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COURSE NUMBER SECTIONS
Business Technology Management COMM 226/1 BX

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Instructors (sections)
VALVERDE, RAUL

Material allowed: NO. Except language (translation) dictionary (hard copy)

Special instructions:

1. Answer all multiple choice (Part A) questions on the IBM BLUE answer sheet.
2. You must use a pencil (NOT A PEN).
3. Answer all other questions on this exam copy.
4. Electronics devices including e-translators and calculators are forbidden.
5. Translation dictionary in hardcopy is allowed.
6. You cannot communicate with anyone during the exam.
7. Exam supervisors and professors do NOT answer questions during the exam.

Student Name: _____, _____ I.D. Number: _____
Last Name First Name

Instructor: _____ Section: _____

Write the information on the IBM sheet also.

Part A: (60 multiple choice questions @ 1 mark) _____ on 60

Part B: (Database question) _____ on 10

Part C: (Subjective answer questions)

Question 1 _____ on 9

Question 2 _____ on 8

Question 3 _____ on 9

Question 4 _____ on 4

Total _____ on 100

PART A.

1. An accounting information system is required to perform tax calculations so tax returns can be submitted by the end of the year. Which part of an information system would take care of the calculations?

- A) process
- B) people
- C) input
- D) output
- E) distribution

2. Integrating and analyzing customer transactions data is an example of a/an _____ system.

- A) TPS
- B) MIS
- C) DSS
- D) ERP
- E) CRM

3. Integrating and standardizing processes across the whole organization to store and manage data is an example of a/an _____ system.

- A) TPS
- B) MIS
- C) DSS
- D) ERP
- E) CRM

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

- A) Input
- B) Process
- C) Outputs
- D) Information System
- E) None of the above

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
- E) none of the above

6. Software can be defined as:

- A) something that is controlled by the hardware
- B) a component of the computer
- C) a collection of instructions that the processor executes
- D) games and productive programs
- E) None of the above

7. 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

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

- A) HTTP
- B) HTML
- C) URL
- D) XML
- E) HTTPS

9. The internet uses:

- A) TCP/IP suite of packet switching protocols
- B) Number of routers connecting points throughout a worldwide backbone
- C) Proprietary set of rules
- D) A and B
- E) B and C

10. Processor, memory and storage are three components of:

- A) software
- B) basic hardware
- C) networking components
- D) none of the above
- E) all of the above

11. When each computer in the network is on the same level as other computers and each computer is equally responsible for overseeing the functions of the network it is a(n) _____ network.

- A) client/server
- B) peer-to-peer
- C) flat
- D) computer
- E) hierarchical

12. In the internet networks messages are divided into smaller units called _____ each of which contains a specific number of bits.

- A) parcels
- B) packs
- C) packets
- D) pings
- E) cookies

13. A(n) _____ is a device with the sole purpose of accepting packets and determining the best way to send them to the destination computer.

- A) hub
- B) bridge
- C) switch
- D) router
- E) mainframe

14. A _____ is placed in a computer to provide the physical connection between the computer and a local network.

- A) switch
- B) hub
- C) network interface card
- D) cable
- E) router

15. A(n) _____ is not an application or virus, but simply a data file that will be accessed by the related website the next time you visit it.

- A) biscuit
- B) crumb
- C) cookie
- D) link
- E) entity

16. 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) differentiation and placement
- E) None of the above

17. 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

18. 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

19. 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
- E) None of the above

20. 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

21. _____ is an e-commerce business model in which a business makes money by driving traffic, leads, or sales to another website.

- A) Brokerage
- B) Advertising
- C) Affiliate
- D) Subscription
- E) Intermediary

22. 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) Customer Relationship Management Systems
- C) Intranet
- D) Extranet
- E) Electronic Data Interchange (EDI)

23. The ability to create custom products or services on-demand is called:

- A) personalization
- B) competitive difference
- C) mass customization
- D) optimization
- E) None of the above

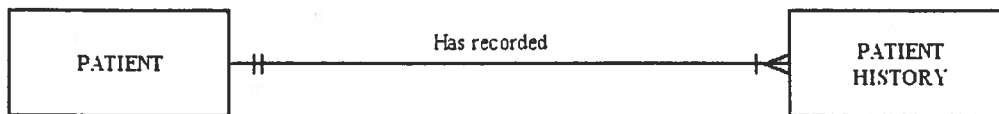
24. Search engines use a technology called _____ to search the Web and catalogue its content.

