

TRUE/FALSE

1. The most common PDA is a smartphone.
ANS: T PTS: 1 REF: 4
2. Twitter is an example of a management information system (MIS).
ANS: F PTS: 1 REF: 4
3. The terms “information systems” and “information technologies” are used interchangeably.
ANS: T PTS: 1 REF: 5
4. Skills in using word processing software are an example of information literacy.
ANS: F PTS: 1 REF: 6
5. Business Intelligence (BI) includes historical views of business operations.
ANS: T PTS: 1 REF: 6
6. Computers are most beneficial in transaction processing operations.
ANS: T PTS: 1 REF: 6
7. Many MIS applications are used in both the private and public sectors.
ANS: T PTS: 1 REF: 7
8. An information system typically provides three major components: data, intelligence, and information.
ANS: F PTS: 1 REF: 7
9. Generally, there are three sources of data: internal, external and generated.
ANS: F PTS: 1 REF: 8
10. Customers, competitors, and suppliers are examples of internal data sources.
ANS: F PTS: 1 REF: 8
11. A database management system (DBMS) is used to create, organize, and manage databases.
ANS: T PTS: 1 REF: 8
12. The quality of information is determined by its usefulness to users.
ANS: T PTS: 1 REF: 9
13. Most information systems do not make use of graphical user interfaces.
ANS: F PTS: 1 REF: 9
14. To achieve its goals, an information system might use many different information technologies.
ANS: T PTS: 1 REF: 10
15. Information is the most important resource in any organization.
ANS: F PTS: 1 REF: 11
16. Intranets are often used to provide basic HR functions, such as employees checking how much vacation time they have left looking up how much they have in their 401(k) plans.
ANS: T PTS: 1 REF: 11
17. Buyer power is high when customers have few choices and low when they have many choices.
ANS: F PTS: 1 REF: 14
18. An effective financial information system (FIS) should provide timely, accurate, and integrated information about the marketing mix.
ANS: F PTS: 1 REF: 12
19. Rivalry among existing competitors is high when many competitors occupy the same marketplace position.
ANS: T PTS: 1 REF: 14

20. In the future, most information system software will be able to run on personal computers without problems.

ANS: T PTS: 1 REF: 17

MULTIPLE CHOICE

1. A typical PDA includes a(n) ____.
- a. external monitor
 - b. calendar
 - c. mouse
 - d. external keyboard

ANS: B PTS: 1 REF: 4

2. ____ is a social networking Web site.
- a. Facebook
 - b. Sony Music Group
 - c. XML
 - d. Droid

ANS: A PTS: 1 REF: 4

3. ____ is understanding the role of information in generating and using business intelligence.
- a. Computer literacy
 - b. Information literacy
 - c. Management information systems
 - d. Transaction processing

ANS: B PTS: 1 REF: 6

4. A ____ system is a type of transaction processing system (TPS).
- a. social networking
 - b. business intelligence
 - c. payroll
 - d. database

ANS: C PTS: 1 REF: 6

5. Management information system (MIS) ____ include programs developed in-house.
- a. human elements
 - b. data processes
 - c. hardware components
 - d. software components

ANS: D PTS: 1 REF: 6

6. In designing an MIS, the first task is to define the system's ____ clearly.
- a. objectives
 - b. database
 - c. hardware components
 - d. users

ANS: A PTS: 1 REF: 7

7. Sales records are an example of the ____ component of an information system.
- a. internal data
 - b. external data
 - c. database
 - d. process

ANS: A PTS: 1 REF: 8

8. Typically, data has a(n) ____ orientation.
- a. elongated
 - b. amplified
 - c. time
 - d. short

ANS: C PTS: 1 REF: 8

9. Microsoft Access is an example of the ____ component of an information system.
- a. internal data
 - b. external data
 - c. database
 - d. process

