) _____

A) raw facts that describe the characteristics of an event or object
B) data converted into a meaningful and useful context
C) information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making
D) skills, experience, and expertise, coupled with information and intelligence, which create a person's intellectual resources

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

165) Which of the following is considered information?

165) _____

A) quantity sold
B) date sold
C) best-selling item by month
D) product sold

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

166) Which of the following is considered data?

166) _____

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A) quantity sold
B) best customer by month
C) best-selling item by month
D) worst-selling item by month

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

167) Cheryl Steffan is the operations manager for Nature's Bread Company, which specializes in providing natural products for health-conscious individuals. Cheryl is responsible for compiling, analyzing, and evaluating daily sales numbers to determine the company's profitability and forecast production for the next day. Which of the following is an example of a piece of data Cheryl would be using to successfully perform her job?

167) _____

A) Craig Newmark is customer number 15467
B) compare the costs of supplies, including energy, over the last five years to determine the best-selling product by month
C) best-selling product by day
D) best-selling product changes when Tony the best baker is working

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze

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168) Cheryl Steffan is the operations manager for Nature's Bread Company, which specializes in providing natural products for health-conscious individuals. Cheryl is responsible for compiling, analyzing, and evaluating daily sales numbers to determine the company's profitability and forecast production for the next day. Which of the following is an example of the type of information Cheryl would be using to successfully perform her job?

168) _____

A) Craig Newmark is customer number 15467
B) Flour Power is supplier number 8745643
C) best-selling product by day
D) best-selling product changes when Tony the best baker is working

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze

169) Cheryl Steffan is the operations manager for Nature's Bread Company, which specializes in providing natural products for health-conscious individuals. Cheryl is responsible for compiling, analyzing, and evaluating daily sales numbers to determine the company's profitability and forecast production for the next day. Which of the following is an example of knowledge that Cheryl would be using to successfully perform her job?

169) _____

A) Craig Newmark is customer number 15467
B) Flour Power is supplier number 8745643
C) best-selling product by day
D) best-selling product changes when Tony the best baker is working

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Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze

170) Data is useful for understanding individual sales, but to gain deeper insight into a business, data needs to be turned into information. Which of the following offers an example of turning data into information?

170) _____

A) Who are my best customers?
B) What is my best-selling product?
C) What is my worst-selling product?
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

171) Which of the following provides an example of information?

171) _____

A) Who is customer number 12345XX?
B) What is product number 12345XX?
C) What customer number is Bob Smith?
D) What is my worst-selling product?

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Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

172) Which of the following provides an example of data?

172) _____

A) Who are my best customers?
B) What is my best-selling product?
C) What is my worst-selling product?
D) Who is customer number 12345XX?

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

173) Business intelligence is information collected from multiple sources. Which of the following provides an example of a source that would be included in business intelligence?

173) _____

A) supplier source systems
B) customer source systems
C) competitor source systems
D) All answer choices are correct.

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

174) Which of the following represents the core drives of the information age?

174) _____

A) data, information, business intelligence, knowledge
B) fact, data, intelligence, experience
C) fact, intelligence, business skills, knowledge
D) data, intelligence, business information, knowledge

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

175) Which of the following represents the definition of a variable?

175) _____

A) a data characteristic that is collected through competitive intelligence and cannot change over time
B) a data characteristic that stands for a value that changes or varies over time
C) a data characteristic that stands for a value that does not change or vary over time
D) a data characteristic that is collected only through competitive intelligence and can change over time

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Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium

176) Today's workers are referred to as _____, and they use BI along with personal experience to make decisions based on both information and intuition, a valuable resource for any company.

176) _____

A) knowledge workers
B) knowledge thinkers
C) knowledge resources
D) fact workers

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

177) What is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making?

177) _____

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A) supplier's intelligence
B) social intelligence
C) employee intelligence
D) business intelligence

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

178) Information is data converted into useful, meaningful context. What are data characteristics that change or vary over time?

178) _____

A) facts
B) variables
C) supplies
D) services

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

179) What is data converted into a meaningful and useful context?

179) _____

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A) competitive intelligence
B) information
C) buyer power
D) first-mover advantage

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

180) What is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention?

180) _____

A) Internet of Things
B) predictive analytics
C) machine-to-machine
D) fourth industrial revolution

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

181) What refers to devices that connect directly to other devices?

181) _____

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A) information age
B) predictive analytics
C) machine-to-machine
D) descriptive analytics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

182) What extracts information from data and uses it to predict future trends and identify behavioral patterns?

182) _____

A) Internet of Things
B) predictive analytics
C) machine-to-machine
D) fourth industrial revolution

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

183) What is the Internet of Things?

183) _____

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A) a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention

B) extracts information from data and uses it to predict future trends and identify behavioral patterns

C) refers to devices that connect directly to other devices

D) opportunities to change the way people purchase books

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

184) Which of the following definitions describes machine-to-machine?

184) _____

A) a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention

B) extracts information from data and uses it to predict future trends and identify behavioral patterns

C) refers to devices that connect directly to other devices

D) opportunities to change the way people purchase books

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

185) What is predictive analytics?

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185) _____

A) a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention
B) techniques that extract information from data and use it to predict future trends and identify behavioral patterns
C) refers to devices that connect directly to other devices
D) opportunities to change the way people purchase books

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

186) What is the science of fact-based decision making?

186) _____

A) business intelligence
B) information
C) knowledge
D) analytics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

187) What is the scientific process of transforming data into insight for making better decisions?

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187) _____

A) business analytics
B) descriptive analytics
C) prescriptive analytics
D) predictive analytics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

188) What uses techniques that describe past performance and history?

188) _____

A) Business analytics
B) Descriptive analytics
C) Prescriptive analytics
D) Predictive analytics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

189) What uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns?

189) _____

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A) Business analytics
B) Descriptive analytics
C) Prescriptive analytics
D) Predictive analytics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

190) What uses techniques that create models indicating the best decision to make or course of action to take?

190) _____

A) Business analytics
B) Descriptive analytics
C) Prescriptive analytics
D) Predictive analytics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

191) What are business analytics?

191) _____

Business Driven Information Systems 7th edition Baltzan Test Bank

A) The scientific process of transforming data into insight for making better decisions
B) Use techniques that describe past performance and history
C) Use techniques that extract information from data and use it to predict future trends and identify behavioral patterns
D) Use techniques that create models indicating the best decision to make or course of action to take

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

192) What are descriptive analytics?

192) _____

A) The scientific process of transforming data into insight for making better decisions
B) Use techniques that describe past performance and history
C) Use techniques that extract information from data and use it to predict future trends and identify behavioral patterns
D) Use techniques that create models indicating the best decision to make or course of action to take

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

193) What are predictive analytics?

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193) _____

A) The scientific process of transforming data into insight for making better decisions
B) Use techniques that describe past performance and history
C) Use techniques that extract information from data and use it to predict future trends and identify behavioral patterns
D) Use techniques that create models indicating the best decision to make or course of action to take

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

194) What are prescriptive analytics?

194) _____

A) The scientific process of transforming data into insight for making better decisions
B) Use techniques that describe past performance and history
C) Use techniques that extract information from data and use it to predict future trends and identify behavioral patterns
D) Use techniques that create models indicating the best decision to make or course of action to take

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

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195) What are the three primary areas of analytics?

195) _____

A) Descriptive analytics, predictive analytics, prescriptive analytics
B) Descriptive analytics, primary analytics, response analytics
C) Descriptive analytics, future analytics, past analytics
D) Technique analytics, future analytics, past analytics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

196) What are the human, structural, and recorded resources available to the organization?

196) _____

A) Knowledge assets
B) Knowledge facilitators
C) Predictive analytics
D) Business analytics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

197) What resides within the minds of members, customers, and colleagues and include physical structures and recorded media?

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197) _____

A) Knowledge assets
B) Knowledge facilitators
C) Predictive analytics
D) Business analytics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

198) What helps harness the wealth of knowledge in the organization?

198) _____

A) Knowledge assets
B) Knowledge facilitators
C) Predictive analytics
D) Business analytics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

199) What helps acquire and catalog the knowledge assets in an organization?

199) _____

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A) Knowledge assets
B) Knowledge facilitators
C) Predictive analytics
D) Business analytics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

200) What data is created by a machine without human intervention?

200) _____

A) Human-generated
B) Machine-generated
C) Structured data
D) Facts

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

201) What data is generated by humans in interaction with computers?

201) _____

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A) Human-generated
B) Machine-generated
C) Machine-to-machine
D) Big data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

202) What type of structured data includes sensor data, point-of-sale data, and web log data?

202) _____

A) Human-generated
B) Machine-generated
C) Collective intelligence
D) Systems thinking

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

203) What type of structured data includes input data, click-stream data, or gaming data?

203) _____

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A) human-generated
B) machine-generated
C) machine-to-machine (M2M)
D) systems thinking

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

204) Which of the following describes structured data?

204) _____

A) a defined length, type, and format
B) includes numbers, dates, or strings such as Customer Address
C) is typically stored in a relational database or spreadsheet
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Difficulty : 3 Hard

205) What refers to devices that connect directly to other devices?

205) _____

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A) human-generated
B) machine-generated
C) machine-to-machine
D) systems thinking

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

206) What is the characteristic of unstructured data?

206) _____

A) does not follow a specified format
B) free-form text
C) emails, Twitter tweets, and text messages
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze

207) Which of the following does not describe unstructured data?

207) _____

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A) does not follow a specified format
B) a defined length, type, and format
C) free-form text
D) emails, twitter tweets, and text messages

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

208) Which of the following does not describe structured data?

208) _____

A) a defined length
B) emails, Twitter tweets, and text messages
C) is typically stored in a relational database or spreadsheet
D) a defined format

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic
Difficulty : 3 Hard

209) What is a snapshot?

209) _____

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A) a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention
B) a view of data at a particular moment in time
C) refers to devices that connect directly to other devices
D) opportunities to change the way people purchase books

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

210) What is a view of data at a particular moment in time?

210) _____

A) knowledge
B) big data
C) snapshot
D) unstructured data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

211) What is a report?

211) _____

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A) a document containing data organized in a table, matrix, or graphical format allowing users to easily comprehend and understand information

B) a collection of large complex datasets, including structured and unstructured, which cannot be analyzed using traditional database methods and tools

C) a view of data at a particular moment in time

D) a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

212) What type of report is created based on data that does not change?

212) _____

A) static report
B) dynamic report
C) variable report
D) structured report

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

213) What type of report changes automatically during creation?

213) _____

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A) static report
B) dynamic report
C) variable report
D) structured report

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

214) What type of report can include a sales report from last year or salary report from five years ago?

214) _____

A) static report
B) dynamic report
C) variable report
D) unstructured report

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

215) What type of report can include updating daily stock market prices or the calculation of available inventory?

215) _____

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A) static report
B) dynamic report
C) variable report
D) structured report

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

216) Who extracts knowledge from data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends?

216) _____

A) data scientist
B) knowledge worker
C) fact finder
D) chief sustainability officer

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

217) What area does a data scientist extract knowledge from to identify trends?

217) _____

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A) statistical analysis
B) data mining
C) advanced analytics on big data
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

218) Which of the following terms is synonymous with analytics?

218) _____

A) algorithm
B) business analytics
C) structured data
D) outliers

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

219) What is the scientific process of transforming data into insight for making better decisions?

219) _____

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A) business analytics
B) internet of Things
C) machine-to-machine
D) big data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

220) Which of the following definitions represents a data scientist?

220) _____

A) extracts knowledge from data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends, market changes, and other relevant information
B) mathematical formulas placed in software that performs an analysis on a dataset
C) the process of identifying rare or unexpected items or events in a dataset that do not conform to other items in the dataset
D) a data value that is numerically distant from most of the other data points in a set of data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

221) Which of the following is the correct definition of algorithms?

221) _____

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A) extracts knowledge from data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends, market changes, and other relevant information

B) mathematical formulas placed in software that performs an analysis on a dataset

C) the process of identifying rare or unexpected items or events in a dataset that do not conform to other items in the dataset

D) a data value that is numerically distant from most of the other data points in a set of data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

222) Which of the following is the correct definition of anomaly detection?

222) _____

A) extracts knowledge from data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends, market changes, and other relevant information

B) mathematical formulas placed in software that performs an analysis on a dataset

C) the process of identifying rare or unexpected items or events in a dataset that do not conform to other items in the dataset

D) a data value that is numerically distant from most of the other data points in a set of data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

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223) Which of the following is the correct definition of outlier?

223) _____

A) extracts knowledge from data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends, market changes, and other relevant information
B) mathematical formulas placed in software that performs an analysis on a dataset
C) the process of identifying rare or unexpected items or events in a dataset that do not conform to other items in the dataset
D) a data value that is numerically distant from most of the other data points in a set of data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

224) Who extracts knowledge from data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends, market changes, and other relevant information?

224) _____

A) data scientist
B) algorithms
C) anomaly detection
D) outlier

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

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225) What are mathematical formulas placed in software that performs an analysis on a dataset?

225) _____

A) data scientist
B) algorithms
C) anomaly detection
D) outlier

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

226) What is the process of identifying rare or unexpected items or events in a dataset that do not conform to other items in the dataset?

226) _____

A) data scientist
B) algorithms
C) anomaly detection
D) outlier

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

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227) What is a data value that is numerically distant from most of the other data points in a set of data?

227) _____

A) data scientist
B) algorithms
C) anomaly detection
D) outlier

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

228) In terms of big data, what is variety?

228) _____

A) includes different forms of structured and unstructured data
B) includes the uncertainty of data, including biases, noise, and abnormalities
C) includes the scale of data
D) includes the analysis of streaming data as it travels around the Internet

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

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229) In terms of big data, what is veracity?

229) _____

A) includes different forms of structured and unstructured data
B) includes the uncertainty of data, including biases, noise, and abnormalities
C) includes the scale of data
D) includes the analysis of streaming data as it travels around the Internet

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

230) In terms of big data, what is volume?

230) _____

A) includes different forms of structured and unstructured data
B) includes the uncertainty of data, including biases, noise, and abnormalities
C) includes the scale of data
D) includes the analysis of streaming data as it travels around the Internet

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

231) In terms of big data, what is velocity?

231) _____

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A) includes different forms of structured and unstructured data
B) includes the uncertainty of data, including biases, noise, and abnormalities
C) includes the scale of data
D) includes the analysis of streaming data as it travels around the Internet

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

232) In terms of big data, what includes different forms of structured and unstructured data?

232) _____

A) variety
B) veracity
C) volume
D) velocity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

233) In terms of big data, what includes the uncertainty of data, including biases, noise, and abnormalities?

233) _____

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A) variety
B) veracity
C) volume
D) velocity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

234) In terms of big data, what includes the scale of data?

234) _____

A) variety
B) veracity
C) volume
D) velocity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

235) In terms of big data, what includes the analysis of streaming data as it travels around the Internet?

235) _____

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A) variety
B) veracity
C) volume
D) velocity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

236) What is a collection of large, complex datasets, including structured and unstructured data, which cannot be analyzed using traditional database methods and tools?

236) _____

A) big data
B) data scientist
C) advanced analytics
D) descriptive analytics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

237) What is big data?

237) _____

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A) a collection of large, complex datasets, including structured and unstructured data, which cannot be analyzed using traditional database methods and tools

B) processes and manages algorithms across many machines in a computing environment

C) focuses on forecasting future trends and producing insights using sophisticated quantitative methods, including statistics, descriptive and predictive data mining, simulation, and optimization

D) extracts knowledge from data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends, market changes, and other relevant information

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

238) What is a data value that is numerically distant from most of the other data points in a dataset?

238) _____

A) variable
B) outlier
C) knowledge
D) algorithm

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

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239) Which of the following is the correct definition of behavioral analysis?

