M Information Systems 6th edition Baltzan Test Bank

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M Information Systems 6th 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) _____

- ◎ 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

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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

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

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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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

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
Bloom's : Understand
Gradable : automatic

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

8) _____

- ◎ 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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

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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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

10) Choosing not to fire a sales representative who is underperforming knowing that person 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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

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

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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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

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

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) _____

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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

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.

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

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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
Bloom's : Understand
Difficulty : 3 Hard
Gradable : automatic

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

18) _____

- ◎ 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

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

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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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

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
Bloom's : Understand
Difficulty : 3 Hard
Gradable : automatic

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, and velocity.

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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

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

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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.

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

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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

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

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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

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

31) _____

- ◎ 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

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) _____

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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

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

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 uses 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 uses techniques that create models indicating the best decision to make or course of action to take.

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36) _____

- ◎ 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

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

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

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 uses techniques that describe past performance and history.

41) _____

◎ 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

42) Prescriptive analytics uses 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, is 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) _____

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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

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

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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

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.

52) _____

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◎ true
◎ false

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

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

55) _____

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◎ true
◎ false

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

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

57) _____

◎ true
◎ false

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

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

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58) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

59) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

60) _____

- ◎ true
- ◎ false

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

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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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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
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
Gradable : automatic

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

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

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

65) _____

◎ true
◎ false

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

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

66) _____

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◎ true
◎ false

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

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

70) _____

◎ true
◎ false

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

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

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

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

74) _____

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◎ true
◎ false

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

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

75) _____

◎ true
◎ false

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

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

79) The chief data officer is responsible for (1) overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

79) _____

◎ true
◎ false

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

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

80) _____

◎ true
◎ false

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

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

82) The chief knowledge officer is responsible for (1) overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

82) _____

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◎ true
◎ false

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

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

83) _____

◎ true
◎ false

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

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

84) _____

◎ true
◎ false

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

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85) 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.

85) _____

◎ true
◎ false

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

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

86) _____

◎ true
◎ false

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

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

87) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
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
Gradable : automatic

88) 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.

88) _____

◎ true
◎ false

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

89) 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.

89) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

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90) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

91) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
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
Gradable : automatic

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

92) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

93) _____

- ◎ true
- ◎ false

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

94) 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.

94) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

95) _____

- ◎ true
- ◎ false

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

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

96) _____

- ◎ true
- ◎ false

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

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

97) _____

- ◎ true
- ◎ false

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

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

98) _____

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◎ true
◎ false

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

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

99) _____

◎ true
◎ false

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

100) 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.

100) _____

◎ true
◎ false

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

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

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101) _____

◎ true
◎ false

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

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

102) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
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
Gradable : automatic

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

103) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
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
Gradable : automatic

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

104) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
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
Gradable : automatic

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

105) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

106) _____

◎ true
◎ false

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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 : automatic

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

107) _____

- ◎ true
- ◎ false

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 : automatic

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

108) _____

- ◎ true
- ◎ false

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

109) To combat business challenges, leaders communicate and execute business strategies, which comes from the Greek words *stratus* for army and *ago* for leading.

109) _____

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◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

110) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

111) _____

◎ true
◎ false

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

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

112) _____

- ◎ true
- ◎ false

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

113) 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.

113) _____

- ◎ true
- ◎ false

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

114) 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.

114) _____

- ◎ true
- ◎ false

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

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

115) _____

◎ true
◎ false

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

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

116) _____

◎ true
◎ false

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

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

117) _____

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◎ true
◎ false

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

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

118) _____

◎ true
◎ false

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

119) 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.

119) _____

◎ true
◎ false

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

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120) 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.

120) _____

- ◎ true
- ◎ false

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

121) 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.

121) _____

- ◎ true
- ◎ false

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

122) 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.

122) _____

- ◎ true
- ◎ false

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

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

123) _____

- ◎ true
- ◎ false

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

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

124) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
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
Gradable : automatic

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

125) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

126) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

127) 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.

127) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

128) 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.

128) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

129) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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130) 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.

130) _____

◎ true
◎ false

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 : automatic

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

131) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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

132) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

133) Rivalry among existing competitors refers to 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
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 : automatic

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

134) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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

135) _____

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◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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

136) _____

◎ true
◎ false

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 : automatic

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

137) _____

◎ true
◎ false

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

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

138) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

139) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

140) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

141) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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

142) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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

143) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

144) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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

145) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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

146) _____

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◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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

147) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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

148) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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

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149) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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

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

150) _____

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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

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

151) _____

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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

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

152) _____

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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

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

153) _____

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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

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

154) _____

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

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

155) _____

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

156) 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?

156) _____

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

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

157) _____

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

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

158) _____

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

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

159) _____

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

160) What is data?

160) _____

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

161) What is information?

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.

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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

162) What is business intelligence?

162) _____

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 knowledge?

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.

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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

164) Which of the following is considered information?

164) _____

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

165) Which of the following is considered data?

165) _____

A) Quantity sold.
B) Best customer by month.
C) Best-selling item by month.
D) Worst-selling item by month.

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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

166) 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?

166) _____

A) Craig Newmark is customer number 15467.
B) Compare the costs of supplies including energy over the last 5 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
Difficulty : 3 Hard
Bloom's : Analyze
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 the type of information Cheryl would be using to successfully perform her job?

167) _____

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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
Difficulty : 3 Hard
Bloom's : Analyze
Gradable : automatic

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 knowledge that 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
Difficulty : 3 Hard
Bloom's : Analyze
Gradable : automatic

169) 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?

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169) _____

A) Who are my best customers?
B) What is my best-selling product?
C) What is my worst-selling product?
D) All of the Above.

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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

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

170) _____

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?

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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

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

171) _____

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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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

172) 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?
172) _____

A) Supplier source systems.
B) Customer source systems.
C) Competitor source systems.
D) All of the Above.

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

173) Which of the following represents the core drivers of the information age?
173) _____

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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

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

174) _____

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.

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
Bloom's : Understand
Difficulty : 2 Medium
Gradable : automatic

175) 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.

175) _____

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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

176) 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?

176) _____

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

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

177) _____

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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

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

178) _____

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

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

179) _____

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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

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

180) _____

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

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

181) _____

M Information Systems 6th edition Baltzan Test Bank

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

182) What is the Internet of Things?

182) _____

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

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

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) What is predictive analytics?

184) _____

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

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

185) _____

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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

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

186) _____

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

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

187) _____

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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

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

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 create models indicating the best decision to make or course of action to take?

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 is business analytics?

190) _____

A) The scientific process of transforming data into insight for making better decisions.
B) Uses techniques that describe past performance and history.
C) Uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.
D) Uses 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

191) What is descriptive analytics?

191) _____

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A) The scientific process of transforming data into insight for making better decisions.
B) Uses techniques that describe past performance and history.
C) Uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.
D) Uses 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 is predictive analytics?

192) _____

A) The scientific process of transforming data into insight for making better decisions.
B) Uses techniques that describe past performance and history.
C) Uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.
D) Uses 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 is prescriptive analytics?

193) _____

M Information Systems 6th edition Baltzan Test Bank

A) The scientific process of transforming data into insight for making better decisions.
B) Uses techniques that describe past performance and history.
C) Uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.
D) Uses 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 the three primary areas of analytics?

194) _____

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

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

195) _____

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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

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

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 helps harness the wealth of knowledge in the organization?

197) _____

M Information Systems 6th edition Baltzan Test Bank

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 acquire and catalog the knowledge assets in an 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 data is created by a machine without human intervention?

199) _____

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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

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

200) _____

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

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

201) _____

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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

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

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

203) Which of the following describes structured data?
203) _____

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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 of the Above.

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
Difficulty : 3 Hard
Gradable : automatic

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

204) _____

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

205) What are the characteristics of unstructured data?

205) _____

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A) Does not follow a specified format.
B) Free-form text.
C) Emails, twitter tweets, and text messages.
D) All of the Above.

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 : automatic

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

206) _____

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

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

207) _____

M Information Systems 6th edition Baltzan Test Bank

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
Difficulty : 3 Hard
Gradable : automatic

208) What is a snapshot?

208) _____

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

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

209) _____

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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

210) What is a report?

210) _____

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, that 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

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

211) _____

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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

212) What type of report changes automatically during creation?

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 can include a sales report from last year or salary report from 5 years ago?

213) _____

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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

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

214) _____

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

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

215) _____

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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

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

216) _____

A) Statistical analysis.
B) Data mining.
C) Advanced analytics on big data.
D) All of the Above.

