Business Driven Information Systems 9th edition Baltzan Test Bank

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Chapter 01 Test Bank

CORRECT ANSWERS ARE LOCATED IN THE 2ND HALF OF THIS DOC.

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

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) Zappos primary business focus is to sell books and competitive intelligence.
   - ◎ true
   - ◎ false

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

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

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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 without 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

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

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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

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

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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

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

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

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 mathematical formula placed in software that performs analytics on a dataset.
- ◎ true
- ◎ false

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

39) Descriptive analytics describes past performance and history.
- ◎ true
- ◎ false

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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

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, Twitter tweets, and text messages.
- ◎ 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

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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, Twitter tweets, and text messages.
- ◎ 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

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

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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

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

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

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

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

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

74) Diversity, equity, and inclusion is a conceptual framework that claims to promote the fair treatment of all people, especially in the workplace, including populations who have historically been under-represented or subject to discrimination because of their background or identity.
- ◎ true
- ◎ false

75) Departments, evaluations, and indecision is a conceptual framework that claims to promote the fair treatment of all people, especially in the workplace, including populations who have historically been under-represented or subject to discrimination because of their background or identity.
- ◎ 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

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

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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

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

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

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

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

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

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

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

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

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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

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

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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

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

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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

CHECK ALL THE APPLY. Choose all options that best completes the statement or answers the question.

127) Which of the following are included in the core drivers of the information age? (Check all that apply.)
- 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? (Check all that apply.)
- 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? (Check all that apply.)
- A) quantity sold
- B) best customer by month
- C) best-selling item by month
- D) customer number
- E) order date

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130) Which of the following are considered information? (Check all that apply.)
A) quantity sold
B) best customer by month
C) best-selling item by month
D) customer number
E) order date

131) Which of the following represents the four common characteristics of big data? (Check all that apply.)
A) variety
B) algorithm
C) veracity
D) analytics
E) volume
F) business analytics
G) velocity
H) diversity, equity, and inclusion

132) Which of the following**DO NOT** represent the four common characteristics of big data? (Check all that apply.)
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. (Check all that apply.)
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. (Check all that apply.)
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. (Check all that apply.)
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. (Check all that apply.)
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. (Check all that apply.)

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. (Check all that apply.)

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. (Check all that apply.)

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. (Check all that apply.)

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. (Check all that apply.)

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? (Check all that apply.)

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? (Check all that apply.)
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? (Check all that apply.)
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

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? (Check all that apply.)
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

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Chapter 01 Test Bank

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

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

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

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

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

151) 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.

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

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153) 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

154) Which of the following companies used technology to revamp the business process of selling books?
A) Netflix
B) Dell
C) Zappos
D) Amazon

155) Which of the following companies used technology to revamp the business process of renting videos?
A) Netflix
B) Dell
C) Zappos
D) Amazon

156) Which of the following companies used technology to revamp the business process of selling shoes?
A) Netflix
B) Dell
C) Zappos
D) Amazon

157) 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

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158) 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) knowledge age

159) 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) machine industrial revolution

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

161) 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

162) 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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163) 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

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

165) 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

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

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

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

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

169) 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?

170) 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?

171) Which of the following represents the core drives 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

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172) 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

173) 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

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

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

176) 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

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177) 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

178) What is the Internet of Things?
A) any device connected to the Internet with the goal of enhancing performance without 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

179) 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

180) What is 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

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

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182) 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

183) 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

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

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

186) 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

187) 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

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188) 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

189) 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

190) 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

191) 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

192) 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

193) What data is created by a machine without human intervention?
A) human-generated data
B) machine-generated data
C) structured data
D) facts

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194) What data is generated by humans in interaction with computers?
A) human-generated data
B) machine-generated data
C) machine-to-machine
D) big data

195) 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

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

197) 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

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

199) 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

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200) 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

201) 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

202) 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

203) 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

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

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205) 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

206) 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

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

208) 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

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

210) Who is a person that collects, queries, and consumes organizational data to uncover patterns and provide insights for strategic business decision making?
A) data analyst
B) variable analyst
C) variable scientist
D) data scientist

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211) 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

212) 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

213) 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

214) 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

215) 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

216) 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

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217) 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

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

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

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

221) What is a mathematical formula placed in software the performs analytics on a dataset?
A) data analyst
B) big data
C) algorithm
D) velocity

222) 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

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223) 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

224) 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

225) 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

226) 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

227) 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

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228) 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

229) 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

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

231) 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

232) 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

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233) 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

234) What is the department within a company that records, measures, and reports monetary transactions?

