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Introduction to Business Information Systems
Second Canadian Edition

TEST BANK
Chapter 1

1. Globalization suggests that modern businesses are using information technology to:
 - a) expand their market to customers around the globe
 - b) find the lowest-cost suppliers regardless of location
 - c) create 24 hour business days by shuttling work across time zones
 - d) broaden the range of business activities across multiple nations
 - *e) all of the above
2. Moore's Law states that computing power roughly doubles every:
 - a) 18 days
 - b) 18 weeks
 - *c) 18 months
 - d) 18 years
3. When considering explicit knowledge and tacit knowledge:
 - *a) explicit knowledge is readily codified and tacit knowledge is gained through experience
 - b) explicit knowledge is gained through experiences and tacit knowledge is readily codified
 - c) explicit knowledge is rarely required by knowledge-enabled professionals and tacit knowledge is referenced in text books
 - d) explicit knowledge is more important to knowledge-enabled professionals and tacit knowledge is much less important and rarely used
4. Which of the following are types of information systems?
 - *a) MIS, TPS, DSS
 - b) URL, HTTP, XML
 - c) HTML, ASCII, WWW
 - d) UML, USB, SCM
5. Business value is:
 - a) the price structure of a firm's goods and services
 - *b) the positive return on the investment of a firm's resources
 - c) derived from a firm's marketing/promotional strategy
 - d) the cost of implementing successful information systems within a firm
6. When considering data and information:
 - *a) data is a collection of unorganized facts and information is data that has been transformed into something useful
 - b) data is unimportant and businesses should only consider information

- c) data is critical when developing a solution to a problem while information should be considered only occasionally
- d) data and information refer to the same thing

7. The Internet is:

- a) a global computer system that is ultimately controlled by the U.S. government
- b) a global computer system that is reaching its current potential and is expected to decline in use during the next decade
- *c) a large number of co-operating computer networks that use a common set of rules for sending messages
- d) a large number of computer systems that are inherently in conflict resulting in an inefficient use of the world's resources

8. The Internet generates business value by:

- *a) enabling the buying and selling of goods
- b) protecting domestic markets from foreign competition
- c) promoting trade barriers in areas of the world that are underdeveloped
- d) ensuring compliance of government legislation regarding foreign investment

9. Information security systems protect:

- a) people
- b) information
- c) networks
- d) organizations
- *e) all of the above

10. Allowing companies to take their operations to another location, which allows them to produce items better, faster, and cheaper defines:

- *a) offshoring
- b) insourcing
- c) open sourcing
- d) informing
- e) none of the above

11. Globalization has affected businesses in all of the following ways **except**:

- a) marketing to new customers
- *b) understanding company grapevine
- c) finding new suppliers
- d) creating 24-hour workdays

12. The Internet has become an integral part of business for which of the following key reasons?

- a) communication, knowledge, and information
- b) communication, knowledge, and commerce
- *c) communication, information, and commerce
- d) information, commerce, and knowledge
- e) information only

13. Using Internet technologies to allow work to be done without human intervention refers to:

- *a) workflow software
- b) offshoring
- c) insourcing
- d) open sourcing
- e) none of the above

14. When information systems are used to integrate people, information, technology, and business processes, you have created:

- *a) business value
- b) relevance
- c) knowledge
- d) information
- e) wisdom

15. The kind of work that uses discovery, transformation, analysis, synthesis, and communication skills is called _____ work.

- a) business value
- b) relevant
- *c) knowledge
- d) information
- e) wisdom

16. The knowledge process includes which two types of knowledge?

- a) discovery and analysis
- *b) explicit and tacit
- c) synthesis and transformation
- d) ethical and practical
- e) right and wrong

17. If you use a podcast to acquire knowledge, what type of knowledge have you acquired?

- a) ethical
- b) practical
- *c) explicit
- d) tacit
- e) analytical

18. If you use a software manual to acquire information about its advanced functions, you have acquired _____ knowledge:

- a) ethical
- b) practical
- *c) explicit
- d) tacit
- e) analytical

19. If you use an expert opinion to acquire information about advanced features of a software package, you have acquired _____ knowledge:

- a) ethical
- b) practical
- c) explicit
- *d) tacit
- e) analytical

20. When a system has been designed to transform inputs into outputs in order to achieve a goal, the system is called a(n) _____ system.

- a) computer
- b) business
- c) knowledge
- d) technology
- *e) information

22. The Input-Process-Output model is designed to accomplish all of the following **except**:

- a) achieve business goals
- b) apply appropriate use of technology
- c) delivery timely information
- *d) create entertainment
- e) enhance knowledge work

23. _____ is/are added when IS and IT are used to support the goals of the organization.

- *a) Business value
- b) Information
- c) Knowledge
- d) Data
- e) Wisdom

24. You have been asked to create a database of customers for a small, start-up company. Which part of an information system will you begin with?

- a) process
- b) people
- *c) input
- d) output
- e) distribution

25. Your supervisor has asked you for a monthly list of overall sales, by region, and by sales representative. Which part of an information system does this request illustrate?

- a) process
- b) people
- c) input
- *d) output
- e) distribution

26. Using the monthly list of sales, by region, and by sales representative, you discover that a helpful report would be to add year to date sales. Which part of an information system does your insight illustrate?

- *a) process
- b) people
- c) input
- d) output
- e) distribution

27. Capturing and processing online order transactions is an example of a(n) _____ system.

- *a) TPS
- b) MIS
- c) DSS
- d) ERP
- e) CRM

28. Providing timely information to decision makers is an example of a(n) _____ system.

- a) TPS
- *b) MIS
- c) DSS
- d) ERP
- e) CRM

29. Integrating and analyzing customer transactions data is an example of a(n) _____ system.

- a) TPS
- b) MIS
- c) DSS
- d) ERP
- *e) CRM

30. Integrating and standardizing processes to store and manage data is an example of a(n) _____ system.

- a) TPS
- b) MIS
- c) DSS
- *d) ERP
- e) CRM

31. A system that enables data-based decisions that lead to new business opportunities is an example of a(n) _____ system.

- a) TPS
- b) MIS
- *c) DSS
- d) ERP
- e) CRM

32. Illegal use of obtaining financial information on the Internet is called:

- a) spamming
- *b) phishing
- c) trolling
- d) blogging
- e) scamming

33. IS security systems in an organization provide protection for all of the following **except**:

- a) data
- b) information
- c) people
- d) networks
- *e) wisdom

34. Of the 10 forces identified by Friedman as responsible for flattening the world, only one is not directly related to technology. Which is it?

- *a) collapse of the Berlin Wall
- b) open sourcing
- c) offshoring
- d) supply-chaining
- e) none of the above

35. When a person uses experience, information, and judgment, he/she is using:

- *a) knowledge
- b) data
- c) systems
- d) wisdom

36. Textbooks, websites, and monthly sales reports are examples of _____ knowledge.

- *a) explicit
- b) process
- c) output
- d) tacit
- e) none of the above

37. Experience, insight, discovery, and wisdom are examples of _____ knowledge.

- a) explicit
- b) process
- c) output
- *d) tacit
- e) none of the above

38. Which of the following sequences is correct?

- a) knowledge-information-data
- b) information-knowledge-data
- c) data-knowledge-information

*d) none of them are correct

39. You needed to purchase a new computer system for your office. You have narrowed down your choices from several alternatives. This is an example of a(n):

- a) input
- b) output
- *c) decision
- d) knowledge
- e) wisdom

40. A(n) _____ system integrates and standardizes processes, and centralizes and standardizes the storage and management of data.

- a) MIS
- b) DSS
- c) CRM
- *d) ERP
- e) none of the above

41. When we refer to a business, we mean an organisation with one or more people who:

- A) decide on common goals to pursue
- B) work together to locate and organize resources
- C) create processes in order to achieve the desired goals
- *d) all of the above
- E) none of the above

42. Globalization means:

- a) that modern businesses are using information technology to expand their market
- b) to find the lowest cost suppliers regardless of location
- c) to create 24 hour business days by shovelling work across time zones and nations
- *d) all of the above
- e) none of the above

43. A(n) _____ provides analytical and visualization tools to support and enhance decision making and planning.

- a) MIS
- *b) DSS
- c) CRM
- d) ERP
- e) none of the above

44. Chose the statement that is the most accurate.

- *a) The World Wide Web runs over the Internet.
- b) The Internet runs over the World Wide Web.
- c) The Internet runs over an intranet.
- d) The World Wide Web Runs over an intranet.

45. Through processing and reporting features, a(n) ____ provides timely information to decision makers.

- *a) MIS
- b) DSS
- c) CRM
- d) ERP
- e) none of the above

46. ____ knowledge describes information that you gain through experience.

- a) Coded
- *b) Tacit
- c) Explicit
- d) Learned
- e) None of the above

47. A ____ is the exchange of something of value the business produces for something in return that the business values:

- *a) transaction
- b) process
- c) trade
- d) currency

48. Knowledge work:

- a) is a career in information technology
- *b) can be found in any industry
- c) is only in the field of library studies
- d) none of the above

49. Which of the following concepts describes the flow through an information system?

- a) discovery, analysis, transformation, synthesis and communication
- b) input, output, process
- c) data, information, knowledge
- d) all of the above
- *e) none of the above

50. IS security is also known as:

- *a) information assurance
- b) information insurance
- c) information security
- d) antivirus
- e) none of the above

51. An example of phishing is:

- a) fishing for a rare type of animal
- b) cold-calling customers for new business
- *c) attempting to gain logins and passwords

d) none of the above

52. According to Arti Davda of Google Canada, what is an important career skill?

- a) to know a little bit about everything
- b) to build your network of contacts
- c) to be a specialist in your field
- *d) to be flexible and to easily adapt to change

53. Organizations and individuals must keep up with these rapid technology changes or risk becoming:

- a) perfect
- b) successful
- *c) obsolete
- d) forgotten

54. VLSI stands for:

- a) very low-scale integration
- *b) very large-scale integration
- c) varying low-scale integration
- d) varying large-scale integration

55. MIS stands for:

- a) minimized information systems
- b) maximized information systems
- *c) management information systems
- d) monetary information systems

56. According to the text, in today's work environment, it's impossible to do knowledge work without:

- *a) technology
- b) information
- c) knowledge
- d) money
- e) all of the above

57. Who said, "Success is a lousy teacher. It seduces smart people into thinking they can't lose."

- *a) Bill Gates
- b) Michael Porter
- c) Thomas Friedman
- d) Steve Jobs
- e) None of the above

58. An information system (IS) is an organized collection of:

- a) people, transformation, business processes, and communication
- b) people, information, business processes, and communication
- *c) people, information, business processes, and information technology

d) people, transformation, business processes, and information technology

59. An information system (IS) is designed to:

- a) inform outputs about inputs in order to achieve a goal
- b) inform inputs about outputs in order to achieve a goal
- c) transform outputs into inputs in order to achieve a goal
- *d) transform inputs into outputs in order to achieve a goal

60. Information systems enhance:

- a) work, discussion, problem solving, communicating, and coordinating
- b) work, discussion, problem solving, information, and coordinating
- c) work, decision making, problem solving, information, and coordinating
- *d) work, decision making, problem solving, communicating, and coordinating

61. IPO model stands for:

- a) information-process-output
- *b) input-process-output
- c) information-people-output
- d) input-people-output

62. A business should design its information system to leverage the _____ ability to use information technology to its best advantage.

- *a) human
- b) financial
- c) environmental
- d) technological

63. Input items entered into a system are transformed into:

- *a) outputs
- b) processes
- c) goals
- d) none of the above

64. Putting your friends' contact information into your contact list is an example of:

- *a) input
- b) data
- c) outputs
- d) information

65. A series of one or more steps used by a business to transform inputs into outputs describes:

- a) input
- *b) process
- c) outputs
- d) none of the above

66. A collection of steps that interact with each other to transform inputs into outputs to achieve a goal:

- a) technology processes
- b) human processes
- c) financial processes
- *d) business processes

67. A choice made from one or more alternatives to follow or avoid some course of action is a(n):

- a) option
- b) risk
- *c) decision
- d) mistake

68. A positive ROI of resources created through the effective and efficient integration of an organization's people, information, information technology, and business processes creates:

- *a) business value
- b) successes
- c) goals
- d) profit
- e) none of the above

69. The _____ is created at the intersection of people, process, and technology.

- a) cross zone
- *b) productivity zone
- c) hierarchy
- d) pyramid

70. Microsoft Groove, Microsoft SharePoint, and Blackboard are examples of:

- *a) collaboration software
- b) portals
- c) data warehouses
- d) gateways

71. _____ generates business value by making it possible for professionals to share information both between themselves and with business partners.

- a) cooperation
- b) collaboration
- c) commerce
- *d) communication

72. The Internet generates value by being an avenue for the buying and selling of goods, also known as:

- a) eBay
- *b) commerce
- c) auction

d) reverse auction

73. CRM stands for:

- a) customer retention management
- *b) customer relationship management
- c) class relationship management
- d) class retention management

74. ERP stands for:

- a) enterprise risk planning
- *b) enterprise resource planning
- c) enterprise retention planning
- d) enterprise rotation planning

75. DSS stands for:

- *a) decision support systems
- b) decision service systems
- c) decision supply systems
- d) decision success systems

76. TPS stands for:

- a) transaction portal system
- b) transaction paging system
- c) transaction project system
- *d) transaction processing system

77. Features such as email, meeting facilitation, and group scheduling are examples of:

- a) collaboration software
- *b) groupware
- c) productivity software
- d) middleware
- e) none of the above

78. The concept of Moore's Law is:

- a) everything that can go wrong will
- *b) computing power roughly doubles every 18 months
- c) always have a backup plan
- d) the 80/20 rule
- e) none of the above

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Chapter 2

1. Clock speed on a computer is measured most recently in:
 - a) Megahertz (MHz)
 - *b) Gigahertz (GHz)
 - c) Megabytes (MB)
 - d) Gigabytes (GB)
 - e) None of the above
2. Higher clock speeds usually mean ____ performance.
 - *a) faster
 - b) slower
 - c) worse
 - d) better
3. ____ temporarily locates data and instructions before processing.
 - *a) Memory
 - b) CPU
 - c) Keyboard
 - d) Mouse
 - e) None of the above
4. Computers have long-term memory called:
 - *a) ROM
 - b) RAM
 - c) KB
 - d) GB
 - e) None of the above
5. ROM stands for:
 - a) read only management
 - b) random only management
 - *c) read only memory
 - d) random only memory
6. ____ contains instructions and data that only special devices can alter.
 - *a) ROM
 - b) RAM
 - c) KB
 - d) GB

e) None of the above

7. ____ stores data only until they are no longer needed, or until you shut down the computer.

a) ROM

*b) RAM

c) KB

d) GB

e) None of the above

8. RAM stands for:

a) random access management

b) read access management

*c) random access memory

d) read access memory

9. PDA stands for:

a) professional digital assistant

b) programming digital assistant

*c) personal digital assistant

d) portable digital assistant

10. Keyboards, pointing devices (such as a Wii remote, mouse, or touchpad), scanners, and digital cameras are examples of:

*a) input devices

b) output devices

c) processing devices

d) storage devices

e) none of the above

11. Computer monitors, printers, speakers and MP3 players are examples of:

a) input devices

*b) output devices

c) processing devices

d) storage devices

e) none of the above

12. Examples of ____ include the computer hard drive, CDs, DVDs, USB flash memory, and external hard drives

a) input devices

b) output devices

c) processing devices

*d) storage devices

e) none of the above

13. _____, both wired and wireless, allow you to connect to a remote network over a telecommunications line, such as the telephone or cable TV service.

