

Chapter 1 Why Information Systems Matter

- 1) Several terms are used to describe the field of information. The most common term is
- A) management information systems.
 - B) business computer systems.
 - C) data processing management.
 - D) information systems.

Answer: D

Page Ref: 4

- 2) _____ is/are combinations of hardware, software, and telecommunications networks that people build and use to collect, create, and distribute useful data.
- A) Information Systems
 - B) Technology
 - C) Business
 - D) Routers

Answer: A

Page Ref: 4, 7

- 3) The core component of information systems is
- A) procedures.
 - B) software.
 - C) people.
 - D) computers.

Answer: D

Page Ref: 5

- 4) Over the past decade, the _____ has had a major impact on business.
- A) terrorist activities
 - B) drop in interest rates
 - C) rise of the Canadian dollar
 - D) advent of powerful, inexpensive, and easy-to-use computers

Answer: D

Page Ref: 5

- 5) In Canada, information and communications technologies (ICT) accounted for _____ of the domestic economy and 3.9 percent of total employment in 2004.
- A) 8.5%
 - B) 12.5%
 - C) 10.5%
 - D) 5.6%

Answer: D

Page Ref: 5

- 6) More than 90% of the billions of dollars in revenue earned by computer chip manufacturing giant Intel come from:
- A) products that did not exist more than a few years ago.
 - B) outsourcing.
 - C) consulting.
 - D) manufacturing of military equipment.

Answer: A

Page Ref: 5

- 7) The computer industry is recognized as an industry with
- A) little long-term potential.
 - B) slow but steady growth.
 - C) few products.
 - D) rapid changes and high sales.

Answer: D

Page Ref: 5

- 8) Whereas companies in other industries may have an annual sales growth of 5 to 10%, companies in the computer industry often experience annual sales growth as high as:
- A) 30%.
 - B) 40%.
 - C) 20%.
 - D) 50%.

Answer: A

Page Ref: 5

- 9) Which of the following is FALSE regarding professionals who work with information?
- A) The number of information workers is declining.
 - B) They have better career opportunities.
 - C) They generally make more money than their agricultural or industrial counterparts.
 - D) Continuous learning is essential because of changing information needs.

Answer: A

Page Ref: 6-7

- 10) _____ predicted that with the growth in the number of knowledge workers and with their rise in importance and leadership, a knowledge society would emerge.
- A) Manuel Castelle
 - B) Shoshana Zuboff
 - C) Peter Drucker
 - D) Simms Taylor

Answer: C

Page Ref: 6

- 11) Peter Drucker coined the term:
- A) Moore's Law.
 - B) new economy.
 - C) knowledge worker.
 - D) superhighway.

Answer: C

Page Ref: 6

- 12) In Canada and other developed nations, knowledge workers make up about _____ of the workforce.
- A) 25%
 - B) 30%
 - C) 40%
 - D) 35%

Answer: A

Page Ref: 7

- 13) Peter Drucker reasoned that _____ would become the cornerstone of a knowledge society.
- A) education
 - B) ethics
 - C) prestige
 - D) money

Answer: A

Page Ref: 6

- 14) An illustration on the innovative use of technology at Queens University is in their push to:
- A) provide students with hands-on training only.
 - B) obtain larger mainframes.
 - C) recruit more people from the outside industry.
 - D) provide students with a combination of hands-on and practical training.

Answer: D

Page Ref: 6

- 15) Unprocessed, unformatted words and numbers are known as:
- A) digital debris.
 - B) information.
 - C) data.
 - D) raw material.

Answer: C

Page Ref: 7

- 16) A long unformatted number might be a phone number, a social insurance number, or a bank account number. When dashes, commas, or some other formatting features are added, the number becomes useful and meaningful. Thus, data has been transformed into:
- A) knowledge.
 - B) data processing.
 - C) information.
 - D) digits.

Answer: C

Page Ref: 7

- 17) From simplest to most complex, which is the proper order?
- A) Knowledge, data, wisdom, information
 - B) Data, information, wisdom, knowledge
 - C) Information, data, wisdom, knowledge
 - D) Data, information, knowledge, wisdom

Answer: D

Page Ref: 7-8

- 18) We now live in a new economic phase in which knowledge work involving ideas, innovation, concepts, and communications has been established. This new economic phase has been called all of the following EXCEPT:
- A) information technology.
 - B) knowledge society.
 - C) Internet era.
 - D) new economy.

Answer: A

Page Ref: 7

- 19) Which of the following is NOT true about knowledge?
- A) Knowledge is a body of governing procedures.
 - B) Knowledge uses guidelines or rules.
 - C) Knowledge is accumulated wisdom.
 - D) Knowledge is needed to understand relationships between different pieces of information.