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

235) 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

236) 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

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

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

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238) Which department manages the process of converting or transforming resources into goods or services?
A) sales
B) operations management
C) accounting
D) finance

239) Which department records, measures, and reports monetary transactions?
A) sales
B) operations management
C) accounting
D) finance

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

241) 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

242) 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

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243) 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

244) 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

245) 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

246) 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

247) 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

248) 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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249) 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

250) 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

251) 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

252) 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

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

254) 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

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255) 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

256) 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

257) 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

258) What is a conceptual framework that claims to promote the fair treatment of all people, especially in the workplace, including populations who have historically been under-represented or subject to discrimination because of their background or identity?
A) diversity, equity, and inclusion
B) gender skills gap
C) systems thinking
D) chief information officer (CIO)

259) What is a conceptual framework that claims to promote the fair treatment of all people, especially in the workplace, including populations who have historically been under-represented or subject to discrimination because of their background or identity?
A) diversity, equity, and inclusion
B) division, equity, and inclusion
C) systems thinking, equity, and inclusion
D) data, information, knowledge, and business intelligence

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260) What refers to the disparity in skills and capabilities between men and women in the workforce?
A) diversity, equity, and inclusion
B) gender skills gap
C) systems thinking
D) chief information officer (CIO)

261) What refers to the disparity in skills and capabilities between men and women in the workforce?
A) structured data gap
B) gender skills gap
C) systems thinking gap
D) analytics gap

262) 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)

263) 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)

264) 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)

265) 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)

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266) 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)

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

268) 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)

269) 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)

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270) 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

271) 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

272) 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

273) Allana Nation holds an executive position at PH Corporation. He has an extensive understanding of networks and telecommunications. Adam is aware of the information technology threats the company faces and institutes security protocols and safeguards to secure the MIS systems at PH Corporation. Based on this description, what position does Allana hold?

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

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274) 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

275) What is the ability for data to be collected, analyzed, and accessible to all end users?
A) data democratization
B) diversity, equity, and inclusion
C) knowledge democratization
D) business data

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

277) 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) algorithm

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

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

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

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

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

283) 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

284) 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

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285) 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

286) 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

287) 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

288) What are material items or products that customers will buy to satisfy a want or need?
A) goods
B) services
C) production
D) productivity

289) What are tasks performed by people that customers will buy to satisfy a want or need?
A) goods
B) services
C) production
D) productivity

290) 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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291) 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

292) 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

293) 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

294) 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

295) 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

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

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

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

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

300) 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

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

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302) 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

303) 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

304) 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

305) 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

306) 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

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307) 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

308) 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

309) 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

310) 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

311) 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

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312) 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

313) 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
C) a light indicating that the oven has reached the preheated temperature
D) the oven running at 350 degrees for 20 minutes

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

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

316) If you were thinking about a home theater system, which of the following represents the inputs?
A) the DVD player, DVD movie, speakers, TV, and electricity
B) playing the movie, including the audio through the speakers and the video on the TV
C) a message stating that the disk is dirty and cannot be played
D) spinning the disk to play, pause, rewind, or fast forward

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317) If you were thinking about a home theater system, which of the following represents the outputs?
A) the DVD player, DVD movie, speakers, TV, and electricity
B) playing the movie, including the audio through the speakers and the video on the TV
C) a message stating that the disk is dirty and cannot be played
D) spinning the disk to play, pause, rewind, or fast forward

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319) If you were thinking about a home theater system, which of the following represents the feedback?
A) the DVD player, DVD movie, speakers, TV, and electricity
B) playing the movie, including the audio through the speakers and the video on the TV
C) a message stating that the disk is dirty and cannot be played
D) spinning the disk to play, pause, rewind, or fast forward

320) 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

321) 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

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322) 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

323) 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) diversity, equity, and inclusion
C) operating customer
D) operating model

324) 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) differentiated costs
D) supplier loyalty

325) 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

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

328) 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

329) 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

330) 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

331) 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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332) 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

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

334) 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

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

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

337) 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

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338) 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

339) 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.