- a) Routers
- b) Bridges
- c) Switches
- d) Hubs
- *e) Modems

14. The digital signals going out from your computer into an analog signal appropriate for the connection medium used is called:

- *a) modulation
- b) demodulation
- c) conversion
- d) none of the above

15. Converting an analog signal back into a digital signal that your computer can recognize is called:

- a) modulation
- *b) demodulation
- c) conversion
- d) none of the above

16. BPS stands for:

- a) bytes per second
- b) blips per second
- *c) bits per second
- d) beeps per second

17. You can think about _____ as information that specifies how a hardware device should work with other data, information, and knowledge.

- a) instructions
- b) operating system
- *c) software
- d) drivers

18. The _____ software coordinates and handles the details of working with the computer hardware.

- a) instruction
- *b) operating system
- c) driver
- d) utility

19. _____ software provides additional tools that you can use to maintain and service your system

- *a) Utility
- b) Driver
- c) Operating system
- d) Application

e) None of the above

20. A(n) ____ application is an example of utility software that helps guard your computer against unauthorized access when connected to a network.

- a) driver
- *b) firewall
- c) antivirus
- d) malware

21. ____ software is a complete, self-contained program or set of programs for performing a specific job.

- a) Utility
- b) Driver
- c) Operating system
- *d) Application
- e) None of the above

22. Microsoft Word is an example of:

- *a) document preparation software
- b) electronic spreadsheet software
- c) presentation graphics software
- d) database management system
- e) none of the above

23. Microsoft Excel is an example of:

- a) document preparation software
- *b) electronic spreadsheet software
- c) presentation graphics software
- d) database management system
- e) none of the above

24. Microsoft PowerPoint is an example of:

- a) document preparation software
- b) electronic spreadsheet software
- *c) presentation graphics software
- d) database management system
- e) none of the above

25. Microsoft Access is an example of:

- a) document preparation software
- b) electronic spreadsheet software
- c) presentation graphics software
- *d) database management system
- e) none of the above

26. Microsoft Outlook is an example of:

- a) document preparation software
- b) electronic spreadsheet software
- c) presentation graphics software
- d) database management system
- *e) none of the above

27. An example of a personal information management system is:

- a) Microsoft Word
- b) Microsoft Excel
- c) Microsoft PowerPoint
- d) Microsoft Access
- *e) None of the above

28. _____ is/are software that is more common in enterprises. Its purpose is to link applications that use dissimilar software or hardware platform.

- a) Utility software
- *b) Middleware
- c) Open source software
- d) Drivers

29. _____ software is software that can be used, modified, improved, and redistributed.

- a) Utility
- b) Middleware
- *c) Open source
- d) Driver

30. Today, the fastest-growing network is arguably our global computer network, known as the:

- *a) Internet
- b) extranet
- c) intranet
- d) none of the above

31. A computer network requires four primary components. Which of the following is NOT one of them?

- a) data that computers share on the network
- b) special hardware
- c) software that allows computers to communicate
- d) communication media to link the computers together
- *e) none of the above

32. A _____ area network covers a very small space that ranges from the size of a human body to a small office.

- *a) personal
- b) local
- c) wide
- d) municipal

e) none of the above

33. A ____ area network is within the immediate location or building.

a) personal

*b) local

c) wide

d) municipal

e) none of the above

34. POTS stands for:

a) plain original telephone system

b) plain original telecom system

*c) plain old telephone system

d) plain old telecom system

35. A ____ connects, translates, and then directs data that cross between two networks.

*a) router

b) hub

c) repeater

d) bridge

36. A ____ serves as a central connection point for cables from the devices on the network.

a) router

*b) hub

c) repeater

d) bridge

37. A ____ is also known as a concentrator.

a) router

*b) hub

c) repeater

d) bridge

38. A ____ is sometimes needed to strengthen or amplify signals that are sent along a long transmission route.

a) router

b) hub

*c) repeater

d) bridge

39. The Internet is sometimes known as a ____ area network.

a) personal

b) local

c) wide

d) municipal

*e) none of the above

40. Servers are often assigned a specific task, such as handling Web traffic. What is this type of server called?

- *a) web server
- b) application server
- c) gateway server
- d) firewall server

41. Servers are often assigned a specific task, such as running programs. What is this type of server called?

- a) web server
- *b) application server
- c) gateway server
- d) firewall server

42. A _____ is a standard set of rules that allows the communication of data between nodes on a network.

- a) moral
- b) code
- *c) protocol
- d) ethic

43. The Internet uses the _____ suite of packet switching protocols

- a) HTML
- b) XML
- c) VoIP
- *d) TCP/IP

44. Who owns the Internet?

- a) Internet Engineering Task Force (IETF)
- b) The Internet Architecture Board (IAB)
- c) The World Wide Web Consortium (W3C)
- *d) None of the above

45. ISP stands for:

- a) Internet supply provider
- *b) Internet service provider
- c) Internet server provider
- d) Internet support provider

46. ____ is the popular name for 802.11 standards for wireless network access.

- *a) Wi-Fi
- b) VoIP
- c) Cloud
- d) TCP/IP

47. _____ uses the Internet's foundation technologies of packet switching and TCP/IP to carry voice instead of data.

- a) Wi-Fi
- *b) VoIP
- c) Cloud
- d) TCP/IP

48. _____ computing simply means computing over the Internet.

- a) Wi-Fi
- b) VoIP
- *c) Cloud
- d) TCP/IP

49. There are several benefits to cloud computing. Which of the following is NOT one of them?

- a) reduced cost
- b) scalability
- c) accessibility
- *d) limited

50. The Internet is currently using IPv4. What is the next version that will be employed?

- *a) IPv6
- b) IPv4.1
- c) IPv5
- d) None of the above

51. A static web page file will typically hold a combination of text content and _____ commands

- *a) HTML
- b) JavaScript
- c) Ajax
- d) C+

52. A _____ is a software application that allows you to easily navigate the Web and to view the content that you find there.

- a) web server
- *b) web browser
- c) search engine
- d) none of the above

53. The _____ comprises the set of rules for exchanging messages on the World Wide Web.

- a) FTP
- b) XML
- *c) HTTP
- d) TCP/IP

54. Who is known as the inventor of the World Wide Web?

- *a) Tim Berners-Lee

- b) Bill Gates
- c) Steve Jobs
- d) Thomas L. Friedman
- e) None of the above

55. HTTP lives at the ____ layer of networks.

- *a) application
- b) presentation
- c) network
- d) data link
- e) none of the above

56. ____ is the primary language for creating web pages.

- *a) HTML
- b) JavaScript
- c) Ajax
- d) C+

57. ____ move around from site to site, read meta tags, and report the data back to their database for storage.

- *a) Spiders
- b) Metasearch engines
- c) Crabs
- d) Web browsers

58. Another term for crawlers is:

- *a) spiders
- b) metasearch
- c) crabs
- d) queries

59. A ____ sends out a search query to other search engines, and then returns the list to you.

- *a) metasearch engine
- b) spider
- c) SQL
- d) crawler

60. ____ refers to fixed information, such as company information, online marketing, and electronic versions of company brochures.

- a) User content
- b) Automatic content
- *c) Static content
- d) Dynamic content

61. Which technology is indicative of first-generation e-commerce?

- a) user content

- b) automatic content
- *c) static content
- d) dynamic content

62. With _____, information on a web page can change depending on a number of factors.

- a) user content
- b) automatic content
- c) static content
- *d) dynamic content

63. A _____ is a small bit of data, usually created by programs running on the server, stored on the client machine, and passed back and forth in the HTTP request and response.

- *a) cookie
- b) bit
- c) byte
- d) code

64. When data remain available for a period of time, it is known as _____ data

- *a) persistent
- b) permanent
- c) temporary
- d) imminent

65. The most common client-side scripting language is:

- *a) JavaScript
- b) AJAX
- c) AdobeScript
- d) ActiveX

66. With server-side programming, a business can do many things. Which of the following is NOT one of them?

- a) deliver content that it customizes for the individual user
- b) access data stored in a server-side database and send it to the client's browser
- c) optimally manage the traffic to the site
- *d) none of the above

67. Which of the following is NOT one of the four primary components of a typical e-commerce site?

- a) the shopping and ordering system
- *b) the customer account
- c) the payment gateway
- d) the security system

68. A _____ is a company that provides a network to process encrypted transactions from a merchant's website.

- *a) secure gateway provider

- b) Internet service provider
- c) payment gateway
- d) firewall service

69. A ____ links an e-commerce site with the banking network.

- a) secure gateway provider
- b) Internet service provider
- *c) payment gateway
- d) firewall service

70. A server that encrypts data using the SSL protocol is known as a:

- *a) secure server
- b) gateway server
- c) firewall
- d) network server

71. SSL is currently being replaced by a newer protocol called the:

- a) HTTP
- b) XML
- c) VoIP
- *d) TLS
- e) SET

72. We are currently in the ____ generation of e-commerce.

- a) first
- b) third
- *c) fourth
- d) fifth
- e) sixth

73. ____ is a standardized way for one computer program to request and run another computer program over the Internet.

- *a) A web service
- b) A protocol
- c) Software as a Service
- d) A mashup

74. ____ is a web application that seamlessly combines information from more than one source into an integrated experience.

- a) A web service
- b) A protocol
- c) Software as a service
- *d) A mashup

75. The use of malicious code as part of a subversive, organized scheme is called:

- *a) malware

- b) scareware
- c) virus
- d) worm

76. A type of malware designed to trick victims into purchasing and downloading useless and potentially dangerous software is called:

- a) malware
- *b) scareware
- c) virus
- d) worm

77. A program that is able to copy itself and infect a computer is called:

- a) malware
- b) scareware
- *c) virus
- d) worm

78. Once started on a computer (by clicking an email attachment), it automatically sends out infected emails to everybody in the user's address book. This type of risk is called:

- a) malware
- b) scareware
- c) virus
- *d) worm

79. Unsolicited and undesired emails are called:

- a) junk
- *b) spam
- c) DoS
- d) phishing

80. An attempt to gain personal and confidential information for fraudulent purposes such as identity theft is called:

- a) junk
- b) spam
- c) DoS
- *d) phishing

81. An attempt to make a website unavailable to its users. An attacker will do this by sending a target so many communication requests that the target server eventually goes down. This describes:

- a) junk
- b) spam
- *c) DoS
- d) phishing

82. To ensure that your password is and remains as strong as possible, you should follow all these guidelines EXCEPT:

- a) use at least eight characters
- b) include digits, punctuation, and nonprinting characters
- c) use both upper- and lowercase characters
- *d) use the same passwords on different accounts
- e) change your password regularly and don't reuse passwords or make minor variations such as incrementing a digit

83. A chalk mark on the side of the building put there by a hacker indicating an open network was available inside is called:

- *a) warchalking
- b) chalktagging
- c) chalking
- d) chalkmarking

84. Software tools that help individuals and teams keep up with their scheduled meetings, monitor projects and share work files are known as:

- *a) Groupware
- b) Microsoft Groove
- c) SharePoint
- d) Blackboard

85. A(n) ____ is a set of services for distributing private information throughout the organization using a collection of private computer networks brought together to form an organization-wide, private network.

- a) Internet
- b) extranet
- *c) intranet
- d) none of the above

86. People can use Windows, Apple, and other types of machines on the Internet as well as an intranet making it:

- a) freeware
- *b) platform independent
- c) open source
- d) none of the above

87. ____ is a communications service that allows users to communicate in real time over the Internet.

- *a) Instant messaging
- b) BlackBerry messaging
- c) Skype
- d) WebEx

88. ____ is a method of publishing audio programs via the Internet that allows users of just about any digital audio device to download broadcasts or to subscribe to a feed of new files (usually MP3s).

- *a) Podcasting
- b) Blogging
- c) Vlogging
- d) Broadcasting

89. A ____ is a group of people who work across geographic distance.

- a) dispersed team
- b) localized team
- c) dedicated team
- *d) virtual team

90. Which of the following is NOT a benefit of using a GDT?

- a) People can work from any place and at any time.
- b) Organizations can recruit the best people regardless of their physical location.
- *c) Travel and sometimes facilities expenses are increased.
- d) There is greater flexibility for workers.

91. Which of the following statements about the Internet is true?

- a) A wireless device cannot be used to connect to the Internet.
- b) The Internet and the World Wide Web are interchangeable terms.
- c) The Internet was discovered by Al Gore.
- *d) Home users require an ISP to connect to the Internet.
- e) Dial-up and broadband provide faster access to the Internet.

92. The hardware location that temporarily stores data and instruction is:

- a) USB key
- b) ROM
- *c) RAM
- d) Hard drive

93. Network traffic hardware includes all of the following EXCEPT:

- a) routers
- b) bridges
- *c) hard drives
- d) repeaters
- e) hubs

94. The components of IT perform all of the following functions EXCEPT:

- a) retrieving, displaying, and sending information
- b) applying logic to make decisions
- *c) handling customer service
- d) performing mathematical calculations
- e) accepting and storing information

95. Computer networks can be classified in which of the following ways?

- *a) geographically and physically
- b) socially
- c) systematically
- d) user-friendly

96. _____ temporarily locates data and instructions before processing.

- a) Processing
- *b) Memory
- c) Input
- d) Output
- e) Storage

97. A flash memory stick is an example of:

- a) input
- b) output
- *c) storage
- d) network
- e) scanner

98. _____ stores data information and instructions for the long term.

- a) Processing
- b) Memory
- c) Input
- d) Output
- *e) Storage

99. The _____ is often referred to as the computer's "brain."

- *a) CPU
- b) LCU
- c) RAM
- d) ROM

100. Which of the following types of software controls the primary functions of a computer system?

- a) utility
- b) drivers
- c) application
- d) network
- *e) operating system

101. Which of the following is NOT considered part of a computer network?

- a) nodes
- b) software
- c) users

- d) links
- *e) an electronic document

102. Network connection hardware includes all of the following components EXCEPT:

- *a) phone lines
- b) NIC
- c) modems
- d) cable modems
- e) wireless cards

103. CPU stands for:

- a) central packet unit
- b) controller processing unit
- c) controller packet unit
- *d) central processing unit
- e) none of the above

104. Which of the following statements about IS security is NOT true?

- a) It is important to load the latest updates or patches to your antivirus software.
- b) Stinger.exe is software that you can use to scan and disinfect your computer.
- c) It is essential to obtain and run a firewall.
- *d) The Internet has antivirus software built in making antivirus software unnecessary.
- e) You should never open email attachments unless you know the sender and were expecting the email.

105. Which of the following statements about a central database system is NOT true?

- a) Multiple users can access or update data quickly.
- b) Users can update data from multiple and remote locations.
- *c) Access to data is never limited or restricted.
- d) To maintain accuracy, access to data can be limited while data are being processed.
- e) Records are locked as information is updated within it.