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) Which of the following terms is synonymous with analytics?

217) _____

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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

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

218) _____

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

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

219) _____

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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

220) Which of the following is the correct definition for algorithms?

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

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221) Which of the following is the correct definition for anomaly detection?

221) _____

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 for outlier?

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.

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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

223) 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?

223) _____

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

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

224) _____

A) Data scientist.
B) Algorithms.
C) Anomaly detection.
D) Outlier.

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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

225) 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?

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

226) _____

A) Data scientist.
B) Algorithms.
C) Anomaly detection.
D) Outlier.

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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

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

227) _____

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

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

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.

M Information Systems 6th 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

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

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 velocity?

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.

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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

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

231) _____

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

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

232) _____

A) Variety.
B) Veracity.
C) Volume.
D) Velocity.

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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

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

233) _____

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 analysis of streaming data as it travels around the Internet?

234) _____

A) Variety.
B) Veracity.
C) Volume.
D) Velocity.

M Information Systems 6th 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

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

235) _____

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

236) What is big data?

236) _____

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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

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

237) _____

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

238) _____

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

239) Which of the following is the correct definition of correlation 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

M Information Systems 6th edition Baltzan Test Bank

240) Which of the following is the correct definition of exploratory data 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

241) Which of the following is the correct definition of pattern recognition 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

M Information Systems 6th edition Baltzan Test Bank

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

242) _____

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

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

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

244) _____

M Information Systems 6th edition Baltzan Test Bank

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

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

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

246) _____

M Information Systems 6th edition Baltzan Test Bank

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

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

247) _____

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

248) Which of the following definitions represents speech analysis?

248) _____

M Information Systems 6th edition Baltzan Test Bank

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

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

249) _____

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

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

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250) _____

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

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

251) _____

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

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

252) _____

M Information Systems 6th edition Baltzan Test Bank

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

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

253) _____

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

254) How are most companies today typically organized?

254) _____

M Information Systems 6th edition Baltzan Test Bank

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

255) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

256) _____

M Information Systems 6th edition Baltzan Test Bank

A) Accounting.
B) Payroll.
C) Marketing.
D) Human resources.

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

257) The sales department needs to rely on information from operations to understand _____.

257) _____

A) Inventory.
B) Customer orders.
C) Demand forecasts.
D) All of the Above.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

258) _____

M Information Systems 6th 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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

259) 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?

259) _____

A) Accounting.
B) Operations management.
C) Marketing.
D) Chief information officer.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

260) _____

M Information Systems 6th edition Baltzan Test Bank

A) Accounting.
B) Marketing.
C) Human resources.
D) Operations management.

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

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

261) _____

A) Marketing.
B) Sales.
C) Finance.
D) Operations management.

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

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

262) _____

M Information Systems 6th edition Baltzan Test Bank

A) Sales.
B) Operations management.
C) Accounting.
D) Marketing.

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

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

263) _____

A) Sales.
B) Operations management.
C) Accounting.
D) Finance.

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

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

264) _____

M Information Systems 6th edition Baltzan Test Bank

A) Sales.
B) Operations management.
C) Accounting.
D) Finance.

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

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

265) _____

A) Sales.
B) Operations management.
C) Accounting.
D) Finance.

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

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

266) _____

M Information Systems 6th edition Baltzan Test Bank

A) Sales.
B) Operations management.
C) Accounting.
D) Human resources.

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

267) Which activities belong in the accounting department?

267) _____

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 in marketing.
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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

268) Which activities belong in the finance department?

268) _____

M Information Systems 6th edition Baltzan Test Bank

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 in marketing.
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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

269) Which activities belong in the marketing department?

269) _____

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 in marketing.
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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

270) Which activities belong in the sales department?

M Information Systems 6th edition Baltzan Test Bank

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 in marketing.
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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

271) Which activities belong in the human resources department?

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 in marketing.
D) Maintains policies, plans, and procedures for the effective management of employees.

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

M Information Systems 6th edition Baltzan Test Bank

272) Which activities belong in the operations management department?

272) _____

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 in marketing.
D) Maintains policies, plans, and procedures for the effective management of employees.

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

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

273) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

274) _____

M Information Systems 6th edition Baltzan Test Bank

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

275) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

276) _____

M Information Systems 6th edition Baltzan Test Bank

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

277) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

278) _____

M Information Systems 6th edition Baltzan Test Bank

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

279) Which of the following represents the relationship between functional areas in a business?

279) _____

A) Independent.
B) Autonomous.
C) Interdependent.
D) Self-sufficient.

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

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

280) _____

M Information Systems 6th edition Baltzan Test Bank

A) Tax data.
B) Payroll data.
C) Transactional data.
D) All of the Above.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
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
Gradable : automatic

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

281) _____

A) Monetary data.
B) Technology data.
C) Production data.
D) Employee data.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

282) _____

M Information Systems 6th edition Baltzan Test Bank

A) Financial data.
B) Technology data.
C) Production data.
D) Employee data.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

283) _____

A) Customer data.
B) Sales report data.
C) Commission data.
D) All of the Above.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

284) _____

M Information Systems 6th edition Baltzan Test Bank

A) Promotional data.
B) Payroll data.
C) Tax data.
D) Employee data.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

285) _____

A) Monetary data.
B) Payroll data.
C) Production data.
D) Employee data.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

286) _____

M Information Systems 6th 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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

287) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

288) _____

M Information Systems 6th 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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

289) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

290) _____

M Information Systems 6th edition Baltzan Test Bank

A) Chief knowledge officer (CKO).
B) Chief security office (CSO).
C) Chief technology officer (CTO).
D) Chief information officer (CIO).

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

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

291) _____

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 : 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
Gradable : automatic

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

292) _____

M Information Systems 6th edition Baltzan Test Bank

A) Variables.
B) Human resource data.
C) Interdepartmentally.
D) Resource information systems.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
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
Gradable : automatic

293) 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?

293) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

294) What is the primary responsibility of the CTO?

294) _____

M Information Systems 6th edition Baltzan Test Bank

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

295) 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?

295) _____

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
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
Gradable : automatic

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

296) _____

M Information Systems 6th edition Baltzan Test Bank

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

297) Recently, 150 of the *Fortune* 500 companies added this position to their list of senior executives.

297) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

298) _____

M Information Systems 6th edition Baltzan Test Bank

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

299) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

300) _____

M Information Systems 6th 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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

301) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

302) _____

M Information Systems 6th edition Baltzan Test Bank

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

303) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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

304) _____

M Information Systems 6th edition Baltzan Test Bank

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
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
Gradable : automatic

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

305) _____

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
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
Gradable : automatic

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

306) _____

M Information Systems 6th edition Baltzan Test Bank

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
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
Gradable : automatic

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

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
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
Gradable : automatic

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

308) _____

M Information Systems 6th edition Baltzan Test Bank

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
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
Gradable : automatic

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

309) _____

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.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
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
Gradable : automatic

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

310) _____

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A) Chief intellectual property officer.
B) Chief automation officer.
C) Chief user experience officer.
D) All of the Above.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

311) 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?

311) _____

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
Difficulty : 1 Easy
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
Gradable : automatic

312) 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?

312) _____

M Information Systems 6th edition Baltzan Test Bank

A) Determine if a person or business process can be replaced by a robot or software.
B) Create the optimal relationship between user and technology.
C) Ensure the ethical and legal use of information within an organization.
D) Manage and defend intellectual property, copy-rights and patents.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

313) 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?

313) _____

A) Manage and defend intellectual property, copy-rights 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
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) Which of the following is not a broad function of a chief information officer?

314) _____

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A) Manager.
B) Follower.
C) Communicator.
D) Leader.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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

315) _____

A) Off-site training.
B) MIS skills gap.
C) Social recruiting.
D) Information security.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
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
Gradable : automatic

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

316) _____

M Information Systems 6th edition Baltzan Test Bank

A) Turquoise turtles.
B) Red rabbits.
C) Purple squirrels.
D) White unicorns.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

317) 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?

317) _____

A) Chief information officer.
B) Chief security officer.
C) Chief data officer.
D) Chief knowledge officer.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
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
Gradable : automatic

M Information Systems 6th edition Baltzan Test Bank

318) 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?

318) _____

A) Chief information officer.
B) Chief security officer.
C) Chief data officer.
D) Chief privacy officer.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
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
Gradable : automatic

319) 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?