Answer: C

Page Ref: 8

- 20) _____ enables you to apply concepts from one domain to a new situation or problem.
- A) Information
 - B) Wisdom
 - C) Formatting
 - D) Data

Answer: B

Page Ref: 8

- 21) What do you call any mechanical and/or electrical means used to supplement, extend, or replace human, manual operations or devices?
- A) Technology
 - B) Internet
 - C) Information management
 - D) Networking

Answer: A

Page Ref: 8

- 22) In looking at the difference between technologies and information technologies, it should be noted that information technologies use _____ technologies as building blocks and then combine them with computing and networking technologies.
- A) innovative
 - B) machine
 - C) system
 - D) computer

Answer: B

Page Ref: 8

23) Machine technology that is controlled by or uses information is called:

- A) a network.
- B) information technology.
- C) hardware.
- D) process automation.

Answer: B

Page Ref: 8

24) When considering typical IS careers and salary ranges, job categories usually include the following EXCEPT:

- A) maintenance.
- B) development.
- C) sales.
- D) management.

Answer: C

Page Ref: 9

25) What is the long-term career outlook for information systems workers?

- A) The demand for tech workers will be stagnant.
- B) A dot-com hiring boom is expected.
- C) Huge layoffs are anticipated.
- D) IS workers will be in high demand.

Answer: D

Page Ref: 27,28

26) Companies such as IBM, EDS, and Accenture (formerly Andersen Consulting) play an important support role in IS. These companies are known as:

- A) consulting firms.
- B) networking specialists.
- C) computer manufacturers.
- D) change agents.

Answer: A

Page Ref: 14

27) CIO stands for:

- A) Chief Intelligence Officer.
- B) Chief Information Officer.
- C) Corporate Information Online.
- D) Corporate Identification Office.

Answer: B

Page Ref: 15

28) Which executive-level person is responsible for strategic planning and IS use throughout the firm?

- A) Chief Information Officer
- B) Chief Operations Officer
- C) Chief Knowledge Officer
- D) MIS Project Manager

Answer: A

Page Ref: 16

29) IS personnel are extremely valuable to a company because they must possess integrated knowledge and skills in all of the following areas EXCEPT:

- A) technical.
- B) psychology.
- C) business.
- D) systems.

Answer: B

Page Ref: 17

30) Which IS manager is responsible for managing day-to-day operations of an entire IS unit?

- A) IS director
- B) CIO
- C) Webmaster
- D) Project manager

Answer: A

Page Ref: 16

31) What does one call the highest-ranking IS manager who is responsible for strategic planning and IS use throughout the firm?

- A) CIO
- B) Systems engineer
- C) Systems manager
- D) IS director

Answer: A

Page Ref: 16

32) Which IS manager is responsible for managing the day-to-day operations of all aspects of IS within one particular division, plant, functional business area, or product unit?

- A) Maintenance manager
- B) Division or Account executive
- C) IS director
- D) Systems Programming manager

Answer: B

Page Ref: 16

33) Which IS manager is responsible for coordinating and managing all new systems projects?

- A) Systems manager
- B) Operations manager
- C) Project manager
- D) Development manager

Answer: D

Page Ref: 16

34) Which IS manager is responsible for managing a particular new systems project?

- A) Development manager
- B) Project manager
- C) Systems manager
- D) Operations manager

Answer: B

Page Ref: 16

- 35) Which IS manager is responsible for coordinating and managing all systems maintenance projects?
- A) Maintenance manager
 - B) Operations manager
 - C) Webmaster
 - D) Systems programming manager

Answer: A

Page Ref: 16

- 36) Which IS manager is responsible for managing a particular existing system?
- A) Systems manager
 - B) Information centre manager
 - C) Manager of emerging technologies
 - D) Maintenance manager

Answer: A

Page Ref: 16

- 37) Which IS manager is responsible for developing an enterprise-wide hardware, software, and networking architecture and for planning for systems growth and change?
- A) Manager of emerging technologies
 - B) IS planning manager
 - C) Telecommunications manager
 - D) Network manager

Answer: B

Page Ref: 16

- 38) Which IS manager is responsible for supervising the day-to-day operations of the data and/or computer centre?
- A) Account executive
 - B) IS planning manager
 - C) Operations manager
 - D) Systems manager

Answer: C

Page Ref: 16

- 39) Which IS manager is responsible for coordinating support for maintenance of all systems software (for example, operating systems, utilities, programming languages, and so on)?
- A) Project manager
 - B) Systems programming manager
 - C) Operations manager
 - D) Network manager

Answer: B

Page Ref: 16

- 40) Which IS manager is responsible for forecasting technology trends and for evaluating and experimenting with new technologies?
- A) Maintenance manager
 - B) Telecommunications manager
 - C) IS planning manager
 - D) Manager of emerging technologies

Answer: D

Page Ref: 16

41) Which IS manager is responsible for managing one piece of the enterprise-wide network?