106. In a computer, the _____ holds the instructions used to control the start-up processes.

- a) CPU
- b) LCU
- c) RAM
- *d) ROM
- e) None of the above

107. A plotter is:

- *a) a printer
- b) a scanner
- c) special architectural hardware
- d) none of the above

108. In terms of IT, a protocol is:

- a) a set of rules of how a user operates a computer
- b) a set of courses that one uses to learn how to use a computer
- *c) a set standard set of rules that allows communications
- d) a set of rules that experts in the field use devices

109. The Internet uses:

- a) TCP/IP suite of packet switching protocols
- b) number of routers connecting points throughout the world
- c) proprietary set of rules
- *d) A and B
- e) B and C

110. Wi-Fi is what number of standard defined by the IEEE?

- a) 802.1
- b) 802.1a
- *c) 802.11
- d) 802.11a

111. Software can be defined as:

- a) something that is controlled by the hardware
- b) something that comes with the computer itself
- *c) a collection of instructions that in IT device executes
- d) games and productive programs

112. Processing, memory and storage are three components of:

- a) information technology
- *b) basic hardware
- c) networking components
- d) none of the above

113. PPM stands for:

- a) people per minute
- b) packets per minute
- *c) pages per minute
- d) pounds per minute
- e) none of the above

114. PPM is used to gauge the performance of:

- *a) how fast a printer prints pages
- b) how much network resources a printer uses
- c) how many packets are sent through a network
- d) how many packets a single computer sends out
- e) none of the above

115. Modem speed is measured in:

- a) PPM

- *b) BPS
- c) RPM
- d) none of the above

116. An example of a DBMS would be:

- a) Microsoft Word
- b) Microsoft Excel
- c) Microsoft Outlook
- *d) Microsoft Access
- e) None of the above

117. An example of presentation graphics software would be:

- a) Microsoft Word
- b) Microsoft Excel
- c) Microsoft Outlook
- d) Microsoft Access
- *e) None of the above

118. An example of document preparation software would be:

- *a) Microsoft Word
- b) Microsoft Excel
- c) Microsoft Outlook
- d) Microsoft Access
- e) None of the above

119. An example of electronic spreadsheet software would be:

- a) Microsoft Word
- *b) Microsoft Excel
- c) Microsoft Outlook
- d) Microsoft Access
- e) None of the above

120. A computer network consists of _____ that represent computer hardware.

- a) communications
- *b) nodes
- c) ports
- d) none of the above

121. A(n) _____ provides a gateway to many other websites.

- a) search engine
- *b) portal
- c) ISP
- d) affiliate
- e) community

122. "HTTP is stateless" means that:

- a) it does not belong to any nation state
- b) it has no boundaries
- *c) it forgets about requests and responses after they are complete
- d) HTML has no state
- e) it is international

123. The language used by web services for marking the exchanged data according to their meaning is:

- *a) XML
- b) SOAP
- c) WSDL
- d) UDDI

124. The _____ you type into your browser can also be called a web address.

- a) HTTP
- b) HTML
- *c) URL
- d) XML
- e) None of the above

125. GUI stands for:

- *a) graphical user interface
- b) graphical user internet
- c) graded user interface
- d) graphical unified interface
- e) graded unified internet

126. HTTP stands for:

- a) hypertext traded protocol
- b) hybrid transfer protocol
- c) hypertext transfer principle
- d) hybrid traded protocol
- *e) none of the above

127. The Internet and the World Wide Web use which protocol to transmit messages?

- a) HTTP
- *b) TCP/IP
- c) HTML
- d) URL
- e) None of the above

128. HTTP must be:

- *a) connectionless and stateless
- b) connected and stateless
- c) connectionless and stateful
- d) connected and stateful

129. A static web page file will typically hold a combination of text content and:

- a) XML commands
- b) URL commands
- *c) HTML commands
- d) HTTP commands

130. A standard set of rules for transmitting messages between the client and the server is called:

- *a) HTTP
- b) HTML
- c) XML
- d) URL

131. Which of the following is true regarding the use of passwords?

- a) They should be no more than eight characters long.
- b) They should include only lowercase letters.
- *c) They should include digits, punctuation, and nonprinting characters.
- d) They should not be changed regularly.

132. Which of the following is the process of identifying an individual and ensuring that he or she is who they claim to be?

- *a) authentication
- b) affiliate
- c) portal
- d) personalization

133. An example of a web presence as discussed in the textbook would be:

- a) an individual who has a profile on Facebook
- b) an email account
- *c) a company's website
- d) all of the above
- e) none of the above

134. Which control limits access to authorized users, thereby reducing the risk to compromised data?

- a) security
- b) encryption
- *c) passwords
- d) networks

135. Which category of the computer hierarchy includes computers that use high-speed processing chips and a large amount of memory to carry out organizational processing?

- a) embedded processors
- *b) mainframes
- c) personal computers

- d) servers
- e) supercomputers

136. Programmable chips that are built into products to make them “smart” are known as:

- a) collaborative software
- *b) embedded processors
- c) artificial intelligence
- d) expert system

137. An important new IS infrastructure that is built with the goal of supporting web services is known as:

- a) voice over IP
- b) active service provider network
- *c) service-oriented architecture
- d) public-private key encryption
- e) social networking

138. Businesses that use only first-generation technology are limited to providing only:

- a) dynamic content
- *b) static content
- c) direct content
- d) indirect content

139. A small bit of data, usually created by programs running on the server and is stored on the client machine is called a:

- a) FTP site
- b) persistent data
- c) browser file
- *d) cookie
- e) crumbs

140. Browser software interpret HTML instructions through the use of:

- *a) tags
- b) metadata
- c) coding
- d) programming
- e) none of the above

Norrie, Huber, Piercy, McKeown
Introduction to Business Information Systems
Second Canadian Edition

TEST BANK
Chapter 3

1. According to Tom Beaman, what is some good advice for students seeking a career in IT or business?
*a) always be changing
b) grow your network of contacts
c) know a little about everything
d) be a specialist in your field
2. A broad-based formula for how a business is going to compete, what its goals should be, and what plans and policies will be needed to carry out those goals is a definition of what?
a) documentation
*b) strategy
c) planning
d) requirements
3. Which of the following is NOT one of Porter's five forces?
a) new entrants
b) suppliers
c) buyers
*d) statistics
4. The open systems model indicates that a business operates by transforming ____ into ____ and by constantly interacting with its environment.
*a) inputs; outputs
b) outputs; inputs
c) processes; goals
d) goals; processes
5. A ____ is a person or entity that has an interest in and an influence on how a business will function in order to succeed (or in order not to fail).
a) president or CEO
*b) stakeholder
c) shareholder
d) manager
6. A stakeholder may be ____ or ____ relative to the system.
*a) external; internal
b) above; below
c) to the right; to the left

d) inside; outside

7. Influence may be _____ or _____.

- *a) actual; potential
- b) real; imagined
- c) right; wrong
- d) powerful; weak

8. In functional and decentralized structures, the lines of authority (who has the right to tell whom to do what) and communication are _____ oriented.

- *a) vertically
- b) horizontally
- c) diagonally
- d) none of the above

9. However, the matrix structure _____ the functional and decentralized organizational structures.

- a) opposes
- b) aligns
- c) contradicts
- *d) blends

10. Which of the following is an advantage of the matrix organizational structure?

- a) frustration due to dual lines of authority and responsibility
- *b) enhanced problem solving, cooperation, communication, and resource sharing
- c) increased need for coordination between functional areas consumes time and resources
- d) potential for goal conflict between functional and decentralized components of matrix

11. Which of the following is a disadvantage of the matrix organizational structure?

- a) increased flexibility and responsiveness to business needs and environmental changes
- b) enhanced problem solving, cooperation, communication, and resource sharing
- *c) increased need for coordination between functional areas consumes time and resources
- d) decision making occurs lower in organization and closer to customer

12. Which of the following is a disadvantage of the functional organizational structure?

- a) economies of scale through efficient use of resources
- b) significant technical expertise found in the functional areas
- c) clear chain of authority and communications within a function
- *d) employees may focus on functional area goals rather than organizational goals

13. Which of the following is an advantage of the functional organizational structure?

- *a) significant technical expertise found in the functional areas
- b) poor communication and coordination between functional areas
- c) relatively inflexible or slow to respond to change in the business environment
- d) employees may focus on functional area

14. Which of the following is an advantage of the decentralized organizational structure?

- a) duplication of resources and efforts across organizational units
- b) technical knowledge not as in-depth relative to functional organizational form
- *c) greater development of breadth of managerial skills
- d) less direct control by upper management

15. Which of the following is a disadvantage of the decentralized organizational structure?

- *a) less direct control by upper management
- b) faster response and greater flexibility
- c) greater communication and coordination between organizational units
- d) greater development of breadth of managerial skills

16. Organizations need to perform a series of steps known as a business:

- a) value
- *b) process
- c) goal
- d) plan

17. _____ to a process are those resources needed to start a process.

- *a) Inputs
- b) Guides
- c) Outputs
- d) Enablers

18. _____ are rules or policies within which a process must operate.

- a) Inputs
- *b) Guides
- c) Outputs
- d) Enablers

19. _____ are the results of a process.

- a) Inputs
- b) Guides
- *c) Outputs
- d) Enablers

20. _____ are a special kind of input or resource that facilitates a process.

- a) Inputs
- b) Guides
- c) Outputs
- *d) Enablers

21. Data, information, and knowledge are examples of _____ to a process.

- *a) inputs
- b) guides
- c) outputs

d) enablers

22. _____ is a special kind of measurement created by a business process that is then returned to the system to control the system's future inputs, processes, and outputs.

- *a) Feedback
- b) Monitoring
- c) Reporting
- d) None of the above

23. Which of the following is not a goal of BPR?

- a) reduce costs
- b) increase throughput
- c) increase speed
- *d) increase satisfaction

24. One of the first ways that a business seeks to apply IT is through:

- a) communicating
- b) transforming
- *c) automating
- d) informing

25. According to the text, which of the following is a benefit derived from automation for the banking industry?

- a) increases speed and accuracy of product transactions
- *b) increases flexibility and improves access of services to customers
- c) improves accuracy
- d) reduces costs and transfers control to customers

26. According to the text, which of the following is a benefit derived from automation for the travel industry?

- a) increases speed and accuracy of product transactions
- b) improves accuracy
- c) reduces costs and transfers control to customers
- *d) allows transfer of processes to customers through online services

27. According to the text, which of the following is not a benefit derived from automation for the grocery/retail industry?

- a) increases speed and accuracy of product transactions
- b) improves accuracy
- *c) allows transfer of processes to customers through online services
- d) reduces costs and transfers control to customers

28. _____ is recognizing that executing processes also creates new data and information.

- a) Communicating
- b) Automating
- *c) Informing

d) Transforming

29. Using IT to help them acquire or maintain a competitive advantage over or in line with their competitors defines:

- a) communicating
- b) automating
- c) informing
- *d) transforming

30. A company possesses a _____ when it sustains higher-than-average profits for its industry.

- a) large market share
- b) monopoly
- *c) competitive advantage
- d) oligopoly

31. There are two basic ways of obtaining competitive advantage. What are they?

- *a) cost and differentiation
- b) cost and placement
- c) differentiation and placement
- d) none of the above

32. A(n) _____ is one that can be programmed; it is routine or repetitive.

- a) unstructured decision
- b) fully structured decision
- *c) structured decision
- d) semi-structured decision

33. Sometimes even simple decisions may have increased uncertainty, or doubt about consequences and outcomes, associated with them. This would be an example of a:

- a) unstructured decision
- b) fully structured decision
- c) structured decision
- *d) semi-structured decision

34. This is a novel, complex situation, with no obvious or single correct decision or decision process:

- *a) unstructured decision
- b) fully structured decision
- c) structured decision
- d) semi-structured decision

35. People can endlessly analyze information—a never-ending process known as:

- a) productivity
- b) efficiency
- *c) analysis paralysis
- d) effectiveness

36. _____ is the ability to create business value with the least cost.

- *a) Productivity
- b) Efficiency
- c) Analysis paralysis
- d) Effectiveness

37. Getting the most output from a given input is known as:

- *a) productivity
- b) efficiency
- c) analysis paralysis
- d) effectiveness

38. Pursuing the goal or task that is appropriate for the given situation is known as:

- a) productivity
- b) efficiency
- c) analysis paralysis
- *d) effectiveness

39. _____ can be thought of as “doing the right thing, right.”

- *a) Productivity
- b) Efficiency
- c) Analysis paralysis
- d) Effectiveness

40. Which of the following is not an information characteristic?

- a) complete
- b) accurate
- *c) readable
- d) timely

41. A _____ exists when you find yourself in a situation that fails to meet your goals, needs, or expectations.

- a) conflict
- b) process
- *c) problem
- d) situation

42. _____ refers to a series of steps or a process (logical sequence of activities) taken in response to some event or activity.

- a) Conflict resolution
- b) Debriefing
- *c) Problem solving
- d) Situational review

43. Which of the following is NOT a major step in the IADD model?

- a) investigate
- b) analyze
- c) decide
- d) do
- *e) none of the above

44. SQL stands for:

- *a) structured query language
- b) structured query logic
- c) simplified query language
- d) none of the above

45. _____ are the factors that you think are important and relevant to solving the problem.

- *a) Criteria
- b) Metrics

46. This step of the IADD model is where you implement tasks and other physical activities according to your solution:

- a) investigate
- b) analyze
- c) decide
- *d) do
- e) none of the above

47. Decision makers use _____ to determine what is measured and how to measure it.

- a) criteria
- *b) metrics

48. CSR stands for:

- a) customer service representative
- b) customer service responsibility
- c) corporate service representative
- *d) corporate social responsibility

49. This implies an increasing scrutiny on businesses about the decisions they make and the rationale for them. What is it?

- *a) corporate social responsibility
- b) green IT
- c) ethics
- d) protocols

50. Which of the following is a way decisions can be classified?

- a) structured, unstructured, rational, problematic
- *b) unstructured, semistructured, structured
- c) rational, irrational, problematic
- d) complete, accurate, reliable, timely

51. The third stage of the IADD problem-solving model is:

- a) deliberate
- *b) decide
- c) debate
- d) defer
- e) delegate

52. In order, from first to last, the four phases of the decision-making process are:

- a) analysis, discovery, decision, execution
- *b) discovery, analysis, decision, execution
- c) analysis, decision, discovery, execution
- d) decision, discovery, analysis, execution

53. Problem solving refers to:

- *a) a series of steps or a logical sequence of activities to respond to an event
- b) a series of steps that transforms an unstructured decision to a structured decision
- c) a series of steps that synthesizes several sources of information
- d) a logical sequence of activities to analyze a problem

54. In the context of the IADD model, criteria are applied to evaluate each alternative's relative value and applicability in the _____ step.

- a) deliberate
- *b) decide
- c) debate
- d) do
- e) delegate

55. Knowledge work activities include all of the following except:

- a) discovery and transformation
- *b) input and output
- c) analysis and synthesis
- d) communication of data
- e) information and knowledge

56. Which of the following is an example of a metasearch engine?

- a) Google
- b) AltaVista
- *c) Copernic
- d) Yahoo
- e) Firefox

57. Which of the following is an example of the transformation of data?

- a) a database query
- b) results from a web search
- c) a client/customer list

- *d) sales data for the third quarter
- e) creating a mailing list

58. The problem solving process consists of which of the following elements:

- *a) investigate, analyze, decide, do
- b) discovery, transformation, analysis, synthesis, communication
- c) completeness, accuracy, reliability, relevance, objectivity, timeliness
- d) decision making, problem solving, communication, technology

59. Generating alternative solutions or choices to solve a problem may mean that you may have to gather more data. This means that you will be using which of the following knowledge work activities?

