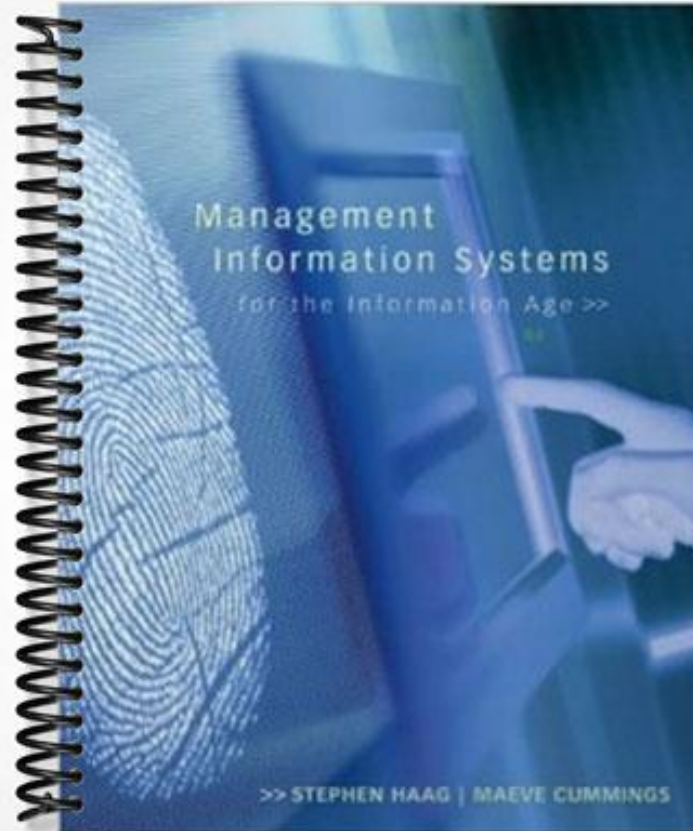


TEST BANK



Chapter 02

Major Business Initiatives: Gaining Competitive Advantage with IT

Multiple Choice Questions

1. What is the name of the non-paid, non-employee business model of collaboration used by Goldcorp a Toronto-based gold mining company in Canada?
 - A. Online shopping
 - B. Collaborative shopping
 - C. Outsourcing
 - D. Crowdsourcing

2. What is a distribution chain?
 - A. The path a product follows once it leaves the warehouse
 - B. The business partners involved with supplying and distributing products or services
 - C. The path a product or service follows from its originator to the consumer
 - D. The distribution list for e-communications established for any product or service

3. In contemporary business, success depends on minimizing the _____ in an attempt to reduce the costs of producing and selling products or services.
 - A. Level of internal communications
 - B. Level of customer support
 - C. Distribution chain
 - D. Complexity of needed information technology

4. Which of the following activities tracks inventory and information among business processes and across companies?
 - A. Supply chain management (SCM)
 - B. Enterprise resource management (ERM)
 - C. Business intelligence (BI)
 - D. Distribution information systems (DIS)

5. Which of the following is a method for producing or delivering a product or service just at the time the customer wants it?
- A. Direct sales
 - B. Just-in-time manufacturing
 - C. Hyper manufacturing
 - D. Immediate production
6. Which term describes an approach that produces or delivers a product or service just at the time the customer wants it?
- A. Just-in-time
 - B. Supply chain
 - C. Distribution chain
 - D. Value chain
7. If you were to purchase a car before it was manufactured and the assembly of that car was dictated by your requirements, you would be utilizing which type of manufacturing process?
- A. Customer-driven manufacturing
 - B. Just-in-time manufacturing
 - C. Customized construction
 - D. Transaction-based production
8. Which type of transportation uses multiple channels to transport products from the manufacturing location to the customer destination?
- A. Hyper
 - B. Divergent
 - C. Inter-modal
 - D. Complex
9. The complexity of SCM is supported by technology. Which intricate SCM activity needs strong monitoring by SCM systems?
- A. Multi-channel service delivery
 - B. Customer tracking
 - C. Inter-modal transportation
 - D. Sales force tracking

10. What is the primary focus of supply chain management (SCM)?

- A. Overall cost leadership
- B. Below the line initiative
- C. Run-grow-transform framework
- D. Overall cost leadership and below the line initiative

11. Which of the following results from a well-designed supply chain management system?

- A. Enhanced fulfillment of supplies needed for production
- B. Minimizing transportation costs
- C. The smooth production of products
- D. Well-designed SCM systems can enhance any of these stated activities

12. In relation to SCM, what is an information partnership?

- A. Sharing production information with potential customers
- B. Two or more companies cooperating by integrating their IT systems
- C. Competitive suppliers providing production schedules to the manufacturer
- D. Functional areas within your business sharing information

13. Optimizing what ensures that the right quantity of parts arrive at the right time for production or sale?

- A. Logistics
- B. Production
- C. Cost and Price
- D. Fulfillment

14. Optimizing what keeps the cost of transporting materials as low as possible?

- A. Logistics
- B. Production
- C. Cost and Price
- D. Fulfillment

15. For a moment, imagine yourself visiting your local florist to order flowers for a party you were preparing for. The florist, however, did not have the type of flower arrangement you hoped for but the florist was able to immediately find, order and deliver this arrangement directly to your home from their supplier. What kind of relationship does this represent?

- A. An information partnership
- B. A collaborative business
- C. Dynamic communication
- D. Customer sharing

16. Which of the following systems primarily concentrates on the customer?

- A. CRM
- B. ERP
- C. SCM
- D. CCM

17. Which of the following systems uses information about customers to gain insights into their needs, wants, and behaviors in order to serve them better?

- A. Supply chain management (SCM)
- B. Transaction information processing (TIP)
- C. Enterprise resource management (ERP)
- D. Customer relationship management (CRM)

18. Which of the following systems can be used to gain insights into the needs, wants, and behaviors of customers?

- A. Sales force automation systems (SFA)
- B. Customer relationship management systems (CRM)
- C. Transaction processing systems (TPS)
- D. Collaborative information systems (CIS)

19. Which term describes a business' approach to offering multiple ways in which customers can interact with it?

- A. Customer relationship management
- B. Customer collaborative systems
- C. Multi-channel service delivery
- D. Multi-path convergence

20. What is a fundamental goal of CRM systems?

- A. To provide customers with information partnerships
- B. To lower the costs of maintaining inventory systems
- C. To manage and track customer interactions
- D. To manage, track, and supply products and services to customers in a timely manner

21. What of the following *is not* the primary focus of customer relationship management?

- A. Bottom-line initiative (reducing operating costs)
- B. Differentiation and focus (Porter's three generic strategies)
- C. Top-line initiative (revenue enhancement)
- D. Growing the organization (RGT framework)

22. What is the difference between SCM and CRM?

- A. CRM records information about products and services; SCM records information about customers
- B. CRM stores and processes transactional information; CRM stores and processes business intelligence
- C. SCM manages product information; CRM manages customer information
- D. CRM records and processes operational data; SCM records and processes tactical information

23. Customer relationship management (CRM) systems include which of the following functions?

- A. Sales force automation
- B. Customer service and support
- C. Marketing campaign management and analysis
- D. All of the above

24. Is CRM software?

- A. No, it is a total business objective consisting of hardware, software, processes, and goals
- B. Yes, it is the software solutions that make up a CRM system
- C. CRM is a process, not IT
- D. CRM is a way of thinking supported by the culture of business people and customers