239) _____

A) uses data about people's behaviors to understand intent and predict future actions
B) determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables
C) identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables
D) classifies or labels an identified pattern in the machine learning process

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

240) Which of the following is the correct definition of correlation analysis?

240) _____

A) uses data about people's behaviors to understand intent and predict future actions
B) determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables
C) identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables
D) classifies or labels an identified pattern in the machine learning process

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

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241) Which of the following is the correct definition of *exploratory data analysis*?

241) _____

A) uses data about people's behaviors to understand intent and predict future actions
B) determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables
C) identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables
D) classifies or labels an identified pattern in the machine learning process

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

242) Which of the following is the correct definition of pattern recognition analysis?

242) _____

A) uses data about people's behaviors to understand intent and predict future actions
B) determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables
C) identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables
D) classifies or labels an identified pattern in the machine learning process

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

243) What classifies or labels an identified pattern in the machine learning process?

243) _____

A) behavioral analysis
B) correlation analysis
C) exploratory data analysis
D) pattern recognition analysis

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

244) What identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables?

244) _____

A) behavioral analysis
B) correlation analysis
C) exploratory data analysis
D) pattern recognition analysis

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

245) What determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables?

245) _____

A) behavioral analysis
B) correlation analysis
C) exploratory data analysis
D) pattern recognition analysis

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

246) What uses data about people's behaviors to understand intent and predict future actions?

246) _____

A) behavioral analysis
B) correlation analysis
C) exploratory data analysis
D) pattern recognition analysis

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

247) Which of the following is the correct definition of social media analysis?

247) _____

A) analyzes text flowing across the Internet, including unstructured text from blogs and messages
B) analyzes recorded calls to gather information; brings structure to customer interactions and exposes information buried in customer contact center interactions with an enterprise
C) analyzes unstructured data to find trends and patterns in words and sentences
D) analyzes unstructured data associated with websites to identify consumer behavior and website navigation

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

248) What analyzes text flowing across the Internet, including unstructured text from blogs and messages?

248) _____

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A) social media analysis
B) speech analysis
C) text analysis
D) web analysis

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

249) Which of the following definitions represents speech analysis?

249) _____

A) analyzes text flowing across the Internet, including unstructured text from blogs and messages
B) analyzes recorded calls to gather information; brings structure to customer interactions and exposes information buried in customer contact center interactions with an enterprise
C) analyzes unstructured data to find trends and patterns in words and sentences
D) analyzes unstructured data associated with websites to identify consumer behavior and website navigation

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

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250) What analyzes recorded calls to gather information; brings structure to customer interactions and exposes information buried in customer contact center interactions with an enterprise?

250) _____

A) social media analysis
B) speech analysis
C) text analysis
D) web analysis

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

251) Which of the following is the correct definition of text analysis?

251) _____

A) analyzes text flowing across the Internet, including unstructured text from blogs and messages
B) analyzes recorded calls to gather information; brings structure to customer interactions and exposes information buried in customer contact center interactions with an enterprise
C) analyzes unstructured data to find trends and patterns in words and sentences
D) analyzes unstructured data associated with websites to identify consumer behavior and website navigation

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

252) What analyzes unstructured data to find trends and patterns in words and sentences?

252) _____

A) social media analysis
B) speech analysis
C) text analysis
D) web analysis

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

253) Which of the following is the correct definition of web analysis?

253) _____

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A) analyzes text flowing across the Internet, including unstructured text from blogs and messages

B) analyzes recorded calls to gather information; brings structure to customer interactions and exposes information buried in customer contact center interactions with an enterprise

C) analyzes unstructured data to find trends and patterns in words and sentences

D) analyzes unstructured data associated with websites to identify consumer behavior and website navigation

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

254) What analyzes unstructured data associated with websites to identify consumer behavior and website navigation?

254) _____

A) social media analysis
B) speech analysis
C) text analysis
D) web analysis

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

255) How are most companies today typically organized?

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255) _____

A) by departments or functional areas
B) by departments or financial areas
C) by degree or financial areas
D) by manager or knowledge area

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

256) How does a company operate if it wants to be successful in the information age?

256) _____

A) functionally independent between departments
B) interdependently between departments
C) together as one department with little or no independence
D) each department acting as its own individual business unit

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

257) Most companies are typically organized by departments or functional areas. Which of the following is not a common department found in a company?

257) _____

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A) accounting
B) payroll
C) marketing
D) human resources

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

258) The sales department needs to rely on information from operations to understand

258) _____

A) inventory.
B) customer orders.
C) demand forecasts.
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

259) Which of the following is the department that maintains policies, plans, and procedures for the effective management of employees?

259) _____

Business Driven Information Systems 7th edition Baltzan Test Bank

A) human resources
B) sales resources
C) employee resources
D) employee relations

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

260) Greg works for Geneva Steel Corporation. Greg's duties include managing the overall processes for the company and transforming the steel resources into goods. Which department would Greg most likely work in?

260) _____

A) accounting
B) operations management
C) marketing
D) chief information officer

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

261) The department within a company that records, measures, and reports monetary transactions is called

261) _____

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A) accounting.
B) marketing.
C) human resources.
D) operations management.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

262) The department within a company that performs the function of selling goods or services is called

262) _____

A) marketing.
B) sales.
C) finance.
D) operations management.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

263) The department within a company that supports the sales by planning, pricing, and promoting goods or services is called

263) _____

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A) sales.
B) operations management.
C) accounting.
D) marketing.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

264) Which department tracks strategic financial issues, including money, banking, credit, investments, and assets?

264) _____

A) sales
B) operations management
C) accounting
D) finance

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

265) Which department manages the process of converting or transforming resources into goods or services?

265) _____

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A) sales
B) operations management
C) accounting
D) finance

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

266) Which department records, measures, and reports monetary transactions?

266) _____

A) sales
B) operations management
C) accounting
D) finance

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

267) Which department maintains policies, plans, and procedures for the effective management of employees?

267) _____

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A) sales
B) operations management
C) accounting
D) human resources

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

268) Which activities belong in the accounting department?

268) _____

A) records, measures, and reports monetary transactions
B) tracks strategic financial issues, including money, banking, credit, investments, and assets
C) supports the sales by planning, pricing, and promoting goods or services
D) relies on information from operations to understand inventory, place orders, and forecast consumer demand

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

269) Which activities belong in the finance department?

269) _____

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A) records, measures, and reports monetary transactions
B) tracks strategic financial issues, including money, banking, credit, investments, and assets
C) supports the sales by planning, pricing, and promoting goods or services
D) relies on information from operations to understand inventory, place orders, and forecast consumer demand

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

270) Which activities belong in the marketing department?

270) _____

A) records, measures, and reports monetary transactions
B) tracks strategic financial issues, including money, banking, credit, investments, and assets
C) supports the sales by planning, pricing, and promoting goods or services
D) relies on information from operations to understand inventory, place orders, and forecast consumer demand

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

271) Which activities belong in the sales department?

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271) _____

A) records, measures, and reports monetary transactions
B) tracks strategic financial issues, including money, banking, credit, investments, and assets
C) supports the sales by planning, pricing, and promoting goods or services
D) relies on information from operations to understand inventory, place orders, and forecast consumer demand

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

272) Which activities belong in the human resources department?

272) _____

A) records, measures, and reports monetary transactions
B) tracks strategic financial issues, including money, banking, credit, investments, and assets
C) supports the sales by planning, pricing, and promoting goods or services
D) maintains policies, plans, and procedures for the effective management of employees

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

273) Which activities belong in the operations management department?

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273) _____

A) records, measures, and reports monetary transactions
B) manages the process of converting or transforming resources into goods or services
C) supports the sales by planning, pricing, and promoting goods or services
D) maintains policies, plans, and procedures for the effective management of employees

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

274) Which data types are typically found in the marketing department?

274) _____

A) promotion data, sales data, advertising data
B) employee data, promotion data, vacation data
C) investment data, monetary data, reporting data
D) transactional data, purchasing data, payroll data, tax data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

275) Which data types are typically found in the human resources department?

275) _____

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A) promotion data, sales data, advertising data
B) employee data, promotion data, vacation data
C) investment data, monetary data, reporting data
D) transactional data, purchasing data, payroll data, tax data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

276) Which data types are typically found in the finance department?

276) _____

A) promotion data, sales data, advertising data
B) employee data, promotion data, vacation data
C) investment data, monetary data, reporting data
D) transactional data, purchasing data, payroll data, tax data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

277) Which data types are typically found in the accounting department?

277) _____

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A) promotion data, sales data, advertising data
B) employee data, promotion data, vacation data
C) investment data, monetary data, reporting data
D) transactional data, purchasing data, payroll data, tax data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

278) Which data types are typically found in the sales department?

278) _____

A) sales data, customer data, commission data, customer support data
B) employee data, promotion data, vacation data
C) investment data, monetary data, reporting data
D) transactional data, purchasing data, payroll data, tax data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

279) Which data types are typically found in the operations management department?

279) _____

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A) manufacturing data, distribution data, production data
B) sales data, customer data, commission data, customer support data
C) employee data, promotion data, vacation data
D) investment data, monetary data, reporting data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

280) Which of the following describes the relationship between functional areas in a business?

280) _____

A) independent
B) autonomous
C) interdependent
D) self-sufficient

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

281) Which of the following represents the types of data commonly found in the accounting department?

281) _____

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A) tax data
B) payroll data
C) transactional data
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

282) Which of the following represents the types of data commonly found in the finance department?

282) _____

A) monetary data
B) technology data
C) production data
D) employee data

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

283) Which of the following represents the types of data commonly found in the human resource department?

283) _____

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A) financial data
B) technology data
C) production data
D) employee data

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

284) Which of the following represents the types of data commonly found in the sales department?

284) _____

A) customer data
B) sales report data
C) commission data
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

285) Which of the following represents the types of data commonly found in the marketing department?

285) _____

Business Driven Information Systems 7th edition Baltzan Test Bank

A) promotional data
B) payroll data
C) tax data
D) employee data

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

286) Which of the following represents the types of data commonly found in the operations management department?

286) _____

A) monetary data
B) payroll data
C) production data
D) employee data

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

287) Who is responsible for collecting, maintaining, and distributing company knowledge?

287) _____

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A) chief knowledge officer (CKO)
B) chief privacy officer (CPO)
C) chief technology officer (CTO)
D) chief information officer (CIO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

288) Who is responsible for ensuring the ethical and legal use of information within a company?

288) _____

A) chief knowledge officer (CKO)
B) chief privacy officer (CPO)
C) chief technology officer (CTO)
D) chief information officer (CIO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

289) Who is responsible for ensuring the speed, accuracy, availability, and reliability of the management information systems?

289) _____

Business Driven Information Systems 7th edition Baltzan Test Bank

A) chief knowledge officer (CKO)
B) chief privacy officer (CPO)
C) chief technology officer (CTO)
D) chief information officer (CIO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

290) Who is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives?

290) _____

A) chief knowledge officer (CKO)
B) chief privacy officer (CPO)
C) chief technology officer (CTO)
D) chief information officer (CIO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

291) Who is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses?

291) _____

Business Driven Information Systems 7th edition Baltzan Test Bank

A) chief knowledge officer (CKO)
B) chief security officer (CSO)
C) chief technology officer (CTO)
D) chief information officer (CIO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

292) Trina Hauger works for Johnson Electric as a corporate lawyer, and part of her duties are to ensure the ethical and legal use of information within the company. Which of the following represents Trina's role at Johnson Electric?

292) _____

A) chief knowledge officer (CKO)
B) chief privacy officer (CPO)
C) chief technology officer (CTO)
D) chief information officer (CIO)

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

293) The challenge that companies today sometimes have is that they are departmentalized into functions that act independently of each other. One solution that can help a company work _____ includes management information systems.

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293) _____

A) variables
B) human resource data
C) interdepartmentally
D) resource information systems

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

294) Susan Stewart is an executive at Equity Title, where she is responsible for collecting, maintaining and distributing knowledge for the company.What is Susan's role at Equity Title?

294) _____

A) chief knowledge officer (CKO)
B) chief technology officer (CTO)
C) chief information officer (CIO)
D) chief security officer (CSO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

295) What is the primary responsibility of the CTO?

295) _____

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A) overseeing all uses of MIS
B) ensuring the security of business systems
C) ensuring speed, accuracy, and reliability for MIS
D) collecting and distributing company information

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

296) Jeremy Bridges is an executive for Green Web Designs, where his primary role is to ensure the security of business systems and develop strategies to protect the company from online viruses and hackers. What is Jeremy's role within the company?

296) _____

A) chief executive officer (CEO)
B) chief security officer (CSO)
C) chief procurement officer (CPO)
D) chief technology officer (CTO)

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

297) Which role within a company is responsible for overseeing all uses of MIS and ensuring that MIS strategic aligns with business goals and objectives?

297) _____

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A) chief knowledge officer (CKO)
B) chief privacy officer (CPO)
C) chief information officer (CIO)
D) chief security officer (CSO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

298) Recently, 150 of the Fortune 500 companies added which of the following positions to their list of senior executives?

298) _____

A) chief technology officer (CTO)
B) chief data officer (CDO)
C) chief privacy officer (CPO)
D) chief knowledge officer (CKO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

299) Who is responsible for ensuring the speed, accuracy, availability, and reliability of the MIS?

299) _____

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A) chief technology officer (CTO)
B) chief security officer (CSO)
C) chief privacy officer (CPO)
D) chief data officer (CDO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

300) Who is responsible for ensuring the ethical and legal use of information within a company?

300) _____

A) chief technology officer (CTO)
B) chief security officer (CSO)
C) chief privacy officer (CPO)
D) chief knowledge officer (CKO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

301) Who is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses?

301) _____

Business Driven Information Systems 7th edition Baltzan Test Bank

A) chief technology officer (CTO)
B) chief security officer (CSO)
C) chief privacy officer (CPO)
D) chief knowledge officer (CKO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

302) Who is responsible for collecting, maintaining, and distributing company knowledge?

302) _____

A) chief data officer (CDO)
B) chief security officer (CSO)
C) chief privacy officer (CPO)
D) chief knowledge officer (CKO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

303) Who is responsible for (1) overseeing all uses of MIS and (2) ensuring that MIS strategically aligns with business goals and objectives?

303) _____

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A) chief information officer (CIO)
B) chief data officer (CDO)
C) chief privacy officer (CPO)
D) chief knowledge officer (CKO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

304) Who is responsible for determining the types of information the enterprise will capture, retain, analyze, and share?

304) _____

A) chief information officer (CIO)
B) chief security officer (CSO)
C) chief data officer (CDO)
D) chief knowledge officer (CKO)

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

305) Which of the following includes the roles and responsibilities of the chief technology officer (CTO)?

305) _____

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A) ensuring the speed, accuracy, availability, and reliability of the MIS
B) ensuring the ethical and legal use of information within a company
C) ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses
D) ensuring that MIS strategically aligns with business goals and objectives

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Topic : MIS Roles and Responsibilities

306) Which of the following includes the roles and responsibilities of the chief information officer (CIO)?

306) _____

A) ensuring the speed, accuracy, availability, and reliability of the MIS
B) ensuring the ethical and legal use of information within a company
C) ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses
D) ensuring that MIS strategically aligns with business goals and objectives

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

307) Which of the following includes the roles and responsibilities of the chief privacy officer (CPO)?

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307) _____

A) ensuring the speed, accuracy, availability, and reliability of the MIS
B) ensuring the ethical and legal use of information within a company
C) ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses
D) ensuring that MIS strategically aligns with business goals and objectives

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

308) Which of the following includes the roles and responsibilities of the chief security officer (CSO)?

308) _____

A) ensuring the speed, accuracy, availability, and reliability of the MIS
B) ensuring the ethical and legal use of information within a company
C) ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses
D) ensuring that MIS strategically aligns with business goals and objectives

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

Business Driven Information Systems 7th edition Baltzan Test Bank

309) Which of the following includes the roles and responsibilities of the chief data officer (CDO)?