- A) IS planning manager
- B) Network manager
- C) Telecommunications manager
- D) Operations manager

Answer: B

Page Ref: 16

42) Which IS manager is responsible for managing database and database management software use?

- A) Network manager
- B) Development manager
- C) Systems manager
- D) Database administrator

Answer: D

Page Ref: 16

43) Which IS manager is responsible for managing ethical and legal use of information systems within the firm?

- A) IS planning manager
- B) CIO
- C) Auditing or computer security manager
- D) Quality assurance manager

Answer: C

Page Ref: 16

44) Which IS manager is responsible for developing and monitoring standards and procedures to ensure that systems within the firm are accurate and of good quality?

- A) Auditing or computer security manager
- B) Project manager
- C) CIO
- D) Quality assurance manager

Answer: D

Page Ref: 16

45) Which IS manager is responsible for managing the firm's World Wide Web site?

- A) Telecommunications manager
- B) Database administrator
- C) Webmaster
- D) Network manager

Answer: C

Page Ref: 16

46) Which IS manager is responsible for managing IS services such as help desks, hot lines, training, consulting, and so on?

- A) Account executive
- B) Maintenance manager
- C) Information centre manager
- D) Systems manager

Answer: C

Page Ref: 16

47) Which IS manager is responsible for coordinating applications programming efforts?

- A) Operations manager
- B) Systems programming manager
- C) Project manager
- D) Programming manager

Answer: D

Page Ref: 16

48) Which IS manager is responsible for coordinating and managing the entire voice and data network?

- A) Database administrator
- B) Network manager
- C) Telecommunications manager
- D) Operations manager

Answer: C

Page Ref: 16

49) The technical competency area of IS includes knowledge and skills in all of the following EXCEPT:

- A) hardware.
- B) software.
- C) project management.
- D) networking.

Answer: C

Page Ref: 17

50) While some IS professionals have only technical skills, others stand out for having a quality that enables them to understand (1) systems development and integration, (2) complex problem solving, and (3) management of technical personnel. This quality is called:

- A) technical smarts.
- B) management.
- C) systems development.
- D) systems competency.

Answer: D

Page Ref: 19

51) When considering "hot" technical skills, which of the following is NOT listed among the popular programming languages?

- A) Java
- B) Visual Basic
- C) Netscape Navigator
- D) HTML

Answer: C

Page Ref: 18

- 52) When considering "hot" technical skills, which of the following is NOT listed among the popular operating systems?
- A) Cisco
 - B) Linux
 - C) Solaris
 - D) Windows

Answer: A

Page Ref: 18

- 53) Information systems are used by people to help their organization accomplish the following EXCEPT:
- A) improve customer service.
 - B) gain competitive advantage.
 - C) reach more customers.
 - D) rise to political challenges.

Answer: D

Page Ref: 19

- 54) Which type of information system is used to support executive-level decision making?
- A) Enterprise Resource Planning System
 - B) Transaction Processing System
 - C) Executive Information System
 - D) Expert System

Answer: C

Page Ref: 20

- 55) Which type of information system is used to support day-to-day business activities at the operational level of the organization?
- A) Management Information System
 - B) Enterprise Resource Planning System
 - C) Executive Information System
 - D) Transaction Processing System

Answer: D

Page Ref: 20

- 56) Which type of information system enables customers to buy goods and services from a firm's web site?
- A) Transaction Processing System
 - B) Office Automation System
 - C) Customer Relation Management System
 - D) Electronic Commerce System

Answer: D

Page Ref: 20

- 57) Microsoft Office would be categorized as this type of information system:
- A) Expert System.
 - B) Office Automation System.
 - C) Customer Relationship Management System.
 - D) Transaction Processing System.

Answer: B

Page Ref: 20

58) Systems that support electronic commerce are considered

- A) too complex.
- B) cumbersome to use and difficult to navigate.
- C) a declining fad.
- D) very popular and important.

Answer: D

Page Ref: 21

59) The big technology problem that delayed the opening of the \$4.2 billion Denver International Airport was

- A) intermittent failures in the parking system.
- B) communications failures in the control tower.
- C) the passenger check-in system.
- D) the baggage-handling system.

Answer: D

Page Ref: 21

60) According to recent surveys and expert analysis, " _____ businesses could pass a rigorous disaster recovery test."

- A) Many
- B) Some
- C) A vast majority of
- D) Very few

Answer: D

Page Ref: 23

61) Which event illustrated to business managers the importance of making backups, contingency plans, and disaster recovery plans?