319) _____

A) Chief user experience officer.
B) Chief technology officer.
C) Chief data officer.
D) Chief privacy officer.

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
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
Gradable : automatic

320) 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?

320) _____

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
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
Gradable : automatic

321) 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?

321) _____

M Information Systems 6th edition Baltzan Test Bank

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
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
Gradable : automatic

322) What is the ability for data to be collected, analyzed, and accessible to all users (the average end users)?

322) _____

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

323) What is a segment of a company representing a specific business function?

323) _____

M Information Systems 6th edition Baltzan Test Bank

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

324) 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?

324) _____

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

325) Feedback is information that returns to its original transmitter and modifies the transmitter's actions. What would the original transmitter include?

325) _____

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A) Input, transform, output.
B) Input, transform, outnumber.
C) Output, input, performer.
D) Input, process, transform.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

326) MIS is a business function. Which of the following does MIS perform to help aid the company in decision making and problem solving?

326) _____

A) Moves information about people.
B) Moves processes across the company to improve systems.
C) Moves information about products.
D) All of the Above.

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

327) In terms of system thinking, what is data entered in a computer?

327) _____

M Information Systems 6th edition Baltzan Test Bank

A) Input.
B) Output.
C) Process.
D) Feedback.

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

328) In terms of system thinking, what controls to ensure correct processes?

328) _____

A) Input.
B) Output.
C) Process.
D) Feedback.

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

329) In terms of system thinking, what is the resulting information from the computer program?

329) _____

M Information Systems 6th edition Baltzan Test Bank

A) Input.
B) Output.
C) Process.
D) Feedback.

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

330) In terms of system thinking, what is the computer program that processes the data?

330) _____

A) Input.
B) Output.
C) Process.
D) Feedback.

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

331) In terms of system thinking, what is input?

331) _____

M Information Systems 6th edition Baltzan Test Bank

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

332) In terms of system thinking, what is output?

332) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

333) In terms of system thinking, what is feedback?

333) _____

M Information Systems 6th edition Baltzan Test Bank

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

334) In terms of system thinking, what is process?

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

335) A system is a collection of parts that link to achieve a common purpose. Systems thinking is a way of monitoring _____.

335) _____

M Information Systems 6th edition Baltzan Test Bank

A) The entire system.
B) A division within the sales role.
C) The executive team.
D) The company's competitors.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

336) MIS can be an important enabler of business success and innovation. Which of the following statements is accurate when referring to MIS?

336) _____

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
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
Gradable : automatic

337) What is a way of monitoring the entire system in a company by viewing the multiple inputs being processed to produce outputs?

337) _____

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A) Feedback thinking.
B) Systems thinking.
C) Output management.
D) Operational thinking.

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

338) Which of the following statements is true?

338) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

339) What is the name of a company's internal computer department?

339) _____

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A) Management Information Systems.
B) Information Systems.
C) Information Technology.
D) All of the Above.

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

340) What are material items or products that customers will buy to satisfy a want or need?
340) _____

A) Goods.
B) Services.
C) Production.
D) Productivity.

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

341) What are tasks performed by people that customers will buy to satisfy a want or need?
341) _____

M Information Systems 6th edition Baltzan Test Bank

A) Goods.
B) Services.
C) Production.
D) Productivity.

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

342) What is the process whereby a business takes raw materials and processes them or converts them into a finished product for its goods or services?

342) _____

A) Goods.
B) Services.
C) Production.
D) Productivity.

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

343) What is the rate at which goods and services are produced based upon total output given total inputs?

343) _____

M Information Systems 6th edition Baltzan Test Bank

A) Goods.
B) Services.
C) Production.
D) Productivity.

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

344) What are goods?

344) _____

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 whereby 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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

345) What are services?

345) _____

M Information Systems 6th edition Baltzan Test Bank

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 whereby 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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

346) What is production?

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 whereby 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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

347) What is productivity?

347) _____

M Information Systems 6th edition Baltzan Test Bank

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 whereby 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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

348) Cars, groceries, and clothing belong in which category?

348) _____

A) Goods.
B) Services.
C) Production.
D) Productivity.

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

349) Teaching, waiting tables, and cutting hair belong in which category?

349) _____

M Information Systems 6th edition Baltzan Test Bank

A) Goods.
B) Services.
C) Production.
D) Productivity.

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

350) Which of the following is considered a good?

350) _____

A) Cars.
B) Groceries.
C) Clothing.
D) All of the Above.

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

351) Which of the following is considered a service?

351) _____

M Information Systems 6th edition Baltzan Test Bank

A) Teaching.
B) Waiting tables.
C) Cutting hair.
D) All of the Above.

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

352) Which of the following is considered a good?

352) _____

A) Cars.
B) Teaching.
C) Waiting tables.
D) All of the Above.

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

353) Which of the following is considered a service?

353) _____

M Information Systems 6th edition Baltzan Test Bank

A) Cars.
B) Groceries.
C) Cutting hair.
D) All of the Above.

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

354) Which of the following is considered as goods?

354) _____

A) Milk and eggs.
B) Managing a team.
C) Selling groceries
D) All of the Above.

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

355) Which of the following is considered a service?

355) _____

M Information Systems 6th edition Baltzan Test Bank

A) Selling groceries.
B) Managing a team.
C) Cutting hair.
D) All of the Above.

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

356) The lettuce, tomatoes, patty, bun, and ketchup are included in which category of making a hamburger?

356) _____

A) Input.
B) Process.
C) Output.
D) All of the Above.

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

357) Cooking a patty and putting the ingredients together are included in which category of making a hamburger?

357) _____

M Information Systems 6th edition Baltzan Test Bank

A) Input.
B) Process.
C) Output.
D) All of the Above.

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

358) The actual hamburger is included in which category of making a hamburger?

358) _____

A) Input.
B) Process.
C) Output.
D) All of the Above.

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

359) 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?

359) _____

M Information Systems 6th edition Baltzan Test Bank

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
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
Gradable : automatic

360) 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?

360) _____

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
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
Gradable : automatic

361) 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?

361) _____

M Information Systems 6th edition Baltzan Test Bank

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
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
Gradable : automatic

362) Which four elements are included in systems thinking?

362) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

363) MIS is a business function, like accounting or sales, that moves information about people, products, and processes across the company to facilitate decision making and problem solving. What does MIS stand for?

363) _____

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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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

364) 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?

364) _____

A) Feedback.
B) Processing.
C) Output management.
D) Sales processing.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

365) Which of the following provides an accurate definition of systems thinking?

365) _____

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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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

366) If you were thinking about a washing machine as a system, which of the following represents the inputs?

366) _____

A) The dirty clothes, water, and detergent.
B) The clean clothes.
C) The wash and rinse cycle.
D) The light indicating that the washer is off balance and has stopped.

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

M Information Systems 6th edition Baltzan Test Bank

367) If you were thinking about a washing machine as a system, which of the following represents the process?

367) _____

A) The dirty clothes, water, and detergent.
B) The clean clothes.
C) The wash and rinse cycle.
D) The light indicating that the washer is off balance and has stopped.

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

368) If you were thinking about a washing machine as a system, which of the following represents the feedback?

368) _____

A) The dirty clothes, water, and detergent.
B) The clean clothes.
C) The wash and rinse cycle.
D) The light indicating that the washer is off balance and has stopped.

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

369) If you were thinking about a washing machine as a system, which of the following represents the outputs?

369) _____

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A) The dirty clothes, water, and detergent.
B) The clean clothes.
C) The wash and rinse cycle.
D) The light indicating that the washer is off balance and has stopped.

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

370) If you were thinking about an oven as a system, which of the following represents the input?

370) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

371) If you were thinking about an oven as a system, which of the following represents the output?

371) _____

M Information Systems 6th edition Baltzan Test Bank

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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C) A light indicating that the oven has reached the preheated temperature.
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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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M Information Systems 6th 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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

374) If you were thinking about a home theater system, which of the following represents the inputs?

374) _____

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

375) If you were thinking about a home theater system, which of the following represents the outputs?

375) _____

M Information Systems 6th edition Baltzan Test Bank

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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

376) If you were thinking about a home theater system, which of the following represents the process?

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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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

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M Information Systems 6th edition Baltzan Test Bank

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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
Learning Outcome : 01-02 Explain systems thinking and how management information systems enable busin
Topic : The Challenge of Departmental Companies and the MIS Solution
Gradable : automatic

378) Which of the following is not a typical way that a company would duplicate a competitive advantage?

