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Correct answers located at the end of the chapter.

1) Diagnostic analytics is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.
   - ◎ true
   - ◎ false

2) 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.
   - ◎ true
   - ◎ false

3) The information age is a time when infinite quantities of facts are widely available to anyone who can use a computer.
   - ◎ true
   - ◎ false

4) A fact is the confirmation or validation of an event or object. In the past, people primarily learned facts from books.
   - ◎ true
   - ◎ false

5) The digital age refers to the modern era where digital technology, the Internet, and data-driven innovation shape how people live, work, and communicate.
   - ◎ true
   - ◎ false

6) Order date, amount sold, and customer number are all forms of data.
   - ◎ true
   - ◎ false

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7) Choosing not to fire a sales representative who is underperforming while knowing that the representative is experiencing family problems is a form of knowledge.
   - ◎ true
   - ◎ false

8) 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.
   - ◎ true
   - ◎ false

9) The fourth industrial revolution represents the blending of the digital, physical, and biological worlds with rates of change operating at hypervelocity.
   - ◎ true
   - ◎ false

10) The fifth industrial revolution represents the blending of the digital, physical, and biological worlds with rates of change operating at hypervelocity.
   - ◎ true
   - ◎ false

11) The Internet of Things (IoT) is any device connected to the Internet with the goal of enhancing performance with human intervention.
   - ◎ true
   - ◎ false

12) Machine-to-machine (M2M) refers to two or more connected devices interacting via wireless or wired connections with the goal of data sharing and analytics without human intervention.
   - ◎ true
   - ◎ false

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13) Machine-to-machine (M2M) refers to two or more connected devices interacting via wireless or wired connections with the goal of data sharing and analytics depending on having human intervention to complete the transactions.

- ◎ true
- ◎ false

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

- ◎ true
- ◎ false

15) Environmental data captures environmental data including annual carbon emissions and energy consumption, water usage, waste, pollution output, etc.

- ◎ true
- ◎ false

16) Social data captures environmental data including annual carbon emissions and energy consumption, water usage, waste, pollution output, etc.

- ◎ true
- ◎ false

17) Social data captures statistics related to workforce diversity, gender equity, human rights, etc.

- ◎ true
- ◎ false

18) Governance data captures statistics related to workforce diversity, gender equity, human rights, etc.

- ◎ true
- ◎ false

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19) Governance data captures company data regarding corruption, labor practices, gender composition of the board of directors, etc.
- ◎ true
- ◎ false

20) Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.
- ◎ true
- ◎ false

21) 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.
- ◎ true
- ◎ false

22) A data analyst collects, queries, and consumers organizational data to uncover patterns and provide insights for strategic business decision making.
- ◎ true
- ◎ false

23) 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.
- ◎ true
- ◎ false

24) Big data represents large volumes of data - both structured and unstructured - containing greater variety, increased veracity, and with more velocity.
- ◎ true
- ◎ false

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25) The four common characteristics of big data include variety, veracity, volume, velocity.
- ◎ true
- ◎ false

26) Variety in big data includes different forms of structured and unstructured data.
- ◎ true
- ◎ false

27) Veracity in big data includes the uncertainty of data, including biases, noise, and abnormalities.
- ◎ true
- ◎ false

28) Volume in big data includes the scale of data.
- ◎ true
- ◎ false

29) Velocity in big data includes the analysis of streaming data as it travels around the Internet.
- ◎ true
- ◎ false

30) Velocity in big data includes different forms of structured and unstructured data.
- ◎ true
- ◎ false

31) Volume in big data includes the uncertainty of data, including biases, noise, and abnormalities.
- ◎ true
- ◎ false

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32) Big data is a view of data at a moment in time.
- ◎ true
- ◎ false

33) A snapshot is a view of data at a particular moment in time.
- ◎ true
- ◎ false

34) A static report can include updating daily stock market prices or the calculation of available inventory.
- ◎ true
- ◎ false

35) A dynamic report can include updating daily stock market prices or the calculation of available inventory.
- ◎ true
- ◎ false

36) Business analytics is the scientific process of transforming data into information for making data-driven business decisions.
- ◎ true
- ◎ false

37) Algorithm is a step-by-step procedure or rules for solving a problem or accomplishing a particular task.
- ◎ true
- ◎ false

38) Analytics is the systematic computation analysis of data for the discovery, interpretation, and communication of meaningful patterns.
- ◎ true
- ◎ false

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39) Descriptive analytics describes past performance and history.

- ◎ true
- ◎ false

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

- ◎ true
- ◎ false

41) Diagnostic analytics examines data or content to answer the question, "why did it happen?" This helps an organization determine the cause of a positive or negative outcome.

- ◎ true
- ◎ false

42) Descriptive analytics examines data or content to answer the question, "why did it happen?" This helps an organization determine the cause of a positive or negative outcome.

- ◎ true
- ◎ false

43) Diagnostic analytics describes past performance and history.

- ◎ true
- ◎ false

44) Prescriptive analytics extracts information from data to predict future trends and identify behavioral patterns.

- ◎ true
- ◎ false

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

- ◎ true
- ◎ false

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

- ◎ true
- ◎ false

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

- ◎ true
- ◎ false

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

- ◎ true
- ◎ false

49) A business department is a segment of a company (such as accounting, production, marketing) representing a specific business function.

- ◎ true
- ◎ false

50) Democratization is the action of making something accessible to everyone.

- ◎ true
- ◎ false

51) Democratization is the action of making something impossible for everyone to access.

- ◎ true
- ◎ false

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

- ◎ true
- ◎ false

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53) The marketing department supports sales by planning, pricing, and promoting goods or services.
- ◎ true
- ◎ false

54) The operations management department manages the process of converting or transforming resources into goods or services.
- ◎ true
- ◎ false

55) The accounting and finance departments primarily use monetary data.
- ◎ true
- ◎ false

56) A data silo occurs when one department is unable to freely communicate with other departments, making it difficult or impossible to work cross-functionally.
- ◎ true
- ◎ false

57) Structured data occurs when one department is unable to freely communicate with other departments, making it difficult or impossible to work cross-functionally.
- ◎ true
- ◎ false

58) For an organization to succeed, every department or functional area must work independently to be most effective.
- ◎ true
- ◎ false

59) Successful companies today operate cross-functionally, integrating the operations of all departments.
- ◎ true
- ◎ false

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60) The business decisions made by the human resources department include employee data, promotion data, and vacation data.
- ◎ true
- ◎ false

61) The business decisions made by the finance department include investment data, monetary data, and reporting data.
- ◎ true
- ◎ false

62) The business decisions made by the accounting department include transactional data, purchasing data, payroll data, and tax data.
- ◎ true
- ◎ false

63) The business decisions made by the sales department include potential customer data, sales report data, commission data, and customer support data.
- ◎ true
- ◎ false

64) The business decisions made by the operations management department include manufacturing data, distribution data, and production data.
- ◎ true
- ◎ false

65) The business decisions made by the human resources department include investment data, monetary data, and reporting data.
- ◎ true
- ◎ false

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66) The business decisions made by the marketing department include transactional data, purchasing data, payroll data, and tax data.
- ◎ true
- ◎ false

67) The business decisions made by the human resources department include potential customer data, sales report data, commission data, and customer support data.
- ◎ true
- ◎ false

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

69) The chief security officer is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks from hackers and viruses.
- ◎ true
- ◎ false

70) The chief privacy officer is responsible for ensuring the ethical and legal use of information within a company.
- ◎ true
- ◎ false

71) The chief knowledge officer is responsible for collecting, maintaining, and distributing company knowledge.
- ◎ true
- ◎ false

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

73) The gender skills gap refers to the disparity in skills and capabilities between men and women in the workforce.
- ◎ true
- ◎ false

74) Corporate culture refers to the shared values, beliefs, attitudes, and behaviors that shape how employees interact and work within an organization.
- ◎ true
- ◎ false

75) Management information systems refers to the shared values, beliefs, attitudes, and behaviors that shape how employees interact and work within an organization.
- ◎ true
- ◎ false

76) Goods are material items or products that customers will buy to satisfy a want or need.
- ◎ true
- ◎ false

77) Waiting tables, teaching, and cutting hair are all examples of services that people pay for to fulfill their needs.
- ◎ true
- ◎ false

78) An overview of systems thinking includes input, process, output, and finances.
- ◎ true
- ◎ false

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79) A stakeholder is a person or group that has an interest or concern in an organization. Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. It is not uncommon to find stakeholder's business strategies have conflicting interests such as investors looking to increase profits by eliminating employee jobs.

◎ true
◎ false

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

◎ true
◎ false

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

◎ true
◎ false

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

◎ true
◎ false

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

◎ true
◎ false

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

◎ true
◎ false

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85) Bread, cheese, and butter are included in the process of making a grilled cheese sandwich.
- ◎ true
- ◎ false

86) A grilled cheese sandwich is considered the final output of a making-a-sandwich process.
- ◎ true
- ◎ false

87) If a business could produce the same hamburger with less expensive inputs, it would probably see a decrease in profits.
- ◎ true
- ◎ false

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

89) A leadership plan that achieves a specific set of goals or objectives is a business strategy.
- ◎ true
- ◎ false

90) An operating model is a plan that details how a company creates, delivers, and captures value to generate revenues.
- ◎ true
- ◎ false

91) Businesses rarely need to update business strategies as the business environment remains relatively stable.
- ◎ true
- ◎ false

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92) A business model is a plan that details how a company creates, delivers, and captures value to generate revenues. For example, a company can produce a business model to create and capture value by delivering online groceries in near real time to local customers.
- ◎ true
- ◎ false

93) A gender skills gap is a plan that details how a company creates, delivers, and captures value to generate revenues.
- ◎ true
- ◎ false

94) An operating model is a detailed plan describing how a business delivers its value creation to its internal and external customers via its processes.
- ◎ true
- ◎ false

95) Data democratization is a detailed plan describing how a business delivers its value creation to its internal and external customers via its processes.
- ◎ true
- ◎ false

96) A gender skills gap is a plan that details how a company creates, delivers, and captures value to generate revenues.
- ◎ true
- ◎ false

97) Attracting new customers, decreasing costs, and entering new markets are all examples of successful business strategies.
- ◎ true
- ◎ false

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98) Decreasing customer loyalty, increasing costs, and decreasing sales are all examples of business strategies.
- ◎ true
- ◎ false

99) 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.
- ◎ true
- ◎ false

100) Amazon created a first-mover advantage by developing its customer self-service platform, which allows customers to place orders, track shipments, manage returns, and interact with customer support – all from a single online portal.
- ◎ true
- ◎ false

101) A SWOT analysis will evaluate potential internal strengths, internal weaknesses, and external opportunities.
- ◎ true
- ◎ false

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

103) A SWOT analysis evaluates an organization's strengths, weaknesses, objectives, and threats.
- ◎ true
- ◎ false

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

◎ true
◎ false

105) 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.

