***Business Driven Information Systems, 6e* (Baltzan)**

**Chapter 1 Management Information Systems: Business Driven MIS**

1) Companies today are successful when they combine the power of the information age with traditional business methods.

Answer: TRUE

Explanation: Companies today are successful when they combine the power of the information age with traditional business methods.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

2) Competitive intelligence is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.

Answer: FALSE

Explanation: This is the definition of business intelligence which is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

3) Business intelligence is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.

Answer: TRUE

Explanation: This is the definition of business intelligence.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

4) The information age is the present time, during which infinite quantities of facts are widely available to anyone who can use a computer.

Answer: TRUE

Explanation: The information age is the present time, during which infinite quantities of facts are widely available to anyone who can use a computer.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

5) Technology provides countless business opportunities, but can also lead to pitfalls and traps for a business.

Answer: TRUE

Explanation: Technology provides countless business opportunities, but can also lead to pitfalls and traps for a business.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

6) Top managers use social intelligence to define the future of the business, analyzing markets, industries and economies to determine the strategic direction the company must follow to remain unprofitable.

Answer: FALSE

Explanation: Top managers use business intelligence, not social intelligence, to remain profitable not unprofitable.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

7) A variable is a business intelligence characteristic that stands for a value that cannot change over time.

Answer: FALSE

Explanation: A variable is a data characteristic that can change over time.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

8) A fact is the confirmation or validation of an event or object. In the past, people primarily learned facts from books.

Answer: TRUE

Explanation: A fact is the confirmation or validation of an event or object. In the past, people primarily learned facts from books.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

9) Zappos is not a technology company; its primary business focus is to sell books.

Answer: FALSE

Explanation: Zappos is not a technology company; its primary business focus is to sell shoes, bags, clothing, and accessories.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

10) Order date, amount sold, and customer number are all forms of data.

Answer: TRUE

Explanation: Order date, amount sold, and customer number are all forms of data.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

11) Choosing not to fire a sales representative who is underperforming knowing that person is experiencing family problems is a form of knowledge.

Answer: TRUE

Explanation: Choosing not to fire a sales representative who is underperforming knowing that person is experiencing family problems is a form of knowledge.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

12) Information is data converted into a meaningful and useful context. The truth about information is that its value is only as good as the people who use it. People using the same information can make different decisions depending on how they interpret or analyze the information.

Answer: TRUE

Explanation: Information is data converted into a meaningful and useful context. The truth about information is that its value is only as good as the people who use it.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

13) The Internet of Things (IoT) is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

Answer: TRUE

Explanation: The Internet of Things (IoT) is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

14) Machine to machine (M2M) refers to devices that connect directly to other devices.

Answer: TRUE

Explanation: Machine to machine (M2M) refers to devices that connect directly to other devices.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

15) The Internet of Things (IoT) refers to devices that connect directly to other devices.

Answer: FALSE

Explanation: The Internet of Things (IoT) is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

16) Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

Answer: TRUE

Explanation: Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

17) Predictive analytics is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

Answer: FALSE

Explanation: The Internet of Things (IoT) is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

18) Top managers use predictive analytics to define the future of the business, analyzing markets, industries, and economies to determine the strategic direction the company must follow to remain profitable. Tony will set the strategic direction for his firm, which might include introducing new flavors of potato chips or sports drinks as new product lines or schools and hospitals as new market segments.

Answer: TRUE

Explanation: Top managers use predictive analytics to define the future of the business, analyzing markets, industries, and economies to determine the strategic direction the company must follow to remain profitable. Tony will set the strategic direction for his firm, which might include introducing new flavors of potato chips or sports drinks as new product lines or schools and hospitals as new market segments.

Difficulty: 3 Hard

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

19) Machine to machine (M2M) extracts information from data and uses it to predict future trends and identify behavioral patterns.

Answer: FALSE

Explanation: Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

20) Knowledge workers are individuals valued for their ability to mitigate risk and implement critical human resource rules and regulations.

Answer: FALSE

Explanation: Knowledge workers are individuals valued for their ability to interpret and analyze information.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

21) Using only data and information to make decisions and solve problems is the key to finding success in business. These are also the only core drivers of the information age and the building blocks of business systems.

Answer: FALSE

Explanation: Using data, information, business intelligence, and knowledge to make decisions and solve problems is the key to finding success in business. These are also the core drivers of the information age and the building blocks of business systems.

Difficulty: 3 Hard

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

22) Big data is a collection of large complex data sets, including structured and unstructured, which cannot be analyzed using traditional database methods and tools.

Answer: TRUE

Explanation: Big data is a collection of large complex data sets, including structured and unstructured, which cannot be analyzed using traditional database methods and tools.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

23) Big data is a view of data at a particular moment in time.

Answer: FALSE

Explanation: A snapshot is a view of data at a particular moment in time.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

24) A snapshot is a view of data at a particular moment in time.

Answer: TRUE

Explanation: A snapshot is a view of data at a particular moment in time.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

25) A static report can include updating daily stock market prices or the calculation of available inventory.

Answer: FALSE

Explanation: A dynamic report can include updating daily stock market prices or the calculation of available inventory.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

26) A dynamic report can include updating daily stock market prices or the calculation of available inventory.

Answer: TRUE

Explanation: A dynamic report can include updating daily stock market prices or the calculation of available inventory.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

27) Business analytics is the scientific process of transforming data into insight for making better decisions.

Answer: TRUE

Explanation: Business analytics is the scientific process of transforming data into insight for making better decisions.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

28) Descriptive analytics use techniques that describe past performance and history.

Answer: TRUE

Explanation: Descriptive analytics use techniques that describe past performance and history.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

29) Predictive analytics use techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

Answer: TRUE

Explanation: Predictive analytics use techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

30) Prescriptive analytics use techniques that create models indicating the best decision to make or course of action to take.

Answer: TRUE

Explanation: Prescriptive analytics use techniques that create models indicating the best decision to make or course of action to take.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

31) Knowledge assets, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

Answer: TRUE

Explanation: Knowledge assets, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

32) Knowledge assets reside within the minds of members, customers, and colleagues and include physical structures and recorded media.

Answer: TRUE

Explanation: Knowledge assets reside within the minds of members, customers, and colleagues and include physical structures and recorded media.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

33) Knowledge facilitators help harness the wealth of knowledge in the organization.

Answer: TRUE

Explanation: Knowledge facilitators help harness the wealth of knowledge in the organization.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

34) Descriptive analytics is the scientific process of transforming data into insight for making better decisions.

Answer: FALSE

Explanation: Business analytics is the scientific process of transforming data into insight for making better decisions.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

35) Business analytics use techniques that describe past performance and history.

Answer: FALSE

Explanation: Descriptive analytics use techniques that describe past performance and history.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

36) Prescriptive analytics use techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

Answer: FALSE

Explanation: Predictive analytics use techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

37) Predictive analytics use techniques that create models indicating the best decision to make or course of action to take.

Answer: FALSE

Explanation: Prescriptive analytics use techniques that create models indicating the best decision to make or course of action to take.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

38) Analytics, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

Answer: FALSE

Explanation: Knowledge assets, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

39) Knowledge facilitators reside within the minds of members, customers, and colleagues and include physical structures and recorded media.

Answer: FALSE

Explanation: Knowledge assets reside within the minds of members, customers, and colleagues and include physical structures and recorded media.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

40) Structured data extracts information from data and uses it to predict future trends and identify behavioral patterns.

Answer: FALSE

Explanation: Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

41) Unstructured data extracts information from data and uses it to predict future trends and identify behavioral patterns.

Answer: FALSE

Explanation: Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

42) Structured data is data that has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.

Answer: TRUE

Explanation: Structured data is data that has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

43) Unstructured data is data that is not defined and does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

Answer: TRUE

Explanation: Unstructured data is data that is not defined and does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

44) Unstructured data is data that has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.

Answer: FALSE

Explanation: Structured data is data that has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

45) Structured data is data that is not defined and does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

Answer: FALSE

Explanation: Unstructured data is data that is not defined and does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

46) Unstructured data extracts information from data and uses it to predict future trends and identify behavioral patterns.

Answer: FALSE

Explanation: Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

47) Companies update business strategies continuously as internal and external environments change.

Answer: TRUE

Explanation: Companies update business strategies continuously as internal and external environments change.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

48) The finance department performs the function of selling goods or services.

Answer: FALSE

Explanation: The sales department performs the function of selling goods or services.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

49) The marketing department supports sales by planning, pricing, and promoting goods or services.

Answer: TRUE

Explanation: The marketing department supports sales by planning, pricing, and promoting goods or services.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

50) The operations management department manages the process of converting or transforming resources into goods or services.

Answer: TRUE

Explanation: The operations management department manages the process of converting or transforming resources into goods or services.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

51) The accounting and finance departments primarily use monetary data.

Answer: TRUE

Explanation: The accounting and finance departments primarily use monetary data.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

52) The sales and marketing departments primarily use monetary data.

Answer: FALSE

Explanation: The sales and marketing departments primarily use transactional data.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

53) For an organization to succeed, every department or functional area must work independently to be most effective.

Answer: FALSE

Explanation: For an organization to succeed, every department or functional area must work together or interdependently sharing common information and not be a "silo".

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

54) Successful companies today operate cross-functionally, integrating the operations of all departments.

Answer: TRUE

Explanation: Successful companies today operate cross-functionally, integrating the operations of all departments.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

55) MIS is a tool that is most valuable when it leverages the talents of people who know how to use and manage it effectively.

Answer: TRUE

Explanation: MIS is a tool that is most valuable when it leverages the talents of people who know how to use and manage it effectively.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

56) The chief technology officer is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks from hackers and viruses.

Answer: FALSE

Explanation: The chief technology officer is responsible for ensuring the speed, accuracy, availability, and reliability for MIS.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

57) The chief security officer is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks from hackers and viruses.

Answer: TRUE

Explanation: The chief security officer is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks from hackers and viruses.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

58) The chief data officer is responsible for ensuring the speed, accuracy, availability, and reliability for MIS.

Answer: FALSE

Explanation: The chief technology officer is responsible for ensuring the speed, accuracy, availability, and reliability for MIS.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

59) The chief privacy officer is responsible for ensuring the ethical and legal use of information within a company.

Answer: TRUE

Explanation: The chief privacy officer is responsible for ensuring the ethical and legal use of information within a company.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

60) The business decisions made by the marketing department include promotional data, sales data, and advertising data.

Answer: TRUE

Explanation: The business decision the marketing department makes includes promotion data, sales data, and advertising data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

61) The business decisions made by the human resources department include employee data, promotion data, and vacation data.

Answer: TRUE

Explanation: The business decision the human resources department makes includes employee data, promotion data, and vacation data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

62) The business decisions made by the finance department include investment data, monetary data, and reporting data.