25. One function in CRM is the sales force automation (SFA) system. What is its purpose?

- A. To track all the steps in the sales process
- B. To track the movements of salespeople so that, at any moment, the company can determine where they are located
- C. To track products as they move from inventory to the customer
- D. To track the sales process and the movement of people and products

26. Which of the following systems can perform sales lead tracking, contact management, and market analysis?

- A. Sales force automation systems (SFA)
- B. Customer relationship management systems (CRM)
- C. Transaction processing systems (TPS)
- D. Collaborative information systems (CIS)

27. IT supports CRM with front and back office systems. Which statement describes a front office system?

- A. The notepad that salespeople use to record customer information while at the customer site
- B. The computer interfaces that collect customers' information and sends it to the main information system
- C. The computer systems that process customer orders and other customer information
- D. The systems that interact with the supply chain management systems

28. Which systems are typically used to support customers or sales?

- A. Back office systems
- B. Front office systems
- C. Side office systems
- D. Information sales systems

29. Which systems are typically used to fulfill and support customer orders?

- A. Back office systems
- B. Front office systems
- C. Side office systems
- D. Information sales systems

30. What is the difference between front and back office systems?

- A. Front office systems are external systems; back office systems are internal
- B. Front office systems are Web based; back office systems are built on database systems
- C. Front office systems process information in the beginning of a customer's transaction; back office systems process information at the end of the customer's transaction
- D. Front office systems focus on getting the sale; back office systems focus on follow-up

31. Which type of system improves the performance of teams by supporting the sharing and flow of information?

- A. E-communication
- B. E-messaging
- C. Workflow
- D. Collaborative

32. What type of technology is needed to support integrated collaborative work environments, knowledge management, social networking, e-learning, and open-source collaboration?

- A. ERP
- B. V-systems
- C. ICE
- D. E-collaboration

33. Which type of online environment supports virtual teams and the online activities they complete?

- A. Integrated collaboration environments (ICEs)
- B. V-systems
- C. Wiki
- D. Geographical information systems (GIS)

34. If you were working on a project with a team whose membership was spread out over the US, Europe, and Asia, you would probably be working in a(n) _____ team.

- A. Multi-spectrum
- B. Shared partnered
- C. Cross-organizational
- D. Virtual

35. What term is used to describe teams whose members are located in varied geographical locations and whose work is supported by specialized ICE software?

- A. Virtual teams
- B. Innovative crews
- C. E-teams
- D. ICEware

36. Which type of system facilitates the automation and management of business processes?

- A. E-system
- B. Workflow
- C. Alliance
- D. Integrated

37. Which of the following terms is used to define all the steps or business rules, from beginning to end, required for a business process?

- A. Business conventions
- B. Workflows
- C. Work methods
- D. Organizational practices

38. Which type of information system manages a document through all the stages of its processing?

- A. Word processing system
- B. Database management system
- C. File management system
- D. Document management system

39. Which type of system supports the capturing, organizing, and dissemination of knowledge throughout the organization?

- A. Database management (DBM) system
- B. Knowledge management (KM) system
- C. Business Intelligence (BI) system
- D. Brainpower.com

40. Which of the following is an IT system that supports the capturing, organization, and dissemination of knowledge?

- A. Business process management system
- B. Knowledge management system
- C. Workflow system
- D. Automatic workflow system

41. The objective of a(n) _____ system is to ensure that the expertise contained within the minds of the employees is available to that organization.

- A. Database management
- B. Business intelligence
- C. Information
- D. Knowledge management

42. If you were to create, read, or respond to a blog on Facebook, you would be working with which of the following applications?

- A. Knowledge management
- B. Social networking site
- C. E-Communication
- D. E-Community

43. What is the difference between a social networking site and a social networking system?

- A. A social networking site is a physical location; a social networking system is a virtual location
- B. A social networking site is a virtual place to socialize; a social networking system is the tools that link you to people
- C. A social networking site is a local space; a social networking system is a global space
- D. The two phrases can be used interchangeably

44. Do businesses use social networking systems?

- A. Not during business hours or with organizational systems
- B. Contemporary businesses provide space in their systems for socializing but time and space is limited and monitored
- C. Yes, to connect to influential people from outside your immediate environment or organization
- D. Social networking systems are an emerging technology whose potential is still unknown

45. What is an e-learning tool?

- A. Online testing environments
- B. Wizards that accompany applications
- C. Online encyclopedias
- D. IT-enabled systems that facilitate learning

46. What is a Wiki?

- A. A product, such as a Webkinz, who is tied to a virtual life through the manufacturer
- B. A Web site that allows you to create, change, or eliminate content
- C. A reference site for technical information related to the Web; the sites are usually geared towards e-learning
- D. Technology that supports virtual relationships and social networking

47. What is open-source information?

- A. Programming code that is available or open to customers
- B. Information that is linked with the originator of the information and any related sources of information
- C. Evolving information or information that can be edited by the community that uses it
- D. Information that requires further investigation into its credibility

48. According to the authors, which information technology will change the face of business with respect to finding and making new contacts and facilitating learning?

- A. Wiki
- B. V-learning and e-communication
- C. Social networking and e-learning
- D. Webcasting and podcasting

49. The IT ____ within an organization will determine the philosophical approach to IT development, deployment, and usage.

- A. Strategic management team
- B. Department
- C. Leadership
- D. Culture

50. The structure of IT develops from the culture within that organization and can develop into what type of approach?

- A. Top-down silo
- B. Matrix
- C. Fully-integrated
- D. Top-down silo, matrix, or fully-integrated

51. A ____ IT structure develops from a strong "command and control" management approach.

- A. Fully-integrated
- B. Matrix
- C. Top-down silo
- D. Most IT structures develop from a strong "command and control" management approach.

52. A(n) _____ IT structure develops from a centralized IT department; one that serves the whole organization and not just a piece of it.

- A. Top-down silo
- B. Fully-integrated
- C. Matrix
- D. Operational

53. A(n) _____ IT structure develops from decentralized IT functional units; these units support an individual department or functional area.

- A. Fully-integrated
- B. Top-down silo
- C. Operational
- D. Matrix

54. What is the title for the person responsible for overseeing every aspect of an organization's information resource?

- A. CIO (chief information officer)
- B. CTO (chief technology officer)
- C. CSO (chief security officer)
- D. CPO (chief privacy officer)

55. If every technology officer working for your organization reported to you, your title would be _____.

- A. CTO (chief technology officer)
- B. CSO (chief security officer)
- C. CIO (chief information officer)
- D. CPO (chief privacy officer)

56. What is the title of the person responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies?

- A. CIO (chief information officer)
- B. CPO (chief privacy officer)
- C. CSO (chief security officer)
- D. CTO (chief technology officer)

57. What is the title of the person responsible for the technical aspects of ensuring the security of information such as the development and use of firewalls, intranets, extranets, and anti-virus software?

- A. CTO (chief technology officer)
- B. CIO (chief information officer)
- C. CPO (chief privacy officer)
- D. CSO (chief security officer)

58. What is the title of the person responsible for ensuring that information is used in an ethical way and that only the right people have access to certain types of information?

- A. CPO (chief privacy officer)
- B. CIO (chief information officer)
- C. CTO (chief technology officer)
- D. CSO (chief security officer)

59. If one of your responsibilities within an organization was to determine who had access to employee's social security IDs, your title would probably be _____.

- A. CIO (chief information officer)
- B. CTO (chief technology officer)
- C. CSO (chief security officer)
- D. CPO (chief privacy officer)

60. What is an advantage of being an early adopter of technology?

- A. Increasing the competitive advantage of the organization
- B. Enhancing the reputation of the organization
- C. Cutting operational costs
- D. Increasing productivity

61. If you rewarded employees for trying new technologies even if they proved to be unsuccessful, what would you be encouraging?