◎ true
◎ false

106) 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.

◎ true
◎ false

107) 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.

◎ true
◎ false

108) 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.

◎ true
◎ false

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

◎ true
◎ false

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

◎ true
◎ false

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

◎ true
◎ false

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

◎ true
◎ false

113) 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.

◎ true
◎ false

114) 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.

◎ true
◎ false

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

116) 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.
- ◎ true
- ◎ false

117) Product differentiation occurs when a company develops unique differences in its products or services with the intent to influence demand.
- ◎ true
- ◎ false

118) Buyer power is the ability of buyers to affect the price they must pay for an item.
- ◎ true
- ◎ false

119) Rivalry among existing competitors refers to the ability of buyers to affect the price they must pay for an item.
- ◎ true
- ◎ false

120) The threat of substitute products or services refers to the power of customers to purchase alternatives.
- ◎ true
- ◎ false

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

◎ true
◎ false

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

◎ true
◎ false

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

◎ true
◎ false

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

◎ true
◎ false

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

◎ true
◎ false

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

◎ true
◎ false

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127) Which of the following are included in the core drivers of the information age?
A) information
B) systems thinking
C) knowledge
D) data
E) reports
F) data scientists
G) business intelligence
H) analytics
I) governance data

128) Which of the following are**NOT** included in the core drivers of the information age?
A) information
B) systems thinking
C) knowledge
D) data
E) reports
F) data scientists
G) business intelligence
H) algorithm
I) social data

129) Which of the following are considered data?
A) quantity sold
B) best customer last month
C) best-selling item last year
D) customer number
E) order date

130) Which of the following are considered information?
A) quantity sold
B) best customer last month
C) best-selling item last year
D) customer number
E) order date

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131) Which of the following represents the four common characteristics of big data?
A) variety
B) algorithm
C) veracity
D) analytics
E) volume
F) business analytics
G) velocity
H) corporate culture

132) Which of the following**DO NOT** represent the four common characteristics of big data?
A) variety
B) algorithm
C) veracity
D) democratization
E) volume
F) gender skills gap
G) velocity
H) governance data

133) Select the four common characteristics of big data along with the correct definition.
A) variety - different forms of data
B) variety - uncertainty of data
C) veracity - uncertainty of data
D) veracity - the scale of data
E) volume - the scale of data
F) volume - the analysis of streaming data
G) velocity - the analysis of streaming data
H) velocity - different forms of data

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134) Select all of the following that represent forms of structured data.
A) sensor data
B) web log data
C) satellite images
D) photographic data
E) clickstream data
F) point-of-sale data
G) social media data
H) text messages

135) Select all of the following that represent forms of unstructured data.
A) sensor data
B) web log data
C) satellite images
D) photographic data
E) clickstream data
F) point-of-sale data
G) social media data
H) text messages data

136) Select all of the following that represent the four broad categories of analytics.
A) intelligence analytics
B) descriptive analytics
C) diagnostic analytics
D) predictive analytics
E) data silo analytics
F) prescriptive analytics
G) data democratization analytics
H) big data analytics

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137) Select all of the following that**DO NOT** represent the four broad categories of analytics.
A) intelligence analytics
B) descriptive analytics
C) diagnostic analytics
D) predictive analytics
E) data silo analytics
F) prescriptive analytics
G) data democratization analytics
H) big data analytics

138) Select all of the following that represent forms of unstructured data.
A) sensor data
B) web log data
C) satellite images
D) photographic data
E) clickstream data
F) point-of-sale data
G) social media data
H) text messages

139) Select all of the following that represent inputs when making a hamburger.
A) lettuce
B) tomatoes
C) burger patty
D) bun
E) ketchup
F) cook the burger patty
G) compile the ingredients together
H) hamburger

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140) Select all of the following that represent the process when making a hamburger.
A) lettuce
B) tomatoes
C) burger patty
D) bun
E) ketchup
F) cook the burger patty
G) compile the ingredients together
H) hamburger

141) Select all of the following that represent the output when making a hamburger.
A) lettuce
B) tomatoes
C) burger patty
D) bun
E) ketchup
F) cook the burger patty
G) compile the ingredients together
H) hamburger

142) Which of the following are common departments found in an organization?
A) accounting
B) operations management
C) marketing
D) chief information officer
E) chief data officer
F) payroll
G) data scientists
H) finance

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143) Which of the following are MIS roles found in an organization?
A) accounting
B) operations management
C) marketing
D) chief information officer
E) chief security officer
F) payroll
G) chief knowledge officer

144) If your boss believed in data democratization, who would be allowed to collect, analyze, and access data?
A) sales managers
B) competitors
C) marketing managers
D) chief information officer
E) human resource employees
F) competitor suppliers
G) competitor's customers

145) Choose Porter's five forces from the list below.
A) buyer power
B) supplier power
C) threat of substitute products or services
D) threat of managers
E) threat of new entrants
F) rivalry among existing competitors
G) business driven globalization
H) technology development

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146) Porter identified three generic strategies that a business could follow after identifying a market it wanted to enter. Which of the following are included in Porter's three generic strategies?

A) broad differentiation
B) supplier cost differentiation
C) narrow focused strategy
D) broad cost leadership
E) focused buyer leadership
F) broad supplier differentiation
G) narrow customer strategy

147) Select all of the following that represent inputs when processing an online order.

A) customer information (name, address, payment)
B) product inventory (clothing, electronics, etc.)
C) shipping materials (boxes, tape, labels)
D) warehouse staff and equipment
E) generate shipping label
F) pack and ship the order
G) delivered package
H) customer confirmation email that the product was received

148) Select all of the following that represent processes when fulfilling an online order.

A) customer information (name, address, payment)
B) product inventory (clothing, electronics, etc.)
C) shipping materials (boxes, tape, labels)
D) generate shipping label
E) pack and ship the order
F) delivered package
G) customer confirmation email

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149) Select all of the following that represent outputs when fulfilling an online order.
A) customer information (name, address, payment)
B) product inventory (clothing, electronics, etc.)
C) shipping materials (boxes, tape, labels)
D) generate shipping label
E) pack and ship the order
F) delivered package
G) customer confirmation email

150) Select all of the following that represent inputs when processing a customer's ATM withdrawal.
A) customer debit card
B) PIN number
C) account balance information
D) ATM machine hardware
E) deduct funds from account balance
F) dispense cash
G) printed receipt

151) Select all of the following that represent processes in a customer's ATM withdrawal.
A) customer debit card
B) PIN number
C) account balance information
D) ATM machine hardware
E) authenticate user identity
F) verify account balance
G) deduct funds from account balance
H) dispense cash
I) printed receipt

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152) Select all of the following that represent outputs when processing a customer's ATM withdrawal.

A) customer debit card
B) PIN number
C) account balance information
D) ATM machine hardware
E) authenticate user identity
F) dispense cash
G) printed receipt

153) Select all of the following that represent inputs for a doctor's appointment.

A) patient medical history
B) insurance information
C) previous test results
D) physician and medical staff availability
E) conduct medical examination
F) prescribe treatment
G) updated health records

154) Select all of the following that represent processes for a doctor's appointment.

A) patient medical history
B) insurance information
C) lab test results
D) physician and medical staff availability
E) conduct medical examination
F) order additional tests
G) prescribe treatment
H) updated health records

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155) Select all of the following that represent outputs for a doctor's appointment.
A) patient medical history
B) prescription for medication
C) ongoing treatment plan
D) physician and medical staff availability
E) conduct medical examination
F) insurance claim submission
G) updated health records

156) Which of the following are IoT devices?
A) smart locks
B) smart backpacks
C) smart plant sensors
D) smart pet tech
E) smart thermostat
F) smart fridge
G) smart vending machine
H) self-driving cars

157) Which of the following are M2M devices?
A) smart locks
B) smart backpacks
C) smart plant sensors
D) smart pet tech
E) smart thermostat
F) smart fridge
G) smart vending machine
H) self-driving cars

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158) Which of the following are IoT devices?
A) GPS trackers in vehicles
B) engine diagnostic sensors
C) smart electricity meters
D) gas and water usage meters
E) Apple watch
F) smart TV
G) smart home lighting
H) smart speakers

159) Which of the following are M2M devices?
A) GPS trackers in vehicles
B) engine diagnostic sensors
C) smart electricity meters
D) gas and water usage meters
E) Apple watch
F) smart TV
G) smart home lighting
H) smart speakers

160) Which of the following are types of environmental data?
A) monthly electric bills
B) yearly carbon emissions data
C) daily water usage data
D) pollution output of a factory
E) gender equity in a workforce
F) workforce diversity data
G) corruption data
H) labor practice data

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161) Which of the following are types of social data?
A) monthly electric bills
B) yearly carbon emissions data
C) daily water usage data
D) customer feedback surveys
E) gender equity in a workforce
F) workforce diversity data
G) corruption data
H) labor practice data

162) Which of the following are types of governance data?
A) monthly electric bills
B) yearly carbon emissions data
C) daily water usage data
D) customer feedback surveys
E) gender equity in a workforce
F) workforce diversity data
G) corruption data
H) labor practice data

163) Which of the following are types of environmental data?
A) air quality index
B) greenhouse gas emissions
C) water quality
D) pesticide and fertilizer residue
E) number of likes and shares
F) follower counts and growth rates
G) voting records and election results
H) tax collection and revenue data

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164) Which of the following are types of social data?
A) air quality index
B) greenhouse gas emissions
C) water quality
D) workforce diversity
E) gender equity
F) human rights
G) voting records and election results
H) tax collection and revenue data

165) Which of the following are types of governance data?
A) air quality index
B) greenhouse gas emissions
C) loyalty program interactions
D) number of likes and shares
E) follower counts and growth rates
F) voting records and election results
G) legislative records
H) tax collection and revenue data

166) Which of the following is NOT considered a core driver of the information age?
A) information
B) business intelligence
C) static report
D) data

167) Which of the following is NOT considered a core driver of the information age?
A) information
B) business intelligence
C) data
D) snapshot

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168) Which of the following is considered a core driver of the information age?
A) snapshot
B) goods
C) services
D) data

169) Which of the following is considered a core driver of the information age?
A) data scientist
B) stakeholders
C) snapshot
D) knowledge

170) Why do students need to study management information systems?
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.