Answer: TRUE

Explanation: The business decision the finance department makes includes investment data, monetary data, and reporting data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

63) The business decisions made by the accounting department include transactional data, purchasing data, payroll data and tax data.

Answer: TRUE

Explanation: The business decisions the accounting department makes includes transactional data, purchasing data, payroll data and tax data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

64) The business decisions made by the sales department include potential customer data, sales report data, commission data, and customer support data.

Answer: TRUE

Explanation: The business decisions the sales department makes include potential customer data, sales report data, commission data, and customer support data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

65) The business decisions made by the operations management department include manufacturing data, distribution data, and production data.

Answer: TRUE

Explanation: The business decisions the operations management department makes include manufacturing data, distribution data, and production data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

66) The business decisions made by the finance department include promotion data, sales data, and advertising data.

Answer: FALSE

Explanation: The business decision the marketing department makes includes promotion data, sales data, and advertising data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

67) The business decisions made by the accounting department include employee data, promotion data, and vacation data.

Answer: FALSE

Explanation: The business decision the human resources department makes includes employee data, promotion data, and vacation data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

68) The business decisions made by the human resources department include investment data, monetary data, and reporting data.

Answer: FALSE

Explanation: The business decision the finance department makes includes investment data, monetary data, and reporting data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

69) The business decisions made by the marketing department include transactional data, purchasing data, payroll data and tax data.

Answer: FALSE

Explanation: The business decisions the accounting department makes include transactional data, purchasing data, payroll data and tax data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

70) The business decisions made by the human resources department include potential customer data, sales report data, commission data, and customer support data.

Answer: FALSE

Explanation: The business decisions the sales department makes include potential customer data, sales report data, commission data, and customer support data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

71) The business decisions made by the accounting department include manufacturing data, distribution data, and production data.

Answer: FALSE

Explanation: The business decisions the operations management department makes include manufacturing data, distribution data, and production data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

72) The chief data officer is responsible for (1) overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

Answer: FALSE

Explanation: The chief information officer is responsible for (1) overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

73) The chief knowledge officer is responsible for collecting, maintaining, and distributing company knowledge.

Answer: TRUE

Explanation: The chief knowledge officer is responsible for collecting, maintaining, and distributing company knowledge.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

74) Most organizations maintain positions such as chief executive officer (CEO), chief financial officer (CFO), and chief operations officer (COO) at the strategic level.

Answer: TRUE

Explanation: Most organizations maintain positions such as chief executive officer (CEO), chief financial officer (CFO), and chief operations officer (COO) at the strategic level.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

75) The chief knowledge officer is responsible for (1) overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

Answer: FALSE

Explanation: The chief information officer is responsible for (1) overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

76) The chief knowledge officer is responsible for collecting, maintaining, and distributing company knowledge.

Answer: TRUE

Explanation: The chief knowledge officer is responsible for collecting, maintaining, and distributing company knowledge.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

77) The chief data officer (CDO) is responsible for determining the types of information the enterprise will capture, retain, analyze, and share.

Answer: TRUE

Explanation: The chief data officer (CDO) is responsible for determining the types of information the enterprise will capture, retain, analyze, and share.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

78) The chief data office (CDO) is responsible for ensuring the throughput, speed, accuracy, availability, and reliability of an organization's information technology.

Answer: FALSE

Explanation: The chief technology officer (CTO) is responsible for ensuring the throughput, speed, accuracy, availability, and reliability of an organization's information technology.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

79) The chief technology officer (CSO) is responsible for ensuring the security of MIS systems and developing strategies and MIS safeguards against attacks from hackers and viruses.

Answer: FALSE

Explanation: The chief security officer (CSO) is responsible for ensuring the security of MIS systems and developing strategies and MIS safeguards against attacks from hackers and viruses.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

80) The chief privacy officer (CPO) is responsible for ensuring the ethical and legal use of information within an organization.

Answer: TRUE

Explanation: The chief privacy officer (CPO) is responsible for ensuring the ethical and legal use of information within an organization.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

81) The chief intellectual property officer (CIPO) is responsible for collecting, maintaining, and distributing the organization's knowledge.

Answer: FALSE

Explanation: The chief knowledge officer (CKO) is responsible for collecting, maintaining, and distributing the organization's knowledge.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

82) The chief security officer (CSO) is responsible for ensuring the security of MIS systems and developing strategies and MIS safeguards against attacks from hackers and viruses.

Answer: TRUE

Explanation: The chief security officer (CSO) is responsible for ensuring the security of MIS systems and developing strategies and MIS safeguards against attacks from hackers and viruses.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

83) According to Fast Company magazine, a few executive levels you might see created over the next decade include chief intellectual property officer, chief automation officer, and chief user experience officer.

Answer: TRUE

Explanation: According to Fast Company magazine, a few executive levels you might see created over the next decade include chief intellectual property officer, chief automation officer, and chief user experience officer.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

84) The difference between existing MIS workplace knowledge and the knowledge required to fulfill the business goals and strategies is called an MIS skill set.

Answer: FALSE

Explanation: The difference between existing MIS workplace knowledge and the knowledge required to fulfill the business goals and strategies is called an MIS skills gap.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

85) Most CTOs do not possess a well-rounded knowledge of all aspects of MIS, like hardware, software, and telecommunications.

Answer: FALSE

Explanation: Most CTOs possess a well-rounded knowledge of all aspects of MIS, including hardware, software, and telecommunications.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

86) Many CPOs are lawyers by training, enabling them to understand the often complex legal issues surrounding the use of information.

Answer: TRUE

Explanation: Many CPOs are lawyers by training, enabling them to understand the often complex legal issues surrounding the use of information.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

87) Common approaches to closing an MIS skills gap include social recruiting, off-site training, mentoring services, and competitive salaries.

Answer: FALSE

Explanation: Common approaches to closing an MIS skills gap include social recruiting, off-site training, mentoring services, and partnerships with universities.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

88) MIS skills gap is the difference between existing MIS workplace knowledge and the knowledge required to fulfill the business goals and strategies.

Answer: FALSE

Explanation: This is the definition of MIS skills gap.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

89) Closing the MIS skills gap by aligning the current workforce with potential future business needs is a simple proposition.

Answer: FALSE

Explanation: Closing the MIS skills gap by aligning the current workforce with potential future business needs is a complicated proposition.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

90) In many instances, an MIS job will remain unfilled for an extended period of time when an employer needs to hire someone who has a very specific set of skills. In recruiting lingo, such candidates are referred to as purple turtles.

Answer: FALSE

Explanation: In recruiting lingo, such candidates are referred to as purple squirrels.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

91) Goods are material items or products that customer's will buy to satisfy a want or need.

Answer: TRUE

Explanation: Goods are material items or products that customer's will buy to satisfy a want or need.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

92) Waiting tables, teaching, and cutting hair are all examples of services that people pay for to fulfill their needs.

Answer: TRUE

Explanation: Waiting tables, teaching, and cutting hair are all examples of services that people pay for to fulfill their needs.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

93) An overview of systems thinking includes input, process, output, and finances.

Answer: FALSE

Explanation: An overview of the systems thinking includes input, process, output, and feedback.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

94) A stakeholder is a person or group that has an interest or concern in an organization. Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change.

Answer: TRUE

Explanation: A stakeholder is a person or group that has an interest or concern in an organization. Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. It is not uncommon to find stakeholders' business strategies have conflicting interests such as investors looking to increase profits by eliminating employee jobs.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

95) It is not uncommon to find stakeholders' business strategies have conflicting interests such as investors looking to increase profits by eliminating employee jobs.

Answer: TRUE

Explanation: A stakeholder is a person or group that has an interest or concern in an organization. Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. It is not uncommon to find stakeholders' business strategies have conflicting interests such as investors looking to increase profits by eliminating employee jobs.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

96) Cars, groceries, and clothing are all examples of goods.

Answer: TRUE

Explanation: Cars, groceries, and clothing are all examples of goods.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

97) Production is the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services.

Answer: TRUE

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

98) Productivity is the rate at which goods and services are produced based upon total output given total inputs.

Answer: TRUE

Explanation: Productivity is the rate at which goods and services are produced based upon total output given total inputs.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

99) Lettuce, tomatoes, patty, bun, and ketchup are included in the output of making a hamburger.

Answer: FALSE

Explanation: Lettuce, tomatoes, patty, bun, and ketchup are included as inputs of making a hamburger.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

100) Cooking a patty and putting the ingredients together are included in the process of making a hamburger.

Answer: TRUE

Explanation: Cooking a patty and putting the ingredients together are included in the process of making a hamburger.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

101) Bread, cheese, and butter are included in the process of making a grilled cheese sandwich.

Answer: TRUE

Explanation: Bread, cheese, and butter are included as the inputs of making a grilled cheese sandwich.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

102) A grilled cheese sandwich is considered the final output of a making-a-sandwich process.

Answer: TRUE

Explanation: A grilled cheese sandwich is considered the final output of a making-a-sandwich process.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

103) If a business could produce the same hamburger with less expensive inputs it would probably see a decrease in profits.

Answer: FALSE

Explanation: If a business could produce the same hamburger with less expensive inputs it would probably see an increase in profits.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Analyze

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

104) If a business could produce more hamburgers with the same inputs it would see a rise in productivity and possibly an increase in profits.

Answer: TRUE

Explanation: If a business could produce more hamburgers with the same inputs it would see a rise in productivity and possibly an increase in profits.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Analyze

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

105) A leadership plan that achieves a specific set of goals or objectives is a business strategy.

Answer: TRUE

Explanation: A leadership plan that achieves a specific set of goals or objectives is a business strategy.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

106) When a company is the first to market with a competitive advantage, it gains a particular benefit known as competitive intelligence.

Answer: FALSE

Explanation: When a company is the first to market with a competitive advantage, it gains a particular benefit known as a first-mover advantage.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

107) To combat business challenges leaders communicate and execute business strategies from the Greek word stratus for army and ago for leading.

Answer: TRUE

Explanation: To combat business challenges leaders communicate and execute business strategies from the Greek word stratus for army and ago for leading.

Difficulty: 2 Medium

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

108) Businesses rarely need to update business strategies as the business environment remains relatively stable.

Answer: FALSE

Explanation: Businesses constantly need to update business strategies as the business environment rapidly changes.

Difficulty: 2 Medium

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

109) Attracting new customers, decreasing costs, and entering new markets are all examples of successful business strategies.

Answer: TRUE

Explanation: Attracting new customers, decreasing costs, and entering new markets are all examples of business strategies.

Difficulty: 2 Medium

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

110) Decreasing customer loyalty, increasing costs, and decreasing sales are all examples of business strategies.

Answer: FALSE

Explanation: Increasing customer loyalty, decreasing costs, and increasing sales are all examples of business strategies.

Difficulty: 2 Medium

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

111) A first-mover advantage is the process of gathering information about the competitive environment, including competitors' plans, activities, and products, to improve a company's ability to succeed.