- A. Increased risk of failure
- B. Technology innovative failure
- C. Emerging technology
- D. Runaway trains

62. What is the advantage of being a late adopter of technology (wait-and-see organization)?

- A. Minimizing wasted spending and loss of productivity
- B. Increasing market share by grabbing disgruntled customers from the competition
- C. Increasing overall revenues by cutting operational costs
- D. Enhancing the reputation of the organization

63. What is an enterprise resource planning (ERP) system?

- A. An integrated software system for every functional area within an organization
- B. A collaborative document management system that stores and manages documents needed by the entire organization
- C. A database management system that maintains information on the information resources for the entire enterprise
- D. A strategic planning methodology that promotes enterprise-wide planning rather than decentralized planning

64. Which type of software dominates the supply chain management (SCM) environment?

- A. Transaction processing
- B. E-collaboration
- C. Front office systems
- D. Enterprise resource planning

65. If you needed direct access to stored information from another functional area within your organization, what type of system would you need?

- A. Legacy information system (LIS)
- B. Data warehouse
- C. Enterprise-wide database management system (E-DBM)
- D. Enterprise resource planning system (ERP)

66. What is a legacy information system (LIS)?

- A. A massive, outdated information system
- B. A powerful DBMS that supports ERP
- C. A Web-based information system that connects the information collected from distinct systems
- D. A retired information system

67. Which of the following *is not* required of an ERP system?

- A. Modular design
- B. Decentralized database systems
- C. Integrated functions
- D. Internet-enabled

True / False Questions

68. The distribution chain is simply the path followed from the distributor of a product or service to the end consumer.

True False

69. A supply chain management system automates inventory tracking but still requires that information be transferred manually.

True False

70. Domestic supply chains rarely use inter-modal transportation.

True False

71. Revenue and profit are optimized by a well-designed supply chain management.

True False

72. Supply chain management includes fulfillment.

True False

73. Information partnership occurs when all functional areas in a company cooperate by integrating their IT systems.

True False

74. Information partnerships require the integration of IT systems from two or more independent companies.

True False

75. Customer relationship management systems cannot help you acquire new customers.

True False

76. When a business offers multiple ways in which customers can interact with it, its approach is a multi-channel service delivery.

True False

77. Customer relationship management should be completely based upon software—there are no other components to consider.

True False

78. CRM systems automatically track all of the steps in the sales process.

True False

79. A CRM system only interfaces with front office systems in order to better serve the customer.

True False

80. Both the front office and the back office systems send customer information to the corporate database.

True False

81. Front office systems are the primary interface to customers and sales channels.

True False

82. A back office system is used to fulfill and support customer orders.

True False

83. An e-collaboration system supports integrated collaborative work environments, knowledge management, social networking, e-learning, and open-source collaboration.

True False

84. Virtual team members are typically located in the same geographic areas.

True False

85. Virtual teams work in an integrated collaboration environment (ICE).

True False

86. Collaboration systems are designed to support the sharing and flow of information between companies.

True False

87. A "work course" system facilitates the automation and management of business processes.

True False

88. A "work course" defines all of the steps or business rules, from beginning to end, required for a business process.

True False

89. The document management system manages a document through all the stages of its processing.

True False

90. A social networking site is a virtual space that allows people to build and maintain friendships.

True False

91. A social networking system is the set of links and communication privileges for an online social community.

True False

92. E-Learning tools are IT-enabled systems that facilitate collaboration.

True False

93. A nanonite is a Web site that allows you to create, change, or eliminate content from their site.

True False

94. Open source information is software for which the code is available and free to the customer.

True False

95. The broad integrated collaboration environment market is dominated by the likes of IBM/Lotus, Microsoft, and Novell.

True False

96. The IT structure determines the culture within an organization.

True False

97. In a top-down silo approach, an organization would create a department or IT function devoted exclusively to everything related to technology.

True False

98. The chief information officer (CIO) is responsible for overseeing every aspect of an organization's information resource.

True False

99. The chief technology officer is responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies.

True False

100. The chief security officer is responsible for the ethical use of information within an organization.

True False

101. The chief privacy officer is responsible for ensuring that only the people who should see information have access to that information.

True False

102. When a company encourages its employees to seek new and innovative ways to use technology without punishment of failure, that company supports the theory of Porter's 5 Force Model.

True False

103. Enterprise resource planning (ERP) systems primarily support the strategic planning processes and the creation of tactical information.

True False

104. A legacy information system is a powerful system capable of supporting the needs of many functional areas in business.

True False

Fill in the Blank Questions

105. The _____ is the path followed from the originator of a product to the end consumer.

106. _____ tracks inventory and information among business processes and across companies.

107. A supply chain management system automates the tracking of _____ and information among business processes and across companies.

108. _____ is a method for producing or delivering a product or service at the time the customer wants it.

109. _____ is the use of multiple channels of transportation used to move products from their source to the customer.

110. _____ refers to ensuring the right quantity of parts for production or products for sale arrive at the right time.

111. _____ refers to keeping the costs of transportation as low as possible and consistent with safe and reliable delivery.

112. _____ refers to ensuring that production lines function smoothly and that high quality parts are available as needed.

113. _____ and _____ refer to keeping the cost of purchased parts and products at acceptable levels.

114. _____ and _____ refer to ensuring that no sales are lost because sales are empty.

115. _____ occurs when two or more companies cooperate by integrating their IT systems.

116. _____ is a total business objective which encompasses many different aspects of a business including software, hardware, services, support, and strategic business goals.

117. A(n) _____ helps companies understand customer needs so that they can serve them better.

118. A(n) _____ system automatically tracks the steps in the sales process.

119. _____ tracks a salesperson contacting habits towards obtaining potential customers.

120. If you were to create a list of potential customers for your sales team to contact, you would be undertaking _____.

121. A(n) _____ system serves as the primary interface for customers and the sales process.

122. A(n) _____ system is used to fulfill and support customer orders.

123. _____ is the use of technology to support work activities with integrated collaboration environments.

124. _____ teams are teams whose members are located in varied geographical locations and whose work is supported by specialized ICE software or by more basic collaboration systems.

125. A(n) _____ system facilitates the automation and management of business processes.

126. A company must complete all steps in a _____ to complete a business process.

127. Many companies, such as banks, maintain copies of your documents for many years. A(n) _____ system could be used to track these documents.

128. A(n) _____ system supports the capturing, organization, and dissemination of knowledge.

129. A(n) _____ system links you to people you know, and from there, to people your contacts know.

130. _____ are IT-enabled systems that facilitate learning.

131. A(n) _____ is a Web site that allows its visitor to create, edit, change, and even eliminate content from its site.

132. The most popular and well-known _____ is Wikipedia.

133. _____ information is content that is publicly available, free of charge, and most often updateable by anyone.

134. _____ refers to how the IT function is placed structurally within an organization and the organization's philosophical approach to the development, deployment, and use of IT.

135. A(n) _____ approach to structuring IT often occurs when there is a strong "command and control" management style.

136. A(n) _____ approach to structure IT often occurs when there are IT personnel working within individual functional areas within an organization.

137. The _____ officer is responsible for overseeing every aspect of an organization's information resources.

138. The chief _____ officer is responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies.

139. The chief _____ officer is responsible for the technical aspects of ensuring the security of information.

140. The chief _____ officer is responsible for ensuring that information is used in an ethical way and that only the right people have access to certain types of information.