378) _____

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
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
Gradable : automatic

379) 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 _____.

379) _____

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A) FedEx (online self-service software).
B) Apple (iPad).
C) Apple (iPod).
D) Microsoft (Bing search engine).

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 : automatic

380) Which of the following is a tool a manager can use to analyze competitive intelligence and identify competitive advantages?

380) _____

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
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages
Gradable : automatic

381) Identifying competitive advantages can be difficult and explains why they are typically _____.

381) _____

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A) Temporary.
B) Satisfactory.
C) Terminated.
D) Unsuccessful.

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

382) Updating business strategies is a continuous undertaking as internal and external environments _____.

382) _____

A) Become less competitive.
B) Remain stagnant.
C) Rapidly change.
D) Become more consistent.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

383) Which of the following represents a reason why competitive advantages are typically temporary?

383) _____

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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 of the Above.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

384) What is a competitive advantage?

384) _____

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 a supplier.
C) A service that an organization's customers place a lesser value on than similar offerings from a supplier.
D) A feature of a product or service on which customers place a greater value than they do on similar offerings from competitors.

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

385) Which of the following is not a common tool used in industry to analyze and develop competitive advantages?

385) _____

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A) Five Forces Model.
B) Three generic strategies.
C) Competitive analysis model.
D) Value chain analysis.

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

386) 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?
386) _____

A) Feedback.
B) Information.
C) Competitive intelligence.
D) Data.

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

387) Who is a person or group that has an interest or concern in an organization?
387) _____

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A) Stakeholder.
B) Business strategy.
C) Supplier.
D) Partner.

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

388) Which group of stakeholder's primary interests include reliable contracts, ethical materials handling, and responsible production?

388) _____

A) Partners/Suppliers.
B) Shareholders/Investors.
C) Community.
D) Government.

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

389) Which group of stakeholder's primary interests include adhering to regulations/laws, increasing employment, and ethical taxation reporting?

389) _____

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A) Partners/Suppliers.
B) Shareholders/Investors.
C) Community.
D) Government.

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

390) Which group of stakeholder's primary interests include maximizing profits, growing market share, and high return on investment?

390) _____

A) Partners/Suppliers.
B) Shareholders/Investors.
C) Community.
D) Government.

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

391) Which group of stakeholder's primary interests include exceptional customer service, high-quality products, and ethical dealings?

391) _____

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A) Partners/Suppliers.
B) Shareholders/Investors.
C) Community.
D) Customers.

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

392) Which group of stakeholder's primary interests include fair compensation, job security, and ethical conduct/treatment?

392) _____

A) Employees.
B) Shareholders/Investors.
C) Community.
D) Customers.

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

393) Which group of stakeholder's primary interests include professional associations, ethical recycling, and increasing employment?

393) _____

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A) Employees.
B) Shareholders/Investors.
C) Community.
D) Customers.

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

394) What is a feature of a product or service on which customers place a greater value than they do on similar offerings from competitors?

394) _____

A) Competitive advantage.
B) Competitor advantage.
C) Power advantage.
D) First-mover advantage.

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

395) Which of the following evaluates a project's position?

395) _____

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A) SWOT analysis.
B) Five Forces Model.
C) Value chain analysis.
D) Three generic strategies.

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

396) What is a SWOT analysis?

396) _____

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
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT
Gradable : automatic

397) What evaluates industry attractiveness?

397) _____

M Information Systems 6th edition Baltzan Test Bank

A) SWOT analysis.
B) Five Forces Model.
C) Value chain analysis.
D) Three generic strategies.

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

398) What is Porter's Five Forces Model?

398) _____

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
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages
Gradable : automatic

399) What executes business strategy?

399) _____

M Information Systems 6th edition Baltzan Test Bank

A) SWOT analysis.
B) Five Forces Model.
C) Value chain analysis.
D) Three generic strategies.

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

400) What is a value chain analysis?

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
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages
Gradable : automatic

401) Which of the following strategies helps an organization choose its business focus?

401) _____

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A) SWOT analysis.
B) Five Forces Model.
C) Value chain analysis.
D) Three generic strategies.

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

402) What are Porter's three generic strategies?

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
Bloom's : Understand
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages
Gradable : automatic

403) What is included in a SWOT analysis?

403) _____

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A) Strengths, weaknesses, organizations, and technology.
B) Strengths, weaknesses, opportunities, and threats.
C) Success, willingness, opportunities, and technology.
D) Success, weaknesses, organizations, and threats.

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

404) Which of the following statements is correct when considering a SWOT analysis?
404) _____

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 organization outside an organization.

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

405) Which of the following statements is correct when considering a SWOT analysis?
405) _____

M Information Systems 6th edition Baltzan Test Bank

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 organization outside an organization.

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

406) Which of the following are included as potential internal strengths in a SWOT analysis that are helpful to an organization?

406) _____

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
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT
Gradable : automatic

407) Which of the following are included as potential internal weaknesses in a SWOT analysis that are harmful to an organization?

407) _____

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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
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT
Gradable : automatic

408) Which of the following are included as potential external opportunities 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
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT
Gradable : automatic

409) Which of the following are included as potential external weaknesses in a SWOT analysis that are harmful to an organization?

409) _____

M Information Systems 6th edition Baltzan Test Bank

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
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT
Gradable : automatic

410) Where would you categorize strengths in a SWOT analysis?

410) _____

A) Internal, helpful.
B) Internal, harmful.
C) External, helpful.
D) External, harmful.

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

411) Where would you categorize weaknesses in a SWOT analysis?

411) _____

M Information Systems 6th edition Baltzan Test Bank

A) Internal, helpful.
B) Internal, harmful.
C) External, helpful.
D) External, harmful.

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

412) Where would you categorize opportunities 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
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT
Gradable : automatic

413) Where would you categorize threats 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
Bloom's : Understand
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT
Gradable : automatic

414) Which of the following describes a stakeholder?

414) _____

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
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages
Gradable : automatic

415) There are many different stakeholders found in an organization. Stakeholders 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?

415) _____

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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
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages
Gradable : automatic

416) There are many different stakeholders found in an organization. Stakeholders 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?

416) _____

A) Exceptional customer service.
B) Fair compensation.
C) Professional associations.
D) Reliable contracts.

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

417) There are many different stakeholders found in an organization. Stakeholders 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?

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
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages
Gradable : automatic

418) There are many different stakeholders found in an organization. Stakeholders 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?

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
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages
Gradable : automatic

419) There are many different stakeholders found in an organization. Stakeholders 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?

419) _____

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A) Maximization of profits.
B) Adherence to regulations and laws.
C) Exceptional customer service.
D) Reliable contracts.

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

420) There are many different stakeholders found in an organization. Stakeholders 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?

420) _____

A) Maximization of profits.
B) Adherence to regulations and laws.
C) Exceptional customer service.
D) Reliable contracts.

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

421) There are many different stakeholders 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?

421) _____

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A) Maximize profits.
B) Grow market share.
C) Job security.
D) High return on investment.

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

422) What does a SWOT analysis perform?

422) _____

A) Evaluates an organization's 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
Learning Outcome : 01-04 Identify the four key areas of a SWOT analysis.
Topic : Identify the Four Key Areas of SWOT
Gradable : automatic

423) In a SWOT analysis, strengths and weaknesses originate _____ an organization.

423) _____

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A) Inside (internally).
B) Outside (externally).
C) Both inside (internally) and outside (externally).
D) All of the Above.

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

424) In a SWOT analysis, opportunities and threats originate _____ an organization.

424) _____

A) Inside (internally).
B) Outside (externally).
C) Both inside (internally) and outside (externally).
D) All of the Above.

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

425) In a SWOT analysis, which of the following could you discover as potential internal strengths (helpful)?

425) _____

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A) Cost advantages.
B) Damaged reputation.
C) New markets.
D) Competitor issues.

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

426) In a SWOT analysis, which of the following could you discover as potential inner weaknesses (harmful)?

426) _____

A) Cost advantages.
B) Damaged reputation.
C) New markets.
D) Competitor issues.

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

427) In a SWOT analysis, which of the following could you discover as potential external opportunities (helpful)?

427) _____

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A) Cost advantages.
B) Damaged reputation.
C) New markets.
D) Improved marketing campaigns.

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

428) Managers use four common tools to analyze competitive intelligence and develop competitive advantages. Which of the following is not one of these tools?