- A) The terror attacks of September 11, 2001
- B) The Year 2000 problem
- C) Widespread corporate vandalism from hackers and viruses
- D) The Gulf War

Answer: A

Page Ref: 23

62) A success story involving a transportation company that has become very successful through its use of technology is:

- A) Greyhound.
- B) United Airlines.
- C) Federal Express.
- D) Burlington Northern.

Answer: C

Page Ref: 22

63) Which countries outside the United States and Canada currently account for the majority of outsourcing work?

- A) Russia, India
- B) India, China
- C) Israel, China
- D) China, Russia

Answer: B

Page Ref: 27,28

- 64) All of the following are good reasons for outsourcing a development project overseas EXCEPT:
- A) ease the burden on overworked internal application developers.
 - B) lower costs.
 - C) faster development time.
 - D) increased communication and coordination.

Answer: D

Page Ref: 28,29

- 65) Over the last few decades the relationship between technical workers and their internal corporate clients has:
- A) become more strained.
 - B) continued to be a problem.
 - C) gradually improved.
 - D) ceased to exist.

Answer: C

Page Ref: 25

- 66) The need for technology to be coordinated well throughout the firm persists. This coordination will likely continue through some form of _____ IS staff.
- A) centralized
 - B) decentralized
 - C) outsourced
 - D) temporary

Answer: A

Page Ref: 26

- 67) SoftChoice Corp. is a(n):
- A) value-added reseller (VAR).
 - B) consultancy firm.
 - C) software developer.
 - D) outsourcer.

Answer: A

Page Ref: 3

- 68) Increasing _____ _____ has forced companies to find ways to be better and do things less expensively.
- A) global competitiveness
 - B) compound growth
 - C) technology complexity
 - D) outsourcing cost

Answer: A

Page Ref: 5

- 69) Examples of Information Systems would include all the following EXCEPT:
- A) integrated electronic spreadsheet
 - B) customer order-fulfillment system
 - C) a set of linked pages on the WWW
 - D) a newspaper

Answer: D

Page Ref: 8

70) Which of the following is NOT one of Canada's top five software companies?

- A) Microsoft
- B) Open Text
- C) Hummingbird
- D) Cognos

Answer: A

Page Ref: 9

71) Which group below use information systems perhaps more than any other non-IS field?

- A) Marketers
- B) Financial Analysts
- C) Accountants
- D) Logistics Specialists

Answer: C

Page Ref: 10

72) Recent accounting graduates with a demonstrated aptitude for technology-related projects are _____ in a competitive market.

- A) at an advantage
- B) not productive
- C) a rarity
- D) at a disadvantage

Answer: A

Page Ref: 10

73) Each of the following software applications is used to make make decisions on buying or selling stocks, bonds and other financial assets EXCEPT:

- A) Microsoft Exchange
- B) MATLAB
- C) TradeDecision
- D) TradeStation

Answer: A

Page Ref: 11

74) Which of the following are very small firms are unlikely to use as an accounting software package.

- A) Oracle Financials
- B) QuickBooks
- C) Quicken
- D) Microsoft Money

Answer: A

Page Ref: 11

75) The marketing function might likely use which pair of information systems?

- A) MATLAB and Microsoft Word
- B) Sales Force Automation (SFA) and Geographical Information system (GIS)
- C) Microsoft Excel and SAS
- D) SAP and Business Vision

Answer: B

Page Ref: 11

- 76) Customer Relationship Management (CRM) systems can be integrated with other enterprise systems such as :
- A) SAP, Oracle and Baan
 - B) ATMs VoIP and RFID
 - C) Linux, Solaris and HP-UX
 - D) Lotus Notes, Microsoft Office and SOAP

Answer: A

Page Ref: 12

- 77) A 2004 HRDC study found that while _____ technological skills will be increasingly important in the future, there will be an even greater need for _____ technical skills.
- A) specific; general
 - B) database; telecommunications
 - C) general; specific
 - D) storage; dissemination

Answer: A

Page Ref: 13

- 78) The field of IS does NOT include people in the organization who:
- A) recycle systems.
 - B) use systems.
 - C) manage systems.
 - D) design and build systems.

Answer: A

Page Ref: 13

- 79) Which organizational area uses information systems to answer the question: "How can we find out what our competition are doing?"
- A) Human Resources
 - B) Accounting
 - C) Finance
 - D) General Management

Answer: D

Page Ref: 14

- 80) Which organizational area uses information systems to answer the question: "How can we enhance the efficiency and effectiveness of our supply chain?"
- A) General Management
 - B) Production and Operations Management
 - C) Media and Communications
 - D) Marketing

Answer: B

Page Ref: 14

81) Which organizational area uses information systems to answer the question: "How can we protect our intellectual property?"