141. A(n) _____ system represents a massive, long-term business investment in a software system with a single focus; such systems are often brittle, slow, and non-extensible.

142. The aim of a(n) _____ system is to ensure that information can be shared across all functional levels and management hierarchies.

143. The central notion behind a(n) _____ system is that it includes all technology systems and software in your organization.

Chapter 02 Major Business Initiatives: Gaining Competitive Advantage with IT

Answer Key

Multiple Choice Questions

1. What is the name of the non-paid, non-employee business model of collaboration used by Goldcorp a Toronto-based gold mining company in Canada?

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- D.** Crowdsourcing

AACSB: Major Business Initiatives

Difficulty: Medium

Learning Objective: 1

Taxonomy: Application and Analysis

2. What is a distribution chain?

- A. The path a product follows once it leaves the warehouse
- B. The business partners involved with supplying and distributing products or services
- C.** The path a product or service follows from its originator to the consumer
- D. The distribution list for e-communications established for any product or service

AACSB: Supply Chain Management

Difficulty: Easy

Learning Objective: 1

Taxonomy: Knowledge and Understanding

3. In contemporary business, success depends on minimizing the _____ in an attempt to reduce the costs of producing and selling products or services.

- A. Level of internal communications
- B. Level of customer support
- C. Distribution chain**
- D. Complexity of needed information technology

AACSB: Supply Chain Management
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

4. Which of the following activities tracks inventory and information among business processes and across companies?

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- B. Enterprise resource management (ERM)
- C. Business intelligence (BI)
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AACSB: Supply Chain Management
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5. Which of the following is a method for producing or delivering a product or service just at the time the customer wants it?

- A. Direct sales
- B. Just-in-time manufacturing**
- C. Hyper manufacturing
- D. Immediate production

AACSB: Supply Chain Management
Difficulty: Easy
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6. Which term describes an approach that produces or delivers a product or service just at the time the customer wants it?

- A.** Just-in-time
- B. Supply chain
- C. Distribution chain
- D. Value chain

AACSB: Supply Chain Management
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7. If you were to purchase a car before it was manufactured and the assembly of that car was dictated by your requirements, you would be utilizing which type of manufacturing process?

- A. Customer-driven manufacturing
- B.** Just-in-time manufacturing
- C. Customized construction
- D. Transaction-based production

AACSB: Reflective Thinking Skills
AACSB: Supply Chain Management
Difficulty: Hard
Learning Objective: 1
Taxonomy: Synthesis and Evaluation

8. Which type of transportation uses multiple channels to transport products from the manufacturing location to the customer destination?

- A. Hyper
- B. Divergent
- C.** Inter-modal
- D. Complex

AACSB: Supply Chain Management
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9. The complexity of SCM is supported by technology. Which intricate SCM activity needs strong monitoring by SCM systems?

- A. Multi-channel service delivery
- B. Customer tracking
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- D. Sales force tracking

AACSB: Reflective Thinking Skills
AACSB: Supply Chain Management
Difficulty: Hard
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10. What is the primary focus of supply chain management (SCM)?

- A. Overall cost leadership
- B. Below the line initiative
- C. Run-grow-transform framework
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AACSB: Strategic and Competitive Opportunities with SCM
Difficulty: Medium
Learning Objective: 1
Taxonomy: Knowledge and Understanding

11. Which of the following results from a well-designed supply chain management system?

- A. Enhanced fulfillment of supplies needed for production
- B. Minimizing transportation costs
- C. The smooth production of products
- D. Well-designed SCM systems can enhance any of these stated activities**

AACSB: Strategic and Competitive Opportunities with SCM
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Learning Objective: 1
Taxonomy: Knowledge and Understanding

12. In relation to SCM, what is an information partnership?
- A. Sharing production information with potential customers
 - B. Two or more companies cooperating by integrating their IT systems**
 - C. Competitive suppliers providing production schedules to the manufacturer
 - D. Functional areas within your business sharing information

AACSB: Strategic and Competitive Opportunities with SCM

Difficulty: Easy

Learning Objective: 1

Taxonomy: Knowledge and Understanding

13. Optimizing what ensures that the right quantity of parts arrive at the right time for production or sale?
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 - B. Production
 - C. Cost and Price
 - D. Fulfillment**

AACSB: Strategic and Competitive Opportunities with SCM

Difficulty: Medium

Learning Objective: 1

Taxonomy: Application and Analysis

14. Optimizing what keeps the cost of transporting materials as low as possible?
- A. Logistics**
 - B. Production
 - C. Cost and Price
 - D. Fulfillment

AACSB: Strategic and Competitive Opportunities with SCM

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Taxonomy: Application and Analysis

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- B. A collaborative business
- C. Dynamic communication
- D. Customer sharing

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16. Which of the following systems primarily concentrates on the customer?

- A.** CRM
- B. ERP
- C. SCM
- D. CCM

AACSB: Customer Relationship Management
Difficulty: Medium
Learning Objective: 2
Taxonomy: Knowledge and Understanding

17. Which of the following systems uses information about customers to gain insights into their needs, wants, and behaviors in order to serve them better?

- A. Supply chain management (SCM)
- B. Transaction information processing (TIP)
- C. Enterprise resource management (ERP)
- D.** Customer relationship management (CRM)

AACSB: Customer Relationship Management
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding

18. Which of the following systems can be used to gain insights into the needs, wants, and behaviors of customers?

- A. Sales force automation systems (SFA)
- B. Customer relationship management systems (CRM)**
- C. Transaction processing systems (TPS)
- D. Collaborative information systems (CIS)

AACSB: Customer Relationship Management

Difficulty: Easy

Learning Objective: 2

Taxonomy: Knowledge and Understanding

19. Which term describes a business' approach to offering multiple ways in which customers can interact with it?

- A. Customer relationship management
- B. Customer collaborative systems
- C. Multi-channel service delivery**
- D. Multi-path convergence

AACSB: Customer Relationship Management

Difficulty: Medium

Learning Objective: 2

Taxonomy: Knowledge and Understanding

20. What is a fundamental goal of CRM systems?

- A. To provide customers with information partnerships
- B. To lower the costs of maintaining inventory systems
- C. To manage and track customer interactions**
- D. To manage, track, and supply products and services to customers in a timely manner

AACSB: Customer Relationship Management

Difficulty: Easy

Learning Objective: 2

Taxonomy: Knowledge and Understanding

21. What of the following *is not* the primary focus of customer relationship management?

- A.** Bottom-line initiative (reducing operating costs)
- B. Differentiation and focus (Porter's three generic strategies)
- C. Top-line initiative (revenue enhancement)
- D. Growing the organization (RGT framework)

AACSB: Customer Relationship Management

Difficulty: Easy

Learning Objective: 2

Taxonomy: Knowledge and Understanding

22. What is the difference between SCM and CRM?

- A. CRM records information about products and services; SCM records information about customers
- B. CRM stores and processes transactional information; CRM stores and processes business intelligence
- C.** SCM manages product information; CRM manages customer information
- D. CRM records and processes operational data; SCM records and processes tactical information

AACSB: Customer Relationship Management

AACSB: Reflective Thinking Skills

Difficulty: Hard

Learning Objective: 2

Taxonomy: Synthesis and Evaluation

23. Customer relationship management (CRM) systems include which of the following functions?

- A. Sales force automation
- B. Customer service and support
- C. Marketing campaign management and analysis
- D.** All of the above