ANS: C PTS: 1 REF: 9

10. The output of an information system is ____.
- a. data
 - b. a database
 - c. a process
 - d. information

ANS: D PTS: 1 REF: 9

11. Information technologies include ____.
- a. RFID tags
 - b. internal data
 - c. the four Ms
 - d. Twitter

ANS: A PTS: 1 REF: 11

12. Scheduling and assigning employees might be handled by a(n) ____.
- a. PIS
 - b. MFIS
 - c. FIS
 - d. LIS

ANS: A PTS: 1 REF: 11

13. The four Ms of resources are: ____.
- a. management, motivation, manpower, and monitoring
 - b. materials, money, modeling, and monitoring
 - c. manpower, machinery, materials, and money
 - d. manpower, monitoring, movement, and modeling

ANS: C PTS: 1 REF: 11

6. A(n) _____ is the heart of an information system.

ANS: database

PTS: 1 REF: 8

7. The purpose of an information system's _____ component is generating the most useful type of information for making decisions.

ANS: process

PTS: 1 REF: 9

8. The ultimate goal of a(n) _____ is to generate business intelligence (BI).

ANS: information system

PTS: 1 REF: 9

9. The Internet is an example of an information _____.

ANS: technology

PTS: 1 REF: 10 | 11

10. A(n) _____ is designed to reduce the cost of transportation materials while maintaining safe and reliable delivery.

ANS:
logistics information system (LIS)
logistics information system
LIS

PTS: 1 REF: 12

11. The goal of a financial information system (FIS) is to provide information to financial executives in a(n) _____ manner.

ANS: timely

PTS: 1 REF: 12

12. The Five Forces Model was created by _____.

ANS:
Michael Porter
Porter

PTS: 1 REF: 14

13. The top information systems job belongs to either the chief technology officer (CTO) or the _____.

ANS:
chief information officer (CIO)
chief information officer
CIO

PTS: 1 REF: 15

14. Part of the _____'s job is to provide network and cybersecurity.

ANS: network administrator

PTS: 1 REF: 16

15. In the future, the development in _____ language processing should make information systems easier to use

ANS: natural

PTS: 1 REF: 17

SHORT ANSWER

1. What are some ways in which students come into contact with information systems?

ANS:
Students use computers and office suite software and might take online classes. Computers are often used to grade exam answers and generate detailed reports comparing the performance of each student in classes. Computers and information systems also calculate grades and GPAs and can deliver this information to students.

PTS: 1 REF: 3

2. How can banks use computers and information systems?

ANS:

Banks may use computers and information systems for generating a customer's monthly statement and running ATM machines from many banking activities.

PTS: 1 REF: 3

3. How do organizations use social networking sites?

ANS:

Organizations use social networking sites to give customers up-to-date information and even how-to support with videos.

PTS: 1 REF: 4

4. Compare information systems and information technologies.

ANS:

Information systems are broader in scope than information technologies, but the two overlap in many areas. Both are used to help organizations be more competitive and to improve their overall efficiency and effectiveness. Information technologies offer many advantages for improving decision making but involve some challenges, too, such as security and privacy issues.

PTS: 1 REF: 5-6

5. Give an example of how an MIS might be used in the public sector.

ANS:

In the public sector, an MIS for a police department, for example, could provide information such as crime statistics, crime forecasts, and allocation of police units. Management can examine these statistics to spot increases and decreases in crime rates or types of crimes and analyze this data to determine future deployment of law enforcement personnel.

PTS: 1 REF: 7

6. List four qualities information must have to make it useful.

ANS:

To be useful, information must have the following qualities:

Timeliness

Integration with other data and information

Consistency and accuracy

Relevance

PTS: 1 REF: 9

7. Describe how a personal information system (PIS) helps decision makers.

ANS:

A personal information system (PIS) or human resource information system (HRIS) is designed to provide information that helps decision makers in personnel carry out their tasks more effectively.

PTS: 1 REF: 11

8. Explain the main difference between an Intranet and the Internet.

ANS:

The main difference between an Intranet and the Internet is that intranets are private and the Internet is public.