309) _____

A) determining the types of information the enterprise will capture, retain, analyze, and share
B) ensuring the ethical and legal use of information within a company
C) ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses
D) ensuring that MIS strategically aligns with business goals and objectives

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

310) Which of the following includes the roles and responsibilities of the chief knowledge officer (CKO)?

310) _____

A) determining the types of information the enterprise will capture, retain, analyze, and share
B) collecting, maintaining, and distributing company knowledge
C) ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses
D) ensuring that MIS strategically aligns with business goals and objectives

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

311) Which of the following executive levels might we see created over the next decade?

311) _____

A) chief intellectual property officer
B) chief automation officer
C) chief user experience officer
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

312) The chief intellectual property officer is a new executive level we might see created over the next decade. Which of the following includes the roles and responsibilities of this officer?

312) _____

A) manage and defend intellectual property, copyrights and patents
B) determine if a person or business process can be replaced by a robot or software
C) create the optimal relationship between user and technology
D) ensure the ethical and legal use of information within an organization

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

313) The chief automation officer is a new executive level we might see created over the next decade. Which of the following includes the roles and responsibilities of this officer?

313) _____

A) manage and defend intellectual property, copyrights, and patents
B) determine if a person or business process can be replaced by a robot or software
C) create the optimal relationship between user and technology
D) ensure the ethical and legal use of information within an organization

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

314) The chief user experience officer is a new executive level we might see created over the next decade. Which of the following includes the roles and responsibilities of this officer?

314) _____

A) manage and defend intellectual property, copyrights, and patents
B) determine if a person or business process can be replaced by a robot or software
C) create the optimal relationship between user and technology
D) ensure the ethical and legal use of information within an organization

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

315) Which of the following is not a broad function of a chief information officer?

315) _____

A) manager
B) follower
C) communicator
D) leader

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

316) What is the difference between the chief information officer and chief data officer?

316) _____

A) the CIO is responsible for the data, regardless of the information system; the CDO is responsible for the information systems through which data is stored and processed.
B) the CIO is responsible for the information systems through which data is stored and processed; the CDO is responsible for the data, regardless of the information system.
C) their roles and relationships are identical.
D) All answer choices are correct.

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

317) What is the difference between existing MIS workplace knowledge and the knowledge required to fulfill business goals and strategies?

317) _____

A) off-site training
B) MIS skills gap
C) social recruiting
D) information security

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

318) In recruiting lingo, what are perfect MIS candidates sometimes called?

318) _____

A) turquoise turtles
B) red rabbits
C) purple squirrels
D) white unicorns

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

319) Eric Eberly holds an executive position at Parker Industries. He has designed and implemented a system to collect, maintain, and share information across the many departments of Parker Industries. He's also instilled an updating protocol requiring department heads to keep the system up-to-date. Based on this description, what position does Eric hold?

319) _____

A) chief information officer
B) chief security officer
C) chief data officer
D) chief knowledge officer

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

320) Cody Osterman holds an executive position at Trek Enterprises. His role is the newest senior executive position at the organization. He has advised the company on privacy procedures and processes, and has initiated a training program for employees about the privacy policy, customer confidentiality, and data security. Based on this description, what position does Cody hold at Trek Enterprises?

320) _____

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A) chief information officer
B) chief security officer
C) chief data officer
D) chief privacy officer

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

321) Sara McGuire holds an executive position at Henry Commerce. She is a big-picture thinker, and makes sure the technology strategy at Henry Commerce serves its business strategy. She has a well-rounded knowledge of MIS, and her primary responsibilities include the efficiency of Henry Commerce's MIS systems. Based on this description, what position does Sara hold?

321) _____

A) chief user experience officer
B) chief technology officer
C) chief data officer
D) chief privacy officer

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

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322) Adam Nation holds an executive position at PH Corporation. He has an extensive understanding of networks and telecommunications. Adam is aware of the information-technology threats the company faces and institutes security protocols and safeguards to secure the MIS systems at PH Corporation. Based on this description, what position does Adam hold?

322) _____

A) chief security officer
B) chief user experience officer
C) chief data officer
D) chief automation officer

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

323) Jim Coleman holds an executive position at Keck-Howes Group. Jim has improved the quality of the data gathered by the organization and has created a model to decrease the cost of managing data while increasing the value of the data gathered. Based on this description, what position does Jim hold at Keck-Howes Group?

323) _____

A) chief security officer
B) chief user experience officer
C) chief data officer
D) chief automation officer

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Gradable : automatic
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

324) What is the ability for data to be collected, analyzed, and accessible to all users (the average end users)?

324) _____

A) data democratization
B) business unit
C) knowledge democratization
D) business data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

325) What is a segment of a company representing a specific business function?

325) _____

A) data democratization
B) business unit
C) knowledge democratization
D) business data

Business Driven Information Systems 7th edition Baltzan Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

326) You are working for a new boss, Jill Slater. Jill believes that all employees in the company should have access to the data they need when they need it for analysis and to make data-driven business decisions. Which term best describes Jill's business belief?

326) _____

A) data democratization
B) business unit
C) knowledge dissemination
D) business data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Gradable : automatic

327) Feedback is information that returns to its original transmitter and modifies the transmitter's actions. What would the original transmitter include?

327) _____

A) input, transform, output
B) input, transform, outnumber
C) output, input, performer
D) input, process, transform

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

328) MIS is a business function. Which of the following does MIS perform to help aid the company in decision making and problem solving?

328) _____

A) moves information about people
B) moves processes across the company to improve systems
C) moves information about products
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

329) In terms of system thinking, what is data entered in a computer?

329) _____

A) input
B) output
C) process
D) feedback

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Business Driven Information Systems 7th Edition by Baltzan CH01

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

330) In terms of system thinking, what controls to ensure correct processes?

330) _____

A) input
B) output
C) process
D) feedback

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

331) In terms of system thinking, what is the resulting information from the computer program?

331) _____

A) input
B) output
C) process
D) feedback

Business Driven Information Systems 7th edition Baltzan Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

332) In terms of system thinking, what is the computer program that processes the data?

332) _____

A) input
B) output
C) process
D) feedback

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

333) In terms of system thinking, what is input?

333) _____

A) data entered in a computer
B) controls to ensure correct processes
C) the resulting information from the computer program
D) the computer program that processes the data

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

334) In terms of system thinking, what is output?

334) _____

A) data entered in a computer
B) controls to ensure correct processes
C) the resulting information from the computer program
D) the computer program that processes the data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

335) In terms of system thinking, what is feedback?

335) _____

A) data entered in a computer
B) controls to ensure correct processes
C) the resulting information from the computer program
D) the computer program that processes the data

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

336) In terms of system thinking, what is process?

336) _____

A) data entered in a computer
B) controls to ensure correct processes
C) the resulting information from the computer program
D) the computer program that processes the data

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

337) A system is a collection of parts that link to achieve a common purpose. Systems thinking is a way of monitoring

337) _____

A) the entire system.
B) a division within the sales role.
C) the executive team.
D) the company's competitors.

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

338) MIS can be an important enabler of business success and innovation. Which of the below statements is accurate when referring to MIS?

338) _____

A) MIS equals business success and innovation.
B) MIS represents business success and innovation.
C) MIS is not a valuable tool that leverages talent.
D) MIS is a valuable tool that can leverage the talents of people who know how to use and manage it effectively.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

339) What is a way of monitoring the entire system in a company by viewing the multiple inputs being processed to produce outputs?

339) _____

A) feedback thinking
B) systems thinking
C) output management
D) operational thinking

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

340) Which of the following statements is true?

340) _____

A) MIS equals business success.
B) MIS equals business innovation.
C) MIS represents business success and innovation.
D) MIS enables business success and innovation.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

341) What is the name of a company's internal computer department?

341) _____

A) management information systems
B) information systems
C) information technology
D) All answer choices are correct.

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

342) What are material items or products that customers will buy to satisfy a want or need?

342) _____

A) goods
B) services
C) production
D) productivity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

343) What are tasks performed by people that customers will buy to satisfy a want or need?

343) _____

A) goods
B) services
C) production
D) productivity

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

344) What is the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services?

344) _____

A) goods
B) services
C) production
D) productivity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

345) What is the rate at which goods and services are produced based upon total output given total inputs?

345) _____

A) goods
B) services
C) production
D) productivity

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

346) What are goods?

346) _____

A) material items or products that customers will buy to satisfy a want or need
B) tasks performed by people that customers will buy to satisfy a want or need
C) the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services
D) the rate at which goods and services are produced based upon total output given total inputs

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

347) What are services?

347) _____

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A) material items or products that customers will buy to satisfy a want or need
B) tasks performed by people that customers will buy to satisfy a want or need
C) the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services
D) the rate at which goods and services are produced based upon total output given total inputs

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

348) What is production?

348) _____

A) material items or products that customers will buy to satisfy a want or need
B) tasks performed by people that customers will buy to satisfy a want or need
C) the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services
D) the rate at which goods and services are produced based upon total output given total inputs

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

349) What is productivity?

Business Driven Information Systems 7th edition Baltzan Test Bank

349) _____

A) material items or products that customers will buy to satisfy a want or need
B) tasks performed by people that customers will buy to satisfy a want or need
C) the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services
D) the rate at which goods and services are produced based upon total output given total inputs

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

350) Cars, groceries, and clothing belong in which category?

350) _____

A) goods
B) services
C) production
D) productivity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

351) Teaching, waiting tables, and cutting hair belong in which category?

351) _____

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A) goods
B) services
C) production
D) productivity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

352) Which of the following is considered a good?

352) _____

A) cars
B) groceries
C) clothing
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

353) Which of the following is considered a service?

353) _____

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A) teaching
B) waiting tables
C) cutting hair
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

354) Which of the following is considered a good?

354) _____

A) cars
B) teaching
C) waiting tables
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

355) Which of the following is considered a service?

355) _____

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A) cars
B) groceries
C) cutting hair
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

356) Which of the following is considered goods?

356) _____

A) milk and eggs
B) managing a team
C) selling groceries
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

357) Which of the following is considered a service?

357) _____

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A) selling groceries
B) managing a team
C) cutting hair
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

358) The lettuce, tomatoes, patty, bun, and ketchup are included in which category of making a hamburger?

358) _____

A) input
B) process
C) output
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

359) Cooking a patty and putting the ingredients together are included in which category of making a hamburger?

359) _____

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A) input
B) process
C) output
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

360) The actual hamburger is included in which category of making a hamburger?

360) _____

A) input
B) process
C) output
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

361) Assume you are in the business of producing and selling hamburgers. If you could produce more hamburgers with the same input, what would happen to your productivity and profits assuming the price of your hamburgers remains the same?

361) _____

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A) increase in productivity, decrease in profits
B) increase in productivity, increase in profits
C) decrease in productivity, decrease in profits
D) decrease in productivity, increase in profits

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

362) Assume you are in the business of producing and selling T-shirts. If you could produce more T-shirts with the same input, what would happen to your productivity and profits assuming the price of your T-shirts remains the same?

362) _____

A) increase in productivity, decrease in profits
B) increase in productivity, increase in profits
C) decrease in productivity, decrease in profits
D) decrease in productivity, increase in profits

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

363) Assume you are in the business of producing and selling cars. If you could produce more cars with the same input, what would happen to your productivity and profits assuming the price of your cars remains the same?

Business Driven Information Systems 7th edition Baltzan Test Bank

363) _____

A) increase in productivity, decrease in profits
B) increase in productivity, increase in profits
C) decrease in productivity, decrease in profits
D) decrease in productivity, increase in profits

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

364) Which four elements are included in systems thinking?

364) _____

A) output, process, feedback, and accounting
B) process, output, operations, and accounting
C) input, process, output, and feedback
D) input, output, sales, and feedback

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

365) MIS is a business function, like accounting or sales, which moves information about people, products, and processes across the company to facilitate decision making and problem solving. What does MIS stand for?

365) _____

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A) management information strategy
B) management intelligence system
C) management information system
D) management information strategist

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

366) Shelby Black runs a very successful hair salon in downtown Los Angeles. One of Shelby's tasks is to input positive and negative customer reviews into her computer system. What type of information is Shelby gathering?

366) _____

A) feedback
B) processing
C) output management
D) sales processing

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

367) Which of the following provides an accurate definition of systems thinking?

367) _____

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A) a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part

B) a way of monitoring individual components including an input, the process, and an output while continuously gathering feedback on the entire system

C) a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on the entire system

D) a way of monitoring singular parts of a system by viewing a single input that is processed or transformed to produce an entire system that is continuously monitored to gather feedback on each individual part

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

368) If you were thinking about a washing machine as a system, which of the following represents the inputs?

368) _____

A) the dirty clothes, water, and detergent
B) the clean clothes
C) the wash and rinse cycles
D) the light indicating that the washer is off balance and has stopped

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

Business Driven Information Systems 7th edition Baltzan Test Bank

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

370) If you were thinking about a washing machine as a system, which of the following represents the feedback?

370) _____

A) the dirty clothes, water, and detergent
B) the clean clothes
C) the wash and rinse cycles
D) the light indicating that the washer is off balance and has stopped

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

Business Driven Information Systems 7th edition Baltzan Test Bank

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

372) If you were thinking about an oven as a system, which of the following represents the input?

372) _____

A) the uncooked food
B) the cooked food
C) a light indicating that the oven has reached the preheated temperature
D) the oven running at 350 degrees for 20 minutes

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

Business Driven Information Systems 7th edition Baltzan Test Bank

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

Business Driven Information Systems 7th edition Baltzan Test Bank

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D) the oven running at 350 degrees for 20 minutes

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

376) If you were thinking about a home theater system, which of the following represents the inputs?

376) _____

A) the DVD player, DVD movie, speakers, TV, and electricity
B) playing the movie, including the audio through the speakers and the video on the TV
C) a message stating that the disk is dirty and cannot be played
D) spinning the disk to play, pause, rewind, or fast forward

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

Business Driven Information Systems 7th edition Baltzan Test Bank

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

Business Driven Information Systems 7th edition Baltzan Test Bank

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D) spinning the disk to play, pause, rewind, or fast forward

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution

380) Which of the following is not a typical way that a company would duplicate a competitive advantage?

380) _____

A) acquiring the new technology
B) copying the business operations
C) hiring away key employees
D) carrying large product inventories

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 3 Hard
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

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381) When a company is the first to market with a competitive advantage, this is called a first-mover advantage. All of the following companies were first-movers except

381) _____

A) FedEx—Online Self-Service Software.
B) Apple—iPad.
C) Apple—iPod.
D) Microsoft—Bing Search Engine.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

382) Which of the following is a tool a manager can use to analyze competitive intelligence and identify competitive advantages?

382) _____

A) the three generic strategies
B) the threat of substitute buyer power
C) differentiated costs
D) supplier loyalty

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

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383) Identifying competitive advantages can be difficult, which explains why they are typically

383) _____

A) temporary.
B) satisfactory.
C) terminated.
D) unsuccessful.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

384) Updating business strategies is a continuous undertaking as internal and external environments

384) _____

A) become less competitive.
B) remain stagnant.
C) rapidly change.
D) become more consistent.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

Business Driven Information Systems 7th edition Baltzan Test Bank

385) Which of the following represents a reason why competitive advantages are typically temporary?

385) _____

A) the competitor will hire away your key employees.
B) the competitor quickly seeks ways to duplicate your business operations.
C) the competitor will purchase new technology.
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

386) What is a competitive advantage?

386) _____

A) a product that an organization's customers place a lesser value on than similar offerings from a competitor
B) a feature of a product or service on which customers place a lesser value than they do on similar offerings from another supplier
C) a service that an organization's customers place a lesser value on than similar offerings from another supplier
D) a feature of a product or service on which customers place a greater value than they do on similar offerings from competitors

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

387) Which of the following is not a common tool used in industry to analyze and develop competitive advantages?