AACSB: Customer Relationship Management

Difficulty: Easy

Learning Objective: 2

Taxonomy: Knowledge and Understanding

24. Is CRM software?

- A.** No, it is a total business objective consisting of hardware, software, processes, and goals
- B. Yes, it is the software solutions that make up a CRM system
- C. CRM is a process, not IT
- D. CRM is a way of thinking supported by the culture of business people and customers

AACSB: Customer Relationship Management

Difficulty: Medium

Learning Objective: 2

Taxonomy: Application and Analysis

25. One function in CRM is the sales force automation (SFA) system. What is its purpose?

- A.** To track all the steps in the sales process
- B. To track the movements of salespeople so that, at any moment, the company can determine where they are located
- C. To track products as they move from inventory to the customer
- D. To track the sales process and the movement of people and products

AACSB: Customer Relationship Management

Difficulty: Medium

Learning Objective: 2

Taxonomy: Application and Analysis

26. Which of the following systems can perform sales lead tracking, contact management, and market analysis?

- A.** Sales force automation systems (SFA)
- B. Customer relationship management systems (CRM)
- C. Transaction processing systems (TPS)
- D. Collaborative information systems (CIS)

AACSB: Customer Relationship Management

Difficulty: Medium

Learning Objective: 2

Taxonomy: Application and Analysis

27. IT supports CRM with front and back office systems. Which statement describes a front office system?

- A. The notepad that salespeople use to record customer information while at the customer site
- B.** The computer interfaces that collect customers' information and sends it to the main information system
- C. The computer systems that process customer orders and other customer information
- D. The systems that interact with the supply chain management systems

AACSB: IT Support for Customer Relationship Management

Difficulty: Medium

Learning Objective: 2

Taxonomy: Knowledge and Understanding

28. Which systems are typically used to support customers or sales?

- A. Back office systems
- B.** Front office systems
- C. Side office systems
- D. Information sales systems

AACSB: IT Support for Customer Relationship Management

Difficulty: Easy

Learning Objective: 2

Taxonomy: Knowledge and Understanding

29. Which systems are typically used to fulfill and support customer orders?

- A.** Back office systems
- B. Front office systems
- C. Side office systems
- D. Information sales systems

AACSB: IT Support for Customer Relationship Management

Difficulty: Easy

Learning Objective: 2

Taxonomy: Knowledge and Understanding

30. What is the difference between front and back office systems?

- A. Front office systems are external systems; back office systems are internal
- B. Front office systems are Web based; back office systems are built on database systems
- C.** Front office systems process information in the beginning of a customer's transaction; back office systems process information at the end of the customer's transaction
- D. Front office systems focus on getting the sale; back office systems focus on follow-up

AACSB: IT Support for Customer Relationship Management

AACSB: Reflective Thinking Skills

Difficulty: Hard

Learning Objective: 2

Taxonomy: Synthesis and Evaluation

31. Which type of system improves the performance of teams by supporting the sharing and flow of information?

- A. E-communication
- B. E-messaging
- C. Workflow
- D.** Collaborative

AACSB: E-Collaboration

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

32. What type of technology is needed to support integrated collaborative work environments, knowledge management, social networking, e-learning, and open-source collaboration?

- A. ERP
- B. V-systems
- C. ICE
- D.** E-collaboration

AACSB: E-Collaboration

Difficulty: Medium

Learning Objective: 3

Taxonomy: Knowledge and Understanding

33. Which type of online environment supports virtual teams and the online activities they complete?

- A.** Integrated collaboration environments (ICEs)
- B. V-systems
- C. Wiki
- D. Geographical information systems (GIS)

AACSB: Work Activities with Integrated Collaboration Environments

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

34. If you were working on a project with a team whose membership was spread out over the US, Europe, and Asia, you would probably be working in a(n) _____ team.

- A. Multi-spectrum
- B. Shared partnered
- C. Cross-organizational
- D.** Virtual

AACSB: Reflective Thinking Skills

AACSB: Work Activities with Integrated Collaboration Environments

Difficulty: Medium

Learning Objective: 3

Taxonomy: Application and Analysis

35. What term is used to describe teams whose members are located in varied geographical locations and whose work is supported by specialized ICE software?

- A.** Virtual teams
- B. Innovative crews
- C. E-teams
- D. ICEware

AACSB: Work Activities with Integrated Collaboration Environments

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

36. Which type of system facilitates the automation and management of business processes?

- A. E-system
- B. Workflow**
- C. Alliance
- D. Integrated

AACSB: Work Activities with Integrated Collaboration Environments

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

37. Which of the following terms is used to define all the steps or business rules, from beginning to end, required for a business process?

- A. Business conventions
- B. Workflows**
- C. Work methods
- D. Organizational practices

AACSB: Work Activities with Integrated Collaboration Environments

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

38. Which type of information system manages a document through all the stages of its processing?

- A. Word processing system
- B. Database management system
- C. File management system
- D. Document management system**

AACSB: Work Activities with Integrated Collaboration Environments

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

39. Which type of system supports the capturing, organizing, and dissemination of knowledge throughout the organization?

- A. Database management (DBM) system
- B. Knowledge management (KM) system**
- C. Business Intelligence (BI) system
- D. Brainpower.com

AACSB: Knowledge Management with Knowledge Management Systems

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

40. Which of the following is an IT system that supports the capturing, organization, and dissemination of knowledge?

- A. Business process management system
- B. Knowledge management system**
- C. Workflow system
- D. Automatic workflow system

AACSB: Knowledge Management Systems

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

41. The objective of a(n) _____ system is to ensure that the expertise contained within the minds of the employees is available to that organization.

- A. Database management
- B. Business intelligence
- C. Information
- D. Knowledge management**

AACSB: Knowledge Management with Knowledge Management Systems

Difficulty: Medium

Learning Objective: 3

Taxonomy: Application and Analysis

42. If you were to create, read, or respond to a blog on Facebook, you would be working with which of the following applications?

- A. Knowledge management
- B. Social networking site**
- C. E-Communication
- D. E-Community

AACSB: Reflective Thinking Skills
AACSB: Social Networking with Social Networking Systems
Difficulty: Medium
Learning Objective: 3
Taxonomy: Knowledge and Understanding

43. What is the difference between a social networking site and a social networking system?

- A. A social networking site is a physical location; a social networking system is a virtual location
- B. A social networking site is a virtual place to socialize; a social networking system is the tools that link you to people**
- C. A social networking site is a local space; a social networking system is a global space
- D. The two phrases can be used interchangeably

AACSB: Reflective Thinking Skills
AACSB: Social Networking with Social Networking Systems
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation

44. Do businesses use social networking systems?

- A. Not during business hours or with organizational systems
- B. Contemporary businesses provide space in their systems for socializing but time and space is limited and monitored
- C. Yes, to connect to influential people from outside your immediate environment or organization**
- D. Social networking systems are an emerging technology whose potential is still unknown

AACSB: Social Networking with Social Networking Systems
Difficulty: Medium
Learning Objective: 3
Taxonomy: Application and Analysis

45. What is an e-learning tool?

- A. Online testing environments
- B. Wizards that accompany applications
- C. Online encyclopedias
- D. IT-enabled systems that facilitate learning**

AACSB: Learning with E-Learning Tools
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

46. What is a Wiki?

- A. A product, such as a Webkinz, who is tied to a virtual life through the manufacturer
- B. A Web site that allows you to create, change, or eliminate content**
- C. A reference site for technical information related to the Web; the sites are usually geared towards e-learning
- D. Technology that supports virtual relationships and social networking

AACSB: Informal Collaboration to Support Open Source Information
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

47. What is open-source information?

- A. Programming code that is available or open to customers
- B. Information that is linked with the originator of the information and any related sources of information
- C. Evolving information or information that can be edited by the community that uses it**
- D. Information that requires further investigation into its credibility

AACSB: Informal Collaboration to Support Open Source Information
Difficulty: Medium
Learning Objective: 3
Taxonomy: Knowledge and Understanding

48. According to the authors, which information technology will change the face of business with respect to finding and making new contacts and facilitating learning?