Answer: FALSE

Explanation: Competitive intelligence is the process of gathering information about the competitive environment, including competitors' plans, activities, and products, to improve a company's ability to succeed.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

112) FedEx created a first-mover advantage by developing its customer self-service software, which allows people to request parcel pickups, print mailing slips, and track parcels online.

Answer: TRUE

Explanation: FedEx created a first-mover advantage by developing its customer self-service software, which allows people to request parcel pickups, print mailing slips, and track parcels online.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

113) A SWOT analysis will evaluate potential internal strengths, internal weaknesses, and external opportunities.

Answer: TRUE

Explanation: A SWOT analysis will evaluate potential internal strengths, internal weaknesses, and external opportunities.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

114) A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

Answer: TRUE

Explanation: A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

115) A SWOT analysis evaluates an organization's strengths, weaknesses, objectives, and threats.

Answer: FALSE

Explanation: A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

116) A SWOT analysis evaluates an organization's strengths, worries, opportunities, and technologies to identify significant influences that work for or against business strategies.

Answer: FALSE

Explanation: A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

117) In a SWOT analysis strengths and weaknesses originate inside an organization, or internally. Opportunities and threats originate outside an organization, or externally and cannot always be anticipated or controlled.

Answer: TRUE

Explanation: Strengths and weaknesses originate inside an organization, or internally. Opportunities and threats originate outside an organization, or externally and cannot always be anticipated or controlled.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

118) In a SWOT analysis potential internal strengths are helpful when they identify all key strengths associated with the competitive advantage including cost advantages, new and/or innovative services, special expertise and/or experience, proven market leader, improved marketing campaigns, and so on.

Answer: TRUE

Explanation: Potential internal strengths are helpful when they identify all key strengths associated with the competitive advantage including cost advantages, new and/or innovative services, special expertise and/or experience, proven market leader, improved marketing campaigns, and so on.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

119) In a SWOT analysis potential internal weaknesses are harmful when they identify all key areas that require improvement. Weaknesses focus on the absence of certain strengths, including absence of an Internet marketing plan, damaged reputation, problem areas for service, outdated technology, employee issues, and so on.

Answer: TRUE

Explanation: In a SWOT analysis potential internal weaknesses are harmful when they identify all key areas that require improvement. Weaknesses focus on the absence of certain strengths, including absence of an Internet marketing plan, damaged reputation, problem areas for service, outdated technology, employee issues, and so on.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

120) In a SWOT analysis potential external opportunities are helpful when they identify all significant trends along with how the organization can benefit from each, including new markets, additional customer groups, legal changes, innovative technologies, population changes, competitor issues, and so on.

Answer: TRUE

Explanation: Potential external opportunities are helpful when they identify all significant trends along with how the organization can benefit from each, including new markets, additional customer groups, legal changes, innovative technologies, population changes, competitor issues, and so on.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

121) In a SWOT analysis potential external threats are harmful when they identify all threats or risks detrimental to your organization, including new market entrants, substitute products, employee turnover, differentiating products, shrinking markets, adverse changes in regulations, economic shifts, and so on.

Answer: TRUE

Explanation: Potential external threats are harmful when they identify all threats or risks detrimental to your organization, including new market entrants, substitute products, employee turnover, differentiating products, shrinking markets, adverse changes in regulations, economic shifts, and so on.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

122) Competitive advantages provide the same product or service either at a lower price or with additional value that can fetch premium prices.

Answer: TRUE

Explanation: Competitive advantages provide the same product or service either at a lower price or with additional value that can fetch premium prices.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

123) Mark Peterson identified the Porter's Five Forces Model which analyzes the competitive forces within a business environment.

Answer: FALSE

Explanation: Michael Porter identified the Porter's Five Forces Model which analyzes the competitive forces within a business environment.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

124) Porter's Five Forces Model outlines the process for a sales strategy.

Answer: FALSE

Explanation: Porter's Five Forces Model analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

125) With the Five Forces Model, companies should watch the forces in the market. If the forces are strong competition generally increases and if the forces are weak competition typically decreases.

Answer: TRUE

Explanation: With the Five Forces Model, companies should watch the forces in the market. If the forces are strong competition generally increases and if the forces are weak competition typically decreases.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

126) There are many challenges to changing doctors, including transferring medical records and losing the doctor patient relationship along with the doctor's knowledge of the patient's history. Changing doctors provides a great example of switching costs.

Answer: TRUE

Explanation: Switching costs are costs that make customers reluctant to switch to another product or service. Switching costs include financial as well as intangible values.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

127) Supplier power is one of Porter's five forces and it measures the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services).

Answer: TRUE

Explanation: Supplier power is one of Porter's five forces that measures the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services).

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

128) Polaroid had a unique competitive advantage for many years until it forgot to observe competitive intelligence. The firm went bankrupt when people began taking digital pictures. Polaroid provides a great example of Porter's supplier power.

Answer: FALSE

Explanation: This is an example of Porter's threat of substitute products or services.

Difficulty: 3 Hard

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Analyze

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

129) Product differentiation occurs when a company develops unique differences in its products or services with the intent to influence demand.

Answer: TRUE

Explanation: Product differentiation occurs when a company develops unique differences in its products or services with the intent to influence demand.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

130) Buyer power is the ability of buyers to affect the price they must pay for an item.

Answer: TRUE

Explanation: Buyer power is the ability of buyers to affect the price they must pay for an item.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

131) Rivalry among existing competitors refers to the ability of buyers to affect the price they must pay for an item.

Answer: FALSE

Explanation: Buyer power is the ability of buyers to affect the price they must pay for an item.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

132) The threat of substitute products or services refers to the power of customers to purchase alternatives.

Answer: TRUE

Explanation: The threat of substitute products or services refers to the power of customers to purchase alternatives.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

133) The threat of substitute products or services refers to the power of competitors to enter a new market.

Answer: FALSE

Explanation: The threat of substitute products or services refers to the power of customers to purchase alternatives.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

134) Tiffany & Company competes in the marketplace by offering high cost custom jewelry. Tiffany & Company is following a broad market and cost leadership strategy.

Answer: FALSE

Explanation: Tiffany & Company is following a focused market with high cost differentiation strategy.

Difficulty: 3 Hard

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Analyze

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

135) Porter has identified three generic business strategies including focused, broad cost leadership, and switching strategy.

Answer: FALSE

Explanation: Porter has identified three generic business strategies: 1) broad cost leadership, 2) broad differentiation, and 3) focused strategy.

Difficulty: 1 Easy

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Remember

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

136) According to Porter's three generic strategies, Walmart is following a business strategy that focuses on 'broad market and low cost'.

Answer: TRUE

Explanation: An example of a business that uses the business strategy 'broad market and low cost' is Walmart.

Difficulty: 2 Medium

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Understand

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

137) According to Porter it is recommended to adopt only one of the three generic strategies.

Answer: TRUE

Explanation: According to Porter it is recommended to adopt only one of the three generic strategies.

Difficulty: 2 Medium

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Understand

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

138) Buyer power is included as one of Porter's three generic strategies.

Answer: FALSE

Explanation: Buyer power is included as one of Porter's five forces.

Difficulty: 2 Medium

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Understand

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

139) Value chain analysis views a firm as a series of business processes that each adds value to the product or service.

Answer: TRUE

Explanation: Value chain analysis views a firm as a series of business processes that each adds value to the product or service.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

140) A standardized set of activities that accomplish a specific task is called a supply chain component.

Answer: FALSE

Explanation: A standardized set of activities that accomplish a specific task is called a business process.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

141) The value chain will group a company's activities into two categories: primary value activities and support value activities.

Answer: TRUE

Explanation: The value chain will group a company's activities into two categories: primary value activities and support value activities.

Difficulty: 2 Medium

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Understand

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

142) A business process is a standardized set of activities that accomplish a specific task, such as processing a customer's order.

Answer: TRUE

Explanation: A business process is a standardized set of activities that accomplish a specific task, such as processing a customer's order.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

143) A primary value activity is a standardized set of activities that accomplish a specific task, such as processing a customer's order.

Answer: FALSE

Explanation: A business process is a standardized set of activities that accomplish a specific task, such as processing a customer's order.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

144) Inbound logistics and operations are part of the primary value activities.

Answer: TRUE

Explanation: Inbound logistics and operations are part of the primary value activities.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

145) Inbound logistics and operations are part of the support value activities.

Answer: FALSE

Explanation: Inbound logistics and operations are part of the primary value activities.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

146) Firm infrastructure and human resource management are part of the primary value activities.

Answer: FALSE

Explanation: Firm infrastructure and human resource management are part of the support value activities.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

147) Firm infrastructure and human resource management are part of the support value activities.

Answer: TRUE

Explanation: Firm infrastructure and human resource management are part of the support value activities.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

148) Which of the following is not considered a core driver of the information age?

A) Information.

B) Business Intelligence.

C) Competitive Intelligence.

D) Data.

Answer: C

Explanation: The core drivers of the information age include data, information, business intelligence, and knowledge.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

149) Which of the following is not considered a core driver of the information age?

A) Information.

B) Business Intelligence.

C) Knowledge.

D) Variables.

Answer: D

Explanation: The core drivers of the information age include data, information, business intelligence, and knowledge.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

150) Which of the following is considered a core driver of the information age?

A) Fact.

B) Goods.

C) Competitive Intelligence.

D) Data.

Answer: D

Explanation: The core drivers of the information age include data, information, business intelligence, and knowledge.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

151) Which of the following is considered a core driver of the information age?

A) Information.

B) Business Intelligence.

C) Knowledge.

D) All of the above.

Answer: D

Explanation: The core drivers of the information age include data, information, business intelligence, and knowledge.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

152) Why do students need to study information technology?

A) Information technology is everywhere in business

B) Information technology is rarely discussed in business

C) Information technology is rarely used in organizations

D) Information technology is found in only a few businesses

Answer: A

Explanation: Information technology is everywhere in business.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

153) Why do students need to study information technology?

A) Information technology is everywhere in business

B) Information technology is frequently discussed in business

C) Information technology is frequently used in organizations

D) All of the above.

Answer: D

Explanation: Information technology is everywhere in business, frequently discussed in business, and frequently used in organizations.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

154) What is the confirmation or validation of an event or object?

A) Fact.

B) Data.

C) Information technology.

D) Business Intelligence.

Answer: A

Explanation: A fact is the confirmation or validation of an event or object.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

155) The age we live in has infinite quantities of facts that are widely available to anyone who can use a computer. What age is this statement referring to?

A) Data age.

B) Information age.

C) Business intelligence age.

D) Internet of Things

Answer: B

Explanation: The information age has infinite quantities of facts that are widely available to anyone who can use a computer.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

156) Which of the following is not a technology company but used technology to revamp the business process of selling books?

A) Netflix.

B) Dell.

C) Zappos.