387) _____

A) Five Forces Model
B) three generic strategies
C) competitive analysis model
D) value chain analysis

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

388) What is the process of gathering information about the competitive environment, including competitors′ plans, activities, and products, to improve a company′s ability to succeed?

388) _____

A) feedback
B) information
C) competitive intelligence
D) data

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

389) Who is a person or group that has an interest or concern in an organization?

389) _____

A) stakeholder
B) business strategy
C) supplier
D) partner

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

390) Which group of stakeholder's primary interests include reliable contracts, ethical materials handling, and responsible production?

390) _____

A) partners/suppliers
B) shareholders/investors
C) community
D) government

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

391) Which group of stakeholder's primary interests include adhering to regulations/laws, increasing employment, and ethical taxation reporting?

391) _____

A) partners/suppliers
B) shareholders/investors
C) community
D) government

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

392) Which group of stakeholder's primary interests include maximizing profits, growing market share, and high return on investment?

392) _____

A) partners/suppliers
B) shareholders/investors
C) community
D) government

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

393) Which group of stakeholder's primary interests include exceptional customer service, high-quality products, and ethical dealings?

393) _____

A) partners/suppliers
B) shareholders/investors
C) community
D) customers

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

394) Which group of stakeholder’s primary interests include fair compensation, job security, and ethical conduct/treatment?

394) _____

A) employees
B) shareholders/investors
C) community
D) customers

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

395) Which group of stakeholder's primary interests include professional associations, ethical recycling, and increasing employment?

395) _____

A) employees
B) shareholders/investors
C) community
D) customers

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

396) What is a feature of a product or service on which customers place a greater value than they do on similar offerings from competitors?

396) _____

A) competitive advantage
B) competitor advantage
C) power advantage
D) First Mover advantage

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

397) Which of the following evaluates a project's position?

397) _____

A) SWOT analysis
B) Five Forces Model
C) value chain analysis
D) three generic strategies

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

398) What is a SWOT analysis?

398) _____

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A) evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies

B) analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry

C) views a firm as a series of business processes, each of which adds value to the product or service

D) generic business strategies that are neither organization- nor industry-specific and can be applied to any business, product, or service

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

399) What evaluates industry attractiveness?

399) _____

A) SWOT analysis
B) Five Forces Model
C) value chain analysis
D) three generic strategies

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

400) What is Porter's Five Forces Model?

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400) _____

A) evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies
B) analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry
C) views a firm as a series of business processes, each of which adds value to the product or service
D) generic business strategies that are neither organization nor industry specific and can be applied to any business, product, or service

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

401) What executes business strategy?

401) _____

A) SWOT analysis
B) Five Forces Model
C) value chain analysis
D) three generic strategies

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

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402) What is a value chain analysis?

402) _____

A) evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies

B) analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry

C) views a firm as a series of business processes, each of which adds value to the product or service

D) generic business strategies that are neither organization nor industry specific and can be applied to any business, product, or service

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

403) Which strategy below helps an organization choose its business focus?

403) _____

A) SWOT analysis
B) Five Forces Model
C) value chain analysis
D) three generic strategies

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

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404) What are Porter's three generic strategies?

404) _____

A) evaluate an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.
B) analyze the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry.
C) view a firm as a series of business processes, each of which adds value to the product or service.
D) generic business strategies that are neither organization nor industry specific and can be applied to any business, product, or service

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

405) What is included in a SWOT analysis?

405) _____

A) Strengths, weaknesses, organizations, and technology
B) Strengths, weaknesses, opportunities, and threats
C) Success, willingness, opportunities, and technology
D) Success, weaknesses, organizations, and threats

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

406) Which of the following statements is correct when considering a SWOT analysis?

406) _____

A) Strengths and weaknesses originate inside an organization.
B) Opportunities and threats originate inside an organization.
C) Strengths and threats originate inside an organization.
D) Opportunities and weaknesses originate outside an organization.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

407) Which of the following statements is correct when considering a SWOT analysis?

407) _____

A) Strengths and weaknesses originate outside an organization.
B) Opportunities and threats originate outside an organization.
C) Strengths and threats originate inside an organization.
D) Opportunities and weaknesses originate outside an organization.

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

408) Which of the following are included as potential internal strengths in a SWOT analysis that are helpful to an organization?

408) _____

A) core competencies, market leaders, cost advantages, excellent management
B) lack of strategic direction, obsolete technologies, lack of managerial talent, outdated product line
C) expanded product line, increase in demand, new markets, new regulations
D) new entrants, substitute products, shrinking markets, costly regulatory requirements

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

409) Which of the following are included as potential internal weaknesses in a SWOT analysis that are harmful to an organization?

409) _____

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A) core competencies, market leaders, cost advantages, excellent management
B) lack of strategic direction, obsolete technologies, lack of managerial talent, outdated product line
C) expanded product line, increase in demand, new markets, new regulations
D) new entrants, substitute products, shrinking markets, costly regulatory requirements

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

410) Which of the following are included as potential external opportunities in a SWOT analysis that are helpful to an organization?

410) _____

A) core competencies, market leaders, cost advantages, excellent management
B) lack of strategic direction, obsolete technologies, lack of managerial talent, outdated product line
C) expanded product line, increase in demand, new markets, new regulations
D) new entrants, substitute products, shrinking markets, costly regulatory requirements

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

411) Which of the following are included as potential external weaknesses in a SWOT analysis that are harmful to an organization?

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411) _____

A) core competencies, market leaders, cost advantages, excellent management
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D) new entrants, substitute products, shrinking markets, costly regulatory requirements

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

412) How would you categorize strengths in a SWOT analysis?

412) _____

A) internal, helpful
B) internal, harmful
C) external, helpful
D) external, harmful

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

413) How would you categorize weaknesses in a SWOT analysis?

413) _____

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A) internal, helpful
B) internal, harmful
C) external, helpful
D) external, harmful

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

414) How would you categorize opportunities in a SWOT analysis?

414) _____

A) internal, helpful
B) internal, harmful
C) external, helpful
D) external, harmful

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

415) How would you categorize threats in a SWOT analysis?

415) _____

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A) internal, helpful
B) internal, harmful
C) external, helpful
D) external, harmful

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

416) Which of the following describes a stakeholder?

416) _____

A) a leadership plan that achieves a specific set of goals or objectives
B) a feature of a product or service on which customers place a greater value
C) a person or group that has an interest or concern in an organization
D) information about a competitive environment

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

417) There are many different stakeholder's found in an organization. Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Which of the following is a main concern for customers?

417) _____

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A) exceptional customer service
B) fair compensation
C) professional associations
D) reliable contracts

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

418) There are many different stakeholder's found in an organization. Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Which of the following is a main concern for employees?

418) _____

A) exceptional customer service
B) fair compensation
C) professional associations
D) reliable contracts

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

419) There are many different stakeholder's found in an organization. Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Which of the following is a main concern for the community?

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419) _____

A) exceptional customer service
B) fair compensation
C) professional associations
D) reliable contracts

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

420) There are many different stakeholder's found in an organization. Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Which of the following is a main concern for partners/suppliers?

420) _____

A) exceptional customer service
B) fair compensation
C) professional associations
D) reliable contracts

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

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421) There are many different stakeholder's found in an organization. Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Which of the following is a main concern for the government?

421) _____

A) maximized profits
B) adherence to regulations/laws
C) exceptional customer service
D) reliable contracts

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

422) There are many different stakeholder's found in an organization. Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Which of the following is a main concern for shareholders/investors?

422) _____

A) maximized profits
B) adherence to regulations/laws
C) exceptional customer service
D) reliable contracts

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

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423) There are many different stakeholder's found in an organization with common business interests. Depending on the stakeholder's perspective, the business strategy can change. Which of the following is not a main concern for shareholders/investors?

423) _____

A) maximized profits
B) grow market share
C) job security
D) high return on investment

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

424) What does a SWOT analysis perform?

424) _____

A) evaluates an organizations strengths, weaknesses, objectives, and threats
B) evaluates an organization's strengths, weaknesses, opportunities, and threats
C) evaluates an organization's supporters, weaknesses, opportunities, and technology
D) evaluates an organization's systems, warehouses, outputs, and technology

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

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425) In a SWOT analysis, strengths and weaknesses originate _____ an organization.

425) _____

A) inside (internally)
B) outside (externally)
C) both inside (internally) and outside (externally)
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

426) In a SWOT analysis, opportunities and threats originate _____ an organization.

426) _____

A) inside (internally)
B) outside (externally)
C) both inside (internally) and outside (externally)
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

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427) In a SWOT analysis, which of the following could you discover as potential internal strengths (helpful)?

427) _____

A) cost advantages
B) damaged reputation
C) new markets
D) competitor issues

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

428) In a SWOT analysis, which of the following could you discover as potential inner weaknesses (harmful)?

428) _____

A) cost advantages
B) damaged reputation
C) new markets
D) competitor issues

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

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429) In a SWOT analysis, which of the following could you discover as potential external opportunities (helpful)?

429) _____

A) cost advantages
B) damaged reputation
C) new markets
D) improved marketing campaigns

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT

430) Managers use four common tools to analyze competitive intelligence and develop competitive advantages. Which of the following is not one of these tools?

430) _____

A) three generic strategies
B) Five Forces Model
C) first-mover advantage
D) SWOT analysis

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages

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431) The Victory Wireless store in Denver is currently offering a fabulous marketing strategy for potential new iPhone customers. Victory Wireless offers customers who purchase an iPhone with a 2-year subscription a free Otter phone case, car charger, ear phones, and speakers. In terms of Porter's Five Forces Model, what is Victory Wireless attempting to achieve with this marketing strategy?

431) _____

A) increased buyer power
B) increased substitute products
C) decreased supplier power
D) decreased buyer power

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

432) Gina Brooks works for Aquarium Retail Services selling high-end salt water fish and tank supplies. Aquarium Retail Services is the current market leader in Gina's city. Gina has recently been approached by Deep Blue Incorporated with an opportunity to run its corporate nation-wide marketing and sales division. Gina decides to jump at the opportunity. Deep Blue is attempting to gain a competitive _____ by stealing its competitor's key employees.

432) _____

A) power
B) entry barrier
C) advantage
D) loyalty

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

433) The banking industry has implemented several competitive advantages including ATMs, online bill pay services, and electronic statements. Of course, these competitive advantages were quickly duplicated by any competitor that wanted to remain in the banking industry. These were all examples of seeking competitive advantages through

433) _____

A) acquiring new technology products and services.
B) hiring new employees.
C) reducing expenses.
D) gaining invaluable feedback from customers.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

434) Michael Porter defined the Five Forces Model and the potential pressures that can hurt sales. Which of the following is not one of the potential pressures that can hurt sales?

434) _____

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A) Suppliers can drive down profits by charging more for supplies.
B) New market entrants can steal potential investment capital.
C) Substitute products can steal customers.
D) Competition can steal customers.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

435) Kevin Campbell is an incoming freshman at your college. Kevin is frustrated by the cost of books, tuition, and expenses, and he needs to purchase a rather expensive laptop. In an effort to save money, Kevin begins a Facebook group finding other college students who need to purchase laptops. Soon, Kevin′s Facebook group has close to 100,000 students. Kevin decides to collectively approach different computer companies to see if his group qualifies for a special discount. What business strategy is Kevin using to purchase laptops?

435) _____

A) collecting business intelligence
B) decreasing entry barriers
C) purchasing a substitute product
D) increasing buyer power

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

436) What are costs that make customers reluctant to switch to another product or service?

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436) _____

A) support activities
B) switching costs
C) loyalty rewards
D) value chain activities

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

437) Callie Crystal owns and operates one of the most successful local coffee shops in Denver, called the Edgewater Café. Each time a customer purchases their 100th cup of coffee at the Edgewater Café, they receive a free pound of coffee of their choice. What is Callie attempting to create with her unique "Free Pound of Coffee" marketing program?

437) _____

A) reducing buyer power with a loyalty program
B) increasing buyer power with a loyalty program
C) decreasing supplier power with a differentiated product
D) creating a substitute product

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

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438) What includes all parties involved, directly or indirectly, in obtaining raw materials or a product?

438) _____

A) support chain
B) supply chain
C) system chain
D) supply choice

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

439) Which of the below represents a company in a supply chain?

439) _____

A) customer and competitor
B) supplier and competitor
C) knowledge worker and supplier
D) supplier and customer

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

440) In the center of Porter's Five Forces Model is competition. Which of the below represents the four outer boxes?

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440) _____

A) buyer power, systems power, threat of false entrants, and threat of substitute products or services
B) buyer power, systems power, threat of new entrants, and threat of substitute products or services
C) buyer power, supplier power, threat of new entrants, and threat of substitute products or services
D) business power, supplier power, threat of new entrants, and threat of powerful services

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

441) Shawn McGill is on the executive board for ABC Pharmaceuticals. The company produces the top-selling cancer-fighting drug on the market. Due to its incredible success, ABC Pharmaceuticals has decided to increase the cost of the drug from $8 a pill to $15 a pill. Which force is ABC Pharmaceuticals using to increase its drug price?

441) _____

A) supplier power
B) buyer power
C) threat of false entrants
D) business power

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

442) What is one of the most common ways a company can decrease supplier power?

442) _____

A) charge lower prices
B) charge higher prices
C) use MIS to find and create alternative products
D) companies cannot impact supplier power.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

443) If a supplier has high power, what can it do to influence its industry?

443) _____

A) charge higher prices
B) shift costs to industry participants
C) limit quality or services
D) All answer choices are correct.

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

444) How can a company reduce the threat of substitute products or services?

444) _____

A) market the product to fewer than 10 customers.
B) ignore competitive forces.
C) offer additional value through wider product distribution.
D) offer less value making the product far more generic and similar to the competition.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

445) Which one of Porter's five forces is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market?

445) _____

A) threat of new entrants
B) threat of substitute products or services
C) threat of buyer power
D) supply chain competition

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

446) John Cleaver is the CEO of Tech World, a retail store that sells computers, monitors, cameras, televisions, and many other electronic products. John and his executive team are meeting to brainstorm new ideas on how to grow the business. One idea is to mimic a competitor product that is attempting to sell a new product in a different industry. After performing a Porter's Five Forces Model analysis, John determines that all of the forces are high in this new industry. What should John do?

446) _____

A) explode into the market with an overflow of the product
B) contemplate other products to introduce at the same time in this new market
C) compare the competitor's prices and offer his product at a lower price in this new market
D) not introduce the product because all five forces are strong and this would be a highly risky business strategy

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

447) What is a feature of a product or service that customers have come to expect and entering competitors must offer the same if they want to survive?

447) _____

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A) significant barrier
B) entry barrier
C) product differentiation
D) entry chain

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

448) Which of the following represents a typical supply chain?

448) _____

A) company – customers – suppliers
B) company – suppliers – customers
C) suppliers – company – customers
D) suppliers – customers – company

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

449) Imagine you are creating a new product to sell in an up-and-coming market. Which of the following statements indicates that it would be easy for you as the new entrant to compete in this market?

449) _____

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A) the threat of new entrants' force is high in the up-and-coming market
B) the threat of new entrants' force is low in the up-and-coming market
C) the threat of new entrants' force is impossible to define in the up-and-coming market
D) All answer choices are correct, depending on the time of year.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

450) Imagine you are creating a new product to sell in an up-and-coming market. Which of the following statements indicates that it would be difficult for you to enter this new market?

450) _____

A) the threat of new entrants' force is high in the up-and-coming market.
B) the threat of new entrants' force is low in the up-and-coming market.
C) the threat of new entrants' force is high during the summer months in the up-and-coming market.
D) All answer choices are correct, depending on the time of year.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

451) Which of the following is an example in which Porter's five forces are mostly strong and competition is high?