340) 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.

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

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

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

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

345) 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

346) 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

347) 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

348) 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

349) 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

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350) 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

351) 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

352) 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

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

354) 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

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355) What is supplier 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

356) 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

357) 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

358) 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

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359) Porter identified three generic strategies that a business could follow after identifying a market it wanted to enter. Which of the following is not included as one of Porter's three generic strategies?

A) broad differentiation
B) supplier cost differentiation
C) focused strategy
D) broad cost leadership

360) 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

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

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

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

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

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

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

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

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

367) Explain why competitive advantages are temporary.

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

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

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370) Compare Porter's three generic strategies.

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Chapter 01 Test Bank

Answer Key

Test name: Chapter 01 Test Bank

1) FALSE
This is the definition of business intelligence, which is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.

2) TRUE
3) TRUE
4) TRUE
5) FALSE
Zappos primary business focus is to sell shoes, bags, clothing, and accessories.

6) TRUE
7) TRUE
8) TRUE
9) TRUE
10) FALSE
The fourth industrial revolution represents the blending of the digital, physical, and biological worlds with rates of change operating at hypervelocity.

11) TRUE
12) TRUE
13) FALSE
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.

14) FALSE
The Internet of Things (IoT) is any device connected to the Internet with the goal of enhancing performance without human intervention.

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

17) TRUE
18) FALSE

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

19) TRUE
20) TRUE
21) TRUE
22) TRUE
23) FALSE
Using data, information, business intelligence, and knowledge to make decisions and solve problems is the key to finding success in business. These are also the core drivers of the information age and the building blocks of business systems.

24) TRUE
25) TRUE
26) TRUE
27) TRUE
28) TRUE
29) TRUE
30) FALSE
Variety includes different forms of structured and unstructured data.

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

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

33) TRUE
34) FALSE
A dynamic report can include updating daily stock market prices or the calculation of available inventory.

35) TRUE
36) TRUE
37) TRUE
38) TRUE
39) TRUE
40) TRUE
41) TRUE
42) FALSE

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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.

43) FALSE
Descriptive analytics describes past performance and history.

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

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

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

49) TRUE
50) TRUE
51) FALSE
Democratization is the action of making something accessible to everyone.

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

53) TRUE
54) TRUE
55) TRUE
56) TRUE
57) FALSE
A data silo occurs when one department is unable to freely communicate with other departments, making it difficult or impossible to work cross-functionally.

58) FALSE
For an organization to succeed, every department or functional area must work together or interdependently, sharing common information and not being a "silo."

59) TRUE

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60) TRUE
61) TRUE
62) TRUE
63) TRUE
64) TRUE
65) FALSE
The business decisions the finance department makes include investment data, monetary data, and reporting data.

66) FALSE
The business decisions the accounting department makes include transactional data, purchasing data, payroll data, and tax data.

67) FALSE
The business decisions the sales department makes include potential customer data, sales report data, commission data, and customer support data.

68) FALSE
The chief technology officer is responsible for ensuring the speed, accuracy, availability, and reliability for MIS.

69) TRUE
70) TRUE
71) TRUE
72) TRUE
73) TRUE
74) TRUE
75) FALSE
Diversity, equity, and inclusion is a conceptual framework that claims to promote the fair treatment of all people, especially in the workplace, including populations who have historically been under-represented or subject to discrimination because of their background or identity.

76) TRUE
77) TRUE
78) FALSE
An overview of the systems thinking includes input, process, output, and feedback.

79) TRUE
80) TRUE
81) TRUE
82) TRUE

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83) FALSE
Lettuce, tomatoes, patty, bun, and ketchup are included as inputs of making a hamburger.