171) What is the confirmation or validation of an event or object?
A) fact
B) data analyst
C) digital age
D) competitive intelligence

172) 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?
A) data age
B) information age
C) history age
D) data scientist age

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173) Which of the following companies used technology to revamp the business process of selling books?
A) Netflix
B) UberEats
C) Venmo
D) Amazon

174) Which of the following companies used technology to revamp the business process of renting videos?
A) Netflix
B) UberEats
C) Venmo
D) Amazon

175) Which of the following companies used technology to revamp the business process of food delivery?
A) Netflix
B) Spotify
C) UberEats
D) Amazon

176) What is data?
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

177) What represents the blending of the digital, physical, and biological worlds with rates of change operating at hypervelocity?
A) fourth industrial revolution
B) big data
C) Internet of Things
D) digital age

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178) What represents the blending of the digital, physical, and biological worlds with rates of change operating at hypervelocity?
A) fourth industrial revolution
B) first industrial revolution
C) third industrial revolution
D) digital industrial revolution

179) What represents large volumes of data - both structured and unstructured - containing greater variety, increased veracity, and with more velocity?
A) digital age
B) big data
C) Internet of Things
D) machine-to-machine

180) What is information?
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

181) What is business intelligence?
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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182) What is knowledge?
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

183) Which of the following is considered information?
A) quantity sold
B) date sold
C) best-selling item by month
D) product sold

184) Which of the following is considered data?
A) quantity sold
B) best customer by month
C) best-selling item by month
D) worst-selling item by month

185) 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?
A) Craig Newmark is customer number 15467
B) compare the costs of supplies, including energy, over the last five years to determine the best-selling product by month
C) best-selling product by day
D) best-selling product changes when Tony the best baker is working

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186) 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?

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

187) 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?

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

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

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 by month?

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

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

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190) Which of the following represents the core drivers of the information age?
A) data, information, business intelligence, knowledge
B) fact, data, intelligence, experience
C) fact, intelligence, business skills, know-how
D) data, intelligence, business information, know-how

191) Which of the following represents the definition of a variable?
A) a report 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 report that is collected only through competitive intelligence and can change over time

192) 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?
A) supply intelligence
B) social intelligence
C) employee intelligence
D) business intelligence

193) What are data characteristics that change or vary over time?
A) goods
B) variables
C) customers
D) services

194) What is data converted into a meaningful and useful context?
A) competitors
B) information
C) buyers
D) customers

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195) What refers to two or more connected devices interacting via wireless or wired connections with the goal of data sharing and analytics without human intervention?
A) information age
B) fourth industrial revolution
C) machine-to-machine
D) analytics

196) What extracts information from data and uses it to predict future trends and identify behavioral patterns?
A) Internet of Things
B) predictive analytics
C) machine-to-machine
D) fourth industrial revolution

197) What is the Internet of Things?
A) any device connected to the Internet with the goal of enhancing performance with human intervention
B) extracts information from reports to identify customers
C) opportunities to change the way people drive cars
D) opportunities to change the way people purchase books

198) Which of the following definitions describes machine-to-machine?
A) opportunities to change the way people drive cars
B) extracts information from reports to identify customers
C) two or more connected devices interacting via wireless or wired connections with the goal of data sharing and analytics without human intervention
D) opportunities to change the way people purchase books

199) What are predictive analytics?
A) extracts information from reports to identify customers
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

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200) Who collects, queries, and consumes organizational data to uncover patterns and provide insights for strategic business decisions?
A) knowledge worker
B) data scientist
C) data worker
D) data analyst

201) What is the systematic computation analysis of data for the discovery, interpretation, and communication of meaningful patterns?
A) algorithm
B) information
C) data
D) analytics

202) What is the scientific process of transforming data into information for making data-driven business decisions?
A) business analytics
B) descriptive analytics
C) prescriptive analytics
D) predictive analytics

203) What describes past performance and history?
A) diagnostic analytics
B) descriptive analytics
C) prescriptive analytics
D) predictive analytics

204) What extracts information from data and uses it to predict future trends and identify behavioral patterns?
A) diagnostic analytics
B) descriptive analytics
C) prescriptive analytics
D) predictive analytics

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205) What creates models indicating the best decision to make or course of action to take?
A) diagnostics analytics
B) descriptive analytics
C) prescriptive analytics
D) predictive analytics

206) What are business analytics?
A) the scientific process of transforming data into information for making data-driven business decisions
B) describe past performance and history
C) extracts information from data and use it to predict future trends and identify behavioral patterns
D) creates models indicating the best decision to make or course of action to take

207) What are descriptive analytics?
A) examines data or content to answer the question, "Why did it happen?"
B) describe past performance and history
C) extracts information from data and use it to predict future trends and identify behavioral patterns
D) creates models indicating the best decision to make or course of action to take

208) What are diagnostic analytics?
A) examines data or content to answer the question, "Why did it happen?"
B) describe past performance and history
C) extracts information from data and use it to predict future trends and identify behavioral patterns
D) creates models indicating the best decision to make or course of action to take

209) What are predictive analytics?
A) examines data or content to answer the question, "Why did it happen?"
B) describe past performance and history
C) extracts information from data and use it to predict future trends and identify behavioral patterns
D) creates models indicating the best decision to make or course of action to take

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210) What are prescriptive analytics?
A) examines data or content to answer the question, "Why did it happen?"
B) describe past performance and history
C) extracts information from data and use it to predict future trends and identify behavioral patterns
D) creates models indicating the best decision to make or course of action to take

211) What are the four primary areas of analytics?
A) descriptive analytics, diagnostics analytics, predictive analytics, prescriptive analytics
B) descriptive analytics, primary analytics, secondary analytics, response analytics
C) descriptive analytics, diagnostics analytics, future analytics, past analytics
D) technique analytics, diagnostics analytics, future analytics, past analytics

212) What data is created by a machine without human intervention?
A) human-generated data
B) machine-generated data
C) structured data
D) Internet of Things

213) What data is generated by humans in interaction with computers?
A) human-generated data
B) machine-generated data
C) machine-to-machine
D) Internet of Things

214) What type of structured data includes sensor data, point-of-sale data, and web log data?
A) human-generated data
B) machine-generated data
C) collective intelligence
D) systems thinking data

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215) Which of the following does NOT describe structured data?
A) data with a defined length
B) emails, text messages, and voicemail
C) spreadsheet data
D) data with a defined format

216) What captures data including annual carbon emissions and energy consumption, water usage, waste, pollution output?
A) environmental data
B) social data
C) governance data
D) static data

217) What captures statistics related to workforce diversity, gender equity, human rights?
A) environmental data
B) social data
C) governance data
D) static data

218) What captures company data regarding corruption, labor practices, gender composition of the board of directors?
A) environmental data
B) social data
C) governance data
D) static data

219) What is environmental data?
A) captures data including annual carbon emissions and energy consumption, water usage, waste, pollution output
B) captures statistics related to workforce diversity, gender equity, human rights, etc.
C) captures company data regarding corruption, labor practices, gender composition of the board of directors, etc.
D) a data characteristic that stands for a value that changes or varies over time

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220) What is social data?
A) captures environmental data including annual carbon emissions and energy consumption, water usage, waste, pollution output
B) captures statistics related to workforce diversity, gender equity, human rights, etc.
C) captures company data regarding corruption, labor practices, gender composition of the board of directors, etc.
D) a data characteristic that stands for a value that changes or varies over time

221) What is governance data?
A) captures environmental data including annual carbon emissions and energy consumption, water usage, waste, pollution output
B) captures statistics related to workforce diversity, gender equity, human rights, etc.
C) captures company data regarding corruption, labor practices, gender composition of the board of directors, etc.
D) a data characteristic that stands for a value that changes or varies over time

222) What is a snapshot?
A) a world where devices or "things" can collect and share data with human intervention
B) a view of data at a particular moment in time
C) a camera
D) opportunities to change the way people purchase books

223) What is a view of data at a particular moment in time?
A) knowledge
B) big data
C) snapshot
D) unstructured data

224) What is a report?
A) a document containing data organized in a table, matrix, or graphical format allowing users to easily comprehend and understand information
B) large complex datasets of people at a moment in time
C) a view of data at a particular moment in time
D) a view of people over time

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225) What type of report is created based on data that does not change?
A) static report
B) dynamic report
C) variable report
D) student report

226) What type of report changes automatically during creation?
A) static report
B) dynamic report
C) variable report
D) student report

227) What type of report can include a sales report from last year or salary report from five years ago?
A) static report
B) supply chain report
C) variable report
D) student report

