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Introduction to MIS & IT Careers (week 1) ► Chapter 1 (PSI) Practice Quiz

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**Time taken** 6 mins 19 secs

**Grade** 20.00 out of 20.00 (100%)

**Question 1**

Correct

Mark 1.00 out of  
1.00

According to Porter, \_\_\_\_\_ includes recruiting, compensation, evaluation, and training of full- and part-time employees.

Select one:

- ☐ a. procurement
- ☒ b. human resources ✓
- ☐ c. technology
- ☐ d. firm infrastructure

**Question 2**

Correct

Mark 1.00 out of  
1.00

According to Porter's model of business activities, \_\_\_\_\_ are interactions across value activities.

Select one:

- ☒ a. linkages ✓
- ☐ b. value-additions
- ☐ c. support activities
- ☐ d. margins

**Question 3**

Correct

Mark 1.00 out of 1.00

As a candidate at a job interview for the position of video and graphic designer, Steve is asked to create a design using Corel VideoStudio X3, a relatively new software that he has not learned yet. Which of the following skills is the interviewer trying to test?

Select one:

- ☐ a. systems thinking
- ☒ b. ability to experiment ✓
- ☐ c. abstract reasoning
- ☐ d. collaboration

**Question 4**

Correct

Mark 1.00 out of 1.00

Ben is in charge of the delivery process at a local store. After going through the week's delivery schedule, he calls his team and assigns territories for each individual. He contacts the supervisor to arrange the necessary transport. Which activity of the value chain is Ben executing?

Select one:

- ☐ a. inbound logistics
- ☐ b. operations
- ☒ c. outbound logistics ✓
- ☐ d. marketing

**Question 5**

Correct

Mark 1.00 out of 1.00

\_\_\_\_\_ determines the structure, features, and functions of every information system.

Select one:

- ☐ a. Organizational objective
- ☐ b. Differentiation strategy
- ☐ c. Organizational culture
- ☒ d. Competitive strategy ✓

**Question 6**

Correct

Mark 1.00 out of  
1.00

Ellen is the marketing manager of Qtopia Inc. She often develops ideas and plans with the help of her colleagues, and provides and receives critical feedback. According to Reich's four critical skills, Ellen is displaying \_\_\_\_\_ skills.

Select one:

- ☐ a. experimentation
- ☒ b. collaboration ✓
- ☐ c. systems thinking
- ☐ d. abstract reasoning

**Question 7**

Correct

Mark 1.00 out of  
1.00

\_\_\_\_\_ is the ability to make and manipulate models.

Select one:

- ☐ a. Collaboration
- ☐ b. Systems thinking
- ☒ c. Abstract reasoning ✓
- ☐ d. Experimentation

**Question 8**

Correct

Mark 1.00 out of  
1.00

\_\_\_\_\_ is the ability to model the components of a system and to connect the inputs and outputs among those components into a sensible whole, one that explains the phenomenon observed.

Select one:

- ☐ a. Systems collaboration
- ☐ b. Experimentation
- ☒ c. Systems thinking ✓
- ☐ d. Abstract reasoning

**Question 9**

Correct

Mark 1.00 out of  
1.00

Staples sells office supplies and machines, furniture, and technology and business services both in stores and online. It sells every kind of stationery that one can imagine. It has over 2,000 stores worldwide in 26 countries. This is most likely an example of a 🙌 \_\_\_\_\_.

Select one:

- ☐ a. industry-wide cost leadership strategy
- ☒ b. industry-wide differentiation strategy ✓
- ☐ c. focused differentiation strategy
- ☐ d. focused cost leadership strategy

**Question 10**

Correct

Mark 1.00 out of  
1.00

The difference between the value that an activity generates and the cost of the activity is called the \_\_\_\_\_.

Select one:

- ☐ a. value-addition point
- ☒ b. margin ✓
- ☐ c. revenue
- ☐ d. break-even point

**Question 11**

Correct

Mark 1.00 out of  
1.00

The intensity of Porter's five forces model determines \_\_\_\_\_.

Select one:

- ☐ a. how to achieve a monopoly in the market
- ☐ b. the exit strategy of a firm
- ☒ c. how sustainable an industry's profitability will be ✓
- ☐ d. the exact number of customers a company will have

**Question 12**

Correct

Mark 1.00 out of 1.00

What changes must a company make if its value chain's margin is negative?

Select one:

- ☒ a. The value must be increased so that it exceeds the cost. ✓
- ☐ b. The value must be decreased.
- ☐ c. The number of stages in the generic chain must be increased.
- ☐ d. The costs of the value chain need to be increased.

**Question 13**

Correct

Mark 1.00 out of 1.00

Which activity of the value chain includes ordering and receiving raw materials for manufacturing?

Select one:

- ☐ a. operations
- ☐ b. outbound logistics
- ☐ c. marketing
- ☒ d. inbound logistics ✓

**Question 14**

Correct

Mark 1.00 out of 1.00

Which of the following is a key for companies when choosing a competitive strategy?

Select one:

- ☒ a. The competitive strategy of companies must be distinctive and maintainable. ✓
- ☐ b. Companies must sell products at the highest price to become a cost leader.
- ☐ c. It is essential for companies to commit to more than one strategy at a time.
- ☐ d. Companies should try to imitate the competitive strategies of competitors.

**Question 15**

Correct

Mark 1.00 out of 1.00

Which of the following is an industry barrier for new entrants in an established market?

Select one:

- ☐ a. accessible distribution channels
- ☒ b. government policies ✓
- ☐ c. low customer switching costs
- ☐ d. low financial investments

**Question 16**

Correct

Mark 1.00 out of 1.00

Which of the following is a support activity in the value chain?

Select one:

- ☐ a. receiving inputs for production
- ☐ b. helping customers use a product
- ☒ c. negotiating prices with vendors ✓
- ☐ d. distributing products to buyers

**Question 17**

Correct

Mark 1.00 out of 1.00

Which of the following results is attributed to Moore's Law?

Select one:

- ☐ a. Piracy of software has increased.
- ☐ b. The price of software has come down drastically.
- ☒ c. The ratio of price to performance of computers has fallen drastically. ✓
- ☐ d. The risk of technology becoming obsolete has decreased.

**Question 18**

Correct

Mark 1.00 out of 1.00

Which of the following statements best describes Moore's Law?

Select one:

- ☐ a. A computer processor becomes obsolete within 18 months.
- ☒ b. The number of transistors per square inch on an integrated chip doubles every 18 months. ✓
- ☐ c. The total number of transistors produced in the world doubles every 18 months.
- ☐ d. The speed of a computer processor doubles every 18 months.

**Question 19**

Correct

Mark 1.00 out of 1.00

Which of the following statements regarding an information system is true?

Select one:

- ☐ a. It can use only a single business process.
- ☒ b. It stores and retrieves data. ✓
- ☐ c. It is synonymous with business processes.
- ☐ d. It does not produce data, but merely retrieves it.

**Question 20**

Correct

Mark 1.00 out of 1.00

Which of the following trends driven by the Moore's Law is changing the way businesses use IT?

Select one:

- ☐ a. the decrease in usage of mobile devices
- ☐ b. the frequent increase in communication costs
- ☒ c. the rapid growth of Internet accessibility ✓
- ☐ d. the decrease in data produced each year