PTS: 1 REF: 12

9. Define and describe a manufacturing information system (MFIS).

ANS:

A manufacturing information system (MFIS) is used to manage manufacturing resources so that companies can reduce manufacturing costs, increase product quality and make better inventory decisions. MFISs can perform many types of analysis with a high degree of timeliness and accuracy.

PTS: 1 REF: 12

10. Explain the difference in focus for a bottom-line strategy and a top-line strategy.

ANS:

The focus of a bottom-line strategy is improving efficiency by reducing overall costs. A top-line strategy focuses on generating new revenue by offering new products and services to customers or increasing revenue by selling existing products and services to new customers.

PTS: 1 REF: 13

11. How might an organization combat the threat of new entrants?

ANS:

Organizations often use focus strategies to ensure that this threat remains low. For example, developing a search engine that could compete successfully with Google would be difficult.

PTS: 1 REF: 15

12. Describe the role of the chief privacy officer.

ANS:

The chief privacy officer is an executive position that includes responsibility for managing the risks and business impacts of privacy laws and policies.

PTS: 1 REF: 15

13. Describe the role of the systems analyst and the knowledge required for the position.

ANS:

The systems analyst is responsible for the design and implementation of information systems. In addition to computer knowledge and information systems background, this position requires a thorough understanding of business systems and functional areas with a business organization.

PTS: 1 REF: 16

14. Describe how networking technologies will improve in the future.

ANS:

Networking technologies will improve, so connecting computers will be easier, and sending information from one location to another will be faster. Compatibility issues between networks will become more manageable, and integrating voice, data, and images on the same transmission medium will improve communications quality and information delivery.

PTS: 1 REF: 17

15. Describe the impact of the growth of the Internet in the future.

ANS:

Internet growth and acceptance will continue, which will put small and large organizations on the same footing, regardless of their financial status.

PTS: 1 REF: 17

ESSAY

1. What are PDAs and smartphones?

ANS:

The most common PDA is a smartphone (such as an iPhone, Droid or a Blackberry). A typical PDA includes a calendar, address book, and task-list programs; more advanced PDAs often allow for wireless connection to the Internet and have built-in MP3 players. Smartphones are mobile phones with advanced capabilities, much like a mini PC. They include e-mail and Web browsing features, and most have a built-in keyboard or an external USB keyboard.

PTS: 1 REF: 4

2. What should a knowledge worker know about Business Intelligence?

ANS:

Knowledge workers should know the following:

Internal and external sources of data

How data is collected

Why data is collected

What type of data should be collected

How data is converted to information and eventually to business intelligence

How data should be indexed and updated

How data and information should be used to gain a competitive advantage

PTS: 1 REF: 6

3. What is a database? What role does a database play in an information system?

ANS:

A database, the heart of an information system, is a collection of all relevant data organized in a series of integrated files. A comprehensive database is essential for the success of any information system. To create, organize, and manage databases, a database management system (DBMS) is used, such as Microsoft Access or FileMaker Pro for home or small-office use. In a large organization, a DBMS, such as Oracle or IBM DB2, might be used.

Databases are also important for reducing personnel time needed to gather, process, and interpret data manually. With a computerized database and a DBMS, data can be treated as a common resource that's easy to access and use.

PTS: 1 REF: 8-9

4. What type of decisions are supported by a LIS?

ANS:

The following are a few examples of decisions supported by an LIS:

Improving routing and delivery schedules

Selecting the best modes of transportation

Improving transportation budgeting

Improving shipment planning

PTS: 1

REF: 12

5. Describe the threat of substitute products or services and how organizations fight this threat.

ANS:

The threat of substitute products or services is high when many alternatives for an organization's products or services are available. Some organizations add services to make them more distinct in the marketplace, such as Amazon.com's personalized recommendations. Other organizations add fees to discourage customers from switching to a competitor, such as cell phone companies adding charges for switching to another provider before the customer contract is up.

PTS: 1

REF: 14