428) _____

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
Learning Outcome : 01-03 Explain why competitive advantages are temporary along with the four key are
Topic : Identifying Competitive Advantages
Gradable : automatic

429) The Victory Wireless store in Denver is currently offering a fabulous marketing strategy for 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, what is Victory Wireless attempting to achieve with this marketing strategy?

429) _____

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A) Increase buyer power.
B) Increase substitute products.
C) Decrease supplier power.
D) Decrease buyer power.

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 : automatic

430) Gina Brooks works for Aquarium Retail Services selling high-end saltwater 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 nationwide 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.

430) _____

A) Power.
B) Entry barrier.
C) Advantage.
D) Loyalty.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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431) 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 by _____.

431) _____

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
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 : automatic

432) 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?

432) _____

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
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 : automatic

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433) 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?

433) _____

A) Collecting business intelligence.
B) Decreasing entry barriers.
C) Purchasing a substitute product.
D) Increasing buyer power.

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 : automatic

434) What are costs that make customers reluctant to switch to another product or service?

434) _____

A) Support activities.
B) Switching costs.
C) Loyalty rewards.
D) Value chain activities.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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435) Callie Crystal owns and operates one of the most successful coffee shops in Denver, 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?

435) _____

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
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 : automatic

436) What includes all parties involved, directly or indirectly, in obtaining raw materials or a product?

436) _____

A) Support chain.
B) Supply chain.
C) System chain.
D) Supply choice.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

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437) Which of the following represents a company in a supply chain?

437) _____

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
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 : automatic

438) In the center of Porter's Five Forces model is competition. Which of the following represents the four outer boxes?

438) _____

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
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 : automatic

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439) Shawn McGill is on the executive board for ABC Pharmaceuticals. The company produces the number one–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 Pharmaceutical using to increase its drug price?

439) _____

A) Supplier power.
B) Buyer power.
C) Threat of false entrants.
D) Business power.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

440) What is one of the most common ways a company can decrease supplier power?

440) _____

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
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
Gradable : automatic

441) If a supplier has high power, what can it do to influence its industry?

441) _____

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A) Charge higher prices.
B) Shift costs to industry participants.
C) Limit quality or services.
D) All of the Above.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

442) How can a company reduce the threat of substitute products or services?

442) _____

A) Market the product to less than ten 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's.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

443) 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?

443) _____

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A) Threat of new entrants.
B) Threat of substitute products or services.
C) Threat of buyer power.
D) Supply chain competition.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

444) John Cleaver is the CEO of Tech World, a retail store selling 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 that is attempting to sell a new product in a different industry. After performing a Porter's Five Forces analysis, John determines that all of the forces are high in this new industry. What should John do?

444) _____

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
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 : automatic

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445) 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?

445) _____

A) Significant barrier.
B) Entry barrier.
C) Product differentiation.
D) Entry chain.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

446) Which of the following represents a typical supply chain?

446) _____

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
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 : automatic

447) 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?

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447) _____

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 of the above, depending on the time of year.

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 : automatic

448) 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?

448) _____

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 of the above, depending on the time of year.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

449) Which of the following offers an example where Porter's Five Forces are mostly strong and competition is high?

449) _____

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A) Dog walking business.
B) Ski resort.
C) Professional hockey team.
D) All of the Above.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

450) Which of the following offers an example where Porter's Five Forces are mostly weak and competition is low?

450) _____

A) International hotel chain purchasing milk.
B) Coffee shop.
C) Single consumer purchasing milk.
D) Dog walking business.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

451) 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?

451) _____

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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
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
Gradable : automatic

452) 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?

452) _____

A) Rivalry.
B) Buyer power.
C) Product differentiation.
D) Substitute product.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

453) 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?

453) _____

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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 Rolling Stones.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

454) 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?

454) _____

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
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
Gradable : automatic

455) 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?

455) _____

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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 Rolling Stones.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

456) 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?

456) _____

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
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
Gradable : automatic

457) 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?

457) _____

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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) Vitamin water, fruit juice, coffee.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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 a threat of a new entrant 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
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
Gradable : automatic

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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 a substitute product 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
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
Gradable : automatic

460) What is buyer power?

460) _____

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
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
Gradable : automatic

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461) What is supplier power?

461) _____

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
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
Gradable : automatic

462) What is threat of substitute products or services?

462) _____

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
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
Gradable : automatic

463) What is threat of new entrants?

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
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
Gradable : automatic

464) What is rivalry among existing competitors?

464) _____

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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 competition is fierce in a market and low when competitors are more complacent.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
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
Gradable : automatic

465) 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?

465) _____

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
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
Gradable : automatic

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466) 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?

466) _____

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
Learning Outcome : 01-06 Compare Porter's three generic strategies.
Topic : The Three Generic Strategies--Choosing a Business Focus
Gradable : automatic

467) When analyzing Porter's three generic strategies for entering a market, if you have a focused strategy, what market should you target?

467) _____

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
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
Gradable : automatic

468) Which of the following offers an example of a company operating in a narrow focused market as the low-cost provider?

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468) _____

A) Walmart.
B) Tiffany & Co.
C) Neiman Marcus.
D) Payless Shoes.

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

469) Broad differentiation, broad cost leadership, and _____ create the three generic strategies identified by Porter.

469) _____

A) Narrow market leadership.
B) High cost versus low cost.
C) Focused strategy.
D) None of the Above.

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

470) Jennifer Bloom is writing a paper and 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?

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470) _____

A) Broad market, low cost.
B) Narrow market, high cost.
C) Broad market, high cost.
D) Narrow market, low cost.

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 : automatic

471) According to Porter, companies that wish to dominate broad markets should operate using a _____ strategy.

471) _____

A) Cost leadership with a low cost.
B) Differentiation with a low cost.
C) Cost leadership with a high cost.
D) All of the Above.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

472) Which of the following demonstrates a company that has implemented a low cost, broad market strategy?

472) _____

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A) Neiman Marcus.
B) Payless Shoes.
C) The Sharper Image.
D) Walmart.

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

473) If a business is following a focused strategy, then its competitive scope is _____.

473) _____

A) Broad market.
B) Narrow market.
C) Broad range of products.
D) Broad range of services.

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

474) When applying Porter's three generic strategies, Tiffany & Co. has a competitive scope and cost strategy that is _____.

474) _____

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A) Broad market – high cost .
B) Narrow market – low cost.
C) Narrow market – high cost.
D) Broad market – low cost.

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

475) In 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?

475) _____

A) Amazon.com.
B) Local independent bookstore specializing in antique books.
C) Barnes & Noble.
D) Bookstore at the airport.

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 : automatic

476) Which of the following is similar to focused strategy versus broad strategy?

476) _____

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A) Large market versus leadership.
B) Large market versus uniqueness.
C) Niche market versus large market.
D) Niche market versus generic.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

477) 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?
477) _____

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 of the Above.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

478) 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?
478) _____

M Information Systems 6th edition Baltzan Test Bank

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 of the Above.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

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 focused 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 of the Above.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

480) When reviewing Porter's value chain analysis, which of the following provides customer support after the sale of goods and services?

480) _____

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A) Inbound logistics.
B) Outbound logistics.
C) Operations.
D) Service.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

481) Which of the following represents procurement as part of the support value activities in a value chain analysis?

481) _____

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
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 : automatic

482) What includes support value activities and primary value activities and is used to determine how to create the greatest possible value for customers?

482) _____

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A) Supplier power.
B) Operations management.
C) Porter's Five Forces Model.
D) Value chain analysis.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

483) What is a standardized set of activities that accomplishes a specific task?

483) _____

A) Business strategy.
B) Business outcome.
C) Business process.
D) Knowledge process.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

484) Which of the following analyzes a company's business processes and is useful for determining how to create the greatest possible value for customers?

484) _____

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A) Product analysis.
B) Primary supplier power.
C) Value chain analysis.
D) Buyer chain analysis.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

485) 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 _____.

485) _____

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
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
Gradable : automatic

486) What are the two main categories in a value chain analysis?

486) _____

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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 Above.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

487) Which of the following is not considered a category within the primary value activities in a value chain analysis?

487) _____

A) Inbound logistics.
B) Firm infrastructure.
C) Operations.
D) Service.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

488) Which of the following is not considered a category within the support value activities in a value chain analysis?

488) _____

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A) Technology development.
B) Outbound logistics.
C) Human resource management.
D) Firm infrastructure.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

489) What is the support value activity that provides employees with training, hiring, and compensation?

489) _____

A) Procurement.
B) Operations resource management.
C) Human resource management.
D) Firm infrastructure.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

490) 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?