451) _____

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A) dog-walking business
B) ski resort
C) professional hockey team
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

452) Which of the following offers an example in which Porter's five forces are mostly weak and competition is low?

452) _____

A) an international hotel chain purchasing milk
B) a coffee shop
C) a single consumer purchasing milk
D) a dog-walking business

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

453) Some industries' competition is much more intense than others. Retail grocery stores such as Kroger, Safeway, and Albertson's in the United States experience fierce competition and offer similar marketing campaigns to compete. What is this an example of in terms of Porter's Five Forces Model?

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453) _____

A) rivalry among new entrants
B) rivalry among existing competitors
C) threat of substitute products or services
D) buyer power

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

454) Amazon.com uses a customer profiling system whenever a customer visits its website. Using this system, Amazon can offer products tailored to that particular customer's profile and buying pattern. What is Amazon using to achieve this competitive advantage?

454) _____

A) rivalry
B) buyer power
C) product differentiation
D) substitute product

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

455) Your boss, Penny Dirks, has asked you to analyze the music industry using Porter's Five Forces Model. Which of the following represents supplier power in the music industry?

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455) _____

A) established record labels such as EMI, Sony, and Universal
B) Walmart, Target, iTunes
C) game systems such as Xbox and social networks such as Facebook.
D) Taylor Swift, Beyoncé, The Beatles, The Stones

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

456) Your boss, Penny Dirks, has asked you to analyze the music industry using Porter's Five Forces Model. Which of the following represents buyer power in the music industry?

456) _____

A) established record labels such as EMI, Sony, and Universal
B) Walmart, Target, iTunes
C) independent record labels
D) game systems such as Xbox and social networks such as Facebook

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

457) Your boss, Penny Dirks, has asked you to analyze the music industry using Porter's Five Forces Model. Which of the following represents the threat of substitute products or services in the music industry?

Business Driven Information Systems 7th edition Baltzan Test Bank

457) _____

A) established record labels such as EMI, Sony, and Universal
B) independent record labels
C) game systems such as Xbox and social networks such as Facebook
D) Taylor Swift, Beyoncé, The Beatles, The Stones

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

458) Your boss, Kerry Miller, has asked you to analyze the soft drink industry using Porter's Five Forces Model. Which of the following represents supplier power in the soft drink industry?

458) _____

A) Pepsi requires stores that carry Pepsi products to commit to minimum orders of 1,000 cases.
B) Walmart negotiates a lower cost per bottle from Coke in exchange for premium shelf space in every Walmart store.
C) Zevia Natural Diet Soda begins selling directly over the Internet.
D) vitamin water, fruit juice, coffee

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

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459) Your boss, Kerry Miller, has asked you to analyze the soft drink industry using Porter's Five Forces Model. Which of the following represents buyer power in the soft drink industry?

459) _____

A) Pepsi requires stores that carry Pepsi products to commit to minimum orders of 1,000 cases.

B) Walmart negotiates a lower cost per bottle from Coke in exchange for premium shelf space in every Walmart store.

C) Zevia Natural Diet Soda begins selling directly over the Internet.

D) vitamin water, fruit juice, coffee

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

460) Your boss, Kerry Miller, has asked you to analyze the soft drink industry using Porter's Five Forces Model. Which of the following represents a threat of a new entrant in the soft drink industry?

460) _____

A) Pepsi requires stores that carry Pepsi products to commit to minimum orders of 1,000 cases.

B) Walmart negotiates a lower cost per bottle from Coke in exchange for premium shelf space in every Walmart store.

C) Zevia Natural Diet Soda begins selling directly over the Internet.

D) vitamin water, fruit juice, coffee

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

461) Your boss, Kerry Miller, has asked you to analyze the soft drink industry using Porter's Five Forces Model. Which of the following represents a substitute product in the soft drink industry?

461) _____

A) Pepsi requires stores that carry Pepsi products to commit to minimum orders of 1,000 cases.
B) Walmart negotiates a lower cost per bottle from Coke in exchange for premium shelf space in every Walmart store.
C) Zevia Natural Diet Soda begins selling directly over the Internet.
D) vitamin water, fruit juice, coffee

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

462) What is buyer power?

462) _____

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A) the ability of buyers to affect the price they must pay for an item
B) the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services)
C) high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market
D) high when there are many alternatives to a product or service and low when there are few alternatives from which to choose

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

463) What is supplier power?

463) _____

A) the ability of buyers to affect the price they must pay for an item
B) the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services)
C) high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market
D) high when there are many alternatives to a product or service and low when there are few alternatives from which to choose

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

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464) What is the threat of substitute products or services?

464) _____

A) the ability of buyers to affect the price they must pay for an item
B) the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services)
C) high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market
D) high when there are many alternatives to a product or service and low when there are few alternatives from which to choose

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

465) What is the threat of new entrants?

465) _____

A) the ability of buyers to affect the price they must pay for an item
B) the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services)
C) high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market
D) high when there are many alternatives to a product or service and low when there are few alternatives from which to choose

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

466) What is the rivalry among existing competitors?

466) _____

A) the ability of buyers to affect the price they must pay for an item
B) the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services)
C) high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market
D) high when competition is fierce in a market and low when competitors are more complacent

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Gradable : automatic
Bloom's : Understand
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

467) Your boss, Kerry Miller, has asked you to analyze the soft drink industry using Porter's Five Forces Model. Which of the following represents rivalry in the soft drink industry?

467) _____

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A) Pepsi requires stores that carry Pepsi products to commit to minimum orders of 1,000 cases.

B) Walmart negotiates a lower cost per bottle from Coke in exchange for premium shelf space in every Walmart store.

C) Zevia Natural Diet Soda begins selling directly over the Internet.

D) Coke and Pepsi submit bids to the owner of a football stadium for the exclusive sale of their products during games.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness

468) Porter identified three generic strategies that a business could follow after identifying a market it wanted to enter. Which of the following is not included as one of Porter's three generic strategies?

468) _____

A) broad differentiation
B) supplier cost differentiation
C) focused strategy
D) broad cost leadership

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

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469) When analyzing Porter's three generic strategies for entering a market, if you have a focused strategy, what market should you target?

469) _____

A) a niche market
B) a broad market
C) neither niche nor broad markets
D) both niche and broad markets

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

470) Which of the following offers an example of a company operating in a narrow focused-market as the low-cost provider?

470) _____

A) Walmart
B) Tiffany & Co.
C) Neiman Marcus
D) Payless Shoes

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

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471) Broad differentiation, broad cost leadership, and _____ create the three generic strategies identified by Porter.

471) _____

A) narrow market leadership
B) high cost versus low cost
C) focused strategy
D) None of the answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

472) Jennifer Bloom is writing a paper, and she must determine which of Porter's three generic strategies The Museum Company has implemented. Jennifer finds out that The Museum Company offers specialty products found only in museums around the world to affluent customers. What would Jennifer determine The Museum Company is using as its generic strategy?

472) _____

A) broad market, low cost
B) narrow market, high cost
C) broad market, high cost
D) narrow market, low cost

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

473) According to Porter, companies that wish to dominate broad markets should operate using a _____ strategy.

473) _____

A) cost leadership with a low cost
B) differentiation with a low cost
C) cost leadership with a high cost
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

474) Which of the following demonstrates a company that has implemented a low cost, broad market strategy?

474) _____

A) Neiman Marcus
B) Payless Shoes
C) the Sharper Image
D) Walmart

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

475) If a business is following a focused strategy, then its competitive scope is

475) _____

A) broad market.
B) narrow market.
C) broad range products.
D) broad range of services.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

476) When applying Porter's three generic strategies, Tiffany & Co. has a competitive scope and cost strategy that is

476) _____

A) broad market, high cost.
B) narrow market, low cost.
C) narrow market, high cost.
D) broad market, low cost.

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

477) When analyzing the book store industry, some of today's businesses compete with different business strategies and cost strategies. Which of the following is using a broad market competitive scope along with a low cost strategy?

477) _____

A) Amazon.com
B) local independent bookstore specializing in antique books
C) Barnes & Noble
D) bookstore at the airport

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

478) Which of the following is similar to a focused strategy versus a broad strategy?

478) _____

A) large market versus leadership
B) large market versus uniqueness
C) niche market versus large market
D) niche market versus generic

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

479) Your boss, Penny Dirks, has asked you to analyze the airline industry using Porter′s three generic strategies. Which of the following companies are using a cost leadership strategy?

479) _____

A) Southwest, Horizon, Frontier, JetBlue
B) British Airways, Singapore Airlines, Virgin Atlantic
C) Sky Taxi, a rent-by-the-hour personal plane service
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

480) Your boss, Penny Dirks, has asked you to analyze the airline industry using Porter′s three generic strategies. Which of the following companies are using a differentiation strategy?

480) _____

A) Southwest, Horizon, Frontier, JetBlue
B) British Airways, Singapore Airlines, Virgin Atlantic
C) Sky Taxi, a rent-by-the-hour personal plane service
D) All answer choices are correct.

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Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

481) Your boss, Penny Dirks, has asked you to analyze the airline industry using Porter's three generic strategies. Which of the following companies are using a focused strategy?

481) _____

A) Southwest, Horizon, Frontier, JetBlue
B) British Airways, Singapore Airlines, Virgin Atlantic
C) Sky Taxi, a rent-by-the-hour personal plane service
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus

482) When reviewing Porter's value chain analysis, which of the following provides customer support after the sale of goods and services?

482) _____

A) inbound logistics
B) outbound logistics
C) operations
D) service

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

483) Which of the following represents procurement as part of the support value activities in a value chain analysis?

483) _____

A) purchases inputs such as raw materials, resources, equipment and supplies
B) applies MIS to processes to add value
C) distributes goods and services to customers
D) promotes, prices, and sells products to customers

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

484) What includes support value activities and primary value activities and is used to determine how to create the greatest possible value for customers?

484) _____

A) supplier power
B) operations management
C) Porter's Five Forces Model
D) value chain analysis

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

485) What is a standardized set of activities that accomplishes a specific task?

485) _____

A) business strategy
B) business outcome
C) business process
D) knowledge process

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

486) Which of the following analyzes a company's business processes and is useful for determining how to create the greatest possible value for customers?

486) _____

A) product analysis
B) primary supplier power
C) value chain analysis
D) buyer chain analysis

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

487) The goal of value chain analysis is to identify processes in which the firm can add value for the customer and create a competitive advantage for itself, with a _____ or _____.

487) _____

A) focused strategy; product differentiation
B) focused strategy; cost advantage
C) cost advantage; primary value activities
D) cost advantage; product differentiation

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

488) What are the two main categories in a value chain analysis?

488) _____

A) primary value activities and secondary value activities
B) primary value activities and support value activities
C) primary value activities and strengthening value activities
D) None of the answer choices are correct.

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

489) Which of the following is not considered a category within the primary value activities in a value chain analysis?

489) _____

A) inbound logistics
B) firm infrastructure
C) operations
D) service

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

490) Which of the following is not considered a category within the support value activities in a value chain analysis?

490) _____

A) technology development
B) outbound logistics
C) human resource management
D) firm infrastructure

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

491) What is the support value activity that provides employees with training, hiring, and compensation?

491) _____

A) procurement
B) operations resource management
C) human resource management
D) firm infrastructure

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

492) Sandy Fiero works as the chief knowledge officer for Bend Lumbar Company. She has been given the responsibility to create a product or service that will bring an added value to its customers to increase the company's revenue. Sandy determines that the best value she can add is by creating a service that offers free next-day shipping on any order over $50. Where in the value chain is Sandy adding value?

492) _____

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A) primary value activity outbound logistics
B) primary value activity inbound logistics
C) primary value activity marketing and sales
D) primary value activity operations

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

493) When evaluating the value chain, all of the following are included in the primary value activities except

493) _____

A) inbound activities.
B) operations.
C) service.
D) MIS development.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

494) When evaluating the value chain, which of the following is included in the support value activities?

494) _____

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A) inbound activities
B) marketing and sales
C) firm infrastructure
D) finance and sales

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Gradable : automatic
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

495) Which of the following decisions does a firm need to make as soon as it has identified the activities from the value chain that are bringing the highest added value to their customers?

495) _____

A) target high value-adding activities to further enhance their value.
B) target low value-adding activities to increase their value.
C) perform some combination of the two.
D) All answer choices are correct.

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Bloom's : Understand
Difficulty : 2 Medium
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

496) MIS can add value to both primary activities and support activities in the value chain. Which of the following is not an example of adding value by the use of MIS in a primary activity?

496) _____

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A) creating an online system for employees to track paychecks, benefits, wellness program rewards, and other employee benefit items

B) a system for the sales and marketing departments to track specific sales targets and follow-up processes

C) an easy electronic survey, similar to the Survey Monkey, to be sent to the customer right after a service is completed

D) using a custom order and delivery system through an easily accessible web portal for the customer to track delivery status

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

497) MIS can add value to both primary and support activities within a business. Which of the following is not an example of adding value by the use of MIS in a support activity?

497) _____

A) creating a business strategy for the video rental market that delivers videos via the mail

B) creating a tracking system to efficiently reward employees based on their performance

C) creating an online system for employees to track paychecks, benefits, wellness program rewards, and other employee benefit items

D) creating a program to automatically order office supplies such as pens and pads of paper for employees

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Business Driven Information Systems 7th Edition by Baltzan CH01

Question Details
Accessibility : Keyboard Navigation
Gradable : automatic
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies

ESSAY. Write your answer in the space provided or on a separate sheet of paper.
498) Describe the information age and the differences between data, information, business intelligence, and knowledge.

Question Details
Accessibility : Keyboard Navigation
Learning Outcome : 01-01 Describe the information age and the differences among data, information, bu
Topic : Competing in the Information Age
Difficulty : 3 Hard
Bloom's : Analyze
Gradable : manual

499) Identify the different departments in a company and why they must work together to achieve success.

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Business Driven Information Systems 7th Edition by Baltzan CH01

Question Details
Accessibility : Keyboard Navigation
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Bloom's : Analyze
Gradable : manual

500) Define the six primary MIS-related strategic positions in an organization along with their associated responsibilities.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Bloom's : Analyze
Gradable : manual

501) Explain systems thinking and how management information systems enable business communications.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 3 Hard
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Bloom's : Analyze
Gradable : manual

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502) Explain why competitive advantages are temporary.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages
Gradable : manual

503) Describe Porter's Five Forces Model and explain each of the five forces.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-05 Describe Porter's Five Forces Model and explain each of the five forces.
Topic : The Five Forces Model--Evaluating Industry Attractiveness
Gradable : manual

504) Compare Porter's three generic strategies.

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus
Gradable : manual

505) Demonstrate how a company can add value by using Porter’s value chain analysis.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 3 Hard
Bloom's : Analyze
Learning Outcome : 01-07 Demonstrate how a company can add value by using Porter's value chain analys
Topic : Value Chain Analysis--Executing Business Strategies
Gradable : manual

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Business Driven Information Systems 7th Edition by Baltzan CH01
Answer Key

Test name: CH01

1) TRUE
Companies today are successful when they combine the power of the information age with traditional business methods.
2) FALSE
This is the definition of business intelligence, which is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.

3) TRUE
This is the definition of business intelligence.

4) TRUE
The information age is the present time, during which infinite quantities of facts are widely available to anyone who can use a computer.

5) FALSE
Top managers use business intelligence, not social intelligence, to remain profitable, not unprofitable.

6) FALSE
A variable is a data characteristic that can change over time.

7) TRUE
A fact is the confirmation or validation of an event or object. In the past, people primarily learned facts from books.

8) FALSE

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Zappos is not a technology company; its primary business focus is to sell shoes, bags, clothing, and accessories.

9) TRUE
Order date, amount sold, and customer number are all forms of data.

10) TRUE
Choosing not to fire a sales representative who is underperforming while knowing that the representative is experiencing family problems is a form of knowledge.