84) TRUE
85) TRUE
86) TRUE
87) FALSE
If a business could produce the same hamburger with less expensive inputs, it would probably see an increase in profits.

88) TRUE
89) TRUE
90) TRUE
91) FALSE
Businesses constantly need to update business strategies as the business environment rapidly changes.

92) TRUE
93) FALSE
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.

94) TRUE
95) FALSE
An operating model is a detailed plan describing how a business delivers its value creation to its internal and external customers via its processes.

96) FALSE
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.

97) TRUE
98) FALSE
Increasing customer loyalty, decreasing costs, and increasing sales are all examples of business strategies.

99) FALSE

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Chapter 01 Test Bank

Competitive intelligence is the process of gathering information about the competitive environment, including competitors' plans, activities, and products, to improve a company's ability to succeed.

100) TRUE
101) TRUE
102) TRUE
103) FALSE
A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

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

105) TRUE
106) TRUE
107) TRUE
108) TRUE
109) TRUE
110) TRUE
111) FALSE
Michael Porter identified Porter's Five Forces Model, which analyzes the competitive forces within a business environment.

112) FALSE
Porter's Five Forces Model analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry.

113) TRUE
114) TRUE
115) TRUE
116) FALSE
This is an example of Porter's threat of substitute products or services.

117) TRUE
118) TRUE
119) FALSE
Buyer power is the ability of buyers to affect the price they must pay for an item.

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120) TRUE

121) FALSE

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

122) FALSE

Tiffany & Company is following a focused market with a high-cost differentiation strategy.

123) FALSE

Porter has identified three generic business strategies:

1. broad cost leadership
2. broad differentiation
3. focused strategy.

124) TRUE

125) TRUE

126) FALSE

Buyer power is included as one of Porter's five forces.

127) [A, C, D, G]

The core drivers of the information age include data, information, business intelligence, and knowledge.

128) [B, E, F, H, I]

The core drivers of the information age include data, information, business intelligence, and knowledge.

129) [A, D, E]

Quantity sold, customer number, and order date are examples of data.

130) [B, C]

Best customer and best-selling item are examples of data converted into information.

131) [A, C, E, G]

Variety, veracity, volume, and velocity are the four common characteristics of big data.

132) [B, D, F, H]

Variety, veracity, volume, and velocity are the four common characteristics of big data.

133) [A, C, E, G]

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Represents definitions of common characteristics of big data.

134) [A, B, E, F]
These are all forms of structured data.

135) [C, D, G, H]
These are all forms of unstructured data.

136) [B, C, D, F]
Descriptive, diagnostic, predictive, and prescriptive analytics are the four broad categories of analytics.

137) [A, E, G, H]
Descriptive, diagnostic, predictive, and prescriptive analytics are the four broad categories of analytics.

138) [C, D, G, H]
These are all forms of unstructured data.

139) [A, B, C, D, E]
These are all forms of input for making a hamburger.

140) [F, G]
These are all forms of unstructured data.

141) [H]
The hamburger is the output for the process of making a hamburger.

142) [A, B, C, H]
Accounting, operations management, finance, and marketing are common departments found in an organization.

143) [D, E, G]
CSO, CKO, and CIO are common MIS roles found in an organization.

144) [A, C, D, E]
All internal employees can access and analyze data with a data democratization strategy.

145) [A, B, C, E, F]

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Porter's five forces include: buyer power, supplier power, threat of substitute products or services, threat of new entrants, and rivalry among existing competitors.

146) [A, C, D]
Porter has identified three generic business strategies for entering a new market:
1. broad cost leadership
2. broad differentiation
3. narrow focused strategy.

147) C
The core drivers of the information age include data, information, business intelligence, and knowledge.

148) D
The core drivers of the information age include data, information, business intelligence, and knowledge.

149) D
The core drivers of the information age include data, information, business intelligence, and knowledge.

150) D
The core drivers of the information age include data, information, business intelligence, and knowledge.

151) A
Management information systems are everywhere in business.

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

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

154) D
Amazon used technology to revamp the business process of selling books.

155) A
Netflix used technology to revamp the business process of renting videos.