- A. Wiki
- B. V-learning and e-communication
- C. Social networking and e-learning**
- D. Webcasting and podcasting

AACSB: Strategic and Competitive Opportunities with E-Collaboration

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

49. The IT _____ within an organization will determine the philosophical approach to IT development, deployment, and usage.

- A. Strategic management team
- B. Department
- C. Leadership
- D. Culture**

AACSB: IT Culture - An Organizational Perspective

Difficulty: Medium

Learning Objective: 4

Taxonomy: Knowledge and Understanding

50. The structure of IT develops from the culture within that organization and can develop into what type of approach?

- A. Top-down silo
- B. Matrix
- C. Fully-integrated
- D. Top-down silo, matrix, or fully-integrated**

AACSB: IT Culture - Structuring The IT Function

Difficulty: Easy

Learning Objective: 4

Taxonomy: Knowledge and Understanding

51. A _____ IT structure develops from a strong "command and control" management approach.

A. Fully-integrated

B. Matrix

C. Top-down silo

D. Most IT structures develop from a strong "command and control" management approach.

AACSB: IT Culture - Structuring The IT Function

Difficulty: Easy

Learning Objective: 4

Taxonomy: Knowledge and Understanding

52. A(n) _____ IT structure develops from a centralized IT department; one that serves the whole organization and not just a piece of it.

A. Top-down silo

B. Fully-integrated

C. Matrix

D. Operational

AACSB: IT Culture - Structuring The IT Function

Difficulty: Medium

Learning Objective: 4

Taxonomy: Application and Analysis

53. A(n) _____ IT structure develops from decentralized IT functional units; these units support an individual department or functional area.

A. Fully-integrated

B. Top-down silo

C. Operational

D. Matrix

AACSB: IT Culture - Structuring The IT Structure

Difficulty: Medium

Learning Objective: 4

Taxonomy: Application and Analysis

54. What is the title for the person responsible for overseeing every aspect of an organization's information resource?

- A.** CIO (chief information officer)
- B. CTO (chief technology officer)
- C. CSO (chief security officer)
- D. CPO (chief privacy officer)

AACSB: IT Culture - Structuring The IT Structure

Difficulty: Easy

Learning Objective: 4

Taxonomy: Knowledge and Understanding

55. If every technology officer working for your organization reported to you, your title would be _____.

- A. CTO (chief technology officer)
- B. CSO (chief security officer)
- C.** CIO (chief information officer)
- D. CPO (chief privacy officer)

AACSB: IT Culture - Structuring The IT Structure

AACSB: Reflective Thinking Skills

Difficulty: Hard

Learning Objective: 4

Taxonomy: Synthesis and Evaluation

56. What is the title of the person responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies?

- A. CIO (chief information officer)
- B. CPO (chief privacy officer)
- C. CSO (chief security officer)
- D.** CTO (chief technology officer)

AACSB: IT Culture - Structuring The IT Structure

Difficulty: Easy

Learning Objective: 4

Taxonomy: Knowledge and Understanding

57. What is the title of the person responsible for the technical aspects of ensuring the security of information such as the development and use of firewalls, intranets, extranets, and anti-virus software?

- A. CTO (chief technology officer)
- B. CIO (chief information officer)
- C. CPO (chief privacy officer)
- D.** CSO (chief security officer)

AACSB: IT Culture - Structuring The IT Structure
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

58. What is the title of the person responsible for ensuring that information is used in an ethical way and that only the right people have access to certain types of information?

- A.** CPO (chief privacy officer)
- B. CIO (chief information officer)
- C. CTO (chief technology officer)
- D. CSO (chief security officer)

AACSB: IT Culture - Structuring The IT Structure
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding

59. If one of your responsibilities within an organization was to determine who had access to employee's social security IDs, your title would probably be _____.

- A. CIO (chief information officer)
- B. CTO (chief technology officer)
- C. CSO (chief security officer)
- D.** CPO (chief privacy officer)

AACSB: IT Culture - Structuring The IT Structure
AACSB: Reflective Thinking Skills
Difficulty: Hard
Learning Objective: 4
Taxonomy: Synthesis and Evaluation

60. What is an advantage of being an early adopter of technology?

- A.** Increasing the competitive advantage of the organization
- B. Enhancing the reputation of the organization
- C. Cutting operational costs
- D. Increasing productivity

AACSB: IT Culture - Philosophical Approach To IT

Difficulty: Medium

Learning Objective: 4

Taxonomy: Knowledge and Understanding

61. If you rewarded employees for trying new technologies even if they proved to be unsuccessful, what would you be encouraging?

- A. Increased risk of failure
- B.** Technology innovative failure
- C. Emerging technology
- D. Runaway trains

AACSB: IT Culture - Philosophical Approach To IT

AACSB: Reflective Thinking Skills

Difficulty: Easy

Learning Objective: 4

Taxonomy: Knowledge and Understanding

62. What is the advantage of being a late adopter of technology (wait-and-see organization)?

- A.** Minimizing wasted spending and loss of productivity
- B. Increasing market share by grabbing disgruntled customers from the competition
- C. Increasing overall revenues by cutting operational costs
- D. Enhancing the reputation of the organization

AACSB: IT Culture - Philosophical Approach To IT

AACSB: Reflective Thinking Skills

Difficulty: Hard

Learning Objective: 4

Taxonomy: Synthesis and Evaluation

63. What is an enterprise resource planning (ERP) system?

- A.** An integrated software system for every functional area within an organization
- B. A collaborative document management system that stores and manages documents needed by the entire organization
- C. A database management system that maintains information on the information resources for the entire enterprise
- D. A strategic planning methodology that promotes enterprise-wide planning rather than decentralized planning

AACSB: Enterprise Resource Planning - Bringing IT All Together

Difficulty: Medium

Learning Objective: 5

Taxonomy: Knowledge and Understanding

64. Which type of software dominates the supply chain management (SCM) environment?

- A. Transaction processing
- B. E-collaboration
- C. Front office systems
- D.** Enterprise resource planning

AACSB: Enterprise Resource Planning - Bringing IT All Together

Difficulty: Easy

Learning Objective: 5

Taxonomy: Knowledge and Understanding

65. If you needed direct access to stored information from another functional area within your organization, what type of system would you need?

- A. Legacy information system (LIS)
- B. Data warehouse
- C. Enterprise-wide database management system (E-DBM)
- D.** Enterprise resource planning system (ERP)

AACSB: Enterprise Resource Planning - Bringing IT All Together

AACSB: Reflective Thinking Skills

Difficulty: Hard

Learning Objective: 5

Taxonomy: Synthesis and Evaluation

66. What is a legacy information system (LIS)?

- A.** A massive, outdated information system
- B. A powerful DBMS that supports ERP
- C. A Web-based information system that connects the information collected from distinct systems
- D. A retired information system

AACSB: Enterprise Resource Planning - Bringing IT All Together

Difficulty: Medium

Learning Objective: 5

Taxonomy: Application and Analysis

67. Which of the following *is not* required of an ERP system?

- A. Modular design
- B.** Decentralized database systems
- C. Integrated functions
- D. Internet-enabled

AACSB: Enterprise Resource Planning - Bringing IT All Together

Difficulty: Medium

Learning Objective: 5

Taxonomy: Knowledge and Understanding

True / False Questions

68. The distribution chain is simply the path followed from the distributor of a product or service to the end consumer.

FALSE

AACSB: Supply Chain Management

Difficulty: Hard

Learning Objective: 1

Taxonomy: Application and Analysis

69. A supply chain management system automates inventory tracking but still requires that information be transferred manually.