11) TRUE
Information is data converted into a meaningful and useful context. The truth about information is that its value is only as good as the people who use it.

12) TRUE
The Internet of Things (IoT) is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

13) TRUE
Machine-to-machine (M2M) refers to devices that connect directly to other devices.

14) FALSE
The Internet of Things (IoT) is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

15) TRUE
Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

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16) FALSE
The Internet of Things (IoT) is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

17) TRUE
Top managers use predictive analytics to define the future of the business, analyzing markets, industries, and economies to determine the strategic direction the company must follow to remain profitable. Tony will set the strategic direction for his firm, which might include introducing new flavors of potato chips or sports drinks as new product lines or schools and hospitals as new market segments.

18) FALSE
Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

19) FALSE
Knowledge workers are individuals valued for their ability to interpret and analyze information.

20) FALSE
Using data, information, business intelligence, and knowledge to make decisions and solve problems is the key to finding success in business. These are also the core drivers of the information age and the building blocks of business systems.

21) TRUE
Big data is a collection of large complex datasets, which cannot be analyzed using traditional database methods and tools.

22) TRUE

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The four common characteristics of big data include variety, veracity, volume, velocity.

23) TRUE
Variety includes different forms of structured and unstructured data.

24) TRUE
Veracity includes the uncertainty of data, including biases, noise, and abnormalities.

25) TRUE
Volume includes the scale of data.

26) TRUE
Velocity includes the analysis of streaming data as it travels around the Internet.

27) FALSE
Variety includes different forms of structured and unstructured data.

28) FALSE
Veracity includes the uncertainty of data, including biases, noise, and abnormalities.

29) FALSE
A snapshot is a view of data at a particular moment in time.

30) TRUE
A snapshot is a view of data at a particular moment in time.

31) FALSE
A dynamic report can include updating daily stock market prices or the calculation of available inventory.

32) TRUE

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A dynamic report can include updating daily stock market prices or the calculation of available inventory.

33) TRUE
Business analytics is the scientific process of transforming data into insight for making better decisions.

34) TRUE
Descriptive analytics use techniques that describe past performance and history.

35) TRUE
Predictive analytics use techniques that extract information from data to predict future trends and identify behavioral patterns.

36) TRUE
Prescriptive analytics use techniques that create models indicating the best decision to make or course of action to take.

37) TRUE
Knowledge assets, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

38) TRUE
Knowledge assets reside within the minds of members, customers, and colleagues and include physical structures and recorded media.

39) TRUE
Knowledge facilitators help harness the wealth of knowledge in the organization.

40) FALSE
Business analytics is the scientific process of transforming data into insight for making better decisions.

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41) FALSE
Descriptive analytics use techniques that describe past performance and history.

42) FALSE
Predictive analytics use techniques that extract information from data to predict future trends and identify behavioral patterns.

43) FALSE
Knowledge assets, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

44) FALSE
Knowledge assets reside within the minds of members, customers, and colleagues and include physical structures and recorded media.

45) FALSE
Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

46) FALSE
Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

47) TRUE
Structured data is data that has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.

48) TRUE
Unstructured data is data that is not defined and does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

49) FALSE

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Structured data is data that has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.

50) FALSE
Unstructured data is data that is not defined and does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

51) FALSE
Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

52) TRUE
A business unit is a segment of a company representing a specific business function.

53) TRUE
The terms *department, functional area*, and *business unit* are used interchangeably.

54) TRUE
Companies update business strategies continuously as internal and external environments change.

55) FALSE
The sales department performs the function of selling goods or services.

56) TRUE
The marketing department supports sales by planning, pricing, and promoting goods or services.

57) TRUE
The operations management department manages the process of converting or transforming resources into goods or services.

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58) TRUE
The accounting and finance departments primarily use monetary data.

59) FALSE
The sales and marketing departments primarily use transactional data.

60) FALSE
For an organization to succeed, every department or functional area must work together or interdependently, sharing common information and not being a "silo."

61) TRUE
Successful companies today operate cross-functionally, integrating the operations of all departments.

62) TRUE
MIS is a tool that is most valuable when it leverages the talents of people who know how to use and manage it effectively.

63) FALSE
The chief technology officer is responsible for ensuring the speed, accuracy, availability, and reliability for MIS.

64) TRUE
The chief security officer is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks from hackers and viruses.

65) FALSE
The chief technology officer is responsible for ensuring the speed, accuracy, availability, and reliability of MIS.

66) TRUE

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The chief privacy officer is responsible for ensuring the ethical and legal use of information within a company.

67) TRUE
The business decisions the marketing department makes include promotion data, sales data, and advertising data.

68) TRUE
The business decisions the human resources department makes include employee data, promotion data, and vacation data.

69) TRUE
The business decisions the finance department makes include investment data, monetary data, and reporting data.

70) TRUE
The business decisions the accounting department makes includes transactional data, purchasing data, payroll data and tax data.

71) TRUE
The business decisions the sales department makes include potential customer data, sales report data, commission data, and customer support data.

72) TRUE
The business decisions the operations management department makes include manufacturing data, distribution data, and production data.

73) FALSE
The business decisions the marketing department makes include promotion data, sales data, and advertising data.

74) FALSE

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The business decisions the human resources department makes include employee data, promotion data, and vacation data.

75) FALSE
The business decisions the finance department makes include investment data, monetary data, and reporting data.

76) FALSE
The business decisions the accounting department makes include transactional data, purchasing data, payroll data and tax data.

77) FALSE
The business decisions the sales department makes include potential customer data, sales report data, commission data, and customer support data.

78) FALSE
The business decisions the operations management department makes include manufacturing data, distribution data, and production data.

79) FALSE
The chief information officer is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

80) TRUE
The chief knowledge officer is responsible for collecting, maintaining, and distributing company knowledge.

81) TRUE
Most organizations maintain positions such as chief executive officer (CEO), chief financial officer (CFO), and chief operations officer (COO) at the strategic level.

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82) FALSE
The chief information officer is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

83) TRUE
The chief knowledge officer is responsible for collecting, maintaining, and distributing company knowledge.

84) TRUE
The chief data officer (CDO) is responsible for determining the types of information the enterprise will capture, retain, analyze, and share.

85) FALSE
The chief technology officer (CTO) is responsible for ensuring the throughput, speed, accuracy, availability, and reliability of an organization's information technology.

86) FALSE
The chief security officer (CSO) is responsible for ensuring the security of MIS systems and developing strategies and MIS safeguards against attacks from hackers and viruses.

87) TRUE
The chief privacy officer (CPO) is responsible for ensuring the ethical and legal use of information within an organization.

88) FALSE
The chief knowledge officer (CKO) is responsible for collecting, maintaining, and distributing the organization's knowledge.

89) TRUE

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The chief security officer (CSO) is responsible for ensuring the security of MIS systems and developing strategies and MIS safeguards against attacks from hackers and viruses.

90) TRUE
According to *Fast Company* magazine, a few executive levels you might see created over the next decade include chief intellectual property officer, chief automation officer, and chief user experience officer.

91) FALSE
The difference between existing MIS workplace knowledge and the knowledge required to fulfill the business goals and strategies is called an MIS skills gap.

92) FALSE
Most CTOs possess a well-rounded knowledge of all aspects of MIS, including hardware, software, and telecommunications.

93) TRUE
Many chief privacy officers (CPOs) are lawyers by training, enabling them to understand the often complex legal issues surrounding the use of information.

94) TRUE
This is the definition of MIS skills gap.

95) FALSE
In recruiting lingo, such candidates are referred to as purple squirrels.

96) TRUE
Goods are material items or products that customers will buy to satisfy a want or need.

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97) TRUE
Waiting tables, teaching, and cutting hair are all examples of services that people pay for to fulfill their needs.

98) FALSE
An overview of the systems thinking includes input, process, output, and feedback.

99) TRUE
A stakeholder is a person or group that has an interest or concern in an organization. Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. It is not uncommon to find stakeholder's business strategies have conflicting interests such as investors looking to increase profits by eliminating employee jobs.

100) TRUE
Cars, groceries, and clothing are all examples of goods.

101) TRUE
Production is the process by which a business takes raw materials and processes them or converts them into a finished product for its goods or services.

102) TRUE
Productivity is the rate at which goods and services are produced based upon total output given total inputs.

103) FALSE
Lettuce, tomatoes, patty, bun, and ketchup are included as inputs of making a hamburger.

104) TRUE

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Cooking a patty and putting the ingredients together are included in the process of making a hamburger.

105) TRUE
Bread, cheese, and butter are included as the inputs of making a grilled cheese sandwich.

106) TRUE
A grilled cheese sandwich is considered the final output of a making-a-sandwich process.

107) FALSE
If a business could produce the same hamburger with less expensive inputs, it would probably see an increase in profits.

108) TRUE
If a business could produce more hamburgers with the same inputs, it would see a rise in productivity and possibly an increase in profits.

109) TRUE
A leadership plan that achieves a specific set of goals or objectives is a business strategy.

110) TRUE
To combat business challenges, leaders communicate and execute business strategies; the word *strategy* comes from the Greek *stratus* for army and *ago* for leading.

111) FALSE
Businesses constantly need to update business strategies as the business environment rapidly changes.

112) TRUE

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Attracting new customers, decreasing costs, and entering new markets are all examples of business strategies.

113) FALSE
Increasing customer loyalty, decreasing costs, and increasing sales are all examples of business strategies.

114) FALSE
Competitive intelligence is the process of gathering information about the competitive environment, including competitors' plans, activities, and products, to improve a company's ability to succeed.

115) TRUE
FedEx created a first-mover advantage by developing its customer self-service software, which allows people to request parcel pickups, print mailing slips, and track parcels online.

116) TRUE
A SWOT analysis will evaluate potential internal strengths, internal weaknesses, and external opportunities.

117) TRUE
A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

118) FALSE
A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

119) FALSE

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A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

120) TRUE
Strengths and weaknesses originate inside an organization, or internally. Opportunities and threats originate outside an organization, or externally, and cannot always be anticipated or controlled.

121) TRUE
Potential internal strengths are helpful when they identify all key strengths associated with the competitive advantage, including cost advantages, new and/or innovative services, special expertise and/or experience, proven market leader, improved marketing campaigns, and so on.

122) TRUE
In a SWOT analysis, potential internal weaknesses are harmful when they identify all key areas that require improvement. Weaknesses focus on the absence of certain strengths, including absence of an Internet marketing plan, damaged reputation, problem areas for service, outdated technology, employee issues, and so on.

123) TRUE
Potential external opportunities are helpful when they identify all significant trends along with how the organization can benefit from each, including new markets, additional customer groups, legal changes, innovative technologies, population changes, competitor issues, and so on.

124) TRUE

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Potential external threats are harmful when they identify all threats or risks detrimental to your organization, including new market entrants, substitute products, employee turnover, differentiating products, shrinking markets, adverse changes in regulations, economic shifts, and so on.

125) TRUE
Competitive advantages provide the same product or service either at a lower price or with additional value that can fetch premium prices.

126) FALSE
Michael Porter identified Porter's Five Forces Model, which analyzes the competitive forces within a business environment.

127) FALSE
Porter's Five Forces Model analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry.

128) TRUE
With the Five Forces Model, companies should watch the forces in the market. If the forces are strong, competition generally increases, and if the forces are weak, competition typically decreases.

129) TRUE
Switching costs are costs that make customers reluctant to switch to another product or service. Switching costs include financial as well as intangible values.

130) TRUE
Supplier power is one of Porter's five forces and measures the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services).

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131) FALSE
This is an example of Porter's threat of substitute products or services.

132) TRUE
Product differentiation occurs when a company develops unique differences in its products or services with the intent to influence demand.

133) TRUE
Buyer power is the ability of buyers to affect the price they must pay for an item.

134) FALSE
Buyer power is the ability of buyers to affect the price they must pay for an item.

135) TRUE
The threat of substitute products or services refers to the power of customers to purchase alternatives.

136) FALSE
The threat of substitute products or services refers to the power of customers to purchase alternatives.

137) FALSE
Tiffany & Company is following a focused market with a high-cost differentiation strategy.

138) FALSE
Porter has identified three generic business strategies: 1) broad cost leadership, 2) broad differentiation, and 3) focused strategy.

139) TRUE

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An example of a business that uses the business strategy "broad market and low cost" is Walmart.

140) TRUE
According to Porter, it is recommended to adopt only one of the three generic strategies.

141) FALSE
Buyer power is included as one of Porter's five forces.

142) TRUE
Value chain analysis views a firm as a series of business processes that each adds value to the product or service.

143) FALSE
A standardized set of activities that accomplish a specific task is called a business process.

144) TRUE
The value chain will group a company's activities into two categories: primary value activities and support value activities.

145) TRUE
A business process is a standardized set of activities that accomplish a specific task, such as processing a customer's order.

146) FALSE
A business process is a standardized set of activities that accomplish a specific task, such as processing a customer's order.

147) TRUE
Inbound logistics and operations are part of the primary value activities.

148) FALSE

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Inbound logistics and operations are part of the primary value activities.

149) FALSE
Firm infrastructure and human resource management are part of the support value activities.

150) TRUE
Firm infrastructure and human resource management are part of the support value activities.

151) C
The core drivers of the information age include data, information, business intelligence, and knowledge.

152) D
The core drivers of the information age include data, information, business intelligence, and knowledge.

153) D
The core drivers of the information age include data, information, business intelligence, and knowledge.

154) D
The core drivers of the information age include data, information, business intelligence, and knowledge.

155) A
Management information systems are everywhere in business.

156) A
A fact is the confirmation or validation of an event or object.

157) B

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The information age has infinite quantities of facts that are widely available to anyone who can use a computer.

158) D
Amazon is not a technology company but used technology to revamp the business process of selling books.

159) A
Netflix is not a technology company but used technology to revamp the business process of renting videos.

160) C
Zappos is not a technology company but used technology to revamp the business process of selling shoes.

161) A
Data are raw facts that describe the characteristics of an event or object.

162) B
Information is data converted into a meaningful and useful context.

163) C
Business intelligence is information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making.

164) D
Knowledge includes skills, experience, and expertise, coupled with information and intelligence, which create a person's intellectual resources.

165) C
Best-selling item by month is information.

166) A

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Quantity sold is data.

167) A
Data is raw facts that describe the characteristics of an event or object. Data for Cheryl would include "Craig Newmark is customer number 15467."

168) C
Best-selling product by day is an example of information.

169) D
Knowledge would include knowing that the best baker is Tony and that when he works, the best-selling product changes.

170) D
Questions outlined in the book include: Who are my best customers? Who are my least-profitable customers? What is my best-selling product? What is my slowest-selling product? Who is my strongest sales representative? Who is my weakest sales representative?

171) D
"What is my worst-selling product?" is an example of taking data and turning it into information.

172) D
"Who is customer number 12345XX?" is an example of data.

173) D
Business intelligence is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.

174) A

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Data, information, business intelligence, and knowledge are the core drivers of the information age.

175) B
A variable is a data characteristic that stands for a value that changes or varies over time and can be manipulated to help improve profits.

176) A
Today's workers are commonly referred to as knowledge workers, and they use BI along with personal experience to make decisions based on both information and intuition, a valuable resource for any company.

177) D
Business intelligence is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.

178) B
A variable is a data characteristic that stands for a value that changes or varies over time.

179) B
Information is data converted into a meaningful and useful context.

180) A
The Internet of Things is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

181) C
Machine-to-machine (M2M) refers to devices that connect directly to other devices.

182) B

Business Driven Information Systems 7th edition Baltzan Test Bank

Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

183) A
The Internet of Things is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

184) C
Machine-to-machine (M2M) refers to devices that connect directly to other devices.

185) B
Predictive analytics are techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

186) D
Analytics is the science of fact-based decision making

187) A
Business analytics is the scientific process of transforming data into insight for making better decisions.

188) B
Descriptive analytics use techniques that describe past performance and history.