- A) Marketing
- B) Media and Communications
- C) General Management
- D) Human Resources

Answer: B

Page Ref: 14

82) Unstructured activities and decisions involve _____ using _____.

- A) Executive staff; Executive Information Systems
- B) Executive staff; Transaction Processing Systems
- C) Operational staff; Transaction Processing Systems
- D) Managerial staff; Management Information Systems

Answer: A

Page Ref: 19

83) Semi-structured activities and decisions involve _____ using _____.

- A) Executive staff; Transaction Processing Systems
- B) Managerial staff; Management Information Systems
- C) Executive staff; Executive Information Systems
- D) Operational staff; Transaction Processing Systems

Answer: C

Page Ref: 19

84) Structured activities and decisions involve _____ using _____.

- A) Executive staff; Transaction Processing Systems
- B) Managerial staff; Management Information Systems
- C) Operational staff; Transaction Processing Systems
- D) Executive staff; Executive Information Systems

Answer: C

Page Ref: 19

85) In his 2003 Harvard Business Review article entitled "IT Doesn't Matter", Nicolas Carr argued that:

- A) Don Tapscott was wrong in his CIO magazine article.
- B) IT has become a commodity and can no longer create competitive advantage.
- C) firms should ignore their competitors' IT systems.
- D) firms should abandon all investment in IT.

Answer: B

Page Ref: 22-24

86) Cost-cutting at Marriott led the IT department to _____ two different systems using a web-based environment.

- A) recycle
- B) re-engineer
- C) reuse
- D) revert

Answer: C

Page Ref: 24

- 87) Reaching out to customers and proactively seeking their input and needs rather than waiting for customers to come in with systems complaints is an example of:
- A) Push Technology.
 - B) Pull Technology.
 - C) Service Mentality.
 - D) Outsourcing.

Answer: C

Page Ref: 25

- 88) An organization that reduces the size of its workforce while becoming more efficient through the application of technology is said to be:
- A) adopting a service mentality.
 - B) decentralizing.
 - C) outsourcing.
 - D) downsizing or rightsizing.

Answer: D

Page Ref: 26

- 89) Projections indicate that the size and scope of IS departments will _____ in the future.
- A) be outsourced
 - B) continue to grow
 - C) become redundant
 - D) downsize or rightsize

Answer: B

Page Ref: 28

- 90) A 'boundary spanner' is defined as a(n):
- A) interdepartmental enterprise system.
 - B) component of the 'service mentality'.
 - C) employee with skills in two or more functional areas.
 - D) siloed application.

Answer: C

Page Ref: 26

- 91) Conducting a disaster recovery test on a specific day at a specific time when specific personnel are on-site constitutes a(n):
- A) inadequate simulation of a disaster scenario.
 - B) exact simulation of a disaster scenario.
 - C) good test of outsourcing readiness and capacity.
 - D) good test of system integration.

Answer: A

Page Ref: 23

- 92) An example of a collaboration system is a(n):
- A) word processor.
 - B) product demand forecasting system.
 - C) inventory management and planning system.
 - D) electronic mail system with an automated, shared calendar.

Answer: D

Page Ref: 20

- 93) More than 90% of the billions of dollars in revenue earned by computer chip manufacturing giant Intel comes from products that did not exist more than a few years ago.
Answer: True False
Page Ref: 5
- 94) The computer industry is recognized as an industry with little long-term potential.
Answer: True False
Page Ref: 24
- 95) In Canada, the information and communications technologies industry accounted for 5.6% of the domestic economy and 3.9 percent of total employment.
Answer: True False
Page Ref: 5
- 96) The number of knowledge workers is declining.
Answer: True False
Page Ref: 27
- 97) The key factor in building a knowledge society is education.
Answer: True False
Page Ref: 6
- 98) Peter Drucker coined the term knowledge worker.
Answer: True False
Page Ref: 6
- 99) Peter Drucker predicted that, with the growth in the number of knowledge workers and with their rise in importance and leadership, a knowledge society would emerge.
Answer: True False
Page Ref: 7
- 100) In Canada and in other developed nations, knowledge workers make up about one quarter of the workforce.
Answer: True False
Page Ref: 7
- 101) The new economy is often referred to as the digital society, the network era, and the Internet era.
Answer: True False
Page Ref: 7
- 102) Data is the most basic element of any information system.
Answer: True False
Page Ref: 7
- 103) Unprocessed, unformatted words and numbers are known as information.
Answer: True False
Page Ref: 7