228) What type of report can include updating daily stock market prices or the calculation of available inventory?
A) static report
B) dynamic report
C) fact report
D) structured report

229) What is an organized collection of data?
A) dataset
B) algorithm
C) analytics
D) data scientist

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230) What is systematic computation analysis of data for the discovery, interpretation, and communication of meaningful patterns?
A) analytics
B) algorithm
C) data analyst
D) data scientist

231) What is the scientific process of transforming data into information for making data-driven business decisions?
A) business analytics
B) Internet of Things
C) variables
D) facts

232) 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?
A) data scientist
B) data analyst
C) data worker
D) big data

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

234) In terms of big data, what is veracity?
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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235) In terms of big data, what is volume?
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

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

237) In terms of big data, what includes different forms of structured and unstructured data?
A) variety
B) veracity
C) volume
D) velocity

238) In terms of big data, what includes the uncertainty of data, including biases, noise, and abnormalities?
A) variety
B) veracity
C) volume
D) velocity

239) In terms of big data, what includes the scale of data?
A) variety
B) veracity
C) volume
D) velocity

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240) What is a step-by-step procedure or rules for solving a problem or accomplishing a particular task?
A) data analyst
B) big data
C) algorithm
D) velocity

241) In terms of big data, what includes the analysis of streaming data as it travels around the Internet?
A) variety
B) veracity
C) volume
D) velocity

242) What is a large collection of data, volumes of data - both structured and unstructured - containing greater variety, increased veracity, and with more velocity?
A) big data
B) data scientist
C) data analyst
D) algorithm

243) Which type of analytics answers the question which candidate will win the election?
A) predictive analytics
B) descriptive analytics
C) diagnostic analytics
D) prescriptive analytics

244) Which type of analytics answers the question how many products were sold last week?
A) predictive analytics
B) descriptive analytics
C) diagnostic analytics
D) prescriptive analytics

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245) Which type of analytics answers the question why did the machine break down?
A) predictive analytics
B) descriptive analytics
C) diagnostic analytics
D) prescriptive analytics

246) Which type of analytics answers the question what is the best route for the driver to take to drop off packages?
A) predictive analytics
B) descriptive analytics
C) diagnostic analytics
D) prescriptive analytics

247) In Lou's Pizza Planet Inc., each department works independently. The sales and marketing department focuses on providing goods and services to customers and maintains transactional data, the finance and accounting department focuses on managing the organization's resources and maintains monetary data, and the human resources department focuses on hiring and training people and maintains employee data. In the context of how Lou's functions, which of the following best describes the situation?
A) data silos
B) data democratization
C) data analyst
D) data scientist

248) What of the following occurs when one department is unable to freely communicate with other departments, making it difficult or impossible to work cross-functionally?
A) data silos
B) data democratization
C) services
D) goods

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249) How are most companies today typically organized?
A) by departments or functional areas
B) by financial areas
C) by university degree
D) by data area

250) Most companies are typically organized by departments or functional areas. Which of the following is not a common department found in a company?
A) accounting
B) payroll
C) marketing
D) human resources

251) Which of the following is the department that maintains policies, plans, and procedures for the effective management of employees?
A) human resources
B) sales resources
C) employee resources
D) employee relations

252) 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?
A) accounting
B) operations management
C) marketing
D) legal

253) What is the department within a company that records, measures, and reports monetary transactions?
A) accounting
B) marketing
C) human resources
D) operations management

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254) What is the department within a company that performs the function of selling goods or services?

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

255) What is the department within a company that supports the sales by planning, pricing, and promoting goods or services?

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

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

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

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

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

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

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

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259) Which department maintains policies, plans, and procedures for the effective management of employees?
A) sales
B) operations management
C) accounting
D) human resources

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

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

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

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

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

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

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

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

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

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

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

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

272) Which of the following describes the relationship between functional areas in a business?
A) independent
B) autonomous
C) interdependent
D) self-sufficient

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273) Which of the following represents the types of data commonly found in the finance department?
A) monetary data
B) technology data
C) production data
D) employee data

274) Which of the following represents the types of data commonly found in the human resource department?
A) financial data
B) technology data
C) production data
D) employee data

275) Which of the following represents the types of data commonly found in the marketing department?
A) promotional data
B) payroll data
C) tax data
D) employee data

276) Which of the following represents the types of data commonly found in the operations management department?
A) monetary data
B) payroll data
C) production data
D) employee data

277) What refers to the shared values, beliefs, attitudes, and behaviors that shape how employees interact and work within an organization?
A) corporate culture
B) gender skills gap
C) systems thinking
D) chief information officer (CIO)

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278) What refers to the modern era where digital technology, the Internet, and data-driven innovations shape how people live, work, and communicate?
A) digital age
B) systems age
C) Internet of Things age
D) big data age

279) What refers to the disparity in skills and capabilities between men and women in the workforce?
A) business department
B) gender skills gap
C) systems thinking
D) corporate culture

280) What refers to the ability for data to be collected, analyzed, and accessible to all end users?
A) gender skills gap
B) data democratization
C) systems thinking gap
D) analytics gap

281) Who is responsible for collecting, maintaining, and distributing company knowledge?
A) chief knowledge officer (CKO)
B) chief privacy officer (CPO)
C) chief technology officer (CTO)
D) chief information officer (CIO)

282) Who is responsible for ensuring the ethical and legal use of information within a company?
A) chief knowledge officer (CKO)
B) chief privacy officer (CPO)
C) chief technology officer (CTO)
D) chief information officer (CIO)

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283) Who is responsible for ensuring the speed, accuracy, availability, and reliability of the management information systems?
A) chief knowledge officer (CKO)
B) chief privacy officer (CPO)
C) chief technology officer (CTO)
D) chief information officer (CIO)

284) Who is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives?
A) chief knowledge officer (CKO)
B) chief privacy officer (CPO)
C) chief technology officer (CTO)
D) chief information officer (CIO)

285) Who is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses?
A) chief knowledge officer (CKO)
B) chief security officer (CSO)
C) chief technology officer (CTO)
D) chief information officer (CIO)

286) Tyler Chou works for Johnson Electric as a corporate lawyer, and part of her duties are to ensure the ethical and legal use of information within the company. Which of the following represents Tyler's role at Johnson Electric?
A) chief knowledge officer (CKO)
B) chief privacy officer (CPO)
C) chief technology officer (CTO)
D) chief information officer (CIO)

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

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

288) 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?

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

289) 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?

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

290) 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?

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

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291) 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?

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

292) Allana Smith holds an executive position at PH Corporation. He has an extensive understanding of networks and telecommunications. Allana 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 Allana hold?

A) chief security officer
B) chief information officer
C) data scientist
D) data analyst

293) Jasmine Coleman holds an executive position at Keck-Howes Group. Jasmine 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 Jasmine hold at Keck-Howes Group?

A) chief security officer
B) data analyst
C) chief data officer
D) chief officer

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

A) data democratization
B) corporate culture
C) knowledge democratization
D) business data

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295) What is a segment of a company (such as accounting, production, marketing) representing a specific business function?
A) data democratization
B) business department
C) data silo
D) business data

296) 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?
A) data democratization
B) business department
C) systems thinking
D) data scientist

297) What is the action of making something accessible to everyone?
A) democratization
B) business department
C) gender skills gap
D) business analytics

298) In terms of system thinking, what is data entered in a computer?
A) input
B) output
C) process
D) feedback

299) In terms of system thinking, what controls to ensure correct processing for the system?
A) input
B) output
C) process
D) feedback

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300) In terms of system thinking, what is the resulting information from the computer program?
A) input
B) output
C) process
D) feedback

301) In terms of system thinking, what is the computer program that processes the data?
A) input
B) output
C) process
D) feedback

302) In terms of system thinking, what is input?
A) data entered in a computer
B) information that returns to its original transmitter (input, process, or output) and modifies the transmitter's actions
C) the resulting information from the computer program
D) the computer program that processes the data

303) In terms of system thinking, what is output?
A) data entered in a computer
B) information that returns to its original transmitter (input, process, or output) and modifies the transmitter's actions
C) the resulting information from the computer program
D) the computer program that processes the data

304) In terms of system thinking, what is process?
A) data entered in a computer
B) information that returns to its original transmitter (input, process, or output) and modifies the transmitter's actions
C) the resulting information from the computer program
D) the computer program that processes the data

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

A) data analyst
B) systems thinking
C) management
D) operational thinking

306) What is information that returns to its original transmitter (input, process, or output) and modifies the transmitter's actions?

A) data analyst
B) feedback
C) systems management
D) operational thinking

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

A) goods
B) services
C) production
D) productivity

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

A) goods
B) services
C) production
D) productivity

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

A) goods
B) services
C) production
D) productivity

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310) What is the rate at which goods and services are produced based upon total output given total inputs?
A) goods
B) services
C) production
D) productivity

311) What are goods?
A) material items or products that customers will buy to satisfy a want or need
B) tasks performed by people that customers will buy to satisfy a want or need
C) the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services
D) the rate at which goods and services are produced based upon total output given total inputs

312) What are services?
A) material items or products that customers will buy to satisfy a want or need
B) tasks performed by people that customers will buy to satisfy a want or need
C) the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services
D) the rate at which goods and services are produced based upon total output given total inputs

313) What is production?
A) material items or products that customers will buy to satisfy a want or need
B) tasks performed by people that customers will buy to satisfy a want or need
C) the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services
D) the rate at which goods and services are produced based upon total output given total inputs

Business Driven Information Systems 2026 Release 1st edition Baltzan Test Bank

314) What is productivity?
A) material items or products that customers will buy to satisfy a want or need
B) tasks performed by people that customers will buy to satisfy a want or need
C) the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services
D) the rate at which goods and services are produced based upon total output given total inputs

315) Which category do cars, groceries, and clothing belong to?
A) goods
B) services
C) production
D) productivity

316) Which category do teaching, waiting tables, and cutting hair belong?
A) goods
B) services
C) production
D) productivity

317) Which of the following is considered goods?
A) milk and eggs
B) managing a team
C) selling groceries
D) managing a sales team

318) The lettuce, tomatoes, patty, bun, and ketchup are included in which category of making a hamburger?
A) input
B) process
C) output
D) feedback

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319) Cooking a patty and putting the ingredients together are included in which category of making a hamburger?
A) input
B) process
C) output
D) feedback

320) The actual hamburger is included in which category of making a hamburger?
A) input
B) process
C) output
D) feedback

321) 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?
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

322) 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?
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

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323) 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?