490) _____

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A) Primary value activity of outbound logistics.
B) Primary value activity of inbound logistics.
C) Primary value activity of marketing and sales.
D) Primary value activity of operations.

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 : automatic

491) When evaluating the value chain, all of the following are included in the primary value activities, except _____.

491) _____

A) Inbound activities.
B) Operations.
C) Service.
D) MIS development.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : 1 Easy
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 : automatic

492) When evaluating the value chain, which of the following is included in the support value activities?

492) _____

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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
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 : automatic

493) 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?

493) _____

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 of the Above.

Question Details
Accessibility : Keyboard Navigation
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
Gradable : automatic

494) MIS can add value to both primary activities and support activities in the value chain. Which of the following is not an example of a company adding value by the use of MIS in a primary activity?

494) _____

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A) Scottrade Corporation creating an online system for employees to track paychecks, benefits, wellness rewards program, 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 those offered by Survey Monkey, to be sent to the customer right after a service was completed.

D) Royal Crest Dairy using their custom order and delivery system through an easily accessible Web portal for the customer to track delivery status.

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 : automatic

495) MIS can add value to both primary and support activities within a business. Which of the following is not an example of a company adding value by the use of MIS in a support activity?

495) _____

A) Netflix creating a business strategy for the video rental market that delivers videos via the mail.

B) The human resources department creates a tracking system to efficiently reward employees based on their performance.

C) Scottrade Corporation creates an online system for employees to track paychecks, benefits, wellness rewards program, and other employee benefit items.

D) The University of Forks creates a program to automatically order office supplies such as pens and pads of paper for its employees.

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 : automatic

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ESSAY. Write your answer in the space provided or on a separate sheet of paper.

496) 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

497) Identify the different departments in a company and why they must work together to achieve success.

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

498) Define the six primary MIS-related strategic positions in an organization along with their associated responsibilities.

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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

499) 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

500) Explain why competitive advantages are temporary.

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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

501) 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

502) Compare Porter's three generic strategies.

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

503) Demonstrate how a company can add value by using Porter's value chain analysis.

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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

M Information Systems 6th edition Baltzan Test Bank

M Information Systems 6th Edition by Baltzan CH01

Answer Key

Test name: CH01

1) TRUE
2) FALSE
3) TRUE
4) TRUE
5) FALSE
6) FALSE
7) TRUE
8) FALSE
9) TRUE
10) TRUE
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M Information Systems 6th edition Baltzan Test Bank

27) FALSE
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M Information Systems 6th edition Baltzan Test Bank

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87) FALSE
88) TRUE
89) TRUE
90) FALSE
91) FALSE
92) TRUE
93) TRUE
94) FALSE
95) TRUE
96) TRUE
97) FALSE
98) TRUE
99) TRUE
100) TRUE
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.

101) TRUE
102) FALSE
103) TRUE
104) TRUE
105) TRUE
106) FALSE
107) TRUE
108) TRUE
109) TRUE
110) FALSE
111) TRUE
112) FALSE
113) FALSE

M Information Systems 6th edition Baltzan Test Bank

114) TRUE
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127) TRUE
128) TRUE
129) TRUE
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136) FALSE
137) FALSE
138) TRUE
139) TRUE
140) FALSE
141) TRUE
142) FALSE
143) TRUE

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144) TRUE
145) FALSE
146) TRUE
147) FALSE
148) FALSE
149) TRUE
150) C
The core drivers of the information age include data, information, business intelligence, and knowledge.

151) D
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) A
Management information systems are everywhere in business.

155) A
A fact is the confirmation or validation of an event or object.

156) B
The information age has infinite quantities of facts that are widely available to anyone who can use a computer.

157) D

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Amazon is not a technology company but used technology to revamp the business process of selling books.

158) A
Netflix is not a technology company but used technology to revamp the business process of renting videos.

159) C
Zappos is not a technology company but used technology to revamp the business process of selling shoes.

160) A
Data are raw facts that describe the characteristics of an event or object.

161) B
Information is data converted into a meaningful and useful context.

162) C
Business intelligence is information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making.

163) D
Knowledge includes skills, experience, and expertise, coupled with information and intelligence, which create a person?s intellectual resources.

164) C
Best-selling item by month is information.

165) A
Quantity sold is data.

166) A

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Data is raw facts that describe the characteristics of an event or object. Data for Cheryl would include Craig Newmark is customer number 15467.

167) C
Best-selling product by day is an example of information.

168) D
Knowledge would include knowing that the best baker is Tony and that when he works, the best-selling product changes.

169) 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?

170) D
What is my worst-selling product is an example of taking data and turning it into information.

171) D
Who is customer number 12345XX is an example of data.

172) 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.

173) A
Data, information, business intelligence, and knowledge are the core drivers of the information age.

174) B

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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.

175) 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.

176) 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.

177) B
A variable is a data characteristic that stands for a value that changes or varies over time.

178) B
Information is data converted into a meaningful and useful context.

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

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

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

182) A

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

183) C
Machine-to-machine (M2M), which refers to devices that connect directly to other devices.

184) B
Predictive analytics uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

185) D
Analytics is the science of fact-based decision making

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

187) B
Descriptive analytics uses techniques that describe past performance and history.

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

189) C
Prescriptive analytics uses techniques that create models indicating the best decision to make or course of action to take.

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

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191) B
Descriptive analytics uses techniques that describe past performance and history.

192) C
Predictive analytics uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

193) D
Prescriptive analytics uses techniques that create models indicating the best decision to make or course of action to take.

194) A
The three primary areas of analytics include descriptive analytics, predictive analytics, and prescriptive analytics.

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

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

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

198) B
Knowledge facilitators help acquire and catalog the knowledge assets in an organization.

199) B

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Machine-generated data is created by a machine without human intervention

200) A
Human-generated data is data that humans, in interaction with computers, generate.

201) B
Machine-generated data includes sensor data, point-of-sale data, and web log data.

202) A
Human-generated data includes input data, click-stream data, or gaming data.

203) 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.

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

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

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

207) B

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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.

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

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

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

211) A
A static report is created based on data that does not change.

212) B
A dynamic report changes automatically during creation.

213) 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 5 years ago.

214) B
A dynamic report changes automatically during creation. Dynamic reports can include updating daily stock market prices or the calculation of available inventory.

215) A

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A data scientist extracts knowledge from data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends.

216) D
A data scientist extracts knowledge form data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends.

217) B
Business analytics is synonymous with analytics.

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

219) 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.

220) B
Algorithms are mathematical formulas placed in software that performs an analysis on a dataset.

221) 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.

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

223) A

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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.

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

227) A
Variety includes different forms of structured and unstructured data.

228) B
Veracity includes the uncertainty of data, including biases, noise, and abnormalities.

229) C
Volume includes the scale of data.

230) D
Velocity includes the analysis of streaming data as it travels around the Internet.

231) A
Variety includes different forms of structured and unstructured data.

232) B

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Veracity includes the uncertainty of data, including biases, noise, and abnormalities.

233) C
Volume includes the scale of data.

234) D
Velocity includes the analysis of streaming data as it travels around the Internet.

235) 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.

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) B
An outlier is a data value that is numerically distant from most of the other data points in a dataset.

238) A
Behavioral analysis uses data about people?s behaviors to understand intent and predict future actions.

239) B
Correlation analysis determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables.

240) C

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Exploratory data analysis identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables.

241) D
Pattern recognition analysis is the classification or labeling of an identified pattern in the machine learning process.

242) D
Pattern recognition analysis classifies or labels an identified pattern in the machine learning process.

243) C
Exploratory data analysis identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables.

244) B
Correlation analysis determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables.

245) A
Behavioral analysis uses data about people?s behaviors to understand intent and predict future actions.

246) A
Social media analysis analyzes text flowing across the Internet, including unstructured text from blogs and messages.

247) A
Social media analysis analyzes text flowing across the Internet, including unstructured text from blogs and messages.

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248) 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.

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

251) C
Text analysis analyzes unstructured data to find trends and patterns in words and sentences.

252) D
Web analysis analyzes unstructured data associated with websites to identify consumer behavior and website navigation.

253) D
Web analysis analyzes unstructured data associated with websites to identify consumer behavior and website navigation.

254) A
Companies today are typically organized by departments or functional areas.

255) B
For companies to operate as a whole and be successful in our current business environment today, they must operate interdependently between departments.

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256) B
Payroll is part of the accounting department.