- 104) Knowledge is accumulated wisdom.
Answer: True False
Page Ref: 8
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Page Ref: 8
- 109) The long-term career outlook for information systems workers is the expectation that a dot-com hiring boom is expected.
Answer: True False
Page Ref: 28
- 110) Typical job categories for IS workers often include systems design, development and management.
Answer: True False
Page Ref: 13-14
- 111) Companies such as IBM, CGI, and Accenture (formerly Andersen Consulting) play an important support role in IS. These companies are all known for computer manufacturing.
Answer: True False
Page Ref: 29
- 112) The term CIO stands for Chief Intelligence Officer, the senior-most IT security officer in a firm.
Answer: True False
Page Ref: 15
- 113) The MIS Project Manager is an executive-level person responsible for overseeing and managing the entire organizations information systems.
Answer: True False
Page Ref: 16
- 114) A project manager is the highest-ranking IS manager who is responsible for strategic planning and IS use throughout the firm.
Answer: True False
Page Ref: 16

- 115) A division or account executive is responsible for managing the day-to-day operations of all aspects of IS within one particular division, plant, functional business area, or product unit.
Answer: True False
Page Ref: 16
- 116) The operations manager is responsible for managing a particular new systems project.
Answer: True False
Page Ref: 16
- 117) IS personnel are extremely valuable to a company because they possess integrated knowledge and skills in systems, business, and technology.
Answer: True False
Page Ref: 17
- 118) When considering "hot" technical skills, Java is known as a popular programming language.
Answer: True False
Page Ref: 18
- 119) When considering "hot" technical skills, Linux is known as a popular operating systems.
Answer: True False
Page Ref: 18
- 120) Information systems are used by people to help their organization gain competitive advantage.
Answer: True False
Page Ref: 19
- 121) A Transaction Processing System supports executive-level decision making.
Answer: True False
Page Ref: 20
- 122) An Enterprise Resource Planning System is used to support day-to-day business activities at the operational level of the organization.
Answer: True False
Page Ref: 20
- 123) An Electronic Commerce System enables customers to buy goods and services from a firm's web site.
Answer: True False
Page Ref: 20
- 124) When describing major information systems, it is safe to say that modern-day information systems tend to span several major functional categories.
Answer: True False
Page Ref: 20
- 125) The big technology problem that delayed the opening of the \$4.2 billion Denver International Airport was problems with the baggage-handling system.
Answer: True False
Page Ref: 21-22

- 126) According to recent surveys and expert analysis, "The vast majority of businesses could pass a rigorous disaster recovery test."
Answer: True False
Page Ref: 23
- 127) A success story involving a transportation company that has become very successful through its use of technology is Federal Express.
Answer: True False
Page Ref: 22
- 128) A key priority for SoftChoice is to retain employees through spending more on training.
Answer: True False
Page Ref: 3
- 129) A PC at work or at school does not count as part of a company's overall information system.
Answer: True False
Page Ref: 8
- 130) Many lower-level technical jobs such as systems programmers are being outsourced to countries such as India and China.
Answer: True False
Page Ref: 9
- 131) Accountants are very unlikely to use information systems in their work.
Answer: True False
Page Ref: 10
- 132) Any accounting information systems package can be used by any sized organization.
Answer: True False
Page Ref: 10-11
- 133) Customer Relationship Management (CRM) systems are now used extensively to manage the effectiveness of a field sales force.
Answer: True False
Page Ref: 11
- 134) IS specialists are not mandated to manage information systems.
Answer: True False
Page Ref: 13
- 135) University professors who conduct research on the development, use and management of information systems are considered among those who have careers in IS.
Answer: True False
Page Ref: 14
- 136) The diminishing importance of IS in organizations is demonstrated by the advent of the Chief Information Officer (CIO) and related positions.
Answer: True False
Page Ref: 15

- 137) Houdini is a visual effects software application primarily tailored to creating simulations of human body movement (kinetics).
Answer: True False
Page Ref: 15
- 138) MSNBC reported that IS management is one of ten professions that is NOT likely to be outsourced.
Answer: True False
Page Ref: 17
- 139) SmallTalk, Java and ASP/VBScript are all hot technical skills in the area of languages and data formats.
Answer: True False
Page Ref: 18
- 140) IS professionals are valuable to their organizations because they have a solid and integrated foundation in accounting, finance, HR and IS.
Answer: True False
Page Ref: 19
- 141) Management Information Systems are employed to analyse and recommend solutions for structured problems and decisions.
Answer: True False
Page Ref: 19
- 142) Collaboration systems can be used to produce product demand forecasts.
Answer: True False
Page Ref: 20
- 143) In his 2003 article entitled "IT Doesn't Matter", Nicolas Carr argued that information systems have become commodities and are no longer capable of providing competitive advantage.
Answer: True False
Page Ref: 22-23
- 144) The new 'Service Mentality' includes the understanding that system ownership rests with the IS department.
Answer: True False
Page Ref: 25
- 145) _____ is/are combinations of hardware, software, and telecommunications networks that people build and use to collect, create, and distribute useful data.
Answer: Information Systems
Page Ref: 4
- 146) A(n) _____ is a professional who is relatively well educated and who creates, modifies, and/or synthesizes knowledge as a fundamental part of his/her job.
Answer: knowledge worker
Page Ref: 6