189) D
Predictive analytics use techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

190) C
Prescriptive analytics use techniques that create models indicating the best decision to make or course of action to take.

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191) A
Business analytics is the scientific process of transforming data into insight for making better decisions.

192) B
Descriptive analytics use techniques that describe past performance and history.

193) C
Predictive analytics use techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

194) A
Prescriptive analytics use techniques that create models indicating the best decision to make or course of action to take.

195) A
The three primary areas of analytics include descriptive analytics, predictive analytics, and prescriptive analytics.

196) A
Knowledge assets, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

197) A
Knowledge assets reside within the minds of members, customers, and colleagues and include physical structures and recorded media.

198) B
Knowledge facilitators help harness the wealth of knowledge in the organization.

199) B

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Knowledge facilitators help acquire and catalog the knowledge assets in an organization.

200) B
Machine-generated data is created by a machine without human intervention

201) A
Human-generated data is data that humans, in interaction with computers, generate.

202) B
Machine-generated data includes sensor data, point-of-sale data, and web log data.

203) A
Human-generated data includes input data, click-stream data, or gaming data.

204) D
Structured data has a defined length, type and format and includes numbers, dates, or strings, such as Customer Address. Structured data is typically stored in a traditional system such as a relational database or spreadsheet.

205) C
Machine-to-machine (M2M) refers to devices that connect directly to other devices.

206) D
Unstructured data does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

207) B

Business Driven Information Systems 7th edition Baltzan Test Bank

Unstructured data does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

208) B
Structured data has a defined length, type and format and includes numbers, dates, or strings, such as Customer Address. Structured data is typically stored in a traditional system such as a relational database or spreadsheet.

209) B
A snapshot is a view of data at a particular moment in time.

210) C
A snapshot is a view of data at a particular moment in time.

211) A
A report is a document containing data organized in a table, matrix, or graphical format allowing users to easily comprehend and understand information.

212) A
A static report is created based on data that does not change.

213) B
A dynamic report changes automatically during creation.

214) A
A static report is created based on data that does not change. Static reports can include a sales report from last year or salary report from five years ago.

215) B

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A dynamic report changes automatically during creation. Dynamic reports can include updating daily stock market prices or the calculation of available inventory.

216) A
A data scientist extracts knowledge from data by performing statistical analysis, data mining and advanced analytics on big data to identify trends.

217) D
A data scientist extracts knowledge from data by performing statistical analysis, data mining and advanced analytics on big data to identify trends.

218) B
Business analytics is synonymous with *analytics*.

219) A
Business analytics is the scientific process of transforming data into insight for making better decisions.

220) A
A data scientist extracts knowledge from data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends, market changes, and other relevant information.

221) B
Algorithms are mathematical formulas placed in software that performs an analysis on a dataset.

222) C
Anomaly detection is the process of identifying rare or unexpected items or events in a dataset that do not conform to other items in the dataset.

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223) D
An outlier is a data value that is numerically distant from most of the other data points in a set of data.

224) A
A data scientist extracts knowledge from data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends, market changes, and other relevant information.

225) B
Algorithms are mathematical formulas placed in software that performs an analysis on a dataset.

226) C
Anomaly detection is the process of identifying rare or unexpected items or events in a dataset that do not conform to other items in the dataset.

227) D
An outlier is a data value that is numerically distant from most of the other data points in a set of data.

228) A
Variety includes different forms of structured and unstructured data.

229) B
Veracity includes the uncertainty of data, including biases, noise, and abnormalities.

230) C
Volume includes the scale of data.

231) D
Velocity includes the analysis of streaming data as it travels around the Internet.

Business Driven Information Systems 7th edition Baltzan Test Bank

232) A
Variety includes different forms of structured and unstructured data.

233) B
Veracity includes the uncertainty of data, including biases, noise, and abnormalities.

234) C
Volume includes the scale of data.

235) D
Velocity includes the analysis of streaming data as it travels around the Internet.

236) A
Big data is a collection of large, complex datasets, including structured and unstructured data, which cannot be analyzed using traditional database methods and tools.

237) A
Big data is a collection of large, complex datasets, including structured and unstructured data, which cannot be analyzed using traditional database methods and tools.

238) B
An outlier is a data value that is numerically distant from most of the other data points in a dataset.

239) A
Behavioral analysis uses data about people's behaviors to understand intent and predict future actions.

240) B

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Correlation analysis determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables.

241) C
Exploratory data analysis identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables.

242) D
Pattern recognition analysis is the classification or labeling of an identified pattern in the machine learning process.

243) D
Pattern recognition analysis classifies or labels an identified pattern in the machine learning process.

244) C
Exploratory data analysis identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables.

245) B
Correlation analysis determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables.

246) A
Behavioral analysis uses data about people's behaviors to understand intent and predict future actions.

247) A

Business Driven Information Systems 7th edition Baltzan Test Bank

Social media analysis analyzes text flowing across the Internet, including unstructured text from blogs and messages.

248) A
Social media analysis analyzes text flowing across the Internet, including unstructured text from blogs and messages.

249) B
Speech analysis analyzes recorded calls to gather information; brings structure to customer interactions and exposes information buried in customer contact center interactions with an enterprise.

250) B
Speech analysis analyzes recorded calls to gather information; brings structure to customer interactions and exposes information buried in customer contact center interactions with an enterprise.

251) C
Text analysis analyzes unstructured data to find trends and patterns in words and sentences.

252) C
Text analysis analyzes unstructured data to find trends and patterns in words and sentences.

253) D
Web analysis analyzes unstructured data associated with websites to identify consumer behavior and website navigation.

254) D
Web analysis analyzes unstructured data associated with websites to identify consumer behavior and website navigation.

255) A

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Companies today are typically organized by departments or functional areas.

256) B
For companies to operate as a whole and be successful in our business environment today, they must operate interdependently between departments.

257) B
Payroll is part of the accounting department.

258) D
Sales needs to rely on information from operations to understand inventory, place orders, and forecast consumer demand.

259) A
Human resources maintains policies, plans, and procedures for the effective management of employees.

260) B
Operations management manages the process of converting or transforming of resources into goods or services.

261) A
The department within a company that records, measures, and reports monetary transactions is accounting.

262) B
The department with a company that performs the function of selling goods or services is sales.

263) D
The department within a company that supports the sales by planning, pricing, and promoting goods or services is marketing.

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264) D
Finance department tracks strategic financial issues, including money, banking, credit, investments, and assets.

265) B
Operations management department manages the process of converting or transforming resources into goods or services.

266) C
Accounting records, measures, and reports monetary transactions.

267) D
The human resources department maintains policies, plans, and procedures for the effective management of employees.

268) A
Accounting records, measures, and reports monetary transactions.

269) B
Finance department tracks strategic financial issues, including money, banking, credit, investments, and assets.

270) C
The department within a company that supports the sales by planning, pricing, and promoting goods or services is marketing.

271) D
Sales needs to rely on information from operations to understand inventory, place orders, and forecast consumer demand.

272) D
Human resources maintains policies, plans, and procedures for the effective management of employees.

Business Driven Information Systems 7th edition Baltzan Test Bank

273) B
Operations management manages the process of converting or transforming resources into goods or services.

274) A
The marketing department includes promotion data, sales data, and advertising data.

275) B
The human resources department includes employee data, promotion data, and vacation data.

276) C
The finance department includes investment data, monetary data, and reporting data.

277) D
The accounting department includes transactional data, purchasing data, payroll data, and tax data.

278) A
The sales department has sales data, customer data, commission data, and customer support data.

279) A
The operations management department has manufacturing data, distribution data, and production data.

280) C
Functional areas are interdependent.

281) D
Tax, payroll and transactional data are all found in the accounting department.

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282) A
Monetary data is most commonly found in the finance department.

283) D
Employee data is most commonly found in the human resource department.

284) D
All of these data types are found in the sales department.

285) A
Promotional data is most commonly found in the marketing department.

286) C
Production data is most commonly found in the operations management department.

287) A
The CKO is responsible for collecting, maintaining, and distributing company knowledge.

288) B
The CPO is responsible for ensuring the ethical and legal use of information within a company.

289) C
The CTO is responsible for ensuring the speed, accuracy, availability, and reliability of the management information systems.

290) D
The CIO is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

291) B

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The CSO is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

292) B
The CPO is responsible for ensuring the ethical and legal use of information within a company.

293) C
Management information systems is a business function, like accounting and human resources, which moves information about people, products, and processes across the company to facilitate decision-making and problem-solving.

294) A
The chief knowledge officer (CKO) is responsible for collecting, maintaining, and distributing company knowledge.

295) C
The chief technology officer is responsible for ensuring the speed, accuracy, availability, and reliability for MIS.

296) B
The chief security officer is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

297) C
The chief information officer (CIO) is responsible for (1) overseeing all uses of MIS and (2) ensuring that MIS strategic aligns with business goals and objectives.

298) C

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Recently, 150 of the Fortune 500 companies added the CPO position to their list of senior executives.

299) A
The CTO is responsible for ensuring the speed, accuracy, availability, and reliability of the MIS.

300) C
The CPO is responsible for ensuring the ethical and legal use of information within a company.

301) B
The CSO is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

302) D
The CKO is responsible for collecting, maintaining, and distributing company knowledge.

303) A
The CIO is responsible for (1) overseeing all uses of MIS and (2) ensuring that MIS strategically aligns with business goals and objectives.

304) C
The CDO is responsible for determining the types of information the enterprise will capture, retain, analyze, and share.

305) A
The CTO is responsible for ensuring the speed, accuracy, availability, and reliability of the MIS.

306) D

Business Driven Information Systems 7th edition Baltzan Test Bank

The CIO is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

307) B
The CPO is responsible for ensuring the ethical and legal use of information within a company.

308) C
The CSO is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

309) A
The CDO is responsible for determining the types of information the enterprise will capture, retain, analyze, and share.

310) B
The CKO is responsible for collecting, maintaining, and distributing company knowledge.

311) D
According to *Fast Company* magazine, chief intellectual property officer, chief automation officer, and chief user experience officer are a few executive levels we might see created over the next decade.

312) A
The chief intellectual property officer will manage and defend intellectual property, copyrights, and patents. The world of intellectual property law is vast and complicated as new innovations continually enter the market.

313) B

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The chief automation officer determines if a person or business process can be replaced by a robot or software. As we continue to automate jobs, a member of the core leadership team of the future will be put in charge of identifying opportunities for companies to become more competitive through automation.

314) C
The chief user experience officer will create the optimal relationship between user and technology. User experience used to be an afterthought for hardware and software designers.

315) B
Broad functions of a CIO include manager, leader, and communicator.

316) B
The CIO is responsible for the information systems through which data is stored and processed; the CDO is responsible for the data, regardless of the information system.

317) B
This is the definition of MIS skills gap.

318) C
Purple squirrels. Squirrels in the real world are not purple: Recruiters use this term to imply that finding the perfect job candidate with exactly the right qualifications, education, and salary expectations can be a daunting task.

319) D
Based on this description, Eric is the chief knowledge officer (CKO) at Parker Industries.

320) D

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Based on this description, Cody is the chief privacy officer (CPO) at Trek Enterprises.

321) B
Based on this description, Sara is the chief technology officer (CTO) of Henry Commerce.

322) A
Based on this description, Adam is the chief security officer (CSO) of PH Corporation.

323) C
Based on this description, Jim is the chief data officer (CDO) of Keck-Howes Group.

324) A
Data democratization is the ability for data to be collected, analyzed, and accessible to all users (the average end users).

325) B
A business unit is a segment of a company representing a specific business function.

326) A
Data democratization is the ability for data to be collected, analyzed, and accessible to all users (the average end users).

327) A
Feedback is information that returns to its original transmitter and modifies the transmitter's actions. The original transmitter includes input – transform – output.

328) D

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MIS is a business function that moves information about people, products, and processes across the company to facilitate decision making and problem solving.

329) A
Input is data entered in a computer.

330) D
Feedback is the control that ensures correct processing.

331) B
Output is the resulting information from the computer program.

332) C
Process is the computer program that processes the data.

333) A
Input is data entered in a computer.

334) C
Output is the resulting information from the computer program.

335) B
Feedback is the control that ensures correct processes.

336) D
Process is the computer program that processes the data.

337) A
A system is a collection of parts that link to achieve a common purpose, whereas systems thinking is a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part.

338) D

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MIS is a valuable tool that can leverage the talents of people who know how to use and manage it effectively

339) B
Systems thinking is a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part.

340) D
MIS is an important enabler of business success and innovation.

341) D
Typical organizations have an internal MIS department often called information technology (IT), information systems (IS), or management information systems (MIS).

342) A
Goods are material items or products that customers will buy to satisfy a want or need.

343) B
Services are tasks performed by people that customers will buy to satisfy a want or need.

344) C
Production is the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services.

345) D
Productivity is the rate at which goods and services are produced based upon total output given total inputs.

346) A

Business Driven Information Systems 7th edition Baltzan Test Bank

Goods are material items or products that customers will buy to satisfy a want or need.

347) B
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Productivity is the rate at which goods and services are produced based upon total output given total inputs.

350) A
Cars, groceries, and clothing belong in the goods category.

351) B
Teaching, waiting tables, and cutting hair belong in the services category.

352) D
Cars, groceries, and clothing belong in the goods category.

353) D
Teaching, waiting tables, and cutting hair belong in the services category.

354) A
Cars, groceries, and clothing belong in the goods category.

355) C

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Teaching, waiting tables, and cutting hair belong in the services category.

356) A
Milk and eggs are groceries. Cars, groceries, and clothing belong in the goods category.

357) D
Selling groceries, managing a team, teaching, waiting tables, and cutting hair belong in the services category.

358) A
Lettuce, tomatoes, patty, bun, and ketchup are all included in the input category of making a hamburger.

359) B
Cooking a patty and putting the ingredients together are all included in the process category of making a hamburger.

360) C
The hamburger is the output in the process of making a hamburger.

361) B
If you could produce more hamburgers with the same input and the price of your hamburgers remains the same, productivity would increase and profits would increase.

362) B
If you could produce more T-shirts with the same input and the price of your T-shirts remains the same, productivity would increase, and profits would increase.

363) B

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If you could produce more cars with the same input and the price of your cars remains the same, productivity would increase, and profits would increase.

364) C
The systems thinking process includes input, process, output, and feedback.

365) C
MIS stands for management information systems.

366) A
Feedback is information that returns to its original transmitter (input, transform, or output) and modifies the transmitter's actions.

367) A
Systems thinking is a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part.

368) A
The inputs for a washing machine include the dirty clothes, water, and detergent.

369) C
The process for a washing machine includes the wash and rinse cycles.

370) D
The feedback for a washing machine includes a light indicating that the washer is off balance and has stopped.

371) B
The output for a washing machine includes clean clothes.

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372) A
The input for an oven includes the uncooked food.

373) B
The output for an oven includes the cooked food.

374) D
The process for an oven includes running at 350 degrees for 20 minutes.

375) C
The feedback for an oven includes a light indicating that the oven has reached the preheated temperature.

376) A
A home theater system requires inputs of the DVD player, DVD movie, speakers, TV, and electricity.

377) B
The output of a home theater system includes playing the movie, including the audio through the speakers and the video on the TV.

378) D
The process of a home theater system includes spinning the disk to play, pause, rewind, or fast forward.

379) C
The feedback from a home theater system includes a message stating that the disk is dirty and cannot be played.

380) D
Ways that companies duplicate competitive advantages include acquiring new technology, copying the business operations, and hiring away key employees.

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381) D
First-mover advantage is an advantage that occurs when a company can significantly increase its market share by being first with a competitive advantage. Google was first to market with search engine technology.

382) A
Managers utilize three common tools to analyze competitive intelligence and develop competitive advantages: (1) the Five Forces Model, (2) the three generic strategies, and (3) value chain analysis.

383) A
Competitive advantages are typically temporary.