257) D
Sales needs to rely on information from operations to understand inventory, place orders, and forecast consumer demand.

258) A
Human resources maintains policies, plans, and procedures for the effective management of employees.

259) B
Operations management manages the process of converting or transforming of resources into goods or services.

260) A
The department within a company that records, measures, and reports monetary transactions is accounting.

261) B
The department with a company that performs the function of selling goods or services is sales.

262) D
The department within a company that supports the sales by planning, pricing, and promoting goods or services is marketing.

263) D
The finance department tracks strategic financial issues, including money, banking, credit, investments, and assets.

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

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265) C
Accounting records, measures, and reports monetary transactions.

266) D
The human resources department maintains policies, plans, and procedures for the effective management of employees.

267) A
Accounting records, measures, and reports monetary transactions.

268) B
The finance department tracks strategic financial issues, including money, banking, credit, investments, and assets.

269) C
The department within a company that supports the sales by planning, pricing, and promoting goods or services is marketing.

270) D
The sales department needs to rely on information from operations to understand inventory, place orders, and forecast consumer demand.

271) D
Human resources maintains policies, plans, and procedures for the effective management of employees.

272) B
Operations management manages the process of converting or transforming resources into goods or services.

273) A
The marketing department includes promotion data, sales data, and advertising data.

274) B

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The human resources department includes employee data, promotion data, and vacation data.

275) C
The finance department includes investment data, monetary data, and reporting data.

276) D
The accounting department includes transactional data, purchasing data, payroll data, and tax data.

277) A
The sales department has sales data, customer data, commission data, and customer support data.

278) A
The operations management department has manufacturing data, distribution data, and production data.

279) C
Functional areas are interdependent.

280) D
Tax, payroll and transactional data are all found in the accounting department.

281) A
Monetary data is most commonly found in the finance department.

282) D
Employee data is most commonly found in the human resource department.

283) D
All of these data types are found in the sales department.

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284) A
Promotional data is most commonly found in the marketing department.

285) C
Production data is most commonly found in the operations management department.

286) A
The CKO is responsible for collecting, maintaining, and distributing company knowledge.

287) B
The CPO is responsible for ensuring the ethical and legal use of information within a company.

288) C
The CTO is responsible for ensuring the speed, accuracy, availability, and reliability of the management information systems.

289) D
The CIO is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

290) B
The CSO is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

291) B
The CPO is responsible for ensuring the ethical and legal use of information within a company.

292) C

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Management information systems is a business function, like accounting and human resources, that moves information about people, products, and processes across the company to facilitate decision-making and problem-solving.

293) A
The chief knowledge officer (CKO) is responsible for collecting, maintaining, and distributing company knowledge.

294) C
The chief technology officer is responsible for ensuring the speed, accuracy, availability, and reliability for MIS.

295) 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.

296) 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.

297) C
Recently, 150 of the *Fortune* 500 companies added the CPO position to their list of senior executives.

298) A
The CTO is responsible for ensuring the speed, accuracy, availability, and reliability of the MIS.

299) C
The CPO is responsible for ensuring the ethical and legal use of information within a company.

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300) B
The CSO is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses?

301) D
The CKO is responsible for collecting, maintaining, and distributing company knowledge.

302) A
The CIO is responsible for 1) overseeing all uses of MIS and 2) ensuring that MIS strategically aligns with business goals and objectives.

303) C
The CDO is responsible for determining the types of information the enterprise will capture, retain, analyze, and share.

304) A
The CTO is responsible for ensuring the speed, accuracy, availability, and reliability of the MIS.

305) D
The CIO is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

306) B
The CPO is responsible for ensuring the ethical and legal use of information within a company.

307) C
The CSO is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

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308) A
The CDO is responsible for determining the types of information the enterprise will capture, retain, analyze, and share.

309) B
The CKO is responsible for collecting, maintaining, and distributing company knowledge.

310) 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.

311) 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.

312) A
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.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.

313) C
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.

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314) B
Broad functions of a CIO include manager, leader, and communicator.

315) B
This is the definition of MIS skills gap.

316) 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.

317) D
Based on this description, Eric is the chief knowledge officer (CKO) at Parker Industries.

318) D
Based on this description, Cody is the chief privacy officer (CPO) at Trek Enterprises.

319) B
Based on this description, Sara is the chief technology officer (CTO) of Henry Commerce.

320) A
Based on this description, Adam is the chief security officer (CSO) of PH Corporation.

321) C
Based on this description, Jim is the chief data officer (CDO) of Keck-Howes Group.

322) A

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Data democratization is the ability for data to be collected, analyzed, and accessible to all users (the average end users).

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

324) A
Data democratization is the ability for data to be collected, analyzed, and accessible to all users (the average end users).

325) A
Feedback is information that returns to its original transmitter and modifies the transmitter?s actions. The original transmitter includes input - transform - output.

326) D
MIS is a business function that moves information about people, products, and processes across the company to facilitate decision making and problem solving.

327) A
Input is data entered in a computer.

328) D
Feedback is the controls that ensures correct processing.

329) B
Output is the resulting information from the computer program.

330) C
Process is the computer program that processes the data.

331) A
Input is data entered in a computer.

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332) C
Output is the resulting information from the computer program.

333) B
Feedback is controls to ensure correct processes.

334) D
Process is the computer program that processes the data

335) A
A system is a collection of parts that link to achieve a common purpose, where 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.

336) D
It is a valuable tool that can leverage the talents of people who know how to use and manage it effectively

337) 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.

338) D
MIS is an important enabler of business success and innovation.

339) D
Typical organizations have an internal MIS department often called Information Technology (IT), Information Systems (IS), or Management Information Systems (MIS).

340) A

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

341) B
Services are tasks performed by people that customers will buy to satisfy a want or need.

342) C
Production is the process whereby a business takes raw materials and processes them or converts them into a finished product for its goods or services.

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

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

345) B
Services are tasks performed by people that customers will buy to satisfy a want or need.

346) C
Production is the process whereby a business takes raw materials and processes them or converts them into a finished product for its goods or services.

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

348) A

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Cars, groceries, and clothing belong in the goods category.

349) B
Teaching, waiting tables, and cutting hair belong in the services category.

350) D
Cars, groceries, and clothing belong in the goods category.

351) D
Teaching, waiting tables, and cutting hair belong in the services category.

352) A
Cars, groceries, and clothing belong in the goods category.

353) C
Teaching, waiting tables, and cutting hair belong in the services category.

354) A
Milk and eggs are groceries. Cars, groceries, and clothing belong in the goods category.

355) D
Selling groceries, managing a team, teaching, waiting tables, and cutting hair belong in the services category.

356) A
Lettuce, tomatoes, patty, bun, and ketchup are all included in the input category of making a hamburger.

357) B
Cooking a patty and putting the ingredients together are all included in the process category of making a hamburger.

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358) C
The hamburger is the output in the process of making a hamburger.

359) 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.

360) 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.

361) B
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.

362) C
The systems thinking process includes input, process, output, and feedback.

363) C
MIS stands for management information systems.

364) A
Feedback is information that returns to its original transmitter (input, transform, or output) and modifies the transmitter's actions.

365) 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.

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366) A
The inputs for a washing machine include the dirty clothes, water, and detergent.

367) C
The process for a washing machine includes the wash and rinse cycle.

368) D
The feedback for a washing machine includes a light indicating that the washer is off balance and has stopped.

369) B
The output for a washing machine includes clean clothes.

370) A
The input for an oven includes the uncooked food.

371) B
The output for an oven includes the cooked food.

372) D
The process for an oven includes running at 350 degrees for 20 minutes.

373) C
The feedback for an oven includes a light indicating that the oven has reached the preheated temperature.

374) A
A home theater system requires inputs of the DVD player, DVD movie, speakers, TV, and electricity.

375) B
The output of a home theater system includes playing the movie, including the audio through the speakers and the video on the TV.

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376) D
The process of a home theater system includes spinning the disk to play, pause, rewind, or fast forward.

377) C
The feedback from a home theater system includes a message stating that the disk is dirty and cannot be played.

378) D
Ways that companies duplicate competitive advantages include acquiring new technology, copying the business operations, and hiring away key employees.

379) 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.

380) A
Managers utilize three common tools to analyze competitive intelligence and develop competitive advantages including: 1) the Five Forces Model, 2) the three generic strategies, and 3) value chain analysis.

381) A
Competitive advantages are typically temporary.

382) C
Updating business strategies is a continuous undertaking as internal and external environments rapidly change.