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156) C
Zappos used technology to revamp the business process of selling shoes.

157) A
Data is raw facts that describe the characteristics of an event or object.

158) A
The fourth industrial revolution represents the blending of the digital, physical, and biological worlds with rates of change operating at hypervelocity.

159) A
The fourth industrial revolution represents the blending of the digital, physical, and biological worlds with rates of change operating at hypervelocity.

160) B
Big data represents large volumes of data - both structured and unstructured - containing greater variety, increased veracity, and with more velocity.

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

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

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

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

165) A
Quantity sold is data.

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

167) C

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

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

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

170) D
"Who is customer number 12345XX?" is an example of data.

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

172) B
A variable is a data characteristic that stands for a value that changes or varies over time and can be manipulated to help improve profits.

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

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

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

176) C
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.

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

178) A

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The Internet of Things is any device connected to the Internet with the goal of enhancing performance without human intervention.

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

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

181) D
A data analyst collects, queries, and consumes organizational data to uncover patterns and provide insights for strategic business decisions.

182) D
Analytics is The systematic computation analysis of data for the discovery, interpretation, and communication of meaningful patterns.

183) A
Business analytics is the scientific process of transforming data into information for making data-driven business decisions.

184) B
Descriptive analytics describe past performance and history.

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

186) C
Prescriptive analytics creates models indicating the best decision to make or course of action to take.

187) A
Business analytics are the scientific process of transforming data into information for making data-driven business decisions.

188) B
Descriptive analytics describe past performance and history.

189) A

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Diagnostic analytics examines data or content to answer the question, "Why did it happen?"

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

191) D
Prescriptive analytics creates models indicating the best decision to make or course of action to take.

192) A
The four primary areas of analytics include descriptive analytics, diagnostic analytics, predictive analytics, and prescriptive analytics.

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

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

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

196) B
Structured data has a defined length, type, and format and includes numbers, dates, or strings, such as Customer Address. Structured data is typically stored in a traditional system such as a relational database or spreadsheet.

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

198) B
Social data captures statistics related to workforce diversity, gender equity, human rights.

199) C
Governance data captures company data regarding corruption, labor practices, gender composition of the board of directors.

200) A

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

201) B
Social data captures statistics related to workforce diversity, gender equity, human rights.

202) C
Governance data captures company data regarding corruption, labor practices, gender composition of the board of directors.

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

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

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

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

207) B
A dynamic report changes automatically during creation.

208) A
A static report is created based on data that does not change. Static reports can include a sales report from last year or a salary report from five years ago.

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

210) A
A data analyst is a person that collects, queries, and consumes organizational data to uncover patterns and provide insights for strategic business decision making.

211) A

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Analytics are systematic computation analysis of data for the discovery, interpretation, and communication of meaningful patterns.

212) A
Business analytics is the scientific process of transforming data into information for making data-driven business decisions.

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

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

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

216) C
Volume includes the scale of data.

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

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

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

220) C
Volume includes the scale of data.

221) C
An algorithm is a mathematical formula placed in software the performs analytics on a dataset.

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

223) A

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Big data is large, volumes of data - both structured and unstructured - containing greater variety, increased veracity, and with more velocity.

224) A
Predictive analytics answers the question of which candidate will win the election.

225) B
Descriptive analytics answers the question how many products were sold last week.

226) C
Diagnostic analytics answers the question why did the machine break down.

227) D
Prescriptive analytics answers the question what is the best route for the driver to take to drop off packages.

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

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

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

231) B
Payroll is part of the accounting department.

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

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

234) A

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

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

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

237) D
Finance department tracks strategic financial issues, including money, banking, credit, investments, and assets.

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

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

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

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

242) B
Finance department tracks strategic financial issues, including money, banking, credit, investments, and assets.

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

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

245) D

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

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

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

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

249) C
The finance department includes investment data, monetary data, and reporting data.

250) D
The accounting department includes transactional data, purchasing data, payroll data, and tax data.

251) A
The sales department has sales data, customer data, commission data, and customer support data.

252) A
The operations management department has manufacturing data, distribution data, and production data.