FALSE

*AACSB: Supply Chain Management
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding*

70. Domestic supply chains rarely use inter-modal transportation.

FALSE

*AACSB: Supply Chain Management
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding*

71. Revenue and profit are optimized by a well-designed supply chain management.

TRUE

*AACSB: Strategic and Competitive Opportunities with SCM
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding*

72. Supply chain management includes fulfillment.

TRUE

*AACSB: Strategic and Competitive Opportunities with SCM
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding*

73. Information partnership occurs when all functional areas in a company cooperate by integrating their IT systems.

FALSE

AACSB: Strategic and Competitive Opportunities with SCM

Difficulty: Easy

Learning Objective: 1

Taxonomy: Knowledge and Understanding

74. Information partnerships require the integration of IT systems from two or more independent companies.

TRUE

AACSB: Competitive Opportunities with SCM

Difficulty: Medium

Learning Objective: 1

Taxonomy: Application and Analysis

75. Customer relationship management systems cannot help you acquire new customers.

FALSE

AACSB: Customer Relationship Management

AACSB: Reflective Thinking Skills

Difficulty: Medium

Learning Objective: 2

Taxonomy: Application and Analysis

76. When a business offers multiple ways in which customers can interact with it, its approach is a multi-channel service delivery.

TRUE

AACSB: Customer Relationship Management

Difficulty: Easy

Learning Objective: 2

Taxonomy: Knowledge and Understanding

77. Customer relationship management should be completely based upon software—there are no other components to consider.

FALSE

*AACSB: Customer Relationship Management
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis*

78. CRM systems automatically track all of the steps in the sales process.

FALSE

*AACSB: Customer Relationship Management
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding*

79. A CRM system only interfaces with front office systems in order to better serve the customer.

FALSE

*AACSB: IT Support for Customer Relationship Management
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis*

80. Both the front office and the back office systems send customer information to the corporate database.

TRUE

*AACSB: IT Support for Customer Relationship Management
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis*

81. Front office systems are the primary interface to customers and sales channels.

TRUE

AACSB: IT Support for Customer Relationship Management

Difficulty: Medium

Learning Objective: 2

Taxonomy: Application and Analysis

82. A back office system is used to fulfill and support customer orders.

TRUE

AACSB: IT Support for Customer Relationship Management

Difficulty: Easy

Learning Objective: 2

Taxonomy: Knowledge and Understanding

83. An e-collaboration system supports integrated collaborative work environments, knowledge management, social networking, e-learning, and open-source collaboration.

TRUE

AACSB: E-Collaboration

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

84. Virtual team members are typically located in the same geographic areas.

FALSE

AACSB: Work Activities with Integrated Collaboration Environments

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

85. Virtual teams work in an integrated collaboration environment (ICE).

TRUE

AACSB: Integrated Collaboration Environment

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

86. Collaboration systems are designed to support the sharing and flow of information between companies.

FALSE

AACSB: Work Activities with Integrated Collaboration Environments

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

87. A "work course" system facilitates the automation and management of business processes.

FALSE

AACSB: Work Activities with Integrated Collaboration Environments

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

88. A "work course" defines all of the steps or business rules, from beginning to end, required for a business process.

FALSE

AACSB: Work Activities with Integrated Collaboration Environments

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

89. The document management system manages a document through all the stages of its processing.

TRUE

AACSB: Knowledge Management with Knowledge Management Systems

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

90. A social networking site is a virtual space that allows people to build and maintain friendships.

TRUE

AACSB: Social Networking with Social Networking Systems

Difficulty: Medium

Learning Objective: 3

Taxonomy: Application and Analysis

91. A social networking system is the set of links and communication privileges for an online social community.

FALSE

AACSB: Social Networking with Social Networking Systems

Difficulty: Medium

Learning Objective: 3

Taxonomy: Application and Analysis

92. E-Learning tools are IT-enabled systems that facilitate collaboration.

FALSE

AACSB: Social Networking with Social Networking Systems

Difficulty: Medium

Learning Objective: 3

Taxonomy: Application and Analysis

93. A nanonite is a Web site that allows you to create, change, or eliminate content from their site.

FALSE

AACSB: Informal Collaboration to Support Open-Source Information

AACSB: Reflective Thinking Skills

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

94. Open source information is software for which the code is available and free to the customer.

FALSE

AACSB: Informal Collaboration to Support Open-Source Information

Difficulty: Medium

Learning Objective: 3

Taxonomy: Application and Analysis

95. The broad integrated collaboration environment market is dominated by the likes of IBM/Lotus, Microsoft, and Novell.

TRUE

AACSB: IT Support for E-Collaboration

Difficulty: Medium

Learning Objective: 3

Taxonomy: Knowledge and Understanding

96. The IT structure determines the culture within an organization.

FALSE

AACSB: IT Culture - An Organizational Perspective

Difficulty: Medium

Learning Objective: 4

Taxonomy: Application and Analysis

97. In a top-down silo approach, an organization would create a department or IT function devoted exclusively to everything related to technology.

TRUE

*AACSB: IT Culture - Structuring The IT Function
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis*

98. The chief information officer (CIO) is responsible for overseeing every aspect of an organization's information resource.

TRUE

*AACSB: IT Culture - Structuring The IT Function
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis*

99. The chief technology officer is responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies.

TRUE

*AACSB: IT Culture - Structuring The IT Function
Difficulty: Easy
Learning Objective: 4
Taxonomy: Knowledge and Understanding*

100. The chief security officer is responsible for the ethical use of information within an organization.

FALSE

*AACSB: IT Culture - Structuring The IT Function
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis*

101. The chief privacy officer is responsible for ensuring that only the people who should see information have access to that information.

TRUE

*AACSB: IT Culture - Structuring The IT Function
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis*

102. When a company encourages its employees to seek new and innovative ways to use technology without punishment of failure, that company supports the theory of Porter's 5 Force Model.

FALSE

*AACSB: IT Culture - Philosophical Approach To IT
Difficulty: Medium
Learning Objective: 4
Taxonomy: Application and Analysis*

103. Enterprise resource planning (ERP) systems primarily support the strategic planning processes and the creation of tactical information.

FALSE

*AACSB: Enterprise Resource Planning - Bringing IT All Together
Difficulty: Hard
Learning Objective: 5
Taxonomy: Application and Analysis*

104. A legacy information system is a powerful system capable of supporting the needs of many functional areas in business.

FALSE

*AACSB: Enterprise Resource Planning - Bringing IT All Together
Difficulty: Hard
Learning Objective: 5
Taxonomy: Application and Analysis*

Fill in the Blank Questions

105. The _____ is the path followed from the originator of a product to the end consumer.
distribution chain

AACSB: Supply Chain Management
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

106. _____ tracks inventory and information among business processes and across companies.
Supply chain management

AACSB: Supply Chain Management
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

107. A supply chain management system automates the tracking of _____ and information among business processes and across companies.
inventory

AACSB: Supply Chain Management
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

108. _____ is a method for producing or delivering a product or service at the time the customer wants it.
Just-in-time (JIT)

AACSB: Supply Chain Management
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding

109. _____ is the use of multiple channels of transportation used to move products from their source to the customer.