383) 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.

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384) D
This is the definition of competitive advantage.

385) C
A competitive analysis model is not discussed in this text.

386) 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.

387) A
A stakeholder is a person or group that has an interest or concern in an organization.

388) A
Partners/suppliers primary interest are in reliable contracts, ethical materials handling, and responsible production.

389) D
Government primary interests include adhere to regulations/laws, increase employment, and ethical taxation reporting.

390) B
Shareholders/investors primary interests include maximize profits, grow market share, and high return on investment.

391) D
Customers primary interests includes exceptional customer service, high-quality products, and ethical dealings.

392) A
Employees primary interests include fair compensation, job security, and ethical conduct/treatment.

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393) C
Community primary interests include professional associations, ethical recycling, and increasing employment.

394) A
A competitive features a product or service on which customers place a greater value than they do on similar offerings from competitors.

395) A
A SWOT analysis evaluates a project's position.

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

397) B
The Five Forces Model evaluates industry attractiveness.

398) 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.

399) C
The value chain analysis executes business strategy.

400) C
Value chain analysis views a firm as a series of business processes, each of which adds value to the product or service.

401) D
The three generic strategies define the business focus.

402) D

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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.

403) B
SWOT includes strengths, weaknesses, opportunities, and threats.

404) A
Strengths and weaknesses originate inside an organization.

405) B
Opportunities and threats originate outside an organization.

406) A
Internal strengths include core competencies, market leaders, cost advantages, and excellent management.

407) B
Internal weaknesses that are harmful to an organization include lack of strategic direction, obsolete technologies, lack of managerial talent, and outdated product line.

408) C
Potential external opportunities that are helpful include expanded product line, increase in demand, new markets, and new regulations.

409) D
External weaknesses that are harmful to an organization include new entrants, substitute products, shrinking markets, and costly regulatory requirements

410) A
Strengths are internal and helpful.

411) B

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Weaknesses are internal and harmful.

412) C
Opportunities are external and helpful.

413) D
Threats are external and harmful.

414) C
A stakeholder is a person or group that has an interest or concern in an organization.

415) A
Stakeholders 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.

416) B
Stakeholders 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.

417) C
Stakeholders 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.

418) D

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Stakeholders 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.

419) B
Stakeholders 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 and laws, increase employment, and ethically report taxation.

420) A
Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Shareholders/investors are generally concerned that organizations maximize profits, grow the market share, and have a high return on investment.

421) C
Shareholders/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.

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

423) A

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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.

424) B
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.

425) A
Potential internal strengths (helpful) identify all key strengths associated with the competitive advantage, including cost advantages.

426) B
Potential internal weaknesses (harmful) identify all key areas that require improvement, including a damaged reputation.

427) C
Potential internal weaknesses (harmful) identify all significant trends along with how the organization can benefit from each, including new markets.

428) 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.

429) D
Victory Wireless is attempting to decrease buyer power by offering products at a lower price or by competing on price.

430) C

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Ways that companies duplicate competitive advantages include acquiring the new technology, copying business processes, and hiring away employees.

431) A
The banking industry, for example, has utilized competitive advantage by all now offering ATMs, online bill pay services, and e-statements; these are all examples of ways they duplicated each other by acquiring new technology products and services.

432) A
Michael Porter defined the Five Forces Model. Before formally presenting his model, he identified pressures that can hurt potential sales, including: 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) the competition can steal customers, 4) new market entrants can steal potential investment capital, and 5) substitute products can steal customers.

433) 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.

434) B
Switching costs make customers reluctant to switch to another product or service.

435) A
One way to reduce buyer power is with a loyalty program, which rewards customers based on their spending.

436) B

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Supply chain includes all parties involved, directly or indirectly, in obtaining raw materials or a product.

437) D
In a typical supply chain, a company will be both a supplier and a customer.

438) C
The four competitive forces that work amongst the power of competitors are buyer power, supplier power, threat of new entrants, and threat of substitute products or services.

439) A
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).

440) C
Using MIS to find alternative products is one way of decreasing supplier power.

441) D
If the supplier power is high, the supplier can influence the industry by 1) charging higher prices, 2) limiting quality or services, or 3) shifting costs to industry participants.

442) C
One way a company can reduce the threat of substitute products or services is to offer additional value through wider product distribution.

443) A
Threat of new entrants is one of Porter’s Five Forces. It 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.

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444) D
When the Five Forces are all strong or high, it is a poor business strategy. When the forces are low, it is a great time to execute the business strategy.

445) 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.

446) C
A traditional business supply chain operates like this: supplier – company – customers.

447) 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.

448) 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.

449) A
With Porter's Five Forces Model, these are all examples of strong forces, where it increases 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.

450) A

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With Porter's Five Forces Model, these are all examples of weak forces, where it decreases 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 5) Department of Motor Vehicles.

451) B
Some industries' competition is much more intense than others. The 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.

452) C
Product differentiation is an advantage that occurs when a company develops unique differences in its products with the intent to influence demand.

453) A
An example of supplier power in the music industry includes established record labels like EMI, Sony, and Universal.

454) B
Buyer power in the music industry includes Walmart, Target, and iTunes, which purchase music from record labels to sell online and in their stores.

455) C
Game systems and social networks offer alternatives or substitute products to purchasing music for a consumer.

456) A
Supplier power in the soft drink industry is represented by Pepsi.

457) B

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Buyer power in the soft drink industry is represented by Walmart.

458) C
Zevia Natural Diet Soda represents a new entrant in the soft drink industry.

459) D
Vitamin water, fruit juice, and coffee are all substitute products to a soft drink.

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

461) B
Supplier power is the suppliers' ability to influence prices.

462) D
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.

463) C
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.

464) D
Rivalry is high when competition is fierce in a market and low when competitors are more complacent.

465) D
The rivalry between Coke and Pepsi is famous in the soft drink industry.

466) B

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Porter has identified three generic business strategies for entering a new market: 1) broad cost leadership, 2) broad differentiation, and 3) focused strategy.

467) 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 a unique market.

468) 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.

469) C
The three strategies proposed by Porter are 1) broad cost leadership, 2) broad differentiation, and 3) focused strategy.

470) B
The Museum Company competes using a narrow market and high cost focus.

471) A
According to Porter, broad markets should utilize cost leadership with a low cost and differentiation with a high cost.

472) 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.

473) B
When you have a market segment, the competitive scope should be a narrow market, and the cost strategy should be a focused strategy.

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474) 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.

475) A
Amazon.com competes by offering a broad range of differentiated products at low prices.

476) C
Focused strategies versus broad strategies is synonymous to niche market versus large markets.

477) A
Southwest, Horizon, Frontier, and JetBlue all use cost leadership business strategies.

478) B
British Airways, Singapore Airlines, and Virgin Atlantic all compete using differentiation strategies.

479) C
Sky Taxi is using a focused-strategy targeting individuals who want to hire private planes.

480) D
The service activity within the primary value activities will provide customer support after the sale of goods and services.

481) A
Procurement is the process of the support value activity that purchases inputs such as raw materials, resources, equipment, and supplies.

482) D

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The support activity firm infrastructure coupled with the primary value activity of outbound logistics is a part of the value chain analysis.

483) C
A business process is a standardized set of activities that accomplish a specific task.

484) C
The value chain analysis views a firm as a series of business processes that each add value to the product or service.

485) 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.

486) B
The value chain groups a firm's activities into two categories: primary value activities and support value activities.

487) 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.

488) B
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.

489) C
Human resource management provides employee training, hiring, and compensation.

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490) A
Outbound logistics distributes goods and services to customers.

491) D
Primary value activities include 1) inbound logistics, 2) operations, 3) outbound logistics, 4) marketing and sales, and 5) service.

492) 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.

493) 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, or 3) perform some combination of the two.

494) A
MIS can add value to both primary and support activities within a business. All are primary activities except Scottrade Corporation creating an online system for employees to track paychecks, benefits, wellness rewards program, and other employee benefit items. This is a support value activity.

495) A
MIS can add value to both primary and support activities within a business. All are support activities except for the example of Netflix creating a business strategy for the video rental market that simplified renting a movie with their inexpensive, no-late-fee, quick mail delivery system. This is a primary value activity.

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496) 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.

497) 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.

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498) 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.

499) 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.

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500) 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.

501) 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 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.

502) 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.

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503) To identify competitive advantages, Michael Porter created value chain analysis, which views a firm as a series of business processes that each add 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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