253) C
Functional areas are interdependent.

254) A
Monetary data is most commonly found in the finance department.

255) D
Employee data is most commonly found in the human resource department.

256) A
Promotional data is most commonly found in the marketing department.

257) C

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Production data is most commonly found in the operations management department.

258) A
Diversity, equity, and inclusion is a conceptual framework that claims to promote the fair treatment of all people, especially in the workplace, including populations who have historically been under-represented or subject to discrimination because of their background or identity.

259) A
Diversity, equity, and inclusion is a conceptual framework that claims to promote the fair treatment of all people, especially in the workplace, including populations who have historically been under-represented or subject to discrimination because of their background or identity.

260) B
The gender skills gap refers to the disparity in skills and capabilities between men and women in the workforce.

261) B
The gender skills gap refers to the disparity in skills and capabilities between men and women in the workforce.

262) A
The CKO is responsible for collecting, maintaining, and distributing company knowledge.

263) B
The CPO is responsible for ensuring the ethical and legal use of information within a company.

264) C
The CTO is responsible for ensuring the speed, accuracy, availability, and reliability of the management information systems.

265) D
The CIO is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

266) B
The CSO is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

267) B
The CPO is responsible for ensuring the ethical and legal use of information within a company.

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268) A
The chief knowledge officer (CKO) is responsible for collecting, maintaining, and distributing company knowledge.

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

270) D
Based on this description, Eric is the chief knowledge officer (CKO) at Parker Industries.

271) D
Based on this description, Cody is the chief privacy officer (CPO) at Trek Enterprises.

272) B
Based on this description, Sara is the chief technology officer (CTO) of Henry Commerce.

273) A
Based on this description, Allana is the chief security officer (CSO) of PH Corporation.

274) C
Based on this description, Jasmine is the chief data officer (CDO) of Keck-Howes Group.

275) A
Data democratization is the ability for data to be collected, analyzed, and accessible to all end users.

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

277) A
Data democratization is the ability for data to be collected, analyzed, and accessible to all end users.

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

279) A
Input is data entered in a computer.

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280) D
Feedback is the control that ensures correct processing for the system.

281) B
Output is the resulting information from the computer program.

282) C
Process is the computer program that processes the data.

283) A
Input is data entered in a computer.

284) C
Output is the resulting information from the computer program.

285) D
Process is the computer program that processes the data.

286) B
Systems thinking is a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part.

287) B
Feedback is information that returns to its original transmitter (input, process, or output) and modifies the transmitter's actions.

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

289) B
Services are tasks performed by people that customers will buy to satisfy a want or need.

290) C
Production is the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services.

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

292) A

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

293) B
Services are tasks performed by people that customers will buy to satisfy a want or need.

294) C
Production is the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services.

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

296) A
Cars, groceries, and clothing belong in the goods category.

297) B
Teaching, waiting tables, and cutting hair belong in the services category.

298) A
Milk and eggs are groceries. Cars, groceries, and clothing belong in the goods category.

299) A
Lettuce, tomatoes, patty, bun, and ketchup are all included in the input category of making a hamburger.

300) B
Cooking a patty and putting the ingredients together are all included in the process category of making a hamburger.

301) C
The hamburger is the output in the process of making a hamburger.

302) B
If you could produce more hamburgers with the same input and the price of your hamburgers remained the same, productivity would increase, and profits would increase.

303) B
If you could produce more T-shirts with the same input and the price of your T-shirts remains the same, productivity would increase, and profits would increase.

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304) B
If you could produce more cars with the same input and the price of your cars remains the same, productivity would increase, and profits would increase.

305) C
The systems thinking process includes input, process, output, and feedback.

306) C
MIS stands for management information systems.

307) A
Feedback is information that returns to its original transmitter (input, transform, or output) and modifies the transmitter's actions.

308) A
The inputs for a washing machine include dirty clothes, water, and detergent.

309) C
The process for a washing machine includes the wash and rinse cycles.

310) D
The feedback for a washing machine includes a light indicating that the washer is off balance and has stopped.

311) B
The output for a washing machine includes clean clothes.