- a) transformation
- *b) investigation
- c) analysis
- d) synthesis
- e) discovery

60. A private version of the Internet maintained by a company is a(n):

- *a) intranet
- b) World Wide Web
- c) email
- d) LAN

61. Informing others of your information, ideas, and solutions represents which type of knowledge work?

- *a) communication
- b) discovery
- c) analysis
- d) synthesis
- e) transformation

62. According to the text, knowledge work consists of all of the following activities EXCEPT:

- a) communication
- b) discovery
- c) analysis
- d) synthesis
- *e) networking

63. Setting one's own schedule for the day represents which of the following types of decisions?

- a) semistructured
- *b) structured
- c) unstructured
- d) deconstructed
- e) multistructured

64. Using the search engines available on the Internet will aid you in which step of knowledge work activity?

- a) communication
- *b) discovery
- c) analysis
- d) synthesis
- e) transformation

65. In the discovery phase, you are most likely to find:

- a) knowledge
- b) wisdom
- c) information
- *d) data

66. A mandatory course that you have to take that is part of your requirements for graduation would be an example of a(n):

- *a) structured decision
- b) semistructured decision
- c) unstructured decision
- d) none of the above
- e) all of the above

67. An elective course that you have to take (i.e., you must choose one liberal art course from a list) would be an example of a(n):

- a) structured decision
- *b) semistructured decision
- c) unstructured decision
- d) none of the above
- e) all of the above

68. A course that does not necessarily fit into the requirements for graduation (i.e., a course after you have graduated) that you decide to take is an example of a(n):

- a) structured decision
- b) semistructured decision
- *c) unstructured decision
- d) none of the above
- e) all of the above

69. If you were a sidewalk vendor of frozen drinks in Saskatoon, Saskatchewan, and you only sell one frozen drink in January your effort would be considered:

- a) unproductive
- *b) inefficient
- c) ineffective
- d) none of the above

70. If you were a sidewalk vendor of frozen drinks in Saskatoon, Saskatchewan, and you are able to produce more drinks for the amount of raw materials you have, you would be considered:

- a) unproductive
- b) inefficient
- c) ineffective
- *d) none of the above

71. The quality of the final output of this process (the decision) will likely be based on the quality of the inputs (the information and analysis you create) is the basis for this principle:

- a) FIDO
- *b) GIGO
- c) AGO
- d) IADD
- e) none of the above

72. The steps that one goes through in knowledge work activities can be referred to as:

- a) project flows
- b) work product
- c) product flows
- *d) work flows
- e) none of the above

73. The end result that one receives in completing knowledge work activities can be referred to as: Search engines use which technology to discover new information and pages on the Internet?

- a) project flows
- *b) work product
- c) product flows
- d) work flows
- e) none of the above

74. Search engines use which technology to discover new pages and Internet sites?

- a) bees
- *b) spiders
- c) packets
- d) IP addresses
- e) none of the above

75. In World Wide Web terms, a “hit” is:

- *a) a visit to a website
- b) a home run
- c) an attack on the site
- d) a website that has been taken down
- e) none of the above

76. In class, we use _____ as our spreadsheet software.

- a) Microsoft Office
- b) Corel Quattro Pro
- c) Microsoft Access
- *d) Microsoft Excel
- e) None of the above

77. In class, we use _____ as our database software:

- a) Microsoft Office
- b) Corel Quattro Pro
- *c) Microsoft Access
- d) Microsoft Excel
- e) None of the above

78. If you only have seven digits of a phone number in Toronto, the information is:

- a) complete
- *b) incomplete
- c) inaccurate
- d) accurate

79. If the mark you receive for this test is not correct, then it would be deemed:

- a) complete
- b) incomplete
- *c) inaccurate
- d) accurate

80. If you put up your umbrella just as the rain begins to fall, your action is:

- a) reliable
- b) unreliable
- *c) timely
- d) untimely

81. _____ are the factors that you think are important and relevant to solving a problem.

- a) Selections
- b) Choices
- *c) Criteria
- d) Determinants

82. Which of the following is NOT part of Porter's five forces model?

- *a) globalization advantages
- b) new entrants barriers
- c) suppliers bargaining power
- d) substitution barriers
- e) buyers bargaining power

83. The IADD model of problem solving can be used effectively in which stage of the business intelligence model?

- a) data analysis
- b) data sourcing
- c) situation awareness
- d) risk assessment
- *e) decision support

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TEST BANK
Chapter 4

1. The _____ is a connected series of activities, each of which adds value or supports the addition of value to the firm's goods or services.
 - *a) value chain
 - b) business process
 - c) logistic
 - d) enterprise resource management
 - e) supply chain
2. _____ include the receiving, warehousing, and inventory control of raw materials required to create a product or service
 - *a) Inbound logistics
 - b) Operations
 - c) Outbound logistics
 - d) Marketing and sales
 - e) None of the above
3. _____ are the value-creating and often proprietary activities that transform the raw inputs into the final product.
 - a) Inbound logistics
 - *b) Operations
 - c) Outbound logistics
 - d) Marketing and sales
 - e) None of the above
4. _____ are the activities required to get the finished product to the customer, including packaging, warehousing, and order fulfillment.
 - a) Inbound logistics
 - b) Operations
 - *c) Outbound logistics
 - d) Marketing and sales
 - e) None of the above
5. _____ are all activities associated with getting buyers to purchase the product, including working with distributors, retailers, or online channels.
 - a) Inbound logistics
 - b) Operations
 - c) Outbound logistics
 - *d) Marketing and sales

e) None of the above

6. _____ are those that maintain and enhance the product's value, including customer support, repair services, and warranty and recall.

- a) Inbound logistics
- b) Operations
- c) Outbound logistics
- d) Marketing and sales
- *e) None of the above

7. We normally think of _____ as those directly related to the production and distribution of the organization's products and services.

- *a) primary activities
- b) secondary activities
- c) support activities
- d) tertiary activities

8. _____ activities are value chain activities that an organization conducts to support the creation of business value by the _____ activities.

- a) primary; secondary
- b) secondary; support
- *c) support; primary
- d) secondary; primary

9. Porter identified four critical support activities. Which of the following is NOT one of them?

- a) firm infrastructure
- *b) production management
- c) technology development
- d) human resource management

10. Referred to as _____, they focus on the activities of the functional department to improve its efficiency and effectiveness.

- *a) functional information systems (FIS)
- b) workflow management system (WMS)
- c) point-of-sale (POS)
- d) transaction processing system (TPS)

11. By focusing on a business process from beginning to end, a _____ supports activities that several departments of the organization may carry out.

- a) functional information systems (FIS)
- *b) workflow management system (WMS)
- c) point-of-sale (POS)
- d) transaction processing system (TPS)

12. _____ enable transaction activities and capture the key data created by the transaction.

- a) Functional information systems (FIS)

- b) Workflow management system (WMS)
- c) Point-of-sale (POS)
- *d) Transaction processing system (TPS)

13. Which of the following is NOT a characteristic of a transaction?

- a) atomicity
- b) consistency
- *c) independence
- d) durability

14. Which of the following characteristics is described as: "A transaction must be unequivocally completed"?

- *a) atomicity
- b) consistency
- c) isolation
- d) durability

15. Which of the following characteristics is described as: "The characteristics of a completed transaction should be permanent"?

- a) atomicity
- b) consistency
- c) isolation
- *d) durability

16. Which of the following characteristics is described as: "All unchanging properties of data must be preserved"?

- a) atomicity
- *b) consistency
- c) isolation
- d) durability

17. Which of the following characteristics is described as: "Each transaction should execute independently of other transactions that may occur at the same time on the system"?

- a) atomicity
- b) consistency
- *c) isolation
- d) durability

18. Most retail stores use a _____ to capture and store much of the data about their products.

- a) functional information systems (FIS)
- b) workflow management system (WMS)
- *c) point-of-sale (POS)
- d) transaction processing system (TPS)

19. Management information systems (MIS) typically generate three types of reports. Which of the following is NOT one of them?

- a) demand reports
- b) periodic reports
- *c) transaction reports
- d) exception reports

20. A(n) _____ is designed to provide summary information about business performance to those making higher-level strategic decisions.

- *a) executive information systems (EIS)
- b) document management systems (DMS)
- c) enterprise resource planning (ERP)
- d) logistics management systems (LMS)

21. A(n) _____ enters, tracks, routes, and processes the many documents used in an organization.

- a) executive information systems (EIS)
- *b) document management systems (DMS)
- c) enterprise resource planning (ERP)
- d) logistics management systems (LMS)

22. _____ includes anything that can be written down, stored, and codified.

- *a) Explicit knowledge
- b) Implicit knowledge
- c) Tacit knowledge
- d) Persistent knowledge

23. _____ includes the know-how that people have through learning and experience, which is difficult to write down and share.

- a) Explicit knowledge
- b) Implicit knowledge
- *c) Tacit knowledge
- d) Persistent knowledge

24. To support tacit knowledge, knowledge management systems often rely on collaborative software, which supports teamwork with technologies that enable communication and sharing of data and information. This category is known as:

- a) shareware
- b) freeware
- *c) groupware
- d) software
- e) hardware

25. Conferencing tools, online bulletin boards and chat facilities, email, and meeting support applications would be an example of which type of DSS?

- *a) communications-driven
- b) data-driven
- c) document-driven

- d) knowledge-driven
- e) model-driven

26. Executive information systems (EIS), geographic information systems (GIS), and OLAP-enabled data warehouses would be an example of which type of DSS?

- a) communications-driven
- *b) data-driven
- c) document-driven
- d) knowledge-driven
- e) model-driven

27. Which type of DSS focuses on retrieval and management of unstructured documents?

- a) communications-driven
- b) data-driven
- *c) document-driven
- d) knowledge-driven
- e) model-driven

28. Expert systems (ES), artificial intelligence applications, and data mining tools would be an example of which type of DSS?

- a) communications-driven
- b) data-driven
- c) document-driven
- *d) knowledge-driven
- e) model-driven

29. Which type of DSS provides special problem-solving tools that help decision making by suggesting or recommending actions to users?

- a) communications-driven
- b) data-driven
- c) document-driven
- *d) knowledge-driven
- e) model-driven

30. A _____ is a system of organizations, people, technology, activities, information, and resources involved in moving a product or service from supplier to customer.

- a) value chain
- b) business process
- c) logistic
- d) enterprise resource management system
- *e) supply chain

31. One way to integrate the departments and functions across an organization is to use _____ software.

- a) executive information systems (EIS)
- b) document management systems (DMS)

- *c) enterprise resource planning (ERP)
- d) logistics management systems (LMS)

32. Which system tracks materials and other assets upon arrival into the warehouse and inventory?

- a) executive information systems (EIS)
- b) document management systems (DMS)
- c) enterprise resource planning (ERP)
- *d) logistics management systems (LMS)

33. _____ constantly monitor the supply of finished goods to ensure that enough supply is on hand to meet demand.

- *a) Inventory management systems (IMS)
- b) Transportation management systems (TMS)
- c) Human resource information systems (HRIS)
- d) Logistics management systems (LMS)

34. Which of the following is NOT an advantage of SaaS?

- a) Clients no longer have to develop or maintain the applications.
- b) Applications are available anywhere clients can gain access to the Web.
- *c) Satisfaction of the employees and customers are increased.
- d) Costs are reduced, as clients pay for only what they use and for only as long as they use the service.

35. Which of the following are examples of SaaS that are delivered by Google?

- a) Gmail
- b) Google Docs
- c) None of the above
- *d) All of the above

36. A(n) _____ is an online technology company that develops and delivers software tools on the Internet.

- a) software as a service (SaaS)
- *b) application service provider (ASP)
- c) Internet service provider (ISP)
- d) none of the above

37. When creating and implementing a business strategy, a business must attempt to identify, address, and eliminate elements of risk before they threaten its success. To do this, businesses apply

- *a) enterprise risk management (ERM)
- b) enterprise resource planning (ERP)
- c) logistics management systems (LMS)
- d) executive information systems (EIS)

38. COSO identifies four overlapping categories of business objectives for focusing on risk assessment and management. Which of the following is NOT one of them?

- a) strategic
- b) operations
- *c) reliance
- d) compliance

39. High-level goals, aligned with and supporting its mission defines which of the COSO's categories of business objectives?

- *a) strategic
- b) operations
- c) reporting
- d) compliance

40. Effective and efficient use of its resources defines which of the COSO's categories of business objectives?

- a) strategic
- *b) operations
- c) reporting
- d) compliance

41. Reliability of reporting defines which of the COSO's categories of business objectives?

- a) strategic
- b) operations
- *c) reporting
- d) compliance

42. With respect to _____, IT can provide important data for executive decision making in setting goals and strategies that align with an organization's mission and that mitigate business risk.

- *a) strategy
- b) operations
- c) reporting
- d) compliance

43. We have seen many ways in which IT supports _____ by automating, informing, and transforming, and through the implementation of enterprise systems

- a) strategy
- *b) operations
- c) reporting
- d) compliance

44. With the appropriate IT systems in place, on-demand _____ provides organizations with critical information that they need to manage their business.

- a) strategy
- b) operations

- *c) reporting
- d) compliance

45. _____ reduces risk through policies and processes that ensure proper financial and accounting procedures.

- a) Strategy
- b) Operations
- c) Reporting
- *d) Compliance

46. Which type of organizational response to risk is described by: "Move the risk to someone who is more able to deal with it"?

- *a) risk transfer
- b) risk deferral
- c) risk reduction
- d) risk acceptance
- e) risk avoidance

47. Which type of organizational response to risk is described by: "Postpone exposure to the risk until circumstances are more favourable or resources are available to address the risk"?

- a) risk transfer
- *b) risk deferral
- c) risk reduction
- d) risk acceptance
- e) risk avoidance

48. Which type of organizational response to risk is described by: "Either minimize the probability of the risk occurring or lessen the impact"?

- a) risk transfer
- b) risk deferral
- *c) risk reduction
- d) risk acceptance
- e) risk avoidance

49. Which type of organizational response to risk is described by: "Realize that some risks are unavoidable and make sure that contingency plans are in place"?

- a) risk transfer
- b) risk deferral
- c) risk reduction
- *d) risk acceptance
- e) risk avoidance

50. Which type of organizational response to risk is described by: "Eliminate the possibility of the risk occurring; however, that may close the doors on some business opportunities as well"?

- a) risk transfer
- b) risk deferral

- c) risk reduction
- d) risk acceptance
- *e) risk avoidance

51. Organizations used for outsourcing are often held to strict _____, which penalize the organization monetarily should it not be met.

- *a) service level agreements (SLA)
- b) disaster recovery plans (DRP)
- c) business continuity plans (BCP)
- d) none of the above

52. A _____ allows an organization to resume operations after a major event that interrupts normal business processes.

- a) service level agreement (SLA)
- *b) disaster recovery plan (DRP)
- c) business continuity plan (BCP)
- d) none of the above

53. A _____ addresses problem prevention, response to crises, resumption of business, recovery of losses, and restoration of systems and processes.

- a) service level agreement (SLA)
- b) disaster recovery plan (DRP)
- *c) business continuity plan (BCP)
- d) none of the above

54. A _____ essentially involves being able to reverse every action that took place to make the change happen such that everything is returned to its original state with no damage done.

- *a) roll-back strategy
- b) contingency
- c) simulation
- d) prototype

55. Another name for a backup plan is:

- a) roll-back strategy
- *b) contingency
- c) simulation
- d) prototype

56. Roll-back strategies and contingency planning are both part of the _____ category of organizational response to risk.