D) Amazon.

Answer: D

Explanation: Amazon is not a technology company but used technology to revamp the business process of selling books.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

157) Which of the following is not a technology company but used technology to revamp the business process of renting videos?

A) Netflix.

B) Dell.

C) Zappos.

D) Amazon.

Answer: A

Explanation: Netflix is not a technology company but used technology to revamp the business process of renting videos.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

158) Which of the following is not a technology company but used technology to revamp the business process of selling shoes?

A) Netflix.

B) Dell.

C) Zappos.

D) Amazon.

Answer: C

Explanation: Zappos is not a technology company but used technology to revamp the business process of selling shoes.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

159) What is data?

A) Raw facts that describe the characteristics of an event or object.

B) Data converted into a meaningful and useful context.

C) Information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making.

D) Skills, experience, and expertise, coupled with information and intelligence, that creates a person's intellectual resources.

Answer: A

Explanation: Data are raw facts that describe the characteristics of an event or object.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

160) What is information?

A) Raw facts that describe the characteristics of an event or object.

B) Data converted into a meaningful and useful context.

C) Information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making.

D) Skills, experience, and expertise, coupled with information and intelligence that creates a person's intellectual resources.

Answer: B

Explanation: Information is data converted into a meaningful and useful context.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

161) What is business intelligence?

A) Raw facts that describe the characteristics of an event or object.

B) Data converted into a meaningful and useful context.

C) Information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making.

D) Skills, experience, and expertise, coupled with information and intelligence, which creates a person's intellectual resources.

Answer: C

Explanation: Business intelligence is information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

162) What is knowledge?

A) Raw facts that describe the characteristics of an event or object.

B) Data converted into a meaningful and useful context.

C) Information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making.

D) Skills, experience, and expertise, coupled with information and intelligence that creates a person's intellectual resources.

Answer: D

Explanation: Knowledge includes skills, experience, and expertise, coupled with information and intelligence that creates a person's intellectual resources.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

163) Which of the following is considered information?

A) Quantity sold

B) Date sold

C) Best-selling item by month

D) Product sold

Answer: C

Explanation: Best-selling item by month is information.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

164) Which of the following is considered data?

A) Quantity sold

B) Best customer by month

C) Best-selling item by month

D) Worst-selling item by month

Answer: A

Explanation: Quantity sold is data.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

165) Cheryl Steffan is the operations manager for Nature's Bread Company, which specializes in providing natural products for health conscious individuals. Cheryl is responsible for compiling, analyzing, and evaluating daily sales numbers to determine the company's profitability and forecast production for the next day. Which of the following is an example of a piece of data Cheryl would be using to successfully perform her job?

A) Craig Newmark is customer number 15467.

B) Compare the costs of supplies including energy over the last five years to determine the best-selling product by month.

C) Best-selling product by day.

D) Best-selling product changes when Tony the best baker is working.

Answer: A

Explanation: Data is raw facts that describe the characteristics of an event or object. Data for Cheryl would include Craig Newmark is customer number 15467.

Difficulty: 3 Hard

Topic: Competing in the Information Age

Bloom's: Analyze

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

166) Cheryl Steffan is the operations manager for Nature's Bread Company, which specializes in providing natural products for health conscious individuals. Cheryl is responsible for compiling, analyzing, and evaluating daily sales numbers to determine the company's profitability and forecast production for the next day. Which of the following is an example of the type of information Cheryl would be using to successfully perform her job?

A) Craig Newmark is customer number 15467.

B) Flour Power is supplier number 8745643.

C) Best-selling product by day.

D) Best-selling product changes when Tony the best baker is working.

Answer: C

Explanation: Best-selling product by day is an example of information.

Difficulty: 3 Hard

Topic: Competing in the Information Age

Bloom's: Analyze

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

167) Cheryl Steffan is the operations manager for Nature's Bread Company, which specializes in providing natural products for health conscious individuals. Cheryl is responsible for compiling, analyzing, and evaluating daily sales numbers to determine the company's profitability and forecast production for the next day. Which of the following is an example of knowledge that Cheryl would be using to successfully perform her job?

A) Craig Newmark is customer number 15467.

B) Flour Power is supplier number 8745643.

C) Best-selling product by day

D) Best-selling product changes when Tony the best baker is working.

Answer: D

Explanation: Knowledge would include knowing that the best baker is Tony and that when he works the best-selling product changes.

Difficulty: 3 Hard

Topic: Competing in the Information Age

Bloom's: Analyze

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

168) Data is useful for understanding individual sales, but to gain deeper insight into a business data needs to be turned into information. Which of the following offers an example of turning data into information?

A) Who are my best customers?

B) What is my best-selling product?

C) What is my worst-selling product?

D) All of the above

Answer: D

Explanation: Questions outlined in the book include: Who are my best customers? Who are my least-profitable customers? What is my best-selling product? What is my slowest-selling product? Who is my strongest sales representative? Who is my weakest sales representative?

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

169) Which of the following provides an example of information?

A) Who is customer number 12345XX?

B) What is product number 12345XX?

C) What customer number is Bob Smith?

D) What is my worst-selling product?

Answer: D

Explanation: What is my worst-selling product is an example of taking data and turning it into information.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

170) Which of the following provides an example of data?

A) Who are my best customers?

B) What is my best-selling product?

C) What is my worst-selling product?

D) Who is customer number 12345XX?

Answer: D

Explanation: Who is customer number 12345XX is an example of data.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

171) Business intelligence is information collected from multiple sources. Which of the following provides an example of a source that would be included in business intelligence?

A) Suppliers.

B) Customers.

C) Competitors.

D) All of the above.

Answer: D

Explanation: Business Intelligence is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

172) Which of the following represents the core drives of the information age?

A) Data, Information, Business Intelligence, Knowledge.

B) Fact, Data, Intelligence, Experience.

C) Fact, Intelligence, Business Skills, Knowledge.

D) Data, Intelligence, Business Information, Knowledge.

Answer: A

Explanation: Data, Information, Business Intelligence, and Knowledge are the core drivers of the information age.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

173) Which of the following is not a core driver of the information age?

A) Information.

B) Knowledge.

C) Internet of Things.

D) Data.

Answer: C

Explanation: The core drivers of the information age are data, information, business intelligence, and knowledge.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

174) Which of the following represents the definition of a variable?

A) A data characteristic that is collected through competitive intelligence and cannot change over time.

B) A data characteristic that stands for a value that changes or varies over time.

C) A data characteristic that stands for a value that does not change or vary over time.

D) A data characteristic that is collected only through competitive intelligence and can change over time.

Answer: B

Explanation: A variable is a data characteristic that stands for a value that changes or varies over time and can be manipulated to help improve profits.

Difficulty: 2 Medium

Topic: Competing in the Information Age

Bloom's: Understand

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

175) Today's workers are referred to as \_\_\_\_\_\_\_\_ and they use BI along with personal experience to make decisions based on both information and intuition, a valuable resource for any company.

A) Knowledge workers

B) Knowledge thinkers

C) Knowledge resources

D) Knowledge players

Answer: A

Explanation: Today's workers are commonly referred to as knowledge workers and they use BI along with personal experience to make decisions based on both information and intuition, a valuable resource for any company."

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

176) What is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making?

A) Supplier's intelligence.

B) Social intelligence.

C) Employee intelligence.

D) Business intelligence.

Answer: D

Explanation: Business intelligence is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

177) Information is data converted into useful, meaningful context. What are data characteristics that change or vary over time?

A) Facts.

B) Variables.

C) Supplies.

D) Services.

Answer: B

Explanation: A variable is a data characteristic that stands for a value that changes or varies over time.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

178) Which of the below is the key term that defines the confirmation or validation of an event or object?

A) Buyer power.

B) Data.

C) Fact.

D) Entry barrier.

Answer: C

Explanation: A fact is the confirmation or validation of an event or object.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

179) What is data converted into a meaningful and useful context?

A) Competitive intelligence.

B) Information.

C) Buyer power.

D) First-mover advantage.

Answer: B

Explanation: Information is data converted into a meaningful and useful context.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

180) What is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention?

A) Internet of Things

B) Predictive Analytics

C) Machine to Machine

D) Flat World

Answer: A

Explanation: The Internet of Things is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

181) What refers to devices that connect directly to other devices?

A) Internet of Things

B) Predictive Analytics

C) Machine to Machine

D) Flat World

Answer: C

Explanation: Machine to machine (M2M), which refers to devices that connect directly to other devices.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

182) What extracts information from data and uses it to predict future trends and identify behavioral patterns?

A) Internet of Things

B) Predictive Analytics

C) Machine to Machine

D) Flat World

Answer: B

Explanation: Predictive analytics, which extracts information from data and uses it to predict future trends and identify behavioral patterns.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

183) What is the Internet of Things?

A) A world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

B) Extracts information from data and uses it to predict future trends and identify behavioral patterns.

C) Refers to devices that connect directly to other devices.

D) Opportunities to change the way people purchase books.

Answer: A

Explanation: The Internet of Things is a world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

184) What is machine to machine?

A) A world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

B) Extracts information from data and uses it to predict future trends and identify behavioral patterns.

C) Refers to devices that connect directly to other devices.

D) Opportunities to change the way people purchase books.

Answer: C

Explanation: Machine to machine (M2M), which refers to devices that connect directly to other devices.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

185) What is predictive analytics?

A) A world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

B) Techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

C) Refers to devices that connect directly to other devices.

D) Opportunities to change the way people purchase books.

Answer: B

Explanation: Predictive analytics are techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

186) What is the science of fact-based decision making?

A) Business intelligence.

B) Information.

C) Knowledge.

D) Analytics.

Answer: D

Explanation: Analytics is the science of fact-based decision making

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

187) What is the scientific process of transforming data into insight for making better decisions?

A) Business analytics.

B) Descriptive analytics.

C) Prescriptive analytics.

D) Predictive analytics.

Answer: A

Explanation: Business analytics is the scientific process of transforming data into insight for making better decisions.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

188) What uses techniques that describe past performance and history?

A) Business analytics.

B) Descriptive analytics.

C) Prescriptive analytics.

D) Predictive analytics.

Answer: B

Explanation: Descriptive analytics use techniques that describe past performance and history.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

189) What uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns?

A) Business analytics.

B) Descriptive analytics.

C) Prescriptive analytics.

D) Predictive analytics.

Answer: D

Explanation: Predictive analytics use techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

190) What uses techniques that create models indicating the best decision to make or course of action to take?

A) Business analytics.

B) Descriptive analytics.

C) Prescriptive analytics.

D) Predictive analytics.

Answer: C

Explanation: Prescriptive analytics use techniques that create models indicating the best decision to make or course of action to take.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

191) What are business analytics?

A) The scientific process of transforming data into insight for making better decisions.

B) Uses techniques that describe past performance and history.

C) Uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

D) Uses techniques that create models indicating the best decision to make or course of action to take.

Answer: A

Explanation: Business analytics is the scientific process of transforming data into insight for making better decisions.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

192) What are descriptive analytics?

A) The scientific process of transforming data into insight for making better decisions.

B) Uses techniques that describe past performance and history.

C) Uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

D) Uses techniques that create models indicating the best decision to make or course of action to take.

Answer: B

Explanation: Descriptive analytics use techniques that describe past performance and history.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

193) What are predictive analytics?

A) The scientific process of transforming data into insight for making better decisions.

B) Uses techniques that describe past performance and history.

C) Uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

D) Uses techniques that create models indicating the best decision to make or course of action to take.

Answer: C

Explanation: Predictive analytics use techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

194) What are prescriptive analytics?

A) The scientific process of transforming data into insight for making better decisions.

B) Uses techniques that describe past performance and history.

C) Uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.

D) Uses techniques that create models indicating the best decision to make or course of action to take.

Answer: D

Explanation: Prescriptive analytics use techniques that create models indicating the best decision to make or course of action to take.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

195) What are the three primary areas of analytics?

A) Descriptive analytics, predictive analytics, and prescriptive analytics.

B) Descriptive analytics, primary analytics, response analytics.

C) Descriptive analytics, future analytics, past analytics.

D) Technique analytics, future analytics, past analytics.

Answer: A

Explanation: The three primary areas of analytics includes descriptive analytics, predictive analytics, and prescriptive analytics.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

196) What are the human, structural, and recorded resources available to the organization?

A) Knowledge assets.

B) Knowledge facilitators.

C) Predictive analytics.

D) Business analytics.

Answer: A

Explanation: Knowledge assets, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

197) What resides within the minds of members, customers, and colleagues and include physical structures and recorded media?

A) Knowledge assets.

B) Knowledge facilitators.

C) Predictive analytics.

D) Business analytics.

Answer: A

Explanation: Knowledge assets reside within the minds of members, customers, and colleagues and include physical structures and recorded media.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

198) What helps harness the wealth of knowledge in the organization?

A) Knowledge assets.

B) Knowledge facilitators.

C) Predictive analytics.

D) Business analytics.

Answer: B

Explanation: Knowledge facilitators help harness the wealth of knowledge in the organization.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

199) What helps acquire and catalog the knowledge assets in an organization?

A) Knowledge assets.

B) Knowledge facilitators.

C) Predictive analytics.

D) Business analytics.

Answer: B

Explanation: Knowledge facilitators help acquire and catalog the knowledge assets in an organization.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

200) What data is created by a machine without human intervention?

A) Human-generated.

B) Machine-generated.

C) Machine-to-machine (M2M)

D) Unstructured data.

Answer: B

Explanation: Machine-generated data is created by a machine without human intervention

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

201) What data is data that humans, in interaction with computers, generate?

A) Human-generated.

B) Machine-generated.

C) Machine-to-machine (M2M)

D) Static report.

Answer: A

Explanation: Human-generated data is data that humans, in interaction with computers, generate.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

202) What type of structured data includes sensor data, point-of-sale data, and web log data?

A) Human-generated.

B) Machine-generated.

C) Machine-to-machine (M2M)

D) Systems thinking.

Answer: B

Explanation: Machine-generated data includes sensor data, point-of-sale data, and web log data.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

203) What type of structured data includes input data, click-stream data, or gaming data?

A) Human-generated.

B) Machine-generated.

C) Machine-to-machine (M2M)

D) Systems thinking

Answer: A

Explanation: Human-generated data includes input data, click-stream data, or gaming data.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

204) Which of the following describes structured data?

A) A defined length, type, and format.

B) Includes numbers, dates, or strings such as Customer Address.

C) Is typically stored in a relational database or spreadsheet.

D) All of the above.

Answer: D

Explanation: Structured data has a defined length, type and format and includes numbers, dates, or strings such as Customer Address. Structured data is typically stored in a traditional system such as a relational database or spreadsheet.

Difficulty: 3 Hard

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

205) What refers to devices that connect directly to other devices?

A) Human-generated.

B) Machine-generated.

C) Machine-to-machine (M2M).

D) Systems thinking.

Answer: C

Explanation: Machine to machine (M2M) refers to devices that connect directly to other devices.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

206) What are the characteristics of unstructured data?

A) Does not follow a specified format.

B) Free-form text.

C) Emails, twitter tweets, and text messages.

D) All of the above.

Answer: D

Explanation: Unstructured data does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

Difficulty: 3 Hard

Topic: Competing in the Information Age

Bloom's: Analyze

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

207) Which of the following does not describe unstructured data?

A) Does not follow a specified format.

B) A defined length, type, and format.

C) Free-form text.

D) Emails, twitter tweets, and text messages.

Answer: B

Explanation: Unstructured data does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

208) Which of the following does not describe structured data?

A) A defined length.

B) Emails, twitter tweets, and text messages are examples of structured data.

C) Is typically stored in a relational database or spreadsheet.

D) A defined format.

Answer: B

Explanation: Structured data has a defined length, type and format and includes numbers, dates, or strings such as Customer Address. Structured data is typically stored in a traditional system such as a relational database or spreadsheet.

Difficulty: 3 Hard

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

209) What is a snapshot?

A) A world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

B) A view of data at a particular moment in time.

C) Refers to devices that connect directly to other devices.

D) Opportunities to change the way people purchase books.

Answer: B

Explanation: A snapshot is a view of data at a particular moment in time.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

210) What is a view of data at a particular moment in time?

A) Knowledge.

B) Big data.

C) Snapshot.

D) Unstructured data.

Answer: C

Explanation: A snapshot is a view of data at a particular moment in time.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

211) What is a collection of large complex data sets that cannot be analyzed using traditional database methods and tools?

A) Knowledge.

B) Big data.

C) Snapshot.

D) Internet of Things.

Answer: B

Explanation: Big data is a collection of large complex data sets, including structured and unstructured, which cannot be analyzed using traditional database methods and tools.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

212) What is a report?

A) A document containing data organized in a table, matrix, or graphical format allowing users to easily comprehend and understand information.

B) A collection of large complex data sets, including structured and unstructured, which cannot be analyzed using traditional database methods and tools.

C) A view of data at a particular moment in time.

D) A world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

Answer: A

Explanation: A report is a document containing data organized in a table, matrix, or graphical format allowing users to easily comprehend and understand information.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

213) What is big data?

A) A document containing data organized in a table, matrix, or graphical format allowing users to easily comprehend and understand information.

B) A collection of large complex data sets, including structured and unstructured, which cannot be analyzed using traditional database methods and tools.

C) A view of data at a particular moment in time.

D) A world where interconnected, Internet-enabled devices or "things" can collect and share data without human intervention.

Answer: B

Explanation: A collection of large complex data sets, including structured and unstructured, which cannot be analyzed using traditional database methods and tools

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

214) What type of report is created based on data that does not change?

A) Static report.

B) Dynamic report.

C) Variable report.

D) Structured report.

Answer: A

Explanation: A static report is created based on data that does not change.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

215) What type of report changes automatically during creation?

A) Static report.

B) Dynamic report.

C) Variable report.

D) Structured report.

Answer: B

Explanation: A dynamic report changes automatically during creation.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

216) What type of report can include a sales report from last year or salary report from five years ago?

A) Static report.

B) Dynamic report.

C) Variable report.

D) Structured report.

Answer: A

Explanation: A static report is created based on data that does not change. Static reports can include a sales report from last year or salary report from five years ago.

Difficulty: 1 Easy

Topic: Competing in the Information Age

Bloom's: Remember

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: automatic

217) What type of report can include updating daily stock market prices or the calculation of available inventory?

A) Static report.

B) Dynamic report.

C) Variable report.

D) Structured report.

Answer: B

Explanation: A dynamic report changes automatically during creation. Dynamic reports can include updating daily stock market prices or the calculation of available inventory.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

218) How are the majority of companies today typically organized?

A) By departments or functional areas.

B) By departments or financial areas.

C) By degree or financial areas.

D) By manager or knowledge area.

Answer: A

Explanation: Companies today are typically organized by departments or functional areas.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

219) How does the text recommend that a company operate if it wants to be successful in the information age?

A) Functionally independent between departments.

B) Interdependently between departments.

C) Together as one department with little or no independence.

D) Each department acting as its own individual business unit.

Answer: B

Explanation: For companies to operate as a whole and be successful in our current business environment today, they must operate interdependently between departments.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

220) Most companies are typically organized by departments or functional areas. Which of the following is not a common department found in a company?

A) Accounting.

B) Payroll.

C) Marketing.

D) Human Resources.

Answer: B

Explanation: Payroll is part of the accounting department.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

221) The sales department needs to rely on information from operations to understand \_\_\_\_\_\_\_\_.

A) Inventory.

B) Customer orders.

C) Demand forecasts.

D) All of the above.

Answer: D

Explanation: Sales needs to rely on information from operations to understand inventory, place orders, and forecast consumer demand.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

222) Which of the following represents the department that maintains policies, plans, and procedures for the effective management of employees?

A) Human Resources.

B) Sales.

C) Employee Resources.

D) Employee Relations.

Answer: A

Explanation: Human resources maintains policies, plans, and procedures for the effective management of employees.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

223) Greg works for Geneva Steel Corporation. Greg's duties include managing the overall processes for the company and transforming the steel resources into goods. Which department would Greg most likely work in?

A) Accounting

B) Operations Management

C) Marketing

D) CIO

Answer: B

Explanation: Operations management manages the process of converting or transforming of resources into goods or services.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

224) Information technology can enable departments to more efficiently and effectively perform their core \_\_\_\_\_\_\_\_.

A) Facts.

B) Feedback mechanisms.

C) Business operations.

D) Media issues.

Answer: C

Explanation: Information technology can enable departments to more efficiently and effectively perform their business operations.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

225) The department within a company that records, measures, and reports monetary transactions is called \_\_\_\_\_\_\_\_.

A) Accounting.

B) Marketing.

C) Human Resources.

D) Operations Management.

Answer: A

Explanation: The department within a company that records, measures, and reports monetary transactions is accounting.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

226) The department within a company that performs the function of selling goods or services is called \_\_\_\_\_\_\_\_.

A) Marketing.

B) Sales.

C) Finance.

D) Operations Management.

Answer: B

Explanation: The department with a company that performs the function of selling goods or services is sales.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

227) The department within a company that supports the sales by planning, pricing, and promoting goods or services is called \_\_\_\_\_\_\_\_.

A) Sales.

B) Operations Management.

C) Accounting.

D) Marketing.

Answer: D

Explanation: The department within a company that supports the sales by planning, pricing, and promoting goods or services is marketing.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

228) Which department tracks strategic financial issues, including money, banking, credit, investments, and assets?

A) Sales.

B) Operations Management.

C) Accounting.

D) Finance.