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

324) Which four elements are included in systems thinking?

A) output, process, feedback, and accounting
B) process, output, operations, and accounting
C) input, process, output, and feedback
D) input, output, sales, and feedback

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

A) management intelligence strategy
B) management intelligence system
C) management information system
D) management information strategist

326) 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 to generate a report. What type of information is Shelby gathering?

A) feedback
B) processing
C) output management
D) sales processing

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327) If you were thinking about a washing machine as a system, which of the following represents the inputs?
A) the dirty clothes, water, and detergent
B) the clean clothes
C) the wash and rinse cycles
D) the light indicating that the washer is off balance and has stopped

328) If you were thinking about a washing machine as a system, which of the following represents the process?
A) the dirty clothes, water, and detergent
B) the clean clothes
C) the wash and rinse cycles
D) the light indicating that the washer is off balance and has stopped

329) If you were thinking about a washing machine as a system, which of the following represents the feedback?
A) the dirty clothes, water, and detergent
B) the clean clothes
C) the wash and rinse cycles
D) the light indicating that the washer is off balance and has stopped

330) If you were thinking about a washing machine as a system, which of the following represents the outputs?
A) the dirty clothes, water, and detergent
B) the clean clothes
C) the wash and rinse cycles
D) the light indicating that the washer is off balance and has stopped

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

Business Driven Information Systems 2026 Release 1st edition Baltzan Test Bank

332) If you were thinking about an oven as a system, which of the following represents the output?
A) the uncooked food
B) the cooked food
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D) the oven running at 350 degrees for 20 minutes

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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

335) If you were thinking about a home theater system, which of the following represents the inputs?
A) the streaming service, the movie, speakers, TV, and electricity
B) playing the movie, including the audio through the speakers and the movie on the TV
C) a message stating that the rights to the movie expired and can no longer be viewed
D) using the remote to play, pause, rewind, or fast forward

336) If you were thinking about a home theater system, which of the following represents the outputs?
A) the streaming service, the movie, speakers, TV, and electricity
B) playing the movie, including the audio through the speakers and the movie on the TV
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Business Driven Information Systems 2026 Release 1st edition Baltzan Test Bank

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B) playing the movie, including the audio through the speakers and the movie on the TV
C) a message stating that the rights to the movie expired and can no longer be viewed
D) using the remote to play, pause, rewind, or fast forward

339) What is a plan that details how a company creates, delivers, and captures value to generate revenues?
A) data silo
B) business department
C) operating model
D) business model

340) What is a detailed plan describing how a business delivers its value creation to its internal and external customers via its business processes?
A) data silo
B) business department
C) operating model
D) business model

341) What is a plan that details how a company creates, delivers, and captures value to generate revenues?
A) business supplier
B) business department
C) business customers
D) business model

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342) What is a detailed plan describing how a business delivers its value creation to its internal and external customers via its business processes?

A) systems thinking
B) corporate culture
C) operating customer
D) operating model

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

A) the three generic strategies
B) gender skills gap
C) data democratization
D) supplier loyalty

344) What is a competitive advantage?

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

345) 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?

A) feedback
B) information
C) competitive intelligence
D) data

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346) Who is a person or group that has an interest or concern in an organization?
A) stakeholder
B) business strategy
C) supplier
D) partner

347) Which group of stakeholder's primary interests include reliable contracts, ethical materials handling, and responsible production?
A) partners/suppliers
B) shareholders/investors
C) community
D) government

348) Which group of stakeholder's primary interests include adhering to regulations/laws, increasing employment, and ethical taxation reporting?
A) partners/suppliers
B) shareholders/investors
C) community
D) government

349) Which group of stakeholder's primary interests include maximizing profits, growing market share, and high return on investment?
A) partners/suppliers
B) shareholders/investors
C) community
D) government

350) Which group of stakeholder's primary interests include exceptional customer service, high-quality products, and ethical dealings?
A) partners/suppliers
B) shareholders/investors
C) community
D) customers

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351) Which group of stakeholder's primary interests include fair compensation, job security, and ethical conduct/treatment?
A) employees
B) shareholders/investors
C) community
D) customers

352) Which group of stakeholder's primary interests include professional associations, ethical recycling, and increasing employment?
A) employees
B) shareholders/investors
C) community
D) customers

353) What is a feature of a product or service on which customers place a greater value than they do on similar offerings from competitors?
A) competitive advantage
B) competitor advantage
C) customer advantage
D) first-mover advantage

354) Which of the following evaluates a project's position?
A) SWOT analysis
B) Five Forces Model
C) data democratization strategy
D) three generic strategies

355) What evaluates industry attractiveness?
A) SWOT analysis
B) Five Forces Model
C) business strategy analysis
D) three generic strategies

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356) Which of the following describes a stakeholder?
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

357) What is included in a SWOT analysis?
A) strengths, weaknesses, organizations, and technology
B) strengths, weaknesses, opportunities, and threats
C) success, willingness, opportunities, and technology
D) success, weaknesses, organizations, and threats

358) Which of the following statements is correct when considering a SWOT analysis?
A) Strengths and weaknesses originate inside an organization.
B) Opportunities and threats originate inside an organization.
C) Strengths and threats originate inside an organization.
D) Opportunities and weaknesses originate outside an organization.

359) Which of the following statements is correct when considering a SWOT analysis?
A) Strengths and weaknesses originate outside an organization.
B) Opportunities and threats originate outside an organization.
C) Strengths and threats originate inside an organization.
D) Opportunities and weaknesses originate outside an organization.

360) How would you categorize strengths in a SWOT analysis?
A) internal, helpful
B) internal, harmful
C) external, helpful
D) external, harmful

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361) How would you categorize weaknesses in a SWOT analysis?
A) internal, helpful
B) internal, harmful
C) external, helpful
D) external, harmful

362) How would you categorize opportunities in a SWOT analysis?
A) internal, helpful
B) internal, harmful
C) external, helpful
D) external, harmful

363) How would you categorize threats in a SWOT analysis?
A) internal, helpful
B) internal, harmful
C) external, helpful
D) external, harmful

364) What are the costs that make customers reluctant to switch to another product or service?
A) business unit costs
B) switching costs
C) loyalty rewards
D) customer discounts

365) What includes all parties involved, directly or indirectly, in obtaining raw materials or a product?
A) business unit costs
B) supply chain
C) business unit chain
D) supply choice

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366) Which of the below represents a company in a supply chain?
A) customer and competitor
B) supplier and competitor
C) knowledge worker and supplier
D) supplier and customer

367) What is one of the most common ways a company can decrease supplier power?
A) charge lower prices
B) charge higher prices
C) use MIS to find and create alternative products
D) companies cannot impact supplier power

368) How can a company reduce the threat of substitute products or services?
A) market the product to fewer than 10 customers
B) ignore competitive forces
C) offer additional value through wider product distribution
D) offer less value making the product far more generic and similar to the competition

369) 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?
A) threat of new entrants
B) threat of substitute products or services
C) threat of buyer power
D) supply chain competition

370) 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?
A) significant barrier
B) entry barrier
C) product differentiation
D) entry chain

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371) Which of the following is an example in which Porter's five forces are mostly strong and competition is high?
A) dog-walking business
B) professional soccer team
C) professional hockey team
D) professional football team

372) Amazon.comuses a customer profiling system whenever a customer visits its website. Using this system, Amazon can offer products tailored to that customer's profile and buying pattern. What is Amazon using to achieve this competitive advantage?
A) rivalry
B) buyer power
C) product differentiation
D) substitute product

373) What is buyer power?
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

374) What is supplier power?
A) the ability of buyers to affect the price they must pay for an item
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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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375) What is the threat of substitute products or services?
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

376) What is the threat of new entrants?
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

377) What is the rivalry among existing competitors?
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

378) Porter identified three generic strategies that a business could follow identifying a market it wanted to enter. Which of the following is not included as one of Porter's three generic strategies?
A) broad differentiation
B) supplier cost differentiation
C) focused strategy
D) broad cost leadership

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379) When analyzing Porter's three generic strategies for entering a market, if you have a focused strategy, what market should you target?
A) a niche market
B) a broad market
C) neither niche nor broad markets
D) both niche and broad markets

380) Which of the following demonstrates a company that has implemented a low-cost, broad market strategy?
A) Apple
B) Rolex
C) Peloton
D) Amazon

381) Which of the following companies used technology to revamp the seamless digital payments process?
A) Venmo
B) Netflix
C) Spotify
D) UberEats

382) Which of the following used technology to revamp the streaming music industry?
A) Venmo
B) Netflix
C) Spotify
D) UberEats

383) Which of the following is a type of IoT device?
A) smart backpack
B) smart fridge
C) smart vending machine
D) self-driving car

Business Driven Information Systems 2026 Release 1st edition Baltzan Test Bank

384) Which of the following is a type of M2M device?
A) smart door lock
B) smart backpack
C) smart pet tech
D) smart vending machine

385) Which of the following is a type of IoT device?
A) Apple watch
B) engine diagnostic sensors
C) smart electricity meters
D) gas and water usage meters

386) Which of the following is a type of M2M device?
A) smart door lock
B) smart backpack
C) smart pet tech
D) GPS trackers in vehicles

387) Which of the following is a type of environmental data?
A) yearly carbon emissions data
B) gender equity in a workforce
C) workforce diversity data
D) corruption data