- a) risk transfer
- b) risk deferral
- c) risk reduction
- *d) risk acceptance
- e) risk avoidance

57. Businesses generally base control around three key concepts. Which of the following is NOT one of them?

- a) Control is a process that runs throughout the organization.
- b) Control influences how people behave at work.
- *c) Control can provide absolute assurance of achieving objectives.
- d) None of the above

58. _____ prevent, detect, and correct actions that increase the enterprise's risk of failing to meet business objectives.

- *a) Effective controls
- b) Internal controls
- c) Efficient controls
- d) Preventive controls

59. A process affected by an entity's board of directors, management, and other personnel, designed to provide reasonable assurance regarding the achievement of objectives defines which type of control?

- a) effective controls
- *b) internal controls
- c) efficient controls
- d) preventive controls

60. _____ are designed to avoid increased exposure to risk by stopping some action or process before it occurs.

- a) Effective controls
- b) Internal controls
- c) Efficient controls
- *d) Preventive controls

61. When an employee has not changed his or her password in 25 days, the employee may get a warning email message asking him or her to do so immediately. This is an example of what type of control?

- a) corrective controls
- b) internal controls
- *c) detective controls
- d) preventive controls

62. _____ aim to remedy the situation and try to keep it from recurring.

- *a) Corrective controls
- b) Internal controls
- c) Detective controls
- d) Preventive controls

63. Which of the following is NOT one of the seven generic categories of controls?

- *a) aggregation of duties
- b) authorization

- c) security
- d) verification

64. Which of the following is NOT one of the seven generic categories of controls?

- a) ID codes
- *b) sanitization
- c) control totals
- d) supervisory review

65. _____ means that jobs do not span lines of control that would allow mistakes or fraud to go undetected.

- *a) Segregation of duties
- b) Authorization
- c) Security
- d) Verification

66. _____ controls prevent **scope** creep and cost overruns in various situations, such as major projects or operations management.

- a) Segregation of duties
- *b) Authorization
- c) Security
- d) Verification

67. Your student number is an example of which type of control?

- *a) ID codes
- b) sanitization
- c) control totals
- d) supervisory review

68. _____ can confirm that the application is accomplishing **e-commerce** functions (e.g., order placement, payment) without error.

- a) Segregation of duties
- b) Authorization
- c) Security
- *d) Verification

69. Functions, while necessary, do not add value to the activity or organization are known as:

- *a) non-value-added
- b) nil-value-added
- c) zero-value-added
- d) none of the above

70. Organizational stakeholders may be:

- a) internal personnel
- b) government agencies
- c) customers or clients

*d) all of the above

71. Influence of stakeholders may be:

- a) perceived
- b) actual
- c) potential
- d) A and B
- *e) B and C

72. Businesses must remain _____ to their environment.

- a) closed
- b) adaptive
- *c) open
- d) rigid
- e) none of the above

73. An open boundary allows a business to receive _____ and produce _____.

- a) money; products
- b) products; money
- c) outputs; inputs
- *d) inputs; outputs

74. A _____ attack bombards a website with thousands of requests for pages

- a) DNS
- *b) DoS
- c) DNA
- d) DOD
- e) none of the above

75. To transform inputs to their main outputs, organizations need to perform:

- a) transforming
- b) informing
- *c) business process
- d) none of the above

76. In _____ and _____ structures, the lines of authority are vertically oriented.

- a) matrix; centralized
- b) matrix; decentralized
- c) functional; centralized
- *d) functional; decentralized

77. One input to an open system organization is capital. Capital is:

- a) people hired to carry out all or part of the business processes
- *b) the money that businesses need to operate
- c) the “ingredients” from which the company makes its products

d) raw facts, summarized data, and information derived from research

78. The _____ is a connected series of activities, each of which adds value or supports the addition of value to the firm's goods or services.

- *a) value chain
- b) value added service
- c) chain of service
- d) none of the above

79. _____ include the receiving, warehousing and inventory control of raw material required to create a product or service.

- a) Receiving departments
- b) Shipping departments
- c) Outbound logistics
- *d) Inbound logistics
- e) Operations

80. _____ are the value-creating and often proprietary activities that transform the raw inputs to the final product.

- a) Value chain
- b) Value added
- c) Outbound logistics
- d) Inbound logistics
- *e) Operations

81. _____ are the activities required to get the finished product to the customer, including packaging, warehousing, and order fulfillment.

- a) Receiving departments
- b) Shipping departments
- *c) Outbound logistics
- d) Inbound logistics
- e) Operations

82. Withdrawing money at an ATM machine is an example of:

- *a) a transaction
- b) a sale
- c) a debit
- d) none of the above

83. A _____ activity is one that is directly related to the production and distribution of the organization's products and services.

- *a) primary
- b) secondary
- c) tertiary
- d) support
- e) none of the above

84. _____ activities are value chain activities that an organization conducts to support the creation of business value by the _____ activities.

- a) primary; support
- b) secondary; support
- *c) support; primary
- d) support; secondary

85. All of the following are considered support activities EXCEPT:

- *a) shipping and receiving
- b) administration
- c) technology development
- d) human resource management
- e) procurement

86. An organization's value chain is the _____ of its primary and support activities.

- a) difference
- *b) sum
- c) multiplication
- d) division
- e) none of the above

87. Which of the following is an example of a service activity?

- a) obtaining raw materials
- b) making the product
- *c) billing the client
- d) shipping the product

88. The following type of IS was designed to support activities throughout an organization's value chain:

- a) logistics management system
- b) transaction processing system
- c) customer relationship management system
- *d) enterprise resource planning system

89. Recognizing that executing processes also creates new data and information is called:

- a) transforming
- b) automating
- *c) informing
- d) decimating

90. Employing bar codes on items to register a sale is an example of:

- *a) automating
- b) informing
- c) support of value chain
- d) business processes

91. Which of the two IT applications listed focus on processes and applications?

- *a) automating and informing
- b) informing and support of value chain
- c) automating and transforming for competitive advantage
- d) support of value chain and transforming for competitive advantage

92. Which IT application below has the most impact on gaining a competitive advantage?

- a) automating
- b) informing
- c) support of value chain
- d) people
- *e) transforming

93. When applying IT, a business must consider all of the following factors EXCEPT:

- a) interaction of technology with people
- b) organizational structure
- *c) organizational resources
- d) business processes
- e) organizational culture and environment

94. Which of the following applications would be helpful in the automating process?

- a) using survey data to target advertising
- *b) using online ordering forms
- c) collecting data from online ordering forms
- d) creating a unique approach to reach customers, such as Amazon's "one-click" ordering system

95. Which of the following applications would be helpful in the informing process?

- a) using survey data to target advertising
- b) using online ordering forms
- *c) collecting data from online ordering forms
- d) creating a unique approach to reach customers, such as Amazon's "one-click" ordering system

96. Which of the following applications would be helpful in gaining a competitive advantage?

- a) using survey data to target advertising
- b) using online ordering forms
- c) collecting data from online ordering forms
- *d) creating a unique approach to reach customers, such as Amazon's "one-click" ordering system

97. A stakeholder in a business can be all of the following EXCEPT:

- a) customer
- b) government agency
- c) competitor

- d) employee
- *e) journalist

98. The ingredients from which a company makes its products describe which input in an open-system organization?

- a) labour
- *b) raw materials
- c) capital
- d) technology
- e) data, information, and knowledge

99. Money, bonds, and stock describe which input in an open-system organization?

- a) labour
- b) raw materials
- *c) capital
- d) technology
- e) data, information, and knowledge

100. Which one of the following is not an input to the organization as an open system?

- a) technology
- b) information
- c) raw materials
- d) labour
- *e) feedback

101. Which one of the following is an output in an open system organization?

- a) technology
- b) capital
- c) raw materials
- d) labour
- *e) feedback

102. Which stakeholder listed below is not an organizational decision maker?

- *a) customer
- b) employee
- c) shareholders
- d) board of directors
- e) management

103. The support components of the value chain include all of the following functions EXCEPT:

- *a) distribution
- b) procurement
- c) human resources
- d) technology
- e) administration

104. When beginning to automate a process, all of the following questions are critical EXCEPT:

- a) What is the goal?
- b) What are the steps?
- c) What data and information are needed to carry out the steps?
- d) How is the new process affected by other processes in the organization?
- *e) What is the cost of the new process?

105. In the Ryerson University environment, which of the following would not be considered stakeholders?

- a) students
- b) professors
- c) government
- d) staff
- *e) none of the above

106. If there are barriers to entry, then it will be _____ for new competitors to gain entry.

- *a) harder
- b) easier
- c) impossible
- d) illegal
- e) none of the above

107. Which type of control is designed to prevent increased exposure to risk by stopping some action or process before it occurs?

- a) corrective controls
- b) internal controls
- *c) preventive controls
- d) detective controls

108. Which type of control aims to remedy the situation and try to keep it from recurring?

- *a) corrective controls
- b) internal controls
- c) preventive controls
- d) detective controls

109. Businesses apply the COSO framework of enterprise risk management in all of the following ways except:

- a) identify and categorize potential risks
- *b) impact and certainty
- c) assess risks and threats
- d) determine likelihood of a DoS attack
- e) decide if risk is acceptable

110. A business generally bases its IT and IS control on all of the following concepts EXCEPT:

- *a) Control is a process that is handled only in the IT Department.
- b) Control influences how people behave at work.
- c) Control can provide only reasonable, not absolute, assurance of achieving objectives.
- d) Control is a process that runs throughout the organization.
- e) Control ensures safety of data and information.

111. Supervisory review in the internal control process ensures that which of the following reviews have been accomplished?

- *a) transaction review process
- b) ID codes
- c) verification
- d) segregation of duties
- e) authorization

112. The Information Technology Infrastructure Library (ITIL):

- *a) is a set of best-practices standards for IT and service management
- b) is a U.S. Central Computer and Telecommunications Agency creation
- c) guides process improvements associated with software development
- d) defines effectiveness and efficiency of operations

113. Which type of control aims to stop the situation from ever happening?

- a) corrective controls
- b) internal controls
- *c) preventive controls
- d) detective controls

114. Which control can help detect fraudulent actions?

- a) internal control
- b) segregation of duties
- c) ID codes
- *d) control totals
- e) none of the above

115. A model-driven DSS:

- *a) emphasizes access to and manipulation of a model
- b) focuses on retrieval and management of unstructured documents
- c) emphasizes access and manipulation of internal company data and sometimes external data
- d) provides special problem-solving tools
- e) focuses on communications and shared decision making

116. A model that uses statistics and probability to describe or to forecast possible scenarios is known as a(n):

- a) financial model
- b) simulation model
- *c) statistical model
- d) optimization model

117. DRP stands for:

- a) data recovery position
- *b) disaster recovery planning
- c) digital recovery planning
- d) data recovery planning

118. A DRP is needed to resume operations after a major event such as:

- a) network upgrades
- b) data recovery
- *c) natural disasters
- d) A and B
- e) A and C

119. Annual financial statements or monthly sales reports are an example of:

- *a) periodic reports
- b) exception reports
- c) demand reports
- d) none of the above

120. Which type of report monitors when and why odd things happen in reporting that is critical to the operation?

- a) periodic reports
- *b) exception reports
- c) demand reports
- d) none of the above

121. Reports generated based on user requests are which type of reports?

- a) periodic reports
- b) exception reports
- *c) demand reports
- d) none of the above

122. Which of the following is not one of the five types of decision support systems?

- *a) people-driven
- b) communication-driven
- c) data-driven
- d) document-driven
- e) knowledge-driven

123. A model for conducting experiments that test possible outcomes resulting from a quantitative model of a system is known as:

- a) financial model
- *b) simulation model
- c) statistical model
- d) optimization model

124. All of the following are challenges to businesses using sourcing EXCEPT:

- a) increased or hidden costs
- b) ethical concerns
- *c) flexibility and profitability
- d) reduced and/or timely services
- e) loss of company knowledge

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Chapter 5

1. According to Sherril Burns what is good on-the-job advice?
*a) The better way is to do things differently.
b) The better way is to things the same.
c) The better way to do things is with others.
d) The better way to do things is alone.
2. _____ is the use of information systems, technologies, and computer networks by individuals and organizations to carry out transactions in order to create or support the creation of business value.
*a) E-commerce
b) M-commerce
c) E-business
d) M-business
3. Online equivalent of the retail store as well as other services describes which type of e-commerce transaction?
*a) business-to-consumer (B2C)
b) business-to-business (B2B)
c) business-to-government (B2G)
d) consumer-to-government (C2G)
e) consumer-to-consumer (C2C)
4. Electronic exchanges between companies for the Worldwide Retail Exchange describes which type of e-commerce transaction?
a) business-to-consumer (B2C)
*b) business-to-business (B2B)
c) business-to-government (B2G)
d) consumer-to-government (C2G)
e) consumer-to-consumer (C2C)
5. Online sales to government agencies, as well as electronic payment of taxes, describes which type of e-commerce transaction?
a) business-to-consumer (B2C)
b) business-to-business (B2B)
*c) business-to-government (B2G)
d) consumer-to-government (C2G)
e) consumer-to-consumer (C2C)

6. Electronic payment of taxes as well as purchase of various types of licences describes which type of e-commerce transaction?

- a) business-to-consumer (B2C)
- b) business-to-business (B2B)
- c) business-to-government (B2G)
- *d) consumer-to-government (C2G)
- e) consumer-to-consumer (C2C)

7. Use of online auctions like eBay and similar other sites describes which type of e-commerce transaction?

- a) business-to-consumer (B2C)
- b) business-to-business (B2B)
- c) business-to-government (B2G)
- d) consumer-to-government (C2G)
- *e) consumer-to-consumer (C2C)

8. We can divide such products into two primary categories. What are they?

- a) static and physical
- b) digital and analog
- c) dynamic and static
- d) digital and dynamic
- *e) physical and digital

9. Selling upgrades to a premium subscription service by first offering a free service with more limited capacity or capability demonstrates the:

- a) premium model
- b) free-to-buy model
- *c) freemium model
- d) rent-to-own model

10. The ability of the consumer to move from thought to action creates new opportunities for businesses to operate at lower costs by easing the burden of the supply chain electronically. This is referred to as:

- a) seamless transactions
- b) information density
- c) cost per click (CPC)
- *d) frictionless transactions
- e) none of the above

11. The quality and quantity of information about products and services of interest to buyers has increased. This defines:

- *a) information density
- b) personalization
- c) niche markets
- d) perfect markets

12. A marketing message that a business customizes for each potential customer's interests, based on his or her searching, browsing, and buying habits is known as:

- a) information density
- *b) personalization
- c) niche markets
- d) perfect markets

13. Which of the following is a benefit to the business in B2C e-commerce?

- a) lower prices
- b) shopping 24/7
- c) greater searchability of products worldwide
- d) shorter delivery times for digital products
- *e) cheaper electronic transactions
- f) improved customer service

14. Which of the following is a limitation to the customer in B2C e-commerce?

- a) increased competition due to global marketplace
- *b) unavailability of micropayments for purchases of small-cost products
- c) ease of comparison between competing products drives prices down
- d) customers want specific choices and will not accept substitutes
- e) customers control flow of information instead of companies

15. A _____ key encryption uses the same private key to encrypt and decrypt a message.

- a) public
- b) combo
- c) primary
- *d) private

16. A _____ key encryption system has two keys required to successfully read a message.

- *a) public
- b) combo
- c) primary
- d) private

17. A _____ transaction is when you buy something at market price determined by supply and demand from someone you do not know.

- a) strategic sourcing
- *b) spot buying
- c) impulse buying
- d) outsourcing
- e) none of the above

18. _____ involves forming a long-term relationship with another company.