312) A
The input for an oven includes the uncooked food.

313) B
The output for an oven includes the cooked food.

314) D
The process for an oven includes running at 350 degrees for 20 minutes.

315) C
The feedback for an oven includes a light indicating that the oven has reached the preheated temperature.

316) A

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A home theater system requires inputs of the DVD player, DVD movie, speakers, TV, and electricity.

317) B
The output of a home theater system includes playing the movie, including the audio through the speakers and the video on the TV.

318) D
The process of a home theater system includes spinning the disk to play, pause, rewind, or fast forward.

319) C
The feedback from a home theater system includes a message stating that the disk is dirty and cannot be played.

320) D
A business model is a plan that details how a company creates, delivers, and captures value to generate revenues.

321) C
An operating model is a detailed plan describing how a business delivers its value creation to its internal and external customers via its business processes.

322) D
A business model is a plan that details how a company creates, delivers, and captures value to generate revenues.

323) D
An operating model is a detailed plan describing how a business delivers its value creation to its internal and external customers via its business processes.

324) A
The three generic strategies is a tool a manager can use to analyze competitive intelligence and identify competitive advantages.

325) D
This is the definition of competitive advantage.

326) C

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Competitive intelligence is the process of gathering information about the competitive environment, including competitors' plans, activities, and products, to improve a company's ability to succeed.

327) A
A stakeholder is a person or group that has an interest or concern in an organization.

328) A
Partners/suppliers are primarily interested in reliable contracts, ethical materials handling, and responsible production.

329) D
The primary interests of government include adhering to regulations/laws, increasing employment, and ethical taxation reporting.

330) B
The primary interests of shareholders/investors include maximizing profits, growing market share, and high return on investment.

331) D
Customers' primary interests include exceptional customer service, high-quality products, and ethical dealings.

332) A
Employees' primary interests include fair compensation, job security, and ethical conduct/treatment.

333) C
The community's primary interests include professional associations, ethical recycling, and increasing employment.

334) A
A competitive advantage features a product or service on which customers place a greater value than they do on similar offerings from competitors.

335) A
A SWOT analysis evaluates a project's position.

336) B

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The Five Forces Model evaluates industry attractiveness.

337) C
A stakeholder is a person or group that has an interest or concern in an organization.

338) B
SWOT includes strengths, weaknesses, opportunities, and threats.

339) A
Strengths and weaknesses originate inside an organization.

340) B
Opportunities and threats originate outside an organization.

341) A
Strengths are internal and helpful.

342) B
Weaknesses are internal and harmful.

343) C
Opportunities are external and helpful.

344) D
Threats are external and harmful.

345) B
Switching costs are costs that make customers reluctant to switch to another product or service.

346) B
The supply chain includes all parties involved, directly or indirectly, in obtaining raw materials or a product.

347) D
In a typical supply chain, a company will be both a supplier and a customer.

348) C
Using MIS to find alternative products is one way of decreasing supplier power.

349) C

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One way a company can reduce the threat of substitute products or services is to offer additional value through wider product distribution.

350) A
Threat of new entrants, one of Porter's five forces, is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

351) B
Entry barrier is a feature of a product or service that customers have come to expect, and entering competitors must offer the same for survival.

352) A
With Porter's Five Forces Model, these are all examples of strong forces that increase competition:

1. a single consumer purchasing milk
2. a company that makes pencils
3. coffee from McDonalds
4. a dog-walking business
5. a coffee shop.

353) C
Product differentiation is an advantage that occurs when a company develops unique differences in its products with the intent to influence demand.

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

355) B
Supplier power is the suppliers' ability to influence the prices they charge for supplies.

356) D
The threat of substitute products or services is high when there are many alternatives to a product or service and low when there are few alternatives from which to choose.

357) C
The threat of new entrants is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

358) D

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

359) B
Porter has identified three generic business strategies for entering a new market:

1. broad cost leadership
2. broad differentiation
3. focused strategy.

360) A
When analyzing Porter's three generic strategies for entering a market, if you have a focused strategy, you should target a narrow market, niche market, or unique market.