384) C
Updating business strategies is a continuous undertaking as internal and external environments rapidly change.

385) D
Competitive advantages are typically temporary because competitors often quickly seek ways to duplicate them by acquiring new technology, copying the business operations, and hiring away key employees.

386) D
This is the definition of competitive advantage.

387) C
A competitive analysis model is not discussed in this text.

388) C
Competitive intelligence is the process of gathering information about the competitive environment, including competitors' plans, activities, and products, to improve a company's ability to succeed.

389) A

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A stakeholder is a person or group that has an interest or concern in an organization.

390) A
Partners/suppliers are primarily interested are in reliable contracts, ethical materials handling, and responsible production.

391) D
The primary interests of government include adhere to regulations/laws, increase employment, and ethical taxation reporting.

392) B
The primary interests of shareholders/investors include maximize profits, grow market share, and high return on investment.

393) D
Customers' primary interests includes exceptional customer service, high-quality products, and ethical dealings.

394) A
Employees' primary interests include fair compensation, job security, and ethical conduct/treatment.

395) C
The community's primary interests include professional associations, ethical recycling, and increasing employment.

396) A
A competitive features a product or service on which customers place a greater value than they do on similar offerings from competitors.

397) A
A SWOT analysis evaluates a project's position.

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398) A
A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

399) B
The Five Forces Model evaluates industry attractiveness.

400) B
The Five Forces Model analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry.

401) C
The value chain analysis executes business strategy.

402) C
Value chain analysis views a firm as a series of business processes, each of which adds value to the product or service.

403) D
The three generic strategies choose the business focus.

404) D
Porter's three generic strategies are generic business strategies that are neither organization nor industry specific and can be applied to any business, product, or service.

405) B
SWOT includes strengths, weaknesses, opportunities, and threats.

406) A
Strengths and weaknesses originate inside an organization.

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407) B
Opportunities and threats originate outside an organization.

408) A
Internal strengths include core competencies, market leaders, cost advantages, and excellent management.

409) B
Internal weaknesses that are harmful to an organization include lack of strategic direction, obsolete technologies, lack of managerial talent, and an outdated product line.

410) C
Potential external opportunities that are helpful include expanded product line, increase in demand, new markets, and new regulations.

411) D
External weaknesses that are harmful to an organization include new entrants, substitute products, shrinking markets, and costly regulatory requirements

412) A
Strengths are internal and helpful.

413) B
Weaknesses are internal and harmful.

414) C
Opportunities are external and helpful.

415) D
Threats are external and harmful.

416) C

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A stakeholder is a person or group that has an interest or concern in an organization.

417) A
Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Customers of an organization are generally concerned with exceptional customer service, high-quality products, and ethical dealing.

418) B
Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Employees of an organization are generally concerned with fair compensation, job security, and ethical conduct/treatment.

419) C
Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. The community around an organization is generally concerned with professional associations, ethical recycling, and increase in employment.

420) D
Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Partners/suppliers of an organization are generally concerned with reliable contracts, ethical materials handling, and responsible production.

421) B

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Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. The government is generally concerned that organizations adhere to regulations/laws, increase employment, and ethically report taxation.

422) A
Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Shareholder's/investors are generally concerned that organizations maximize profits, grow the market share, and have a high return on investment.

423) C
Shareholder's/investors are generally concerned that organizations maximize profits, grow the market share, and have a high return on investment. It is not uncommon to find stakeholders' business strategies have conflicting interests such as investors looking to increase profits by eliminating employee jobs.

424) B
A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

425) A
Strengths and weaknesses originate inside an organization, or internally. Opportunities and threats originate outside an organization, or externally, and cannot always be anticipated or controlled.

426) B

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Strengths and weaknesses originate inside an organization, or internally. Opportunities and threats originate outside an organization, or externally, and cannot always be anticipated or controlled.

427) A
Potential internal strengths (helpful) identify all key strengths associated with the competitive advantage, including cost advantages.

428) B
Potential internal weaknesses (harmful) identify all key areas that require improvement, including a damaged reputation.

429) C
Potential internal weaknesses (harmful) identify all significant trends along with how the organization can benefit from each, including new markets.

430) C
Managers use four common tools to analyze competitive intelligence and develop competitive advantages: SWOT analysis, the Five Forces Model, the three generic strategies, and value chain analysis.

431) D
Victory Wireless is attempting to decrease buyer power by offering products at a lower price or competing on price.

432) C
Ways that companies duplicate competitive advantages include acquiring the new technology, copying business processes, and hiring away employees.

433) A

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The banking industry, for example, has utilized competitive advantage by all now offering ATMs, online bill pay services, and electronic statements. These are all examples of ways they duplicated each other by acquiring new technology products and services.

434) A
Michael Porter defined the Five Forces Model. Before formally presenting his model, he identified pressures that can hurt potential sales, which include: (1) knowledgeable customers can force down prices by pitting rivals against each other, (2) influential suppliers can drive down profits by charging higher prices for supplies, (3) competition can steal customers, (4) new market entrants can steal potential investment capital, and (5) substitute products can steal customers.

435) D
Buyer power is one of Porter's five forces, which measures the ability of buyers to affect the price they must pay for an item. Kevin's group is attempting to increase its buyer power.

436) B
Switching costs are costs that make customers reluctant to switch to another product or service.

437) A
One way to reduce buyer power is with a loyalty program, which rewards customers based on their spending.

438) B
The supply chain includes all parties involved, directly or indirectly, in obtaining raw materials or a product.

439) D

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In a typical supply chain, a company will be both a supplier and a customer.

440) C
The four competitive forces that work among the power of competitors are buyer power, supplier power, threat of new entrants, and threat of substitute products or services.

441) A
Supplier power, one of Porter's five forces, measures the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services).

442) C
Using MIS to find alternative products is one way of decreasing supplier power.

443) D
If the supplier power is high, the supplier can influence the industry by: (1) charging higher prices, (2) limiting quality or services, and/or (3) shifting costs to industry participants.

444) C
One way a company can reduce the threat of substitute products or services is to offer additional value through wider product distribution.

445) A
Threat of new entrants, one of Porter's five forces, is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

446) D

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When the five forces are all strong or high, it is a poor business strategy; when the forces are low, this is a great time to execute the business strategy.

447) B
Entry barrier is a feature of a product or service that customers have come to expect, and entering competitors must offer the same for survival.

448) C
A traditional business supply chain operates like this: supplier – company – customers.

449) A
The threat of new entrants is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

450) B
The threat of new entrants is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

451) A
With Porter's Five Forces Model, these are all examples of strong forces that increase competition: (1) a single consumer purchasing milk, (2) a company that makes pencils, (3) coffee from McDonalds, (4) a dog-walking business, and (5) a coffee shop.

452) A

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With Porter's Five Forces Model, these are all examples of weak forces that decrease competition: 1) an international hotel chain purchasing milk, 2) a company that makes airline engines, 3) cancer drugs from a pharmaceutical company, 4) a professional hockey team, and 4) a Department of Motor Vehicles.

453) B
Some industries' competition is much more intense than others. Retail grocery stores such as Kroger, Safeway, Albertson's, and Ralph's in the United States have fierce competition and similar programs to compete with each other.

454) C
Product differentiation is an advantage that occurs when a company develops unique differences in its products with the intent to influence demand.

455) A
An example of supplier power in the music industry includes established record labels such as EMI, Sony, and Universal.

456) B
Buyer power in the music industry includes Walmart, Target, and iTunes, which purchase music from record labels to sell online and in stores.

457) C
Game systems such Xbox and social networks such as Facebook offer alternatives or substitute products to purchasing music for a consumer.

458) A
Supplier power in the soft drink industry is represented by Pepsi.

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459) B
Buyer power in the soft drink industry is represented by Walmart.

460) C
Zevia Natural Diet Soda represents a new entrant in the soft drink industry.

461) D
Vitamin water, fruit juice, and coffee are all substitute products to a soft drink.

462) A
Buyer power is the ability of buyers to affect the price they must pay for an item.

463) B
Supplier power is the suppliers' ability to influence the prices they charge for supplies.

464) D
The threat of substitute products or services is high when there are many alternatives to a product or service and low when there are few alternatives from which to choose.

465) C
The threat of new entrants is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

466) D
Rivalry is high when competition is fierce in a market and low when competitors are more complacent.

467) D

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The rivalry between Coke and Pepsi is famous in the soft drink industry.

468) B
Porter has identified three generic business strategies for entering a new market: (1) broad cost leadership, (2) broad differentiation, and (3) focused strategy.

469) A
When analyzing Porter's three generic strategies for entering a market, if you have a focused strategy, you should target a narrow market, niche market, or unique market.

470) D
Payless competes by offering a specific product (narrow market): shoes at low prices. Their strategy is to be the low-cost provider of shoes.

471) C
The three strategies proposed by Porter are (1) broad cost leadership, (2) broad differentiation, and (3) focused strategy.

472) B
The Museum Company competes using a narrow market and high cost focus.

473) A
According to Porter, broad markets should utilize cost leadership with a low cost and differentiation with a high cost.

474) D
Walmart competes by offering a broad range of products at low prices. Its business strategy is to be the low-cost provider of goods for the cost-conscious consumer.

475) B

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When the business has a market segment, their competitive scope should be a narrow market, and the cost strategy should be a focused strategy.

476) C
Tiffany & Co. competes by offering a differentiated product, jewelry, at high prices. Its business strategy allows it to be a high-cost provider of premier designer jewelry to affluent consumers.

477) A
Amazon.com competes by offering a broad range of differentiated products at low prices.

478) C
Focused strategies versus broad strategies is synonymous to niche market versus large markets.

479) A
Southwest, Horizon, Frontier, and JetBlue all use cost leadership business strategies.

480) B
British Airways, Singapore Airlines, and Virgin Atlantic all compete using differentiation strategies.

481) C
Sky Taxi is using a focused strategy targeting individuals who want to hire private planes.

482) D
The service activity within the primary value activities will provide customer support after the sale of goods and services.

483) A

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Procurement is the process of the support value activity that purchases inputs such as raw materials, resources, equipment and supplies.

484) D
The support activity firm infrastructure coupled with the primary value activity of outbound logistics is a part of the value chain analysis.

485) C
A business process is a standardized set of activities that accomplish a specific task.

486) C
The value chain analysis views a firm as a series of business processes that each adds value to the product or service.

487) D
The goal of value chain analysis is to identify processes in which the firm can add value for the customer and create a competitive advantage for itself, with a cost advantage or product differentiation.

488) B
The value chain groups a firm's activities into two categories: primary value activities and support value activities.

489) B
Primary value activities are found at the bottom of the value chain; these include business processes that acquire raw materials and manufacture, deliver, market, sell, and provide after-sales services.

490) B

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Support value activities are found along the top of the value chain and include business processes, such as firm infrastructure, human resource management, technology development, and procurement, that support the primary value activities.

491) C
Human resource management provides employee training, hiring, and compensation.

492) A
Outbound logistics distributes goods and services to customers.

493) D
Primary value activities include (1) inbound logistics, (2) operations, (3) outbound logistics, (4) marketing and sales, and (5) service.

494) C
The support value activities found along the top of the value chain include (1) firm infrastructure, (2) human resource management, (3) technology development, and (4) procurement.

495) D
When a firm has identified the activities from the value chain that are bringing the highest added value to their customers, they need to make decisions regarding the competitive advantage by determining whether to (1) target high value-adding activities to further enhance their value, (2) target low value-adding activities to increase their value, and (3) perform some combination of the two.

496) A

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MIS can add value to both primary and support activities within a business. All are primary activities except creating an online system for employees to track paychecks, benefits, wellness program rewards, and other employee benefit items. This is a support value activity.

497) A
MIS can add value to both primary and support activities within a business. All are support activities except for creating a business strategy for the video rental market that simplifies renting a movie with quick mail delivery. This is a primary value activity.

498) We live in the information age, when infinite quantities of facts are widely available to anyone who can use a computer. The core drivers of the information age include data, information, business intelligence, and knowledge. Data are raw facts that describe the characteristics of an event or object. Information is data converted into a meaningful and useful context. Business intelligence (BI) is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making. Knowledge includes the skills, experience, and expertise, coupled with information and intelligence that creates a person's intellectual resources. As you move from data to knowledge, you include more and more variables for analysis, resulting in better, more precise support for decision making and problem solving.

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499) Companies are typically organized by department or functional area such as accounting, finance, human resources, marketing, operations management, and sales. Although each department has its own focus and own data, none can work independently if the company is to operate as a whole. It is easy to see how a business decision made by one department can affect other departments. Functional areas are anything but independent in a business. In fact, functional areas are interdependent. Sales must rely on information from operations to understand inventory, place orders, calculate transportation costs, and gain insight into product availability based on production schedules. For an organization to succeed, every department or functional area must work together sharing common information and not be a "silo." Information technology can enable departments to more efficiently and effectively perform their business operations.

500) The chief information officer (CIO) is responsible for overseeing all uses of information technology and ensuring the strategic alignment of MIS with business goals and objectives. The chief data officer (CDO) is responsible for determining the types of information the enterprise will capture, retain, analyze, and share. The chief technology officer (CTO) is responsible for ensuring the throughput, speed, accuracy, availability, and reliability of an organization's information technology. The chief security officer (CSO) is responsible for ensuring the security of the MIS systems and developing strategies and MIS safeguards against attacks from hackers and viruses. The chief privacy officer (CPO) is responsible for ensuring the ethical and legal use of information within an organization. The chief knowledge officer (CKO) is responsible for collecting, maintaining, and distributing the organization's knowledge.

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501) A system is a collection of parts that link to achieve a common purpose. Systems thinking is a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part. Feedback is information that returns to its original transmitter (input, transform, or output) and modifies the transmitter's actions. Feedback helps the system maintain stability. Management information systems (MIS) is a business function, like accounting and human resources, which moves information about people, products, and processes across the company to facilitate decision making and problem solving. MIS incorporates systems thinking to help companies operate cross-functionally. For example, to fulfill product orders, an MIS for sales moves a single customer order across all functional areas including sales, order fulfillment, shipping, billing, and finally customer service. Although different functional areas handle different parts of the sale, thanks to MIS, to the customer the sale is one continuous process.

502) A competitive advantage is a feature of a product or service on which customers place a greater value than they do on similar offerings from competitors. Competitive advantages provide the same product or service either at a lower price or with additional value that can fetch premium prices. Unfortunately, competitive advantages are typically temporary because competitors often quickly seek ways to duplicate them. In turn, organizations must develop a strategy based on a new competitive advantage. Ways that companies duplicate competitive advantages include acquiring the new technology, copying business processes, and hiring away employees.

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503) Porter's Five Forces Model analyzes the competitive forces within the environment in which a company operates, to assess the potential for profitability in an industry. Buyer power is the ability of buyers to affect the price they must pay for an item. Supplier power is the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services). Threat of substitute products or services is high when there are many alternatives to a product or service and low when there are few alternatives from which to choose. Threat of new entrants is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to entering a market. Rivalry among existing competitors is high when competition is fierce in a market and low when competition is more complacent.

504) Organizations typically follow one of Porter's three generic strategies when entering a new market: (1) broad cost leadership, (2) broad differentiation, or (3) focused strategy. Broad strategies reach a large market segment. Focused strategies target a niche market. Focused strategies concentrate on either cost leadership or differentiation.

505) To identify competitive advantages, Michael Porter created value chain analysis, which views a firm as a series of business processes that each adds value to the product or service. The goal of value chain analysis is to identify processes in which the firm can add value for the customer and create a competitive advantage for itself with a cost advantage or product differentiation. The value chain groups a firm's activities into two categories: primary value activities and support value activities. Primary value activities acquire raw materials and manufacture, deliver, market, sell, and provide after-sales services. Support value activities, include firm infrastructure, human resource management, technology development, and procurement. Not surprisingly, these support the primary value activities.

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