388) Which of the following is a type of environmental data?
A) greenhouse gas emissions
B) gender equity in a workforce
C) voting records and election results
D) tax collection and revenue data

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389) Which of the following is a type of social data?
A) workforce diversity data
B) monthly electric bills
C) daily water usage data
D) labor practice data

390) Which of the following is a type of social data?
A) customer feedback surveys
B) monthly electric bills
C) daily water usage data
D) labor practice data

391) Which of the following is a type of governance data?
A) tax collection and revenue data
B) customer feedback surveys
C) daily water usage data
D) yearly carbon emissions data

392) Which of the following is a type of governance data?
A) corruption data
B) loyalty program interactions
C) daily waste usage data
D) yearly carbon emissions data

393) Which of the following is an example of variety in big data?
A) data from spreadsheets, databases, email, videos, and PDFs
B) biases, noise, and abnormalities in data
C) 100 zettabytes of company data
D) 100 sensors in every connected car

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394) Which of the following is an example of volume in big data?
A) data from spreadsheets, databases, email, videos, and PDFs
B) biases, noise, and abnormalities in data
C) 100 zettabytes of company data
D) 100 sensors in every connected car

395) Which of the following is an example of veracity?
A) data from spreadsheets, databases, email, videos, and PDFs
B) biases, noise, and abnormalities in data
C) 100 terabytes of company data
D) 100 sensors in every connected car

396) You are a business analyst at a retail company. The sales manager asks you to create a report that shows revenue by product category and allows her to filter by region and by day. She also wants the ability to quickly drill down to see which sales representatives contributed to the totals. The report should update daily. What type of report did your manager ask you to create?
A) dynamic report
B) static report
C) governance data
D) productivity

397) You are a financial analyst at a manufacturing company. The CIO asks you to prepare a monthly report that shows total expenses by department. The report will be shared as a PDF and does not need to be updated or filtered by the reader—she only wants to review the numbers exactly as they are for the month. Which type of report will you create to meet the CIO's request?
A) dynamic report
B) static report
C) governance data
D) productivity

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398) A software developer is asked to design a program that calculates the shortest delivery route for a logistics company. The program must consider multiple factors such as distance, traffic, and delivery deadlines. To solve this problem, the developer creates a step-by-step set of rules that the computer can follow to consistently produce the optimal route. What is the step-by-step process the developer designed called?

A) algorithm
B) dataset
C) dynamic report
D) analytics

399) A marketing analyst gathers information from a customer survey. The survey includes demographic details (age, location, income), customer preferences (favorite products, shopping frequency), and feedback ratings. After collecting responses from 2,000 customers, the analyst organizes the information into rows and columns so it can be stored, processed, and analyzed in Excel or a database. What is the collection of organized information that the analyst has created called?

A) algorithm
B) dataset
C) business intelligence
D) analytics

400) A retail chain wants to improve its quarterly sales. The management team collects sales data, customer demographics, and online shopping behavior. Analysts then use statistical methods, data visualization tools, and predictive models to uncover trends, identify which products perform best in different regions, and recommend strategies to increase revenue. What is the practice of using information collected from multiple sources to analyze patterns, trends, and relationships for strategic decision making called?

A) algorithm
B) dataset
C) business intelligence
D) analytics

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401) The HR department at a large company wants to understand last year's employee turnover. They create reports that show the total number of employees who left, break it down by department, and highlight the months with the highest attrition. The focus is on summarizing and explaining what has already happened, without trying to predict future turnover or recommend actions. Which type of analytics is this situation demonstrating?

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

402) A hotel manager creates a report summarizing monthly occupancy rates, average daily rates, and revenue from the past year. Which type of analytics is this situation demonstrating?

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

403) A university admissions office produces a dashboard showing how many students applied, were accepted, and enrolled in the last five years. Which type of analytics is this situation demonstrating?

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

404) A social media manager reviews a weekly report showing the number of likes, shares, and comments across different platforms. Which type of analytics is this situation demonstrating?

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

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405) An airline creates a chart showing the number of delayed flights each month in 2024. Which type of analytics is this situation demonstrating?

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

406) A retail store notices sales dropped in August. The manager digs deeper into data and discovers a competitor ran a big discount campaign that month. Which type of analytics is this situation demonstrating?

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

407) A hospital finds patient wait times increased and investigates staffing schedules, discovering fewer nurses were scheduled during peak hours. Which type of analytics is this situation demonstrating?

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

408) A streaming service analyzes why a new show had low viewership, comparing time slots, marketing spend, and competitor releases. Which type of analytics is this situation demonstrating?

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

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409) An online store sees a rise in shopping cart abandonment. Analysts look into website load times, checkout steps, and payment failures. Which type of analytics is this situation demonstrating?

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

410) A bank uses past credit history and spending patterns to forecast the likelihood that a customer will default on a loan. Which type of analytics is this situation demonstrating?

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

411) A fashion retailer uses historical sales data to forecast which clothing items will sell best in the upcoming holiday season. Which type of analytics is this situation demonstrating?

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

412) A healthcare provider uses patient data to predict which patients are at higher risk of developing diabetes. Which type of analytics is this situation demonstrating?

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

413) An airline uses booking data and seasonal patterns to forecast ticket demand for the summer. Which type of analytics is this situation demonstrating?

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

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414) A ride-sharing app analyzes demand forecasts and recommends adjusting driver pricing in certain areas to balance supply and demand. Which type of analytics is this situation demonstrating?

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

415) A supply chain company uses optimization models to recommend the most efficient delivery routes for trucks. Which type of analytics is this situation demonstrating?

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

416) A hospital uses predictive models to identify patients likely to need readmission and then recommends proactive treatment plans. Which type of analytics is this situation demonstrating?

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

417) An investment firm runs simulations to determine the best mix of assets to recommend to clients based on their risk tolerance. Which type of analytics is this situation demonstrating?

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

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418) A healthcare company wants to predict which patients are most at risk of heart disease in the next five years. The employee uses large patient datasets, builds machine learning models, and applies statistical programming in Python to create risk scores. Which role is this employee performing?

A) data analyst
B) data scientist
C) data entry clerk
D) sales representative

419) An online company hires someone to build a recommendation system that suggests products to customers based on purchase history and browsing behavior. This work requires training algorithms and working with unstructured big data using Python. Which role is this employee performing?

A) data analyst
B) data scientist
C) data entry clerk
D) sales representative

420) A bank wants to detect fraudulent transactions in real time. The employee designs predictive models that use streaming data and artificial intelligence methods. Which role is this employee performing?

A) data analyst
B) data scientist
C) data entry clerk
D) sales representative

421) The marketing team wants to know how many customers responded to last month's email campaign. An employee queries the database, summarizes the results in a dashboard, and presents charts showing open and click-through rates. Which role is this employee performing?

A) data analyst
B) data scientist
C) data entry clerk
D) sales representative

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422) An HR department needs to understand employee turnover. An employee reviews historical HR data, calculates attrition rates, and creates visualizations showing trends over time. Which role is this employee performing?

A) data analyst
B) data scientist
C) data entry clerk
D) sales representative

423) A financial services firm wants to track customer account activity. An employee creates an Excel dashboard that visualizes account balances, deposits, and withdrawals so managers can monitor performance. Which role is this employee performing?

A) data analyst
B) data scientist
C) data entry clerk
D) sales representative

424) A multinational company has separate departments for sales, marketing, and customer service. Each department stores its data in different systems that are not integrated. Sales has a CRM, marketing uses an email automation platform, and customer service logs tickets in a helpdesk tool. Because these systems do not communicate, managers struggle to get a complete view of the customer journey, and each department makes decisions based only on its own information. Which term correctly describes this situation?

A) data silo
B) business departments
C) data democratization
D) democratization

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425) A tech company once allowed only senior executives to make decisions about product design. Recently, the company adopted a new approach where employees at all levels—from engineers to customer support—are encouraged to contribute ideas, vote on potential features, and participate in decision-making discussions. This shift gives more people a voice in shaping company strategy. Which term correctly describes this situation?

A) democratization
B) data democratization
C) data silo
D) knowledge assets

426) A city government used to develop new public policies behind closed doors. Recently, it launched an online platform where residents can submit proposals, vote on projects, and participate in budgeting decisions. This ensures that decision making is shared more broadly with the community rather than being controlled only by officials. Which term correctly describes this situation?

A) democratization
B) data democratization
C) data silo
D) knowledge assets

427) In a global manufacturing company, executives realized that only the analytics team could access performance data from factories. This created bottlenecks in decision making. To fix this, they deployed a cloud-based dashboard accessible to plant managers worldwide. Now, managers can track production efficiency, downtime, and safety incidents in real time without needing to request reports. Which term correctly describes this situation?

A) democratization
B) data democratization
C) data silo
D) knowledge assets

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428) At a large retail company, only MIS specialists used to have access to customer and sales data. Now, the company has implemented self-service analytics tools like Tableau and Power BI. These tools allow marketing managers, sales reps, and even store managers to access and analyze real-time data on their own, without waiting for reports from the MIS department. Which term correctly describes this situation?

A) democratization
B) data democratization
C) data silo
D) knowledge assets

429) A hospital is struggling with long patient wait times in the emergency department. Initially, managers focus only on adding more doctors. However, when they analyze the situation more broadly, they realize the problem is connected to several factors: delays in lab test processing, lack of available hospital beds for admitted patients, and inefficient discharge procedures. The leadership team decides to address the entire patient flow—from admission to discharge—rather than fixing one piece in isolation. What approach is the hospital using by looking at the interconnected processes instead of just one isolated issue?

A) SWOT analysis
B) systems thinking
C) Porter's five forces
D) corporate culture

430) A global clothing brand is facing declining profits. At first, executives consider simply raising prices. But after a broader review, they see multiple interconnected factors: rising material costs, supply chain delays, shifting consumer demand toward sustainable fashion, and negative social media sentiment about factory conditions. Instead of focusing on one area, the company creates a cross-functional strategy that addresses supply chain efficiency, sustainability initiatives, and customer engagement. What approach is the company using by recognizing and addressing these interconnected factors?