- *a) Strategic sourcing
- b) Spot buying
- c) Impulse buying

- d) Outsourcing
- e) None of the above

19. With the one-to-many model, the seller often provides a web-based private sales channel through a private network, called:

- a) enterprise resource management (ERP)
- b) customer resource management (CRM)
- *c) electronic data interchange (EDI)
- d) customer service management (CSM)

20. Another name for an electronic data interchange (EDI) is:

- a) Internet
- b) intranet
- *c) extranet
- d) none of the above

21. When there is an auction when the bidder with the lowest bid wins, it is called a:

- *a) reverse auction
- b) low auction
- c) backwards auction
- d) sellers auction

22. In the _____, many companies use an exchange to buy and sell from each other through spot-buying transactions.

- a) vertical exchange
- b) diagonal exchange
- c) horizontal exchange
- *d) exchange model

23. Exchanges that meet the needs of a single industry are called a(n):

- *a) vertical exchange
- b) diagonal exchange
- c) horizontal exchange
- d) exchange model

24. Exchanges that deal with products and services that all companies need, regardless of the industry are called a(n):

- a) vertical exchange
- b) diagonal exchange
- *c) horizontal exchange
- d) exchange model

25. The traditional procurement process has three key elements. Which of the following is NOT one of them?

- a) the purchase order
- b) the invoice

- *c) the delivery of goods
- d) the receipt of goods

26. Step 1 of a traditional procurement process is when the buyer sends a(n) _____ to a vendor.

- *a) purchase order (PO)
- b) bill of lading (BOL)
- c) invoice
- d) receipt of goods

27. Step 2 of a traditional procurement process is when the vendor responds by sending the goods to the buyer along with a(n) _____, which describes the contents of the shipment.

- a) purchase order (PO)
- *b) bill of lading (BOL)
- c) invoice
- d) receipt of goods

28. Step 3 of a traditional procurement process is when the buyer sends back a signed copy to the vendor and internally files a(n) _____.

- a) purchase order (PO)
- b) bill of lading (BOL)
- c) invoice
- *d) receipt of goods

29. Step 4 of a traditional procurement process is when the vendor sends a(n) _____ to the buyer.

- a) purchase order (PO)
- b) bill of lading (BOL)
- *c) invoice
- d) receipt of goods

30. A(n) _____ is a detailed list of goods shipped from the supplier, along with a list of all costs and discounts. In essence, it is a detailed bill and request for payment.

- a) purchase order (PO)
- b) bill of lading (BOL)
- *c) invoice
- d) receipt of goods

31. A(n) _____ is “a networked information system used by two or more separate organizations to perform a joint business function.”

- a) operating system (OS)
- *b) interorganizational system (IOS)
- c) intranet
- d) extranet
- e) electronic data interchange (EDI)

32. The two most common forms of IOS are:

- a) extranet and intranet
- b) extranet and internet
- c) EDI and intranet
- *d) EDI and extranet
- e) EDI and Internet

33. _____ uses value-added networks (VANs) or private networks instead of the regular telephone system.

- a) Operating system (OS)
- b) Interorganizational system (IOS)
- c) Intranet
- d) Extranet
- *e) Electronic data interchange (EDI)

34. Collaborative networks that use Internet technology to link businesses with their suppliers, customers, or other businesses that share common goals is/are called:

- a) operating system (OS)
- b) interorganizational system (IOS)
- c) intranet
- *d) extranet
- e) electronic data interchange (EDI)

35. Which of the following is not an e-commerce benefit for businesses?

- a) expansion of marketplace to global proportions
- *b) more expensive electronic transactions
- c) greater customer loyalty through customized web pages and 1-to-1 marketing
- d) expansion of niche marketing opportunities

36. A business _____ defines how a company will meet the needs of its customers while making a profit.

- a) operation
- *b) model
- c) division
- d) centre

37. A(n) _____ website facilitates sales between third parties.

- a) advertising
- b) affiliate
- *c) brokerage
- d) marketing

38. A protected network designed to conduct business between two or more trading partners is called:

- a) intranet
- b) Internet
- *c) extranet

- d) e-commerce
- e) local area network

39. B2B transactions can be divided into two types, namely _____ and _____.

- *a) spot buying; strategic sourcing
- b) outsourcing; EDI
- c) e-commerce; outsourcing
- d) strategic sourcing; e-commerce
- e) spot buying; e-commerce

40. _____ is an e-commerce business model where websites are paid a fee when purchases come through them.

- a) Brokerage
- b) Advertising
- *c) Affiliate
- d) Subscription
- e) Intermediary

41. All organizations must have a(n):

- a) strategic model
- b) planning model
- c) analytic model
- *d) business model

42. The Internet also brought along the forces of _____ as a way for manufacturers such as Dell and others, to directly solicit orders from consumers and deliver products directly, rather than relying on a global network of wholesalers and distributors/dealers as a way of bringing products to the market.

- a) customization
- b) personalization
- *c) build to order
- d) individualized

43. Who said “Strategy is a plan, pattern, position and perspective”?

- a) Michael Porter
- b) Sir Francis Bacon
- c) Steve Jobs
- d) Bill Gates
- *e) Henry Mintzberg

44. Buying a new pair of jeans at www.thegap.com is an example of which kind of e-commerce transaction:

- a) B2B (business-to-business)
- b) C2C (consumer-to-consumer)
- *c) B2C (business-to-consumer)
- d) B2G (business-to-government)

45. Sellers use e-commerce to customize their products and services in which of the following two ways:

- *a) mass customization and personalization
- b) marketpace and personalization
- c) personalization and customer relationship management (CRM)
- d) customer relationship management (CRM) and mass customization

46. E-commerce affects competition between organizations in all of the following ways EXCEPT:

- a) preventing any company from “owning” the market
- b) enhancing collaboration/alliances
- c) multiplying market niches
- *d) increasing barriers to entry

47. An important strategy that companies are using to create a one-to-one marketing experience for their customers is known as:

- a) co-operative website
- *b) CRM
- c) interorganizational system
- d) division

48. The use of laptops, mobile telephones, and personal digital assistants (PDAs) to connect to the Internet and web to conduct many of the activities normally associated with e-commerce is known as:

- *a) mobile Commerce (m-commerce)
- b) extranet
- c) digital Commerce (d-commerce)
- d) intranet

49. All of the following are an example of a physical good EXCEPT:

- a) DVD
- *b) iTunes Song
- c) comic book
- d) MP3 player

50. Which of the following is an example of an e-commerce business model?

- a) brokerage
- b) advertising
- c) merchant
- *d) all of the above
- e) none of the above

51. Which of the following business models allows two companies to collaborate to create a trading relationship that is mutually beneficial?

- a) company-centric business model

- *b) one-to-one business model
- c) exchange model
- d) chain efficiency

52. The traditional procurement process relies on:

- *a) all paper-based documents
- b) all electronic-based documents
- c) some paper-based and some electronic-based documents
- d) none of the above

53. Building a meaningful e-commerce strategy requires two different views of an organization's strategy: what it wants to do the _____ strategy and _____ strategy that focuses on how it will do it.

- *a) conceptual; technology
- b) technology; conceptual
- c) conceptual; risk analysis
- d) risk analysis; promotion

54. Which of the following is NOT a type of e-commerce transaction?

- a) B2C
- b) B2B
- c) C2C
- d) B2G
- *e) G2P

55. _____ is a type of e-commerce business model that brings together buyers and sellers for a fee.

- *a) Brokerage
- b) Advertising
- c) Affiliate
- d) Subscription
- e) Infomediary

56. _____ is a type of transaction using hand-held devices such as cell phones and PDAs.

- a) H-commerce
- b) E-commerce
- *c) M-commerce
- d) G-commerce
- e) C-commerce

57. _____ is a type of private network established between two or more business partners for electronic data exchange.

- a) LAN
- b) WAN
- c) MAN

*d) VAN

58. _____ products include anything that actually requires an actual shipment of the item.

- a) Virtual
- b) Digital
- *c) Physical
- d) All of the above
- e) None of the above

59. A company-centric business model uses which of the following e-commerce model(s) to conduct business?

- a) one-to-many
- b) many-to-one
- c) many-to-many
- d) many-to-any
- *e) both A and B

60. The advertisements that you see on the side bars of many web pages are referred to as:

- a) ad bars
- b) ad wars
- *c) ad words
- d) adverts
- e) none of the above

61. The quality and quantity of information about products and services of interest to them refers to:

- a) information intensity
- b) information denial
- *c) information density
- d) information overload

62. The ability to create custom product or services on-demand is referred to as:

- a) mass personalization
- *b) mass customization
- c) individuality
- d) uniqueness

63. A marketing message that a business customizes for each potential customers interest, refers to:

- a) uniqueness
- b) mass customization
- c) individuality
- *d) personalization

64. “A broad-based formula for how a business is going to compete, what its goals should be and what plans and policies will be needed to carry out those goals” defines:

- a) marketing
- *b) strategy
- c) advertising
- d) business intelligence
- e) none of the above

65. According to Porter's model, e-commerce _____ competition.

- *a) increases
- b) decreases
- c) eliminates
- d) improves
- e) none of the above

66. When discussing benefits and limitations of B2C e-commerce, expansion of niche marketing opportunity falls in which area?

- a) consumer benefits
- b) consumer limitations
- *c) business benefits
- d) business limitations

67. When discussing benefits and limitations of B2C e-commerce, increased competition due to global marketplace falls in which area?

- a) consumer benefits
- b) consumer limitations
- c) business benefits
- *d) business limitations

68. Which business model involves forming a long term relationship with another company?

- *a) strategic sourcing
- b) B2B
- c) brokerage
- d) co-operative website
- e) none of the above

69. If you have multiple vendors that provide you with products or services in a particular area, you would have which relationship?

- a) one to many
- *b) many to one
- c) many to many
- d) one to one

70. E-commerce has added value to an organization in all of the following ways EXCEPT:

- a) customer loyalty
- *b) increased need for technology
- c) increased revenue
- d) profitability.

71. Which control can confirm that the application is accomplishing e-commerce functions?

- a) authorization
- b) security
- *c) verification
- d) supervisory review
- e) none of the above

72. A _____ exchange meets the needs of a single industry. A _____ exchange deals with products and services that all companies need, regardless of the industry.

- a) parallel; straight
- b) horizontal; vertical
- c) straight; parallel
- *d) vertical; horizontal

73. Going to another seller means that a company will have to retrain their staff to use a new application. This type of cost would be an example of:

- a) training costs
- b) educational costs
- c) employee costs
- *d) switching costs
- e) none of the above

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Chapter 6

1. _____ is/are raw unorganized facts, numbers, pictures, and so on.
*a) Data
b) Information
c) Knowledge
d) Wisdom
2. _____ is/are organized and is/are useful to a person.
a) Data
*b) Information
c) Knowledge
d) Wisdom
3. _____ is/are created when a person combines experience and judgement.
a) Data
b) Information
*c) Knowledge
d) Wisdom
4. Names of clients, their phone numbers, and their email addresses in an address book program in a personal digital assistant would be an example of:
a) data
*b) information
c) knowledge
d) wisdom
5. _____ adds insight and ethics to the experience and professional judgement.
a) Data
b) Information
c) Knowledge
*d) Wisdom
6. Breaking down the whole into its more discrete parts to better understand how it works describes:
a) discovery
*b) analysis
c) transformation
d) synthesis
e) communication

7. _____ is knowledge work that requires you to use the results to deepen your understanding of the data and information.

- a) Discovery
- b) Analysis
- *c) Transformation
- d) Synthesis
- e) Communication

8. _____ allows you to interpret trends or patterns that seem to explain the past and the present, and may suggest courses of action likely to favourably influence the future.

- a) Discovery
- b) Analysis
- c) Transformation
- *d) Synthesis
- e) Communication

9. An anomaly is:

- a) a typical case
- *b) an exceptional case
- c) an average case
- d) an only case

10. The ability to share your analyses, ideas, and solutions with others refers to:

- a) discovery
- b) analysis
- c) transformation
- d) synthesis
- *e) communication

11. A data _____ consists of interrelated data that are stored in files and organized so that computer programs can quickly and easily access specific pieces of data.

- a) warehouse
- b) centre
- *c) base
- d) hierarchy
- e) none of the above

12. A specific combination of bits represents each data:

- *a) character
- b) bit
- c) byte
- d) field

13. The ASCII encoding scheme will use:

- a) 8 bytes

- *b) 8 bits
- c) 16 bits
- d) 16 bytes

14. Unicode will store the “a” letter using:

- a) 8 bytes
- b) 8 bits
- *c) 16 bits
- d) 16 bytes

15. A combination of characters representing a data item is known as a:

- a) table
- *b) field
- c) entry
- d) record
- e) database

16. A collection of fields is known as a:

- a) table
- b) entry
- c) category
- *d) record
- e) database

17. A collection of records is known as a:

- *a) table
- b) entry
- c) category
- d) field
- e) database

18. The top level of the data hierarchy compiles the organized collection of files into a:

- a) table
- b) entry
- c) category
- d) field
- *e) database

19. The unique identifier of a record in a database is called a _____ key.

- a) public
- b) private
- *c) primary
- d) foreign

20. A key that is borrowed from another table to create another table is called a _____ key.

- a) public

- b) private
- c) primary
- *d) foreign

21. The primary method for accessing and using data in an RDBMS is a:

- a) inquiry
- *b) query
- c) investigation
- d) analysis

22. A _____ is a tool for asking a question of a database.

- a) table
- b) record
- c) field
- *d) query

23. There are two commonly used models for designing the organization of a relational database. Which of the following is one of them?

- a) RDBMS
- b) DBMS
- c) ERP
- *d) ERD
- e) DFD

24. Which of the following is not a component of a traditional DFD?

- a) the external entities that send input or receive output from the system
- b) processes that show activities that move or transform data
- c) data stores that usually correspond to tables in the data model
- d) data flows that connect the components
- *e) none of the above

25. A _____ is a means of storing and managing data for information access, typically composed of data from one or more transaction databases.

- a) data mart
- b) data model
- *c) data warehouse
- d) data mine

26. A _____ extracts and reorganizes subject-area-specific data to allow business professionals to focus on a specific subject area.

- a) data model
- b) data warehouse
- c) data mine
- *d) data mart

27. Database technology is _____ compared to data warehouse technology when discussing response time.

- a) much slower
- b) a little slower
- c) about the same
- d) a little faster
- *e) much faster

28. _____ is a process for gaining competitive advantage through the intelligent use of data and information in decision making.

- a) Business process re-engineering
- b) Decision support
- *c) Business intelligence
- d) Analysis

29. Which of the following is not a stage of business intelligence?

- a) data sourcing
- b) data analysis
- c) situation awareness
- *d) risk avoidance

30. Identifying decision options and evaluating them based on expectations of risk and reward describes which stage of business intelligence?