Answer: D

Explanation: Finance department tracks strategic financial issues, including money, banking, credit, investments, and assets.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

229) Which department manages the process of converting or transforming resources into goods or services?

A) Sales.

B) Operations Management.

C) Accounting.

D) Finance.

Answer: B

Explanation: Operations management department manages the process of converting or transforming resources into goods or services.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

230) Which department records, measures, and reports monetary transactions?

A) Sales.

B) Operations Management.

C) Accounting.

D) Finance.

Answer: C

Explanation: Accounting records, measures, and reports monetary transactions.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

231) Which department maintains policies, plans, and procedures for the effective management of employees?

A) Sales.

B) Operations Management.

C) Accounting.

D) Human Resources.

Answer: D

Explanation: The human resources department maintains policies, plans, and procedures for the effective management of employees.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

232) Which activities belong in the accounting department?

A) Records, measures, and reports monetary transactions.

B) Tracks strategic financial issues, including money, banking, credit, investments, and assets.

C) Supports the sales by planning, pricing, and promoting goods or services is marketing.

D) Relies on information from operations to understand inventory, place orders, and forecast consumer demand.

Answer: A

Explanation: Accounting records, measures, and reports monetary transactions.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

233) Which activities belong in the finance department?

A) Records, measures, and reports monetary transactions.

B) Tracks strategic financial issues, including money, banking, credit, investments, and assets.

C) Supports the sales by planning, pricing, and promoting goods or services is marketing.

D) Relies on information from operations to understand inventory, place orders, and forecast consumer demand.

Answer: B

Explanation: Finance department tracks strategic financial issues, including money, banking, credit, investments, and assets.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

234) Which activities belong in the marketing department?

A) Records, measures, and reports monetary transactions.

B) Tracks strategic financial issues, including money, banking, credit, investments, and assets.

C) Supports the sales by planning, pricing, and promoting goods or services is marketing.

D) Relies on information from operations to understand inventory, place orders, and forecast consumer demand.

Answer: C

Explanation: The department within a company that supports the sales by planning, pricing, and promoting goods or services is marketing.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

235) Which activities belong in the sales department?

A) Records, measures, and reports monetary transactions.

B) Tracks strategic financial issues, including money, banking, credit, investments, and assets.

C) Supports the sales by planning, pricing, and promoting goods or services is marketing.

D) Relies on information from operations to understand inventory, place orders, and forecast consumer demand.

Answer: D

Explanation: Sales needs to rely on information from operations to understand inventory, place orders, and forecast consumer demand.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

236) Which activities belong in the human resources department?

A) Records, measures, and reports monetary transactions.

B) Tracks strategic financial issues, including money, banking, credit, investments, and assets.

C) Supports the sales by planning, pricing, and promoting goods or services is marketing.

D) Maintains policies, plans, and procedures for the effective management of employees.

Answer: D

Explanation: Human resources maintains policies, plans, and procedures for the effective management of employees.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

237) Which activities belong in the operations management department?

A) Records, measures, and reports monetary transactions.

B) Manages the process of converting or transforming resources into goods or services.

C) Supports the sales by planning, pricing, and promoting goods or services is marketing.

D) Maintains policies, plans, and procedures for the effective management of employees.

Answer: B

Explanation: Operations management manages the process of converting or transforming resources into goods or services.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

238) Which data types are typically found in the marketing department?

A) Promotion data, sales data, advertising data.

B) Employee data, promotion data, vacation data.

C) Investment data, monetary data, reporting data.

D) Transactional data, purchasing data, payroll data, tax data.

Answer: A

Explanation: The marketing department includes promotion data, sales data, and advertising data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

239) Which data types are typically found in the human resources department?

A) Promotion data, sales data, advertising data.

B) Employee data, promotion data, vacation data.

C) Investment data, monetary data, reporting data.

D) Transactional data, purchasing data, payroll data, tax data.

Answer: B

Explanation: The human resources department includes employee data, promotion data, and vacation data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

240) Which data types are typically found in the finance department?

A) Promotion data, sales data, advertising data.

B) Employee data, promotion data, vacation data.

C) Investment data, monetary data, reporting data.

D) Transactional data, purchasing data, payroll data, tax data.

Answer: C

Explanation: The finance department includes investment data, monetary data, and reporting data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

241) Which data types are typically found in the accounting department?

A) Promotion data, sales data, advertising data.

B) Employee data, promotion data, vacation data.

C) Investment data, monetary data, reporting data.

D) Transactional data, purchasing data, payroll data, tax data.

Answer: D

Explanation: The accounting department includes transactional data, purchasing data, payroll data, and tax data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

242) Which data types are typically found in the sales department?

A) Sales data, customer data, commission data, and customer support data.

B) Employee data, promotion data, vacation data.

C) Investment data, monetary data, reporting data.

D) Transactional data, purchasing data, payroll data, tax data.

Answer: A

Explanation: The sales department has sales data, customer data, commission data, and customer support data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

243) Which data types are typically found in the operations management department?

A) Manufacturing data, distribution data, and production data.

B) Sales data, customer data, commission data, and customer support data.

C) Employee data, promotion data, vacation data.

D) Investment data, monetary data, reporting data.

Answer: A

Explanation: The operations management department has manufacturing data, distribution data, and production data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

244) Which of the following represents the relationship between functional areas in a business?

A) Independent

B) Autonomous

C) Interdependent

D) Self-sufficient

Answer: C

Explanation: Functional areas are interdependent.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

245) Which of the following represents the types of data commonly found in the accounting department?

A) Tax data.

B) Payroll data.

C) Transactional data.

D) All of the above.

Answer: D

Explanation: Tax, payroll and transactional data are all found in the accounting department.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

246) Which of the following represents the types of data commonly found in the finance department?

A) Monetary data.

B) Technology data.

C) Production data.

D) Employee data.

Answer: A

Explanation: Monetary data is most commonly found in the finance department.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

247) Which of the following represents the types of data commonly found in the human resource department?

A) Financial data.

B) Technology data.

C) Production data.

D) Employee data.

Answer: D

Explanation: Employee data is most commonly found in the human resource department.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

248) Which of the following represents the types of data commonly found in the sales department?

A) Customer data.

B) Sales Report data.

C) Commission data.

D) All of the above.

Answer: D

Explanation: All of these data types are found in the sales department.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

249) Which of the following represents the types of data commonly found in the marketing department?

A) Promotional data.

B) Payroll data.

C) Tax data.

D) Employee data.

Answer: A

Explanation: Promotional data is most commonly found in the marketing department.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

250) Which of the following represents the types of data commonly found in the operations management department?

A) Monetary data.

B) Payroll data.

C) Production data.

D) Employee data.

Answer: C

Explanation: Production data is most commonly found in the operations management department.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

251) Who is responsible for collecting, maintaining, and distributing company knowledge?

A) Chief Knowledge Officer (CKO).

B) Chief Privacy Officer (CPO).

C) Chief Technology Officer (CTO).

D) Chief Information Officer (CIO).

Answer: A

Explanation: The CKO is responsible for collecting, maintaining, and distributing company knowledge.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

252) Who is responsible for ensuring the ethical and legal use of information within a company?

A) Chief Knowledge Officer (CKO).

B) Chief Privacy Officer (CPO).

C) Chief Technology Officer (CTO).

D) Chief Information Officer (CIO).

Answer: B

Explanation: The CPO is responsible for ensuring the ethical and legal use of information within a company.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

253) Who is responsible for ensuring the speed, accuracy, availability, and reliability of the management information systems?

A) Chief Knowledge Officer (CKO).

B) Chief Privacy Officer (CPO).

C) Chief Technology Officer (CTO).

D) Chief Information Officer (CIO).

Answer: C

Explanation: The CTO is responsible for ensuring the speed, accuracy, availability, and reliability of the management information systems.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

254) Who is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives?

A) Chief Knowledge Officer (CKO).

B) Chief Privacy Officer (CPO).

C) Chief Technology Officer (CTO).

D) Chief Information Officer (CIO).

Answer: D

Explanation: The CIO is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

255) Who is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses?

A) Chief Knowledge Officer (CKO).

B) Chief Security Office (CSO).

C) Chief Technology Officer (CTO).

D) Chief Information Officer (CIO).

Answer: B

Explanation: The CSO is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

256) Trina Hauger works for Johnson Electric as a corporate lawyer and part of her duties are to ensure the ethical and legal use of information within the company. Which of the following represents Trina's role at Johnson Electric?

A) Chief Knowledge Officer (CKO).

B) Chief Privacy Officer (CPO).

C) Chief Technology Officer (CTO).

D) Chief Information Officer (CIO).

Answer: B

Explanation: The CPO is responsible for ensuring the ethical and legal use of information within a company.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

257) The challenge that companies today sometimes have is that they are departmentalized and act independently of each other. One solution that can help a company work \_\_\_\_\_\_\_\_ includes management information systems.

A) Variables.

B) Human resource data.

C) Interdepartmentally.

D) Resource information systems.

Answer: C

Explanation: Management information systems is a business function, like accounting and human resources, which moves information about people, products, and processes across the company to facilitate decision-making and problem-solving.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

258) Susan Stewart is an executive at Equity Title where she is responsible for collecting, maintaining and distributing knowledge for the company. What is Susan's role at Equity Title?

A) Chief Knowledge Officer (CKO).

B) Chief Technology Officer (CTO).

C) Chief Information Officer (CIO).

D) Chief Security Officer (CSO).

Answer: A

Explanation: The Chief knowledge officer (CKO) is responsible for collecting, maintaining, and distributing company knowledge.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

259) What is the primary responsibility of the CTO?

A) Overseeing all uses of MIS.

B) Ensuring the security of business systems.

C) Ensuring speed, accuracy, and reliability for MIS.

D) Collecting and distributing company information.

Answer: C

Explanation: The chief technology officer is responsible for ensuring the speed, accuracy, availability, and reliability for MIS.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

260) Jeremy Bridges is an executive for Green Web Designs, where his primary role is to ensure the security of business systems and develop strategies to protect the company from online viruses and hackers. What is Jeremy's role within the company?

A) Chief Executive Officer (CEO).

B) Chief Security Officer (CSO).

C) Chief Procurement Officer (CPO).

D) Chief Technology Officer (CTO).

Answer: B

Explanation: The Chief Security Officer is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

261) Which role within a company is responsible for overseeing all uses of MIS and ensuring that MIS strategic aligns with business goals and objectives?

A) Chief knowledge officer (CKO).

B) Chief privacy officer (CPO).

C) Chief information officer (CIO).

D) Chief security officer (CSO).

Answer: C

Explanation: The Chief information officer (CIO) is responsible for (1) overseeing all uses of MIS and (2) ensuring that MIS strategic aligns with business goals and objectives.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

262) Recently, 150 of the Fortune 500 companies added this position to their list of senior executives.