- 147) The "new economy" is often referred to as the _____, the network era, the Internet era, and by other names.
Answer: digital society.
Page Ref: 7
- 148) _____ coined the term knowledge worker.
Answer: Peter Drucker
Page Ref: 6
- 149) Unprocessed, unformatted words and numbers are known as _____.
Answer: data
Page Ref: 7
- 150) Wisdom is accumulated _____.
Answer: knowledge
Page Ref: 8
- 151) _____ is any mechanical and/or electrical means used to supplement, extend, or replace human, manual operations or devices.
Answer: Technology
Page Ref: 8
- 152) Companies such as IBM, EDS and Accenture (formerly Andersen Consulting) play an important support role in IS. These companies are known as _____ companies.
Answer: consulting
Page Ref: 14
- 153) An executive-level person responsible for overseeing and managing the organizations information systems is called the _____.
Answer: Chief Information Officer
Page Ref: 16
- 154) Good IS personnel possess valuable integrated knowledge and skills in three areas - technical, _____, and systems.
Answer: business
Page Ref: 17
- 155) An IS manager responsible for managing day-to-day operations of an entire IS unit is called a(n) _____.
Answer: IS Director
Page Ref: 16
- 156) An IS manager responsible for forecasting technology trends and for evaluating and experimenting with new technologies is called a manager of _____.
Answer: emerging technologies
Page Ref: 16

- 157) An IS manager responsible for developing and monitoring standards and procedures to ensure that systems within the firm are accurate and of good quality is called a(n) _____ manager.
Answer: quality assurance
Page Ref: 16
- 158) An IS manager responsible for coordinating and managing the entire voice and data network is called a(n) _____ manager.
Answer: telecommunications
Page Ref: 16
- 159) A(n) _____ System is a type of information system used to support day-to-day business event data at the operational level of the organization.
Answer: Transaction Processing
Page Ref: 20
- 160) A(n) _____ System is a type of information system that enables customers to buy goods and services from a firm's Web site.
Answer: Electronic Commerce
Page Ref: 20
- 161) Office automation systems, and _____ systems are typically bought "off-the-shelf, and enable people to perform their own work, and to work with others.
Answer: collaboration
Page Ref: 21
- 162) An event that illustrated to business managers the importance of making backups, contingency plans, and disaster recovery plans was the _____.
Answer: 9/11/2001 terror attacks - many possible combinations of dates and words
Page Ref: 19
- 163) The term " _____ " is also used to describe the field comprising people who develop, use, manage and study information systems.
Answer: information systems
Page Ref: 4
- 164) _____ has forced companies to find ways to be better and to do things less expensively.
Answer: global competitiveness
Page Ref: 5
- 165) The advantage provided to those with access to information technology is produced by being on the good side of the _____, which separates the 'haves' from the 'have nots'.
Answer: digital divide
Page Ref: 7
- 166) The term 'information technology' refers to _____ technology that is controlled by or uses _____.
Answer: machine; information
Page Ref: 8

167) TradeDecision, MATLAB and TradeStation use computerized _____ to make buy/sell decisions.

Answer: artificial intelligence

Page Ref: 11

168) Sales and marketing professionals now rely heavily on _____ tools to develop and nurture contact with customers.

Answer: communication

Page Ref: 11

169) A 2004 HRDC study noted that those wishing to enter the workforce will need strong skills in _____ and _____ thinking to enable them to use information systems effectively and efficiently.

Answer: analysis; critical

Page Ref: 13

170) A systems programmer or a network specialist is normally managed by an _____.

Answer: information systems

Page Ref: 17

171) Office automation systems and collaboration systems are normally bought _____ - _____ - _____.

Answer: off-the-shelf

Page Ref: 21

172) Organizations develop information systems strategically to help gain or sustain _____.

Answer: competitive advantage

Page Ref: 22

173) All indications point to the _____ use of technology and to organizations' _____ awareness of the importance of technology.

Answer: increased; continued

Page Ref: 24

174) Explain the role of knowledge workers in today's society. How has the economy evolved over the last 50 years and what changes should we anticipate given the technology revolution underway?

Answer: Economics has changed such that knowledge workers are becoming more prominent in our society. People are working more with their brains and not as much with their hands. Whereas agriculture and industrial sectors are waning, the information industry is growing. A knowledge worker is a well-educated professional who creates, modifies, and/or synthesizes knowledge as part of his/her job. Education is foundational to a knowledge-based economy and the need for continuous learning is evident as the information needs of organizations change.