A) SWOT analysis
B) systems thinking
C) Porter's five forces
D) corporate culture

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431) A technology company conducts an internal review of employee skills. The results show that while men and women are equally represented in entry-level roles, men are disproportionately represented in advanced technical roles such as cloud computing and AI. Women, on the other hand, are more often clustered in non-technical support roles. The company realizes this imbalance is limiting diversity in leadership pipelines and is caused by unequal access to training, mentorship, and career advancement opportunities. What does this situation illustrate?

A) SWOT analysis
B) gender skills gap
C) Porter's five forces
D) systems thinking

432) A sportswear company invests heavily in developing a new type of moisture-wicking fabric that is lighter and more durable than anything its competitors offer. Because the company holds the patent, no other brand can use this technology. As a result, athletes and consumers increasingly choose their products over rival brands, allowing the company to capture more market share and charge premium prices. Which business concept does this example illustrate?

A) operating model
B) competitive advantage
C) competitive intelligence
D) business process

433) A local indie band is competing for attention in a crowded music scene. While many groups play similar cover songs, this band writes original music that blends jazz, rock, and electronic sounds. They also stream live shows on social media and interact directly with fans online, creating a loyal community. Because of their unique sound and strong fan engagement, they consistently sell out shows while other bands struggle to draw crowds. Which business concept does this example illustrate?

A) operating model
B) competitive advantage
C) competitive intelligence
D) business process

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434) A smartphone company is preparing to launch a new model. Before finalizing its design, the company's strategy team buys competitor phones, tests their features, analyzes customer reviews, and studies pricing trends. This helps the company identify gaps in the market and design a phone with features that competitors lack. Which business concept does this example illustrate?

A) operating model
B) competitive advantage
C) competitive intelligence
D) business process

435) A hotel chain is considering opening new locations in a popular tourist city. Before investing, the company's analysts collect data on nearby hotels, including occupancy rates, average room prices, customer satisfaction scores, and online reviews. By comparing these insights, the hotel chain decides on the ideal neighborhood and pricing strategy to attract travelers. Which business concept does this example illustrate?

A) operating model
B) competitive advantage
C) competitive intelligence
D) business process

436) A software company is the first to launch a cloud-based accounting platform for small businesses. Because no competitors exist yet, the company quickly builds a large customer base, sets the standard for features, and establishes strong brand recognition. When new competitors enter the market later, most customers stay loyal to the original provider. Which business concept does this example illustrate?

A) operating model
B) first-mover advantage
C) competitive intelligence
D) business process

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437) A beverage company is the first to launch a new type of plant-based energy drink. Because it enters the market early, it secures prime shelf space in major supermarkets, signs exclusive contracts with distributors, and builds brand awareness before competitors release similar products. Which business concept does this example illustrate?

A) operating model
B) first-mover advantage
C) competitive intelligence
D) business process

438) GreenWave is a mid-sized company that produces eco-friendly cleaning products. Sales have grown steadily over the past three years, and the company has built strong brand loyalty among environmentally conscious customers. However, the company still relies on one regional supplier for key ingredients, which sometimes causes production delays. Recently, a major retailer has offered GreenWave shelf space in stores nationwide, giving them the chance to expand. At the same time, a large multinational competitor has announced it will soon launch its own line of eco-friendly cleaning products. Which of the following is a weakness for GreenWave?

A) limited supplier base causing production delays
B) steady sales growth over three years
C) gaining shelf space in nationwide retailers
D) rising consumer demand for eco-friendly products

439) GreenWave is a mid-sized company that produces eco-friendly cleaning products. Sales have grown steadily over the past three years, and the company has built strong brand loyalty among environmentally conscious customers. However, the company still relies on one regional supplier for key ingredients, which sometimes causes production delays. Recently, a major retailer has offered GreenWave shelf space in stores nationwide, giving them the chance to expand. At the same time, a large multinational competitor has announced it will soon launch its own line of eco-friendly cleaning products. Which of the following is an opportunity for GreenWave?

A) nationwide expansion through major retailer partnerships
B) dependence on one supplier
C) competition from multinationals
D) production delays during supply chain issues

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440) GreenWave is a mid-sized company that produces eco-friendly cleaning products. Sales have grown steadily over the past three years, and the company has built strong brand loyalty among environmentally conscious customers. However, the company still relies on one regional supplier for key ingredients, which sometimes causes production delays. Recently, a major retailer has offered GreenWave shelf space in stores nationwide, giving them the chance to expand. At the same time, a large multinational competitor has announced it will soon launch its own line of eco-friendly cleaning products. Which of the following is a threat for GreenWave?

A) entry of a multinational competitor into eco-friendly products
B) steady sales growth
C) strong customer loyalty
D) retail shelf space expansion

441) GreenWave is a mid-sized company that produces eco-friendly cleaning products. Sales have grown steadily over the past three years, and the company has built strong brand loyalty among environmentally conscious customers. However, the company still relies on one regional supplier for key ingredients, which sometimes causes production delays. Recently, a major retailer has offered GreenWave shelf space in stores nationwide, giving them the chance to expand. At the same time, a large multinational competitor has announced it will soon launch its own line of eco-friendly cleaning products. Which of the following is a strength for GreenWave?

A) strong brand loyalty among environmentally conscious customers
B) reliance on a single supplier
C) nationwide expansion opportunity
D) entry of multinational competitors

442) StreamOn is a popular streaming platform among college students. It offers a student discount plan, original content, and a user-friendly app. However, its library is smaller compared to bigger platforms, and it often loses popular shows when contracts expire. Recently, more students are shifting from cable to streaming, and StreamOn is exploring live sports streaming to attract new subscribers. At the same time, large competitors are investing billions in exclusive content to capture the same student audience. Which of the following is a strength for StreamOn?

A) affordable student discount plan and user-friendly app
B) limited streaming library
C) competitors investing in exclusive content
D) expiring show contracts

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443) StreamOn is a popular streaming platform among college students. It offers a student discount plan, original content, and a user-friendly app. However, its library is smaller compared to bigger platforms, and it often loses popular shows when contracts expire. Recently, more students are shifting from cable to streaming, and StreamOn is exploring live sports streaming to attract new subscribers. At the same time, large competitors are investing billions in exclusive content to capture the same student audience. Which of the following is a weakness for StreamOn?

A) smaller content library and frequent loss of shows
B) growing demand for streaming among students
C) launching original content
D) offering student discounts

444) StreamOn is a popular streaming platform among college students. It offers a student discount plan, original content, and a user-friendly app. However, its library is smaller compared to bigger platforms, and it often loses popular shows when contracts expire. Recently, more students are shifting from cable to streaming, and StreamOn is exploring live sports streaming to attract new subscribers. At the same time, large competitors are investing billions in exclusive content to capture the same student audience. Which of the following is an opportunity for StreamOn?

A) expansion into live sports streaming
B) limited show contracts
C) strong student discount brand
D) competitors' billion-dollar investments

445) StreamOn is a popular streaming platform among college students. It offers a student discount plan, original content, and a user-friendly app. However, its library is smaller compared to bigger platforms, and it often loses popular shows when contracts expire. Recently, more students are shifting from cable to streaming, and StreamOn is exploring live sports streaming to attract new subscribers. At the same time, large competitors are investing billions in exclusive content to capture the same student audience. Which of the following is a threat for StreamOn?

A) larger competitors investing heavily in exclusive content
B) student discounts attracting more users
C) growing streaming demand
D) original content production

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446) Brew & Bean is a student-favorite coffee shop located just off campus. It's known for its cozy study space, locally roasted coffee, and strong word-of-mouth reputation. However, the shop has limited seating and long lines during peak hours, which sometimes frustrates customers. Recently, more students are choosing coffee shops over the campus dining hall for studying and socializing, and Brew & Bean is considering launching a mobile ordering app to reduce wait times. At the same time, a national coffee chain has announced it will open a store directly across the street. Which of the following is a strength for Brew & Bean?

A) cozy study space and strong local reputation
B) limited seating capacity
C) long wait times during peak hours
D) competition from national chains

447) Brew & Bean is a student-favorite coffee shop located just off campus. It's known for its cozy study space, locally roasted coffee, and strong word-of-mouth reputation. However, the shop has limited seating and long lines during peak hours, which sometimes frustrates customers. Recently, more students are choosing coffee shops over the campus dining hall for studying and socializing, and Brew & Bean is considering launching a mobile ordering app to reduce wait times. At the same time, a national coffee chain has announced it will open a store directly across the street. Which of the following is a weakness for Brew & Bean?

A) limited seating and long lines at peak times
B) considering a mobile ordering app
C) growing trend of students studying in coffee shops
D) serving locally roasted coffee

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448) Brew & Bean is a student-favorite coffee shop located just off campus. It's known for its cozy study space, locally roasted coffee, and strong word-of-mouth reputation. However, the shop has limited seating and long lines during peak hours, which sometimes frustrates customers. Recently, more students are choosing coffee shops over the campus dining hall for studying and socializing, and Brew & Bean is considering launching a mobile ordering app to reduce wait times. At the same time, a national coffee chain has announced it will open a store directly across the street. Which of the following is an opportunity for Brew & Bean?

A) launching a mobile ordering app to reduce wait times
B) national chain opening nearby
C) limited seating space
D) customer frustration during peak hours

449) Brew & Bean is a student-favorite coffee shop located just off campus. It's known for its cozy study space, locally roasted coffee, and strong word-of-mouth reputation. However, the shop has limited seating and long lines during peak hours, which sometimes frustrates customers. Recently, more students are choosing coffee shops over the campus dining hall for studying and socializing, and Brew & Bean is considering launching a mobile ordering app to reduce wait times. At the same time, a national coffee chain has announced it will open a store directly across the street. Which of the following is a threat for Brew & Bean?