- A) spiders
- B) meta-tags
- C) reviewers
- D) sniffers
- E) snippets

25. Students and classes have a ____ relationship.

- A) one-to-one
- B) one-to-many
- C) many-to-one
- D) many-to-many
- E) zero to many

26. In the following diagram, which of the answers below is true?



- A) Each patient has one or more patient histories.
- B) Each patient has one and only one patient history.
- C) Each patient history belongs to one and only one patient.
- D) Both A and C
- E) None of the above

27. The person responsible for ensuring that project goals correspond to the organization's business objectives, and who is often a senior executive or someone in a position of authority, is the:

- A) project sponsor
- B) account manager
- C) customer
- D) analyst
- E) None of the above

28. Developers first investigate, specify, and implement an important core part of the system with minimal functionality in the _____ methodology approach to IT development.

- A) waterfall model
- B) agile model
- C) evolutionary model
- D) Rapid model
- E) SDLC

29. A task that typically takes place in the transition stage of the SDLC is:

- A) the project team finalizes the requirements for the system
- B) the project team focuses on understanding the problem to be solved or opportunity to be addressed
- C) the team finalizes the system and puts it in place
- D) the organization monitors, maintains, and evaluates the system
- E) the project team develops the system

30. At a high level, the SDLC simply starts with an idea. We call this the:

- A) Start-up
- B) Concept
- C) Commencement
- D) Initiation
- E) Elaboration

31. 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
- E) None of the above

32. 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

33. Blogs and conversation threads are commonly referred to as:

- A) User-generated content (UGC)
- B) Semantic Web
- C) Social Utility
- D) Invitational Design
- E) None of the above

34. 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
- E) Exploded

35. Buying a new pair of jeans at www.thegap.com is an example of which kind of e-commerce transaction:

- A) B2G
- B) B2B
- C) C2C
- D) B2C
- E) C2G

36. These are purpose-built sites (or forums or groups) designed to meet a specific need. What are they?

- A) Platform plays
- B) Platform wars
- C) Micromarkets
- D) Macromarkets
- E) Portals

37. 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
- E) None of the above

38. _____ 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
- E) None of the above

39. 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
- E) A, B, C and D

40. 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.
- E) None of the above

41. _____ 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) ethics

42. 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

43. 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

44. The concept of Canadian copyright law allows the use of copyrighted material for purpose of private study or research, criticism, review or news reporting.

- A) intellectual property
- B) digital rights media
- C) digital rights management
- D) fair dealing
- E) none of the above

45. With _____, many companies use an online market to exchange products or services.

- A) an exchange
- B) a reverse auction
- C) spot buying
- D) strategic sourcing
- E) negotiations

46. 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 one-to-one marketing
- D) Expansion of niche marketing opportunities
- E) Ability to reach suppliers and customers world-wide

47. Which of the following is NOT a strategic sourcing e-commerce business model?

- A. Many to one Model
- B. Exchange model
- C. One to one
- D. Spot buying
- E. One to many Model

48. The name _____ has come to represent websites moving from a passive state to a site that permits interaction with visitors or users.

- A) WWW
- B) Web 2.0
- C) Javascript
- D) ActiveX
- E) None of the above

49) Any attempt to gain person and confidential information for fraudulent purposes such as identity theft is called:

- A) Spam
- B) Junk
- C) Phishing
- D) DoS
- E None of the above

50) 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

51) In Canada, security breaches:

- A) Are not ethical issues
- B) Should be reported unless it is a minor breach
- C) Should be reported every time without exclusion
- D) Don't often result in consumers being affected
- E) Never happen

52) 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) CASE

53). A(n) _____'s main function is to help you understand the complexities of the real-world environment.

- A) Constraint
- B) Entity
- C) Model
- D) Database
- E) Data warehouse

54). A(n) _____ represents a particular type of object in the real world.

- A) Attribute
- B) Entity
- C) Relationship
- D) Constraint
- E.) Index

55). A(n) _____ is anything about which data are to be collected and stored.

- A) Attribute
- B) Relationship
- C) Entity
- D) Constraint
- E) People

56). When breaking an M:N relationship into two 1:M relationships, an associative table is required. The associative table includes—as foreign keys—at least the _____ keys of the tables that are to be linked.

- A) Composite
- B) Super
- C) Primary
- D) Unique
- E) None of the above

57). A(n) _____ is a specific request issued to the DBMS for data manipulation.

- A) Query
- B) Workgroup database
- C) Enterprise database
- D) Distributed database
- E) None of the above

58). Which of the following SAP systems are used to support inter-company processes?

- A) SAP SCM and CRM
- B) SAP CRM and Production planning (PP) module
- C) Production planning (PP) module and SAP SCM
- D) Materials management (MM) module and SAP SCM
- E) Strategic enterprise management (SEM) module and SAP CRM

59). Which one of the following statements concerning Web services is true?

- A) Web services expose functionality to other applications.
- B) One Web service can be used to execute multiple steps in a process.
- C) Web services have standard interfaces for input and output.
- D) Web services are not an essential component of enterprise systems.
- E) Web services cannot be used to create composite applications.