Inter-modal transportation

*AACSB: Supply Chain Management
Difficulty: Medium
Learning Objective: 1
Taxonomy: Application and Analysis*

110. _____ refers to ensuring the right quantity of parts for production or products for sale arrive at the right time.

Fulfillment

*AACSB: Strategic and Competitive Opportunities with SCM
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding*

111. _____ refers to keeping the costs of transportation as low as possible and consistent with safe and reliable delivery.

Logistics

*AACSB: Strategic and Competitive Opportunities with SCM
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding*

112. _____ refers to ensuring that production lines function smoothly and that high quality parts are available as needed.

Production

*AACSB: Strategic and Competitive Opportunities with SCM
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding*

113. _____ and _____ refer to keeping the cost of purchased parts and products at acceptable levels.

Costs, price

*AACSB: Strategic and Competitive Opportunities with SCM
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding*

114. _____ and _____ refer to ensuring that no sales are lost because sales are empty.

Revenue, profit

*AACSB: Strategic Competitive Opportunities with SCM
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding*

115. _____ occurs when two or more companies cooperate by integrating their IT systems.

Information partnership

*AACSB: Strategic and Competitive Opportunities with SCM
Difficulty: Easy
Learning Objective: 1
Taxonomy: Knowledge and Understanding*

116. _____ is a total business objective which encompasses many different aspects of a business including software, hardware, services, support, and strategic business goals.

Customer relationship management

*AACSB: Customer Relationship Management
Difficulty: Medium
Learning Objective: 2
Taxonomy: Application and Analysis*

117. A(n) _____ helps companies understand customer needs so that they can serve them better.

customer relationship management system

AACSB: Customer Relationship Management

Difficulty: Medium

Learning Objective: 2

Taxonomy: Application and Analysis

118. A(n) _____ system automatically tracks the steps in the sales process.

sales force automation (SFA)

AACSB: Customer Relationship Management

Difficulty: Easy

Learning Objective: 2

Taxonomy: Knowledge and Understanding

119. _____ tracks a salesperson contacting habits towards obtaining potential customers.

Contact management

AACSB: Customer Relationship Management

Difficulty: Medium

Learning Objective: 2

Taxonomy: Application and Analysis

120. If you were to create a list of potential customers for your sales team to contact, you would be undertaking _____.

sales lead tracking

AACSB: Customer Relationship Management

AACSB: Reflective Thinking Skills

Difficulty: Hard

Learning Objective: 2

Taxonomy: Synthesis and Evaluation

121. A(n) _____ system serves as the primary interface for customers and the sales process.
front office

*AACSB: IT Support for Customer Relationship Management
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding*

122. A(n) _____ system is used to fulfill and support customer orders.
back office

*AACSB: IT Support for Customer Relationship Management
Difficulty: Easy
Learning Objective: 2
Taxonomy: Knowledge and Understanding*

123. _____ is the use of technology to support work activities with integrated collaboration environments.
E-collaboration

*AACSB: E-Collaboration
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding*

124. _____ teams are teams whose members are located in varied geographical locations and whose work is supported by specialized ICE software or by more basic collaboration systems.
Virtual

*AACSB: Work Activities with Integrated Collaboration Environments
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding*

125. A(n) _____ system facilitates the automation and management of business processes.

workflow

AACSB: Work Activities with Integrated Collaboration Environments
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

126. A company must complete all steps in a _____ to complete a business process.

workflow

AACSB: Work Activities with Integrated Collaboration Environments
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

127. Many companies, such as banks, maintain copies of your documents for many years. A(n) _____ system could be used to track these documents.

document management

AACSB: Reflective Thinking Skills
AACSB: Work Activities with Integrated Collaboration Environments
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

128. A(n) _____ system supports the capturing, organization, and dissemination of knowledge.

knowledge management

AACSB: Knowledge Management with Knowledge Management Systems
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding

129. A(n) _____ system links you to people you know, and from there, to people your contacts know.

social network

*AACSB: Reflective Thinking Skills
AACSB: Social Networking with Social Networking Systems
Difficulty: Hard
Learning Objective: 3
Taxonomy: Synthesis and Evaluation*

130. _____ are IT-enabled systems that facilitate learning.

E-learning

*AACSB: Learning with E-Learning Tools
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding*

131. A(n) _____ is a Web site that allows its visitor to create, edit, change, and even eliminate content from its site.

wiki

*AACSB: Informal Collaboration to Support Open-Source Information
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding*

132. The most popular and well-known _____ is Wikipedia.

wiki

*AACSB: Informal Collaboration to Support Open-Source Information
Difficulty: Easy
Learning Objective: 3
Taxonomy: Knowledge and Understanding*

133. _____ information is content that is publicly available, free of charge, and most often updateable by anyone.

Open-source

AACSB: Informal Collaboration to Support Open-Source Information

Difficulty: Easy

Learning Objective: 3

Taxonomy: Knowledge and Understanding

134. _____ refers to how the IT function is placed structurally within an organization and the organization's philosophical approach to the development, deployment, and use of IT.

IT culture

AACSB: IT Culture - An Organizational Perspective

Difficulty: Hard

Learning Objective: 4

Taxonomy: Synthesis and Evaluation

135. A(n) _____ approach to structuring IT often occurs when there is a strong "command and control" management style.

top-down silo

AACSB: IT Culture - Structuring The IF Function

Difficulty: Medium

Learning Objective: 4

Taxonomy: Application and Analysis

136. A(n) _____ approach to structure IT often occurs when there are IT personnel working within individual functional areas within an organization.

fully-integrated

AACSB: IT Culture - Structuring The IT Function

Difficulty: Hard

Learning Objective: 4

Taxonomy: Synthesis and Evaluation

137. The _____ officer is responsible for overseeing every aspect of an organization's information resources.

chief information officer (CIO)

AACSB: IT Culture - Structuring The IT Function

Difficulty: Easy

Learning Objective: 4

Taxonomy: Knowledge and Understanding

138. The chief _____ officer is responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies.

technology (CTO)

AACSB: IT Culture - Structuring The IT Function

Difficulty: Easy

Learning Objective: 4

Taxonomy: Knowledge and Understanding

139. The chief _____ officer is responsible for the technical aspects of ensuring the security of information.

security

AACSB: IT Culture- Structuring The IT Function

Difficulty: Medium

Learning Objective: 4

Taxonomy: Application and Analysis

140. The chief _____ officer is responsible for ensuring that information is used in an ethical way and that only the right people have access to certain types of information.

privacy

AACSB: IT Culture - Structuring The IT Function

Difficulty: Medium

Learning Objective: 4

Taxonomy: Application and Analysis

141. A(n) _____ system represents a massive, long-term business investment in a software system with a single focus; such systems are often brittle, slow, and non-extensible.

legacy information system (LIS)

AACSB: IT Culture - Structuring The IT Function

Difficulty: Easy

Learning Objective: 4

Taxonomy: Knowledge and Understanding

142. The aim of a(n) _____ system is to ensure that information can be shared across all functional levels and management hierarchies.

enterprise resource planning

AACSB: Enterprise Resource Planning - Bringing IT All Together

Difficulty: Medium

Learning Objective: 5

Taxonomy: Application and Analysis

143. The central notion behind a(n) _____ system is that it includes all technology systems and software in your organization.

enterprise resource planning

AACSB: Enterprise Resource Planning - Bringing IT All Together

AACSB: Reflective Thinking Skills

Difficulty: Medium

Learning Objective: 5

Taxonomy: Application and Analysis