- a) data sourcing
- b) data analysis
- *c) risk assessment
- d) decision support

31. There are multiple ways of organizing knowledge management systems. Which of the following is NOT one of them?

- a) balanced scorecard
- b) dashboard
- c) measurement matrix
- *d) query

32. Decision making can occur at many levels. Which is the most fundamental and lowest level?

- a) technical
- b) operational
- c) strategic
- *d) none of the above

33. Decision making can occur at many levels. Which is at the highest level?

- a) tactical
- b) operational
- *c) strategic

d) none of the above

34. Who is quoted as saying “Knowledge is power”?

- a) Sir Alec Guinness
- b) Sir John A. Macdonald
- *c) Sir Francis Bacon
- d) Sir Anthony Hopkins

35. In which method do databases store information about entities?

- a) entity relationship diagram
- b) Porter’s five forces model
- c) data entity method
- *d) relational data model
- e) none of the above

36. Tables consist of _____ represented by the rows of the table.

- *a) records
- b) items
- c) entities
- d) fields

37. Which of the following is not an advantage of a database system?

- a) data independence
- *b) increases data redundancy
- c) maintains quality of data
- d) handles security, synchronizes access by users
- e) allows for improved data access, different views of data, and report generation

38. The primary technology used to store, manage, and allow efficient access to data is the:

- *a) database
- b) data warehouse
- c) data farm
- d) cloud computing
- e) computer network

39. A database consists of:

- a) unrelated data
- *b) interrelated data
- c) correlated data
- d) A and B
- e) B and C

40. DBMS stands for:

- a) double base management system
- b) dual base management system
- *c) data base management system

d) none of the above

41. The data hierarchy:

- a) determines which type of data has precedent over another type
- b) determines which type of data is faster than others
- *c) organizes stored data in increasing levels of complexity
- d) none of the above

42. A specific combination of bits represents each data:

- a) mine
- *b) character
- c) warehouse
- d) base
- e) none of the above

43. "Because files are designed for specific applications, their format may not be usable by other applications that need the data" would define:

- a) data redundancy
- *b) data dependence
- c) data inaccessibility
- d) none of the above

44. "Data can be difficult to access in ways other than those allowed by the related application," defines:

- a) data redundancy
- b) data dependence
- *c) data inaccessibility
- d) none of the above

45. "It is difficult to manage the files for use by multiple users, secure use by only authorized users, and recover from file problems," defines:

- a) data redundancy
- b) data dependence
- c) data inaccessibility
- *d) none of the above

46. What is the method used to ask something from a database?

- a) database demand
- b) record recall
- *c) query
- d) request
- e) none of the above

47. SQL stands for:

- a) simple query language
- *b) structured query language

- c) simple question language
- d) structured question language

48. A data _____ is a means of storing and managing data for information access, typically composed of data from one or more transaction databases.

- a) base
- *b) warehouse
- c) entity
- d) entry
- e) none of the above

49. A data _____ extracts and reorganizes subject-area-specific data.

- a) base
- b) warehouse
- c) entity
- d) entry
- *e) none of the above

50. Reliable data storage and consistent backup procedures are essential in maintaining data:

- a) warehouse
- b) plan
- c) recovery
- *d) integrity

51. The two most commonly used models for designing the organization of a relational database are:

- a) DFDs and ERDs
- b) ERDs and waterfall models
- c) SDLC and waterfall
- d) logical data and DFD
- *e) none of the above

52. A(n) _____ depicts how data move through a system.

- a) ERD
- *b) DFD
- c) logical data
- d) waterfall model
- e) none of the above

53. To ensure that user information is in the correct form before sending it is called:

- a) data warehousing
- *b) data validation
- c) web hosting
- d) scripting
- e) none of the above

54. Which system uses two keys for its process?

- a) encryption
- b) decryption
- c) private key
- *d) public key
- e) none of the above

55. The stage of business intelligence that produces useful information from the collected data and information is called:

- *a) data analysis
- b) data sourcing
- c) situation awareness
- d) risk assessment
- e) decision support

56. The system that enables transaction activities and captures the key data created by the transaction is known as a(n):

- a) document management system
- b) expert system
- *c) transaction processing systems
- d) slicing-and-dicing

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Chapter 7

1. A _____ is a detailed investigation and analysis of a proposed development project that is undertaken to determine whether it is possible to successfully build the proposed system.
 - a) technical study
 - b) financial study
 - c) tangible study
 - *d) feasibility study

2. An organization can determine _____ by examining potential solutions and evaluating these solutions based on its capabilities and the capabilities of any technology partners it may choose to work with.
 - a) technical capability
 - *b) technical feasibility
 - c) financial capability
 - d) financial feasibility

3. A project is _____ if the organization can pay for the project, and the project presents a sound investment of the organization's limited resources.
 - a) technically capable
 - b) technically feasible
 - c) financially capable
 - *d) financially feasible

4. Some costs and benefits are _____, which means that a value can easily be applied.
 - a) realistic
 - b) unrealistic
 - c) intangible
 - *d) tangible

5. Some costs and benefits are _____, meaning they are difficult to measure in monetary terms.
 - a) realistic
 - b) unrealistic
 - *c) intangible
 - d) tangible

6. The typical IS team has a(n) _____ that ensures the project goals correspond to the organization's business objectives and is often a senior executive or someone in a position of authority.
 - a) project manager

- *b) project sponsor
- c) account manager
- d) analyst
- e) developer

7. A(n) _____ actually creates the system itself by coding and deploying the technical infrastructure of the system and programming it to perform required tasks.

- a) project manager
- b) project sponsor
- c) account manager
- d) analyst
- *e) developer

8. A(n) _____ may have many titles, but they all provide the methods and processes to translate high level requirements in their particular area into lower levels of detail that can be turned into code by programmers.

- a) project manager
- b) project sponsor
- c) account manager
- *d) analyst
- e) developer

9. A(n) _____ demands knowledge of methods and techniques to ensure delivery of the project on time and on budget, and the ability to communicate project goals and requirements to the project team and to co-ordinate the workflows of everyone on the project team.

- *a) project manager
- b) project sponsor
- c) account manager
- d) analyst
- e) developer

10. A(n) _____ is responsible for the sales and service of the project team.

- a) project manager
- b) project sponsor
- *c) account manager
- d) analyst
- e) developer

11. At a high level, the SDLC simply starts with an idea. We call this the:

- a) start-up
- *b) concept
- c) commencement
- d) initiation

12. Which phase of the SDLC involves the environment within the organization that either promotes or inhibits the development of ideas for systems?

- *a) concept
- b) inception
- c) elaboration
- d) transition

13. Which phase of the SDLC begins when an organization has the idea to build an information system?

- a) concept
- *b) inception
- c) elaboration
- d) transition

14. In which phase of the SDLC does the project team finalize the requirements for the system and the project plan, and design the system architecture?

- a) concept
- b) inception
- *c) elaboration
- d) transition

15. At which phase of the SDLC does the team finalize the system and put it in place?

- a) concept
- b) inception
- c) elaboration
- *d) transition

16. During which phase of the SDLC does the team build the initial running system?

- *a) construction
- b) transition
- c) production
- d) retirement

17. Once the system is up and running, the organization must continuously monitor, maintain, and evaluate it. This describes which phase in the SDLC?

- a) construction
- b) transition
- *c) production
- d) retirement

18. At some point, the system may lose its value to the company. This phase of the SDLC often marks the concept of a new system to replace the obsolete one.

- a) construction
- b) transition
- c) production
- *d) retirement

19. A _____ provides a framework for executing both the project management and technical processes of an IS project throughout the life cycle.

- *a) methodology
- b) plan
- c) diagram
- d) chart

20. Initially, system developers tended to work in a very ad hoc way, called the _____ model.

- a) makeshift
- *b) build-and-fix
- c) concept
- d) none of the above

21. With a(n) _____ model, developers first investigate, specify, and implement an important core part of the system with minimal functionality.

- a) prototype
- *b) evolutionary
- c) waterfall
- d) build-and-fix

22. With _____, the project team works with customers to progressively build the system from an initial outline specification using visual mock-ups of screens, diagrams of data relationships, and similar tools that help users see what is going to be built.

- *a) prototyping
- b) construction
- c) agile development

23. Because a(n) _____ process is designed to satisfy continuously changing requirements, the team develops software in short development cycles or increments.

- a) prototype
- b) construction
- *c) agile

24. A(n) _____ is a simplified representation of something real, such as a building, weather pattern, or information system that business professionals can manipulate to study the real item in more detail.

- a) prototype
- *b) model
- c) uml
- d) html

25. _____ has become a very popular modelling tool, as it works particularly well for developing object-oriented systems.

- a) Hypertext Markup Language (HTML)
- b) Extensible Markup Language (XML)
- *c) Unified Modelling Language (UML)

d) Integrated Development Environments (IDEs)

26. Together, the set of UML diagrams is known as the _____ model.

- a) unified
- b) agile
- c) prototype
- *d) system

27. The UML _____ diagram notation captures all the possible ways to use a system.

- a) system
- *b) use case
- c) sequence
- d) waterfall

28. A(n) _____ diagram, which shows the order of various activities and by who, and how they interact with the various system components as they occur in order.

- a) system
- b) use case
- *c) sequence
- d) waterfall

29. Instead of using separate software packages, a(n) _____ allows developers to complete several programming tasks within the same software application.

- a) Hypertext Markup Language (HTML)
- b) Extensible Markup Language (XML)
- c) Unified Modelling Language (UML)
- *d) Integrated Development Environments (IDEs)

30. With _____, a developer can use graphical diagrams to define a system's components and how they are related.

- *a) Code generation
- b) Integrated Development Environments (IDEs)
- c) Use case diagrams
- d) Sequence diagrams
- e) Unified Modelling Language (UML)

31. _____ is/are the use of computer-based support in the software development process.

- a) Code generation
- *b) CASE tools
- c) Use case diagrams
- d) Sequence diagrams
- e) Unified modelling language (UML)

32. This syndrome occurs when there is an overreliance on the tools for the success of the project, while neglecting the other pillars of a development project:

- a) Down syndrome

- *b) silver bullet syndrome
- c) China syndrome
- d) none of the above

33. Project _____ is “the application of knowledge skills, tools, and techniques to project activities to meet project requirements.”

- a) planning
- b) inception
- c) scope
- *d) management
- e) retirement

34. The client may prefer to focus on a set time deadline for receiving the final software, often at the expense of incorporating every single last requirement. This is known as:

- a) scoping
- *b) descoping
- c) scaling
- d) descaling

35. Which of the following is NOT one of the elements of the triple constraint in project management?

- *a) people
- b) budget
- c) time
- d) quality

36. Which of the following is NOT a core function of the project management methodology?

- a) time management
- b) cost management
- c) scope management
- d) quality management
- *e) HR management

37. Which of the following is NOT a facilitating function of the project management methodology?

- a) risk management
- b) procurement management
- c) communications management
- *d) quality management
- e) HR management

38. Which of the following is NOT a main activity of project time management?

- a) estimate activity resources
- b) estimate activity durations
- *c) system activities
- d) develop schedule

39. _____ provide a standard format for displaying the results of the first four time-management activities.

- *a) Gantt charts
- b) Gantt plans
- c) Project plans
- d) Project charts
- e) None of the above

40. The activity of managing several projects together is known as:

- a) project management
- b) product management
- *c) program management
- d) none of the above

41. The _____ is the sequence of tasks that determines the overall completion time of the project.

- a) slack path
- b) project path
- c) gantt path
- *d) critical path

42. Tasks not on the critical path may have the luxury of extra time, called _____, for completing the work.

- *a) slack
- b) flop
- c) space

43. UML stands for:

- *a) unified modelling language
- b) unified markup language
- c) united modelling language
- d) united markup language

44. Together, a the set of UML diagrams is known as the:

- a) waterfall model
- b) DFD
- c) ERD
- *d) system model

45. The UML _____ captures all the possible ways to use a system.

- *a) use case diagram
- b) sequence diagram
- c) entity diagram
- d) system model

46. Organizations use a UML _____ to view the interactions between system components as they occur.

- a) use case diagram
- *b) sequence diagram
- c) entity diagram
- d) system model

47. What is the common application used for managing projects?

- a) Microsoft Word
- b) Microsoft Excel
- c) Microsoft Access
- *d) Microsoft Project

48. In addition to time, cost, scope and quality, what is the other choice an organization must consider?

- a) people
- *b) strategy
- c) government
- d) all of the above
- e) none of the above

49. Which model is a document-driven and highly structured process?

- a) development life cycle
- *b) waterfall model
- c) build-and-fix model
- d) none of the above
- e) all of the above

50. Developers first investigate, specify and implement an important core part of the system with minimal functionality with which model?

- a) development life cycle
- b) waterfall model
- c) build-and-fix model
- *d) none of the above
- e) all of the above

51. The following methodology provides a project team with structure to ensure that everyone works toward the same project goals:

- *a) development life cycle
- b) waterfall model
- c) build-and-fix model
- d) none of the above
- e) all of the above

52. The first development model to gain wide acceptance among system developers was based on the:

- a) development life cycle
- *b) waterfall model
- c) build-and-fix model
- d) none of the above
- e) all of the above

53. A _____ should begin as part of the feasibility study:

- *a) stakeholder analysis
- b) financial analysis
- c) testing
- d) prototyping

54. The original ad hoc methodology was called:

- a) development life cycle
- b) waterfall model
- *c) build-and-fix model
- d) none of the above
- e) all of the above

55. The process of understanding the IS project and defining the requirements is known as:

- *a) system development
- b) project development
- c) project management
- d) system management
- e) none of the above

56. System analysis and design projects contain all of the following essential ingredients:

- a) finances, HR, IT, management
- *b) people, methodology, management and tools
- c) both of the above are correct
- d) none of the above are correct

57. A _____ study determines whether a project is technically and economically viable.

- a) technical
- b) compatibility
- *c) feasibility
- d) conceptual

58. Tangible refers to:

- a) a cost or benefit that is difficult to quantify
- b) an orange-like fruit
- *c) a cost or benefit that is easy to quantify
- d) none of the above

59. Intangible refers to:

- *a) a cost or benefit that is difficult to quantify
- b) an orange-like fruit
- c) a cost or benefit that is easy to quantify
- d) none of the above

60. A(n) _____ combines software development tools into one package.

- a) application software
- *b) IDE
- c) project management software
- d) UML

61. When a company is selecting which project to go with, which of the following statements is the most accurate?

- a) a company will choose the one that is most financially beneficial, ignoring all other benefits
- b) a company will choose the one that has the highest benefits all round
- c) a company will choose to proceed with a project even if it is not prudent, but out of necessity
- d) A and B
- *e) B and C

62. To determine economic feasibility, companies typically use all of the following EXCEPT:

- *a) GIGO
- b) IRR
- c) ROI
- d) NPV
- e) none of the above

63. A(n) _____ chart is used to show the sequences of project activities and to identify the critical path.

- a) data flow
- b) Gantt
- *c) PERT
- d) ERD
- e) Pareto

64. Which is NOT a phase of an IS during its life cycle?

- a) pre-inception
- *b) collaboration
- c) elaboration
- d) construction

65. The deliverables of the transition stage include all of the following EXCEPT:

- a) program code
- b) test documents
- c) user documentation
- d) complete system
- *e) cost-benefit analysis

66. A _____ is a detailed investigation and analysis of a proposed development project, to determine whether it is technically and economically possible.

- a) projection study
- *b) feasibility study
- c) investigation
- d) proposal

67. At which development phase does an organization finalize an IS and put it in place?

- a) construction
- b) inception
- c) production
- *d) transition

68. Methods that can be used to provide a framework for an IS project include all of the following EXCEPT:

- a) waterfall model
- b) evolutionary model
- *c) diagnostic model
- d) prototyping
- e) agile development

69. All of the following IS development tools are available to project teams EXCEPT:

- a) models
- *b) IADD
- c) integrated development environments
- d) code generation
- e) CASE tools

70. The first phase of a project is often known as:

- a) commencement
- b) injection
- c) kickoff
- *d) inception

71. Which one of the following IS project team skills represents a knowledge of techniques for ensuring that a project is successfully completed on time?