Page Ref: 6-7

175) Compare and contrast the approaches to the IS curricula at George Brown College and Queen's University.

Answer: George Brown College are rapidly shifting their emphasis toward practical over theory. The idea for this shift is that hands-on experience is more valued in the marketplace, and that this experience is dramatically more important than any theoretical experiences gained from classroom teaching. At Queens University, theory remains the order of the day. Their idea is that the role of the university is to teach theory and that hands-on experiences should be left to college-level training or outside seminars. The job of the university is to teach the theory behind the tools - not the use of the tools themselves. Others feel that both practical and theory should hold equal relevance as they go hand in hand with the field of information systems.

Page Ref: 6

176) Explain the differences between data, information, knowledge and wisdom.

Answer: Data is unformatted raw material, words or numbers that have not been processed. Once data is formatted it is transformed into information that is usable and more readily understandable by humans. Information is a more clear representation of reality than data, hence it becomes more useful. Knowledge is an understanding of relationships between different aspects of information. Knowledge is an understanding of the procedures, guidelines, and rules associated with information such that information can be organized and manipulated. Lastly, wisdom is accumulated knowledge that allows us to understand concepts from one domain to new situations or problems.

Page Ref: 7-8

177) Explain why IS personnel tend to be so highly valued in a company.

Answer: Today's technical workers are well-trained, highly skilled, and essential to the goals of corporations. They must possess knowledge and skills related to technology, business, and systems within the company. Moreover, they must use this knowledge to build and integrate systems, solve business problems, and create technical solutions. These skills are hard to come by but demand is high, thus underscoring the high value of such workers.

Page Ref: 16-17

178) List the technology, people and organizational components of an information system.

Answer: The technology part of information systems is the hardware, software, and telecommunications networks. The people who build, manage, use, and study information systems makeup the people component. They include systems analysts, systems programmers, information systems professors, and many others. Finally information systems typically reside and are used within organizations, so they are said to have an organizational component. Together, these three aspects form an information system.

Page Ref: 8-21

179) Explain in detail the historical tension between tech workers and their clients. Why the friction? How might a company overcome the tension that is so often found between these two groups?

Answer: Technical workers often had huge project backlogs and tended to deliver finished products late and over-budget. These systems were sometimes difficult to use and didn't work well. Such situations created friction between IT staffs and their clients. Compounding the problem was an "us versus them" mentality among tech workers who regarded mere "users" as woefully ignorant of computer technology such that input from the client was sometimes discounted or disregarded. Users were forced to put up with poor service and poor attitudes. These problems can be overcome (and have been overcome to a large extent) through better customer relations management. Customer service, attitudes, and systems development have been improved by closer working relationships and better communications.

Page Ref: 25

- 180) List and provide one example of the possible components of an organization's overall information system.
Answer: The text mentions personal (a PC, PDA or wireless device such as a BlackBerry), group (an intranet or collaboration system such as an office suite or a functional area IS), organizational (Supply Chain Management and/or Customer Relationship Management systems, Enterprise Resource Planning systems), interorganizational (electronic commerce systems, executive information systems) and global (internet) as possible components of an organizations information system. Many other examples are possible as well.
Page Ref: 8 (+various)
- 181) List two accounting packages for each of the three sizes of firms mentioned in the textbook.
Answer: Table on page 11.
Page Ref: 11
- 182) Briefly explain what a Customer Relationship Management (CRM) system does and list the various other systems which are often integrated with it.
Answer: A CRM is a large and integrated marketing system to manage the complete customer relationship. These systems store a vast amount of data and information and provide sophisticated tools designed to maximize lifetime customer value. CRM systems can be integrated with ERP systems such as Oracle, SAP and Baan.
Page Ref: 11-12
- 183) List at least two relevant IS skills along with their corresponding applications for each of the following three organizational areas: Human Resource; Production and Operations Management, and; Media and Communications.
Answer: Table page 12
Page Ref: 12
- 184) List some of the reasons why poor IS decision making is quite common.
Answer: Many managers are uncomfortable with their knowledge of IS, and thus tend to avoid IS-related decisions. Alternatively, they delegate their decisions to external consultants who have a great deal of systems knowledge but almost certainly do not know the firm as well as the managers. Thus IS decisions are often poorly made.
Page Ref: 13
- 185) Provide a brief synopsis of Nicolas Carr's arguments about systems as published in his 2003 article entitled "IT Doesn't Matter."
Answer: Carr argued that since IS are ubiquitous, they provide no competitive advantage. They are standardized and are perhaps rather a competitive necessity or commodity. Investing in IS for competitive advantage is futile.
Page Ref: 22-23