A) Chief technology officer (CTO).

B) Chief data officer (CDO).

C) Chief privacy officer (CPO).

D) Chief knowledge officer (CKO).

Answer: C

Explanation: Recently, 150 of the Fortune 500 companies added the CPO position to their list of senior executives.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

263) Who is responsible for ensuring the speed, accuracy, availability, and reliability of the MIS?

A) Chief technology officer (CTO).

B) Chief security officer (CSO).

C) Chief privacy officer (CPO).

D) Chief data officer (CDO).

Answer: A

Explanation: The CTO is responsible for ensuring the speed, accuracy, availability, and reliability of the MIS.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

264) Who is responsible for ensuring the ethical and legal use of information within a company?

A) Chief technology officer (CTO).

B) Chief security officer (CSO).

C) Chief privacy officer (CPO).

D) Chief knowledge officer (CKO).

Answer: C

Explanation: The CPO is responsible for ensuring the ethical and legal use of information within a company.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

265) Who is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses?

A) Chief technology officer (CTO).

B) Chief security officer (CSO).

C) Chief privacy officer (CPO).

D) Chief knowledge officer (CKO).

Answer: B

Explanation: The CSO is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses?

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

266) Who is responsible for collecting, maintaining, and distributing company knowledge?

A) Chief data officer (CDO).

B) Chief security officer (CSO).

C) Chief privacy officer (CPO).

D) Chief knowledge officer (CKO).

Answer: D

Explanation: The CKO is responsible for collecting, maintaining, and distributing company knowledge.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

267) Who is responsible for 1) overseeing all uses of MIS and 2) ensuring that MIS strategically aligns with business goals and objectives?

A) Chief information officer (CIO).

B) Chief data officer (CDO).

C) Chief privacy officer (CPO).

D) Chief knowledge officer (CKO).

Answer: A

Explanation: The CIO is responsible for 1) overseeing all uses of MIS and 2) ensuring that MIS strategically aligns with business goals and objectives.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

268) Who is responsible for determining the types of information the enterprise will capture, retain, analyze, and share?

A) Chief information officer (CIO).

B) Chief security officer (CSO).

C) Chief data officer (CDO).

D) Chief knowledge officer (CKO).

Answer: C

Explanation: The CDO is responsible for determining the types of information the enterprise will capture, retain, analyze, and share.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

269) Which of the following includes the roles and responsibilities of the CTO?

A) Ensuring the speed, accuracy, availability, and reliability of the MIS.

B) Ensuring the ethnical and legal use of information within a company.

C) Ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

D) Ensuring that MIS strategically aligns with business goals and objectives.

Answer: A

Explanation: The CTO is responsible for ensuring the speed, accuracy, availability, and reliability of the MIS.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution; MIS Roles and Responsibilities

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

270) Which of the following includes the roles and responsibilities of the CIO?

A) Ensuring the speed, accuracy, availability, and reliability of the MIS.

B) Ensuring the ethical and legal use of information within a company.

C) Ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

D) Ensuring that MIS strategically aligns with business goals and objectives.

Answer: D

Explanation: The CIO is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

271) Which of the following includes the roles and responsibilities of the CPO?

A) Ensuring the speed, accuracy, availability, and reliability of the MIS.

B) Ensuring the ethical and legal use of information within a company.

C) Ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

D) Ensuring that MIS strategically aligns with business goals and objectives.

Answer: B

Explanation: The CPO is responsible for ensuring the ethical and legal use of information within a company.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

272) Which of the following includes the roles and responsibilities of the CSO?

A) Ensuring the speed, accuracy, availability, and reliability of the MIS.

B) Ensuring the ethical and legal use of information within a company.

C) Ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

D) Ensuring that MIS strategically aligns with business goals and objectives.

Answer: C

Explanation: The CSO is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

273) Which of the following includes the roles and responsibilities of the CDO?

A) Determining the types of information the enterprise will capture, retain, analyze, and share.

B) Ensuring the ethical and legal use of information within a company.

C) Ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

D) Ensuring that MIS strategically aligns with business goals and objectives.

Answer: A

Explanation: The CDO is responsible for determining the types of information the enterprise will capture, retain, analyze, and share.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

274) Which of the following includes the roles and responsibilities of the CKO?

A) Determining the types of information the enterprise will capture, retain, analyze, and share.

B) Collecting, maintaining, and distributing company knowledge.

C) Ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses.

D) Ensuring that MIS strategically aligns with business goals and objectives.

Answer: B

Explanation: The CKO is responsible for collecting, maintaining, and distributing company knowledge.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

275) According to Fast Company magazine, which of the following executive levels might we see created over the next decade?

A) Chief intellectual property officer.

B) Chief automation officer.

C) Chief user experience officer.

D) All of the above.

Answer: D

Explanation: According to Fast Company magazine, chief intellectual property officer, chief automation officer, and chief user experience officer are a few executive levels we might see created over the next decade.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

276) According to Fast Company magazine, chief intellectual property officer is a new executive level we might see created over the next decade. Which of the following includes the roles and responsibilities of this officer?

A) Manage and defend intellectual property, copyrights and patents.

B) Determines if a person or business process can be replaced by a robot or software.

C) Create the optimal relationship between user and technology.

D) Ensure the ethical and legal use of information within an organization.

Answer: A

Explanation: The chief intellectual property officer will manage and defend intellectual property, copyrights, and patents. The world of intellectual property law is vast and complicated as new innovations continually enter the market.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

277) According to Fast Company magazine, chief automation officer is a new executive level we might see created over the next decade. Which of the following includes the roles and responsibilities of this officer?

A) Manage and defend intellectual property, copy-rights and patents.

B) Determines if a person or business process can be replaced by a robot or software.

C) Create the optimal relationship between user and technology.

D) Ensure the ethical and legal use of information within an organization.

Answer: B

Explanation: The chief automation officer determines if a person or business process can be replaced by a robot or software. As we continue to automate jobs a member of the core leadership team of the future will be put in charge of identifying opportunities for companies to become more competitive through automation.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

278) According to Fast Company magazine, chief user experience officer. is a new executive level we might see created over the next decade. Which of the following includes the roles and responsibilities of this officer?

A) Manage and defend intellectual property, copy-rights and patents.

B) Determines if a person or business process can be replaced by a robot or software.

C) Create the optimal relationship between user and technology.

D) Ensure the ethical and legal use of information within an organization.

Answer: C

Explanation: Chief user experience officer will create the optimal relationship between user and technology. User experience used to be an afterthought for hardware and software designers.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

279) Jason Charney is the CIO of Zapp Industries. Which of the following does not describe his primary responsibilities?

A) Manage and defend intellectual property, copyrights and patents.

B) Oversee all the uses of information technology.

C) Ensure the strategic alignment of MIS with business goals and objectives.

D) Have tremendous insight into the capabilities of MIS.

Answer: A

Explanation: The chief information officer (CIO) is responsible for (1) overseeing all uses of information technology and (2) ensuring the strategic alignment of MIS with business goals and objectives. CIOs must possess a solid and detailed understanding of every aspect of an organization coupled with tremendous insight into the capability of MIS

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

280) Which of the following is not a broad function of a CIO?

A) Manager.

B) Follower.

C) Communicator.

D) Leader.

Answer: B

Explanation: Broad functions of a CIO include manager, leader, and communicator.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

281) Jason Charney is the CIO of Zapp Industries. Which of the following is among his primary responsibilities?

A) Advocate and communicate the MIS strategy by building and maintaining strong executive relationships.

B) Determine the types of information the enterprise will capture, retain, analyze, and share.

C) Ensure the efficiency of MIS systems throughout the organization.

D) Develop MIS safeguards against attacks from hackers and viruses.

Answer: A

Explanation: Being a communicator is a broad function of a CIO; the CIO must advocate and communicate the MIS strategy by building and maintaining strong executive relationships.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

282) What is the difference between the CIO and CDO of an organization?

A) The CIO is responsible for the data, regardless of the information system; the CDO is responsible for the information systems through which data is stored and processed

B) The CIO is responsible for the information systems through which data is stored and processed; the CDO is responsible for the data, regardless of the information system.

C) The CIO is responsible for ensuring the throughput, speed, accuracy, availability, and reliability of an organizations information technology; the CDO is responsible for determining the types of information the enterprise will capture, retain, analyze, and share.

D) The CIO is responsible for determining the types of information the enterprise will capture, retain, analyze, and share; the CDO is responsible for ensuring the throughput, speed, accuracy, availability, and reliability of an organizations information technology

Answer: B

Explanation: The CIO is responsible for the information systems through which data is stored and processed; the CDO is responsible for the data, regardless of the information system.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

283) What is the difference between existing MIS workplace knowledge and the knowledge required to fulfill business goals and strategies?

A) Off-site training.

B) MIS skills gap.

C) Social recruiting.

D) Information security.

Answer: B

Explanation: This is the definition of MIS skills gap.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

284) Which of the following is a common approach to closing an MIS skills gap?

A) Social recruiting.

B) Off-site training.

C) Mentoring services.

D) All of the above.

Answer: D

Explanation: Common approaches to closing an MIS skills gap include social recruiting, off-site training, mentoring services, and partnerships with universities.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

285) Which of the following is not a common approach to closing an MIS skills gap?

A) Social recruiting.

B) Off-site training.

C) Competitive salary.

D) Mentoring services.

Answer: C

Explanation: Common approaches to closing an MIS skills gap include social recruiting, off-site training, mentoring services, and partnerships with universities.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

286) In recruiting lingo, what are perfect MIS candidates sometimes called?

A) Turquoise turtles.

B) Red rabbits.

C) Purple squirrels.

D) White unicorns.

Answer: C

Explanation: Purple squirrels. Squirrels in the real world are not purple–recruiters use this term to imply that finding the perfect job candidate with exactly the right qualifications, education, and salary expectations can be a daunting task.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

287) What first-ever national appointment was made by President Barack Obama?

A) National Chief Security Officer

B) National Chief Privacy Officer

C) National Chief Technology Officer

D) All of these

Answer: C

Explanation: President Barack Obama appointed the first-ever National Chief Technology Officer.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

288) Eric Eberly holds an executive position at Parker Industries. He has designed and implemented a system to collect, maintain, and share information across the many departments of Parker Industries. He's also instilled an updating protocol requiring department heads to keep the system up-to-date. Based on this description, what position does Eric hold?

A) Chief information officer (CIO).

B) Chief security officer (CSO).

C) Chief data officer (CDO).

D) Chief knowledge officer (CKO).

Answer: D

Explanation: Based on this description, Eric is the chief knowledge officer (CKO) at Parker Industries.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

289) Cody Osterman holds an executive position at Trek Enterprises. His role is the newest senior executive position at the organization. He has advised the company on privacy procedures and processes, and has initiated a training program for employees about the privacy policy, customer confidentiality, and data security. Based on this description, what position does Cody hold at Trek Enterprises?