361) D
Walmart competes by offering a broad range of products at low prices. Its business strategy is to be the low-cost provider of goods for the cost-conscious consumer.

362) Short Answer
We live in the information age, when infinite quantities of facts are widely available to anyone who can use a computer. The core drivers of the information age include data, information, business intelligence, and knowledge. Data are raw facts that describe the characteristics of an event or object. Information is data converted into a meaningful and useful context. Business intelligence (BI) is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making. Knowledge includes the skills, experience, and expertise, coupled with information and intelligence that creates a person's intellectual resources. As you move from data to knowledge, you include more and more variables for analysis, resulting in better, more precise support for decision making and problem solving.

363) Short Answer

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Companies are typically organized by department or functional area such as accounting, finance, human resources, marketing, operations management, and sales. Although each department has its own focus and own data, none can work independently if the company is to operate as a whole. It is easy to see how a business decision made by one department can affect other departments. Functional areas are anything but independent in a business. In fact, functional areas are interdependent. Sales must rely on information from operations to understand inventory, place orders, calculate transportation costs, and gain insight into product availability based on production schedules. For an organization to succeed, every department or functional area must work together sharing common information and not be a "silo." Information technology can enable departments to more efficiently and effectively perform their business operations.

364) Short Answer
A data silo occurs when one department is unable to freely communicate with other departments, making it difficult or impossible to work cross-functionally. As a result, sales may not have accurate, current information from production on product availability, and production may not fully understand the demand for the product.

365) Short Answer
The chief information officer (CIO) is responsible for overseeing all uses of information technology and ensuring the strategic alignment of MIS with business goals and objectives. The chief data officer (CDO) is responsible for determining the types of information the enterprise will capture, retain, analyze, and share. The chief technology officer (CTO) is responsible for ensuring the throughput, speed, accuracy, availability, and reliability of an organization's information technology. The chief security officer (CSO) is responsible for ensuring the security of the MIS systems and developing strategies and MIS safeguards against attacks from hackers and viruses. The chief privacy officer (CPO) is responsible for ensuring the ethical and legal use of information within an organization. The chief knowledge officer (CKO) is responsible for collecting, maintaining, and distributing the organization's knowledge.

366) Short Answer

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A system is a collection of parts that link to achieve a common purpose. Systems thinking is a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part. Feedback is information that returns to its original transmitter (input, transform, or output) and modifies the transmitter's actions. Feedback helps the system maintain stability. Management information systems (MIS) is a business function, like accounting and human resources, which moves information about people, products, and processes across the company to facilitate decision making and problem solving. MIS incorporates systems thinking to help companies operate cross-functionally. For example, to fulfill product orders, an MIS for sales moves a single customer order across all functional areas including sales, order fulfillment, shipping, billing, and finally customer service. Although different functional areas handle different parts of the sale, thanks to MIS, for the customer the sale is one continuous process.

367) Short Answer
A competitive advantage is a feature of a product or service on which customers place a greater value than they do on similar offerings from competitors. Competitive advantages provide the same product or service either at a lower price or with additional value that can fetch premium prices. Unfortunately, competitive advantages are typically temporary because competitors often quickly seek ways to duplicate them. In turn, organizations must develop a strategy based on a new competitive advantage. Ways that companies duplicate competitive advantages include acquiring new technology, copying business processes, and hiring away employees.

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

369) Short Answer
Porter's Five Forces Model analyzes the competitive forces within the environment in which a company operates, to assess the potential for profitability in an industry. Buyer power is the ability of buyers to affect the price they must pay for an item. Supplier power is the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services). The threat of substitute products or services is high when there are many alternatives to a product or service and low when there are few alternatives from which to choose. The threat of new entrants is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to entering a market. Rivalry among existing competitors is high when competition is fierce in a market and low when competition is more complacent.

370) Short Answer

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Chapter 01 Test Bank

Organizations typically follow one of Porter's three generic strategies when entering a new market:

1. broad cost leadership
2. broad differentiation, or
3. focused strategy. Broad strategies reach a large market segment. Focused strategies target a niche market. Focused strategies concentrate on either cost leadership or differentiation.

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