- a) architecture and design
- b) client interface
- c) programming
- *d) project management

72. Which of the following is not an agile development method?

- a) extreme programming (XP)
- *b) diamond family
- c) rational unified process (RUP)

d) scrum

73. At which phase does an organization finalize an IS and put it in place?

- a) construction
- b) inception
- c) production
- *d) transition

74. A word or words that describe retirement as part of the life cycle of an IS development project is a(n):

- a) idea
- b) finalizes the requirements
- c) finalizes and puts in place
- d) monitors, maintains, evaluates
- *e) none of the above

75. A word or words that describe transition as part of the life cycle of an IS development project is a(n):

- a) idea
- b) finalizes the requirements
- *c) finalizes and puts in place
- d) monitors, maintains, evaluates

76. A word or words that describe production as part of the life cycle of an IS development project is a(n):

- a) idea
- b) finalizes the requirements
- c) finalizes and puts in place
- *d) monitors, maintains, evaluates
- e) none of the above

77. A word or words that describe elaboration as part of the life cycle of an IS development project is a(n):

- a) idea
- *b) finalizes the requirements
- c) finalizes and puts in place
- d) monitors, maintains, evaluates
- e) none of the above

78. A word or words that describe construction as part of the life cycle of an IS development project is a(n):

- a) idea
- b) finalizes the requirements
- c) finalizes and puts in place
- d) monitors, maintains, evaluates
- *e) none of the above

79. A word or words that describe inception as part of the life cycle of an IS development project is a(n):

- *a) idea
- b) finalizes the requirements
- c) finalizes and puts in place
- d) monitors, maintains, evaluates
- e) none of the above

80. The analysis of the waterfall model includes all of the following phases EXCEPT:

- a) project planning
- *b) error detection
- c) requirements definition
- d) system modeling
- e) design

81. Prototyping may be described as an:

- a) IS methodology that continuously changes to meet new requirements
- *b) IS methodology that produces an example for customers
- c) IS methodology that produces partial running systems
- d) IS methodology that uses phases to create a system
- e) IS methodology that uses parts of all methodologies to create a new system

82. Project management tasks include all of the following activities EXCEPT:

- a) project scope management
- b) time management
- c) cost management
- d) quality management
- *e) analysis and design

83. Options for obtaining an information system include all of the following EXCEPT:

- a) acquire
- b) build
- *c) test
- d) lease

84. All of the following are core functions that lead to specific project objectives EXCEPT:

- *a) risk management
- b) project scope management
- c) time management
- d) cost management
- e) quality management

85. What is the response for assigning the risk to someone who is more able to deal with it?

- *a) risk transfer
- b) risk deferral

- c) risk reduction
- d) risk acceptance

86. What is action for knowing that risks will occur and ensuring that contingency plans are in place?

- a) risk reduction
- *b) risk acceptance
- c) risk avoidance
- d) risk transfer

87. The scope and complexity of an IS development project is:

- a) easy to manage
- b) cannot be managed
- *c) difficult to manage
- d) a long-range goal

88. What helps the project manager to ensure that the project is meeting the schedule, budget, and quality targets?

- *a) time tracking
- b) task scheduling
- c) collaboration
- d) estimating

89. What PM software includes a shared database as well as email, chat, and virtual meeting capabilities?

- a) time tracking
- b) task scheduling
- *c) collaboration
- d) estimating

90. Integrated development environment includes all of the following EXCEPT:

- a) text editor to write program code
- b) file system to store programs
- c) debugging tools to find and correct errors
- *d) collaboration features to connect pieces of a project

91. Which is not a phase of an IS during its life cycle?

- a) pre-inception
- *b) collaboration
- c) elaboration
- d) construction

92. Project strategy is defined as:

- *a) the ability to ensure that the project goals correspond to the organization's business objectives

- b) knowledge of methods and techniques to ensure delivery of the project on time and on budget
- c) responsibility for the sales and service of the project team
- d) a process that continuously monitors and improves a process

93. The deliverables of the implementation stage include all of the following EXCEPT:

- a) program code
- b) test documents
- c) user documentation
- d) complete system
- *e) detailed records of changes

94. All of the following methods are used by businesses to deal with risk EXCEPT:

- a) risk avoidance
- b) risk acceptance
- *c) risk-safety matrix
- d) risk transfer
- e) risk deferral

95. Postponing exposure to risk until resources are available to address risk defines:

- *a) risk deferral
- b) risk transfer
- c) risk reduction
- d) risk avoidance
- e) risk management

96. Risks are unavoidable; however, making sure that contingency plans are in place defines:

- a) risk deferral
- b) risk transfer
- *c) risk acceptance
- d) risk avoidance
- e) risk management

97. Which one of the following is not an organizational response to risk?

- a) risk acceptance
- b) risk avoidance
- *c) risk behaviour
- d) risk reduction

98. Which of the following is true about performing a stakeholder analysis?

- a) The group of stakeholders analyzed includes anyone who has a stake in the project and may affect the outcome of the project.
- b) An attempt is made to judge the attitude of a stakeholder toward the project.
- c) In order to mitigate the risk associated with each stakeholder, a project team member is assigned to implement stakeholder management strategies.
- *d) All of the above

e) None of the above

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TEST BANK
Chapter 8

1. Moving from a passive site that basically displays information to a site that permits interaction with visitors or users is commonly referred to as _____ web.
 - *a) interactive
 - b) dynamic
 - c) static
 - d) generated
 - e) automatic
2. Blogs and conversation threads are commonly referred to as:
 - *a) user-generated content (UGC)
 - b) semantic web
 - c) social utility
 - d) invitational design
3. _____ is a next-generation—but not separate—web that makes information sharing and exchange easier by focusing on content, searchability, and interpretability at a technical level.
 - a) User-generated content (UGC)
 - *b) The semantic web
 - c) Social utility
 - d) Invitational design
4. Which term suggests that you only spend time on sites that are useful to you, and that the time invested on the site somehow contributes to your happiness or social satisfaction, or creates social opportunities for you?
 - a) user-generated content (UGC)
 - b) semantic web
 - *c) social utility
 - d) invitational design
5. Which of the following is NOT one of the Three Pillars of Sociability?
 - a) validate
 - *b) regulate
 - c) participate
 - d) affiliate
6. What is the name of the legal instrument that Canada uses to protect privacy?
 - a) Sarbanes-Oxley
 - b) FIPPA

- *c) PIPEDA
- d) None of the above

7. _____ involves associating keywords with your content to make it searchable so that other users can locate it and interact with it.

- a) Relating
- b) Imaging
- *c) Tagging
- d) Collecting

8. When content (such as a YouTube video) instantly spreads online from its origins to nearly every corner of the world, it is considered to have:

- a) gone mental
- *b) gone viral
- c) gone spiral
- d) gone high

9. Going viral is in keeping with the psychological concept of:

- *a) Schadenfreude
- b) Freudism
- c) folksonomy
- d) acceptance

10. A situation where a traditional brand faces an online storm that can quite literally damage the value of its brand overnight is known as:

- a) mashup
- *b) brandstorm
- c) viral

11. When messages, offers, or promotions that come from the company to the consumer in some form, this is an example of:

- a) indirect
- *b) direct
- c) perfect
- d) imperfect

12. What others were saying or doing with products became more important, and consumers began to seek out _____ sources of information

- *a) indirect
- b) direct
- c) perfect
- d) imperfect

13. What are purpose-built sites (or forums or groups) designed to meet a specific need called?

- a) platform plays
- b) platform wars

- *c) micromarkets
- d) macromarkets

14. Making sure your brand and advertising messages are coherent and consistent is called:

- a) direct marketing
- b) indirect marketing
- *c) media transparency
- d) brandstorm

15. Which of the following is NOT a benefit of social computing in new ways?

- a) conducting online focus groups for new product development
- b) running viral campaigns to launch new products
- c) holding virtual recruiting and job fairs in Second Life
- *d) using social media tools to move from a podcast to broadcast model for training and development and internal communication with employees

16. According to the text, what should have Ford North America done to improve their customer feedback site in the early stages?

- a) delete any negative feedback
- b) let their loyal customers come to their rescue
- *c) done nothing
- d) delete the site entirely

17. The increase in video content on the internet has allowed marketing to _____ the use of traditional television stations.

- *a) become more targeted than
- b) become less targeted than
- c) be about the same as
- d) none of the above

18. CPC stands for:

- *a) cost per click
- b) conservative persons coalition
- c) Canadian privacy co-operative
- d) none of the above

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TEST BANK
Chapter 9

1. _____ are fundamental beliefs that you hold as true about the way the world works and your role in it.
 - a) Ethics
 - *b) Personal values
 - c) Moral codes
 - d) Legal codes
2. A suggestion that you need to maintain your personal integrity and act consistently by applying a personal code of conduct about what is right and wrong describes:
 - *a) ethics
 - b) personal values
 - c) moral codes
 - d) legal codes
3. Those who are not following the rules or who are at risk of being criminal are called:
 - a) offenders
 - *b) outliers
 - c) outlaws
 - d) none of the above
4. Which school of thought promotes making social agendas and social responsibilities equal to the profit imperative, and balancing economic and social factors in all business decisions?
 - a) moral codes
 - b) ethical dilemmas
 - *c) corporate social responsibility
 - d) personal values
5. Much of the recent discussions about the collateral costs of doing business on things like the environment are called:
 - a) internalities
 - *b) externalities
 - c) outliers
 - d) ethics
6. _____ can be simply defined as the highest level of decision making, involving basic questions of status, strategy, and compliance within an organization.
 - a) IT governance
 - b) Board governance

- c) Organizational governance
- *d) Corporate governance

7. The distribution of IT decision-making rights and responsibilities among enterprise stakeholders, and the procedures and mechanisms for making and monitoring strategic decisions regarding IT defines:

- a) corporate governance
- b) corporate policy
- *c) IT governance
- d) IT policy

8. Which legal instrument sets out the ground rules that protects Canadians' privacy at a federal level?

- a) Sarbanes-Oxley
- b) Bill 198
- c) Multilateral Instrument 52-109
- *d) PIPEDA

9. _____ help guide the professionals within the field in terms of what is and is not acceptable and ethical behaviour.

- a) Codes of behaviour
- *b) Codes of conduct
- c) Codes of ethics
- d) Codes of law

10. Copying any protected software which the license clearly does not permit, is an unethical practice. This describes:

- *a) piracy
- b) infection by virus

11. Which of the following statements best describes business ethics?

- a) getting the work done quickly
- b) getting the work done right regardless of the method
- c) getting the work as cheaply as possible
- *d) getting the work done following the rules
- e) getting the work done effectively

12. Which of the following statements best explains why software piracy is both illegal and unethical?

- *a) Software piracy is considered wrong because of the act of stealing and unethical because it violates the "do no harm" principle.
- b) Software piracy violates federal law.
- c) Software piracy means a loss of income to software companies, thus making the software more expensive for the consumer.
- d) Software piracy may make it more difficult for an information worker to get his or her work done.

13. The _____ concept allows the use of copyrighted materials for limited and transformative purpose.

- a) DRM
- b) IADD
- c) intellectual property
- *d) fair dealing

14. When downloading materials found on the Internet to use in a company report, which of the following parts/ideas of federal laws must be taken into consideration?

- a) DRM
- b) intellectual property
- c) fair dealing
- d) A and B
- *e) A and C

15. _____ is any creation of the mind, including inventions, literary, and artistic works.

- *a) Intellectual property
- b) Digital rights media
- c) Digital rights management
- d) Fair dealing
- e) None of the above

16. The technological means of copyright enforcement is called:

- a) intellectual property
- b) digital rights media
- *c) digital rights management
- d) fair dealing
- e) none of the above

17. The concept of Canadian copyright law allows the use of copyrighted material for purposes of private study or research, criticism, review or news reporting. What is this known as?

- a) intellectual property
- b) digital rights media
- c) digital rights management
- *d) fair dealing
- e) none of the above

18. A _____ is a set of procedures and philosophies that a company adopts to handle individually identifiable private information.

- a) procedure manual
- *b) privacy policy
- c) authentication policies
- d) project charter
- e) none of the above

19. Any organization, especially one engaged in e-commerce, has a responsibility for adopting policies for dealing with private information and making these policies public. This defines:

- *a) adoption and implementation of a privacy policy
- b) notice and disclosure
- c) choice and consent
- d) data security
- e) none of the above

20. The policy should be easy to obtain and understand and be available before private data are collected. It should clearly explain what data will be collected and how they will be used. This defines:

- a) adoption and implementation of a privacy policy
- *b) notice and disclosure
- c) choice and consent
- d) data security
- e) none of the above

21. Individuals should be given the right to choose how their identifiable information may be used when the use is unrelated to the purpose for which the data are being collected. This defines:

- a) adoption and implementation of a privacy policy
- b) notice and disclosure
- *c) choice and consent
- d) data security
- e) none of the above

22. Businesses that collect private information should take reasonable steps to make sure the data are reliable and protected from misuse. This defines:

- a) adoption and implementation of a privacy policy
- b) notice and disclosure
- c) choice and consent
- *d) data security
- e) none of the above

23. Businesses collecting private information should take reasonable steps to make sure that data are accurate, complete, and timely. They should also provide individuals access to their private data and the opportunity to correct inaccuracies if they are found. This defines:

- a) adoption and implementation of a privacy policy
- b) notice and disclosure
- c) choice and consent
- d) data security
- *e) none of the above

24. A set of procedures and philosophies that a company adopts to handle individually identifiable private information is known as a(n):

- a) spot buying

- b) m-commerce
- c) CRM
- *d) privacy policy

25. In Canada, which act ensures that companies are responsible for the data they collect?

- a) Sarbanes-Oxley (SOX)
- *b) PIPEDA
- c) Charter of Rights and Freedoms
- d) Freedom of Information Act
- e) None of the above

26. Personal Information Protection and Electronic Documents Act (PIPEDA):

- *a) sets ground rules for how private sector organizations may collect, use, or disclose personal information
- b) holds company's officers personally responsible for providing accurate public financial information to investors
- c) focuses on personal health information
- d) foundations of enterprise information security

27. ____ is the learned behaviour of people which includes their belief systems and languages, and their material goods.

- a) Psychology
- b) Philanthropy
- *c) Culture
- d) Philosophy

28. What law instrument is used in Canada to protect people's privacy?

- a) Sarbanes-Oxley Act
- b) Multilateral Instrument 52-109
- c) EU Data Protection Directive
- *d) PIPEDA
- e) None of the above

29. CIO stands for:

- *a) chief information officer
- b) chief infrastructure officer
- c) commanding information officer
- d) commanding internet official
- e) none of the above

30. The leadership and management of a business are directly accountable to its owners defines:

- a) effective governance
- b) IT Governance
- *c) corporate governance
- d) less-robust governance

31. The distribution of IT decision-making rights and responsibilities among enterprise stakeholder describes:

- a) effective governance
- *b) IT Governance
- c) corporate governance
- d) less-robust governance

32. IT governance is:

- a) how the organization will set goals, objectives, priorities, and policies for IT
- b) how it will integrate IT with business strategies and goals
- c) which organizational members will make decisions regarding the successful completion of these task
- *d) all of the above
- e) none of the above

33. Enterprise information security rests on the foundation of:

- *a) business and IT governance
- b) enterprise risk
- c) security standards
- d) business values

34. The primary focus of IT governance is on:

- *a) decision rights associated with IT
- b) information processing
- c) network vulnerabilities
- d) technology acquisition and modernization