A) a national coffee chain opening across the street
B) loyal student customer base
C) strong word-of-mouth reputation
D) locally roasted coffee offerings

450) A new local bakery quickly gains popularity by offering gluten-free products. Because opening a bakery requires relatively low startup costs and no special licenses, new competitors can easily enter the market. Which of Porter's Five Forces does this scenario illustrate?

A) threat of substitutes
B) threat of new entrants
C) rivalry among competitors
D) buyer power

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451) A movie theater sees declining attendance as more people subscribe to streaming services at home, which provide a cheaper and more convenient entertainment option. Which of Porter's Five Forces does this scenario illustrate?

A) threat of substitutes
B) threat of new entrants
C) rivalry among competitors
D) buyer power

452) A coffee shop chain depends on one supplier for specialty beans. When that supplier raises prices, the coffee shop has no alternative and must either pay more or risk losing quality beans. Which of Porter's Five Forces does this scenario illustrate?

A) supplier power
B) threat of new entrants
C) rivalry among competitors
D) buyer power

453) An airline faces pressure from customers who can easily compare flight prices online. Because travelers switch airlines for even small savings, the airline must constantly offer discounts. Which of Porter's Five Forces does this scenario illustrate?

A) threat of substitutes
B) threat of new entrants
C) rivalry among competitors
D) buyer power

454) Fast-food chains in a city compete intensely by offering similar menus, running frequent promotions, and constantly undercutting each other's prices to attract the same group of customers. Which of Porter's Five Forces does this scenario illustrate?

A) supplier power
B) threat of new entrants
C) rivalry among competitors
D) buyer power

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455) A startup wants to enter the video game console market. Before investing, the founders analyze the industry. They notice that a few giant players (Sony, Microsoft, Nintendo) dominate the market, compete aggressively on features and pricing, and have loyal customer bases. The competition is so intense that new entrants often fail to gain traction, even with innovative products. Which of Porter's Five Forces does this scenario illustrate?

A) threat of substitutes
B) threat of new entrants
C) rivalry among competitors
D) buyer power

456) A small telemedicine startup launches an app connecting patients with doctors virtually. Since more people are comfortable with online healthcare and barriers like licensing are getting easier to navigate, other startups begin entering the telemedicine market quickly. Which of Porter's Five Forces does this scenario illustrate?

A) threat of substitutes
B) threat of new entrants
C) rivalry among competitors
D) buyer power

457) A luxury fashion brand relies on a single Italian factory for its exclusive leather. When the factory raises prices and threatens to limit supply, the brand has little choice but to comply because switching suppliers would compromise product quality and brand reputation. Which of Porter's Five Forces does this scenario illustrate?

A) supplier power
B) threat of new entrants
C) rivalry among competitors
D) buyer power

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458) Customers using food delivery apps can quickly compare delivery fees, menus, and wait times across multiple platforms. Because switching costs are low, customers often jump to whichever app offers discounts or faster service. Which of Porter's Five Forces does this scenario illustrate?

A) threat of substitutes
B) threat of new entrants
C) rivalry among competitors
D) buyer power

459) A social media platform sees a drop in active users as people spend more time on new short-form video apps. Users realize these new platforms are cheaper (free), more entertaining, and require less time commitment than scrolling through long-form feeds. Which of Porter's Five Forces does this scenario illustrate?

A) supplier power
B) threat of new entrants
C) threat of substitutes
D) buyer power

460) Solar panel companies compete aggressively to win government contracts. They lower prices, offer better warranties, and advertise heavily to outshine competitors. The intense competition reduces profit margins across the entire industry. Which of Porter's Five Forces does this scenario illustrate?

A) supplier power
B) threat of new entrants
C) rivalry among competitors
D) buyer power

461) A big-box retailer invests in massive warehouses, streamlines supply chains, and negotiates bulk discounts with suppliers. As a result, it consistently offers lower prices than competitors and attracts price-sensitive shoppers. Which of Porter's strategies is this company using?

A) broad market, low-cost strategy (cost leadership)
B) broad market, high-cost strategy (differentiation)
C) focused, low-cost strategy
D) focused, high-cost strategy

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462) A budget airline cuts costs by flying only one type of aircraft, offering no free meals, and charging for checked bags. Because of these efficiencies, it provides the cheapest flights in its region. Which of Porter's strategies is this company using?

A) broad market, low-cost strategy (cost leadership)
B) broad market, high-cost strategy (differentiation)
C) focused, low-cost strategy
D) focused, high-cost strategy

463) A smartphone brand builds a reputation for sleek design, premium build quality, and an exclusive operating system. Customers pay more for its products even though cheaper options exist. Which of Porter's strategies is this company using?

A) broad market, low-cost strategy (cost leadership)
B) broad market, high-cost strategy (differentiation)
C) focused, low-cost strategy
D) focused, high-cost strategy

464) A local café sources only fair-trade, organic beans, and creates a unique ambiance with live music and art from local students. Customers choose it over chain competitors because of its distinct atmosphere. Which of Porter's strategies is this company using?

A) broad market, low-cost strategy (cost leadership)
B) broad market, high-cost strategy (differentiation)
C) focused, low-cost strategy
D) focused, high-cost strategy

465) A clothing company designs outdoor gear specifically for mountain climbers. It charges higher prices because its products are tailored to meet the unique needs of that niche market. Which of Porter's strategies is this company using?

A) broad market, low-cost strategy (cost leadership)
B) broad market, high-cost strategy (differentiation)
C) focused, low-cost strategy
D) focused, high-cost strategy

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466) A small cosmetics company specializes in vegan, cruelty-free skincare made only with locally sourced organic ingredients. Its products are priced higher than mainstream brands, but it appeals strongly to environmentally conscious customers who value sustainability. Which of Porter's strategies is this company using?

A) broad market, low-cost strategy (cost leadership)
B) broad market, high-cost strategy (differentiation)
C) focused, low-cost strategy
D) focused, high-cost strategy

467) A boutique travel agency designs personalized luxury trips exclusively for retirees seeking cultural immersion. The agency offers unique experiences like private cooking classes in Italy or guided art tours in Paris. Customers are willing to pay a premium for the exclusivity and personalization. Which of Porter's strategies is this company using?

A) broad market, low-cost strategy (cost leadership)
B) broad market, high-cost strategy (differentiation)
C) focused, low-cost strategy
D) focused, high-cost strategy

468) Describe the information age and the differences between data, information, business intelligence, and knowledge.

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

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470) Explain the concept of data silos and provide an example of their effect on a company.

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

472) Explain systems thinking and how management information systems enable business communications.

473) Explain why competitive advantages are temporary.

474) Identify the four key areas of a SWOT analysis.

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475) Describe Porter's Five Forces Model and explain each of the five forces.

476) Compare Porter's three generic strategies.

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Answer Key

Test name: Chapter 01

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2) TRUE
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Business Driven Information Systems 2026 Release 1st edition Baltzan Test Bank

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Business Driven Information Systems 2026 Release 1st edition Baltzan Test Bank

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118) TRUE
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182) D
183) C
184) A
185) A
186) C
187) D
188) D
189) D
190) A
191) B
192) D
193) B
194) B
195) C
196) B
197) A

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198) C
199) B
200) D
201) D
202) A
203) B
204) D
205) C
206) A
207) B
208) A
209) C
210) D
211) A
212) B
213) A
214) B
215) B
216) A
217) B
218) C
219) A
220) B
221) C
222) B
223) C
224) A
225) A
226) B
227) A
228) B
229) A
230) A
231) A
232) A
233) A
234) B
235) C
236) D
237) A

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238) B
239) C
240) C
241) D
242) A
243) A
244) B
245) C
246) D
247) A
248) A
249) A
250) B
251) A
252) B
253) A
254) B
255) D
256) D
257) B
258) C
259) D
260) A
261) B
262) C
263) D
264) D
265) B
266) A
267) B
268) C
269) D
270) A
271) A
272) C
273) A
274) D
275) A
276) C
277) A

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278) A
279) B
280) B
281) A
282) B
283) C
284) D
285) B
286) B
287) A
288) B
289) D
290) D
291) B
292) A
293) C
294) A
295) B
296) A
297) A
298) A
299) D
300) B
301) C
302) A
303) C
304) D
305) B
306) B
307) A
308) B
309) C
310) D
311) A
312) B
313) C
314) D
315) A
316) B
317) A

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318) A
319) B
320) C
321) B
322) B
323) B
324) C
325) C
326) A
327) A
328) C
329) D
330) B
331) A
332) B
333) D
334) C
335) A
336) B
337) D
338) C
339) D
340) C
341) D
342) D
343) A
344) D
345) C
346) A
347) A
348) D
349) B
350) D
351) A
352) C
353) A
354) A
355) B
356) C
357) B

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358) A
359) B
360) A
361) B
362) C
363) D
364) B
365) B
366) D
367) C
368) C
369) A
370) B
371) A
372) C
373) A
374) B
375) D
376) C
377) D
378) B
379) A
380) D
381) A
382) C
383) A
384) D
385) A
386) D
387) A
388) A
389) A
390) A
391) A
392) A
393) A
394) C
395) B
396) A
397) B

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398) A
399) B
400) C
401) A
402) A
403) A
404) A
405) A
406) B
407) B
408) B
409) B
410) C
411) C
412) C
413) C
414) D
415) D
416) D
417) D
418) B
419) B
420) B
421) A
422) A
423) A
424) A
425) A
426) A
427) B
428) B
429) B
430) B
431) B
432) B
433) B
434) C
435) C
436) B
437) B

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438) A
439) A
440) A
441) A
442) A
443) A
444) A
445) A
446) A
447) A
448) A
449) A
450) B
451) A
452) A
453) D
454) C
455) C
456) B
457) A
458) D
459) C
460) C
461) A
462) A
463) B
464) B
465) D
466) B
467) D
468) Short Answer
469) Short Answer
470) Short Answer
471) Short Answer
472) Short Answer
473) Short Answer
474) Short Answer
475) Short Answer
476) Short Answer

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