60). Which of the following describes an ERP system?

- A) ERP systems provide a foundation for collaboration between departments
- B) ERP systems enable people in different business areas to communicate
- C) ERP systems have been widely adopted in large organizations to store critical knowledge used to make the decisions that drive the organization's performance
- D) All of the above
- E) None of the above

PART B) Database problem (10 marks)

MyOld.com is an antiques web site that buys and sells antiques of all kinds (e.g., furniture, jewelry, china, and clothing). Each item is uniquely identified by an item number and is also characterized by a description, asking price, condition, and open-ended comments. MyOld.com works with many different individuals, called clients, who sell items to and buy items from the store. Some clients only sell items to MyOld.com, some only buy items, and some others both sell and buy. A client is identified by a client number and is also described by a client name and client address. When MyOld.com sells an item in stock to a client, the owners want to record the commission paid, the actual selling price, sales tax (tax of zero indicates a tax exempt sale), and date sold. When MyOld.com buys an item from a client, the owners want to record the purchase cost, date purchased, and condition at time of purchase.

The entities for the data model are below. You are required to complete the following:

- Identify and underline the Primary Keys for the entities in the data model below (You may have to add one or more attributes for this purpose) (4 marks):
- Create (draw) the relationships between entities and show their cardinality (Use the notation covered in the class notes) (4 marks)
- Include the foreign keys that are required to implement the relationships and circle them in order to make them visible (2 marks).

Item	
	Description Asking_Price Condition Comments

Sell	
	Selling_Price Commission Sales_Tax Date_Sold

Clients	
	Client_F_Name Client_L_Name Client_Street Client_Postal_Code Client_City Client_Province Client_Country

Buy	
	Purchase_Cost Condition Date_Purchased

Question 1: (9 marks)

For each of the following unrelated scenarios, identify what type of information system is being used and explain why (3 marks each).

- a. Jim is a clerk in the accounts receivable department. His task is to ensure that all daily transactions are processed correctly. He uses his information system to enter transactions and check that they have been entered properly so that further accounts receivable processing can be conducted:

- b. Suki is using a spreadsheet to help her model the financial implications of a new merger that her company is considering. Suki is a financial analyst who has been using spreadsheet models to assess potential mergers for a number of years:

- c. Mercedes-Benz Canada can use an information system to determine, which customers purchased earlier diesel cars and can send those buyers information about its new E Class diesel vehicle. The system helps salespeople at the dealerships create personalized brochures of vehicles for customers. If the customer does not want to purchase on the first showroom visit, that person can take home leasing, finance, and product specifications for the car that is of interest. The information is stored and made available on the Mercedes Web site for the prospective customer as well. The system also notifies sales people to follow up with a potential customer in a set number of days or weeks.

Question 2 (8 marks)

You are hired as a new social media expert by an e-commerce Website. You are aware of the potential of social media to add value to the business, and you have set a number of goals to your efforts regarding social media. However, you are also aware of possible challenges, and that sometimes a company's actions on social media may backfire! In the table below, there are a number of statements that describe concepts related to social media. You need to identify the concept each statement is referring to and write down in the opposite column (2 marks each).

You understand there are three pillars of sociability, and you first focus is on the pillar that is underlain by the psychological driver of the need to belong. What pillar is this statement referring to?	
As a young and enthusiastic employee, you want to create a message that is funny and interesting, with the hope that it quickly spreads online from to nearly every corner of the world. What concept is this statement referring to?	
While you are trying to promote your company's social media presence, you come across a message about the company on a social media Website. The message's content - which was generated by some of the Website's users - juxtaposes two online campaigns that were previously run by the company on various social media Websites. What concept is this statement referring to?	
The problem is that those two campaigns mentioned above were perceived by some users to be sending conflicting/contradicting messages. Your company now is facing an online storm that very possibly damage the value of its brand within a few days, or even a few hours.	

Question 3 (9 marks):

You are hired as an e-business consultant for a shoe store that is interested in selling shoes online. Name and explain 3 different e-commerce business models that you would suggest to the store owner (Defining the business models is not enough; you need to explain briefly how the shoe store could use these business models). Do not exceed spaced provided below:

1)

2)

3)

Question 4 (4 marks).

You work in the Montreal office of a multinational mining corporation who has offices in Mumbai (India), Lima (Peru), Dakar (Senegal) and Juneau (Alaska, USA). You represent the Montreal office on a corporate committee that needs to look into the different options that are available organization to link all the offices in order to implement the following services:

- file sharing of internal documents
- an ERP using SAP
- a CRM

Your director has asked you to create a list of required network elements to create this infrastructure and explain why each element is required. Provide the list with the explanations below:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no vertical margin lines or other markings present. The paper appears to be a standard piece of stationery used for writing or drawing.