A) Chief information officer (CIO).

B) Chief security officer (CSO).

C) Chief data officer (CDO).

D) Chief privacy officer (CPO).

Answer: D

Explanation: Based on this description, Cody is the chief privacy officer (CPO) at Trek Enterprises.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

290) Sara McGuire holds an executive position at Henry Commerce. She is a big-picture thinker, and makes sure the technology strategy at Henry Commerce serves its business strategy. She has a well-rounded knowledge of MIS and her primary responsibilities include the efficiency of Henry Commerce's MIS systems. Based on this description, what position does Sara hold?

A) Chief information officer (CIO).

B) Chief technology officer (CTO).

C) Chief data officer (CDO).

D) Chief privacy officer (CPO).

Answer: B

Explanation: Based on this description, Sara is the chief technology officer (CTO) of Henry Commerce.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

291) Sara McGuire holds an executive position at Henry Commerce. She is a big-picture thinker, and makes sure the technology strategy at Henry Commerce serves its business strategy. She has a well-rounded knowledge of MIS and her primary responsibilities include the efficiency of Henry Commerce's MIS systems. Based on this description, what position does Sara hold?

A) Chief information officer (CIO).

B) Chief technology officer (CTO).

C) Chief data officer (CDO).

D) Chief privacy officer (CPO).

Answer: B

Explanation: Based on this description, Sara is the Chief technology officer (CTO) of Henry Commerce.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

292) Adam Nation holds an executive position at PH Corporation. He has an extensive understanding of networks and telecommunications. Adam is aware of the information-technology threats the company faces, and institutes security protocols and safeguards to secure the MIS systems at PH Corporation. Based on this description, what position does Adam hold?

A) Chief security officer (CSO).

B) Chief technology officer (CTO).

C) Chief data officer (CDO).

D) Chief privacy officer (CPO).

Answer: A

Explanation: Based on this description, Adam is the Chief security officer (CSO) of PH Corporation.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

293) Jim Coleman holds an executive position at Keck-Howes Group. Jim has improved the quality of the data gathered by the organization, and has also created a model to decrease the cost of managing data while increasing the value of the data gathered. Based on this description, what position does Jim hold at Keck-Howes Group?

A) Chief security officer (CSO).

B) Chief technology officer (CTO).

C) Chief data officer (CDO).

D) Chief privacy officer (CPO).

Answer: C

Explanation: Based on this description, Jim is the chief data officer (CDO) of Keck-Howes Group.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

294) Feedback is information that returns to its original transmitter and modifies the transmitter's actions. What would the original transmitter include?

A) Input, Transform, Output.

B) Input, Transform, Outnumber.

C) Output, Input, Performer.

D) Input, Process, Transform.

Answer: A

Explanation: Feedback is information that returns to its original transmitter and modifies the transmitter's actions. The original transmitter includes input - transform - output.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

295) MIS is a business function. Which of the following does MIS perform to help aid the company in decision making and problem solving?

A) Moves information about people.

B) Moves processes across the company to improve systems.

C) Moves information about products.

D) All of the above.

Answer: D

Explanation: MIS is a business function, which moves information about people, products, and processes across the company to facilitate decision making and problem solving.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

296) In terms of system thinking, what is data entered in a computer?

A) Input.

B) Output.

C) Process

D) Feedback

Answer: A

Explanation: Input is data entered in a computer.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

297) In terms of system thinking, what controls to ensure correct processes?

A) Input.

B) Output.

C) Process

D) Feedback

Answer: D

Explanation: Feedback is the controls that ensures correct processing.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

298) In terms of system thinking, what is the resulting information from the computer program?

A) Input.

B) Output.

C) Process

D) Feedback

Answer: B

Explanation: Output is the resulting information from the computer program.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

299) In terms of system thinking, what is the computer program that processes the data?

A) Input.

B) Output.

C) Process

D) Feedback

Answer: C

Explanation: Process is the computer program that processes the data.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

300) In terms of system thinking, what is input?

A) Data entered in a computer

B) Controls to ensure correct processes

C) The resulting information from the computer program

D) The computer program that processes the data

Answer: A

Explanation: Input is data entered in a computer.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

301) In terms of system thinking, what is output?

A) Data entered in a computer

B) Controls to ensure correct processes

C) The resulting information from the computer program

D) The computer program that processes the data

Answer: C

Explanation: Output is the resulting information from the computer program.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

302) In terms of system thinking, what is feedback?

A) Data entered in a computer

B) Controls to ensure correct processes

C) The resulting information from the computer program

D) The computer program that processes the data

Answer: B

Explanation: Feedback is controls to ensure correct processes.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

303) In terms of system thinking, what is process?

A) Data entered in a computer

B) Controls to ensure correct processes

C) The resulting information from the computer program

D) The computer program that processes the data

Answer: D

Explanation: Process is the computer program that processes the data

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

304) A system is a collection of parts that link to achieve a common purpose. Systems thinking is a way of monitoring \_\_\_\_\_\_\_\_.

A) The entire system.

B) A division within the sales role.

C) The executive team.

D) The company's competitors.

Answer: A

Explanation: A system is a collection of parts that link to achieve a common purpose, where systems thinking is a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part.

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

305) MIS can be an important enabler of business success and innovation. Which of the below statements is accurate when referring to MIS?

A) MIS equals business success and innovation.

B) MIS represents business success and innovation.

C) MIS is not a valuable tool that leverages talent.

D) MIS is a valuable tool that can leverage the talents of people who know how to use and manage it effectively.

Answer: D

Explanation: It is a valuable tool that can leverage the talents of people who know how to use and manage it effectively

Difficulty: 2 Medium

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

306) What is a way of monitoring the entire system in a company, by viewing the multiple inputs being processed to produce outputs?

A) Feedback thinking.

B) Systems thinking.

C) Output management.

D) Operational thinking.

Answer: B

Explanation: Systems thinking is a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

307) Which of the following statements is true?

A) MIS equals business success.

B) MIS equals business innovation.

C) MIS represents business success and innovation.

D) MIS enables business success and innovation.

Answer: D

Explanation: MIS is an important enabler of business success and innovation.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

308) What is the name of a company's internal computer department?

A) Management information systems (MIS)

B) Information systems (IS)

C) Information technology (IT)

D) All of the above

Answer: D

Explanation: Typical organizations have an internal MIS department often called Information Technology (IT), Information Systems (IS), or Management Information Systems (MIS).

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

309) What are material items or products that customers will buy to satisfy a want or need?

A) Goods

B) Services

C) Production

D) Productivity

Answer: A

Explanation: Goods are material items or products that customers will buy to satisfy a want or need.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

310) What are tasks performed by people that customers will buy to satisfy a want or need?

A) Goods

B) Services

C) Production

D) Productivity

Answer: B

Explanation: Services are tasks performed by people that customers will buy to satisfy a want or need.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

311) What is the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services?

A) Goods

B) Services

C) Production

D) Productivity

Answer: C

Explanation: Production is the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

312) What is the rate at which goods and services are produced based upon total output given total inputs?

A) Goods

B) Services

C) Production

D) Productivity

Answer: D

Explanation: Productivity is the rate at which goods and services are produced based upon total output given total inputs.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

313) What are goods?

A) Material items or products that customers will buy to satisfy a want or need.

B) Tasks performed by people that customers will buy to satisfy a want or need.

C) The process where a business takes raw materials and processes them or converts them into a finished product for its goods or services.

D) The rate at which goods and services are produced based upon total output given total inputs.

Answer: A

Explanation: Goods are material items or products that customers will buy to satisfy a want or need.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

314) What are services?

A) Material items or products that customers will buy to satisfy a want or need.

B) Tasks performed by people that customers will buy to satisfy a want or need.

C) The process where a business takes raw materials and processes them or converts them into a finished product for its goods or services.

D) The rate at which goods and services are produced based upon total output given total inputs.

Answer: B

Explanation: Services are tasks performed by people that customers will buy to satisfy a want or need.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

315) What is production?

A) Material items or products that customers will buy to satisfy a want or need.

B) Tasks performed by people that customers will buy to satisfy a want or need.

C) The process where a business takes raw materials and processes them or converts them into a finished product for its goods or services.

D) The rate at which goods and services are produced based upon total output given total inputs.

Answer: C

Explanation: Production is the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

316) What is productivity?

A) Material items or products that customers will buy to satisfy a want or need.

B) Tasks performed by people that customers will buy to satisfy a want or need.

C) The process where a business takes raw materials and processes them or converts them into a finished product for its goods or services.

D) The rate at which goods and services are produced based upon total output given total inputs.

Answer: D

Explanation: Productivity is the rate at which goods and services are produced based upon total output given total inputs.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

317) Cars, groceries, and clothing belong in which category?

A) Goods

B) Services

C) Production

D) Productivity

Answer: A

Explanation: Cars, groceries, and clothing belong in the goods category.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

318) Teaching, waiting tables, and cutting hair belong in which category?

A) Goods

B) Services

C) Production

D) Productivity

Answer: B

Explanation: Teaching, waiting tables, and cutting hair belong in the services category.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

319) Which of the following is considered a good?

A) Cars

B) Groceries

C) Clothing

D) All of the above

Answer: D

Explanation: Cars, groceries, and clothing belong in the goods category.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

320) Which of the following is considered a service?

A) Teaching

B) Waiting tables

C) Cutting hair

D) All of the above

Answer: D

Explanation: Teaching, waiting tables, and cutting hair belong in the services category.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

321) Which of the following is considered a good?

A) Cars

B) Teaching

C) Waiting tables

D) All of the above

Answer: A

Explanation: Cars, groceries, and clothing belong in the goods category.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

322) Which of the following is considered a service?

A) Cars

B) Groceries

C) Cutting hair

D) All of the above

Answer: C

Explanation: Teaching, waiting tables, and cutting hair belong in the services category.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

323) Which of the following is considered a good?

A) Milk and eggs

B) Managing a team

C) Selling groceries

D) All of the above

Answer: A

Explanation: Milk and eggs are groceries. Cars, groceries, and clothing belong in the goods category.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

324) Which of the following is considered a service?

A) Selling groceries

B) Managing a team

C) Cutting hair

D) All of the above

Answer: D

Explanation: Selling groceries, managing a team, teaching, waiting tables, and cutting hair belong in the services category.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

325) The lettuce, tomatoes, patty, bun, and ketchup are included in which category of making a hamburger?

A) Input

B) Process

C) Output

D) All of the above

Answer: A

Explanation: Lettuce, tomatoes, patty, bun, and ketchup are all included in the input category of making a hamburger.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

326) Cooking a patty and putting the ingredients together are included in which category of making a hamburger?

A) Input

B) Process

C) Output

D) All of the above

Answer: B

Explanation: Cooking a patty and putting the ingredients together are all included in the process category of making a hamburger.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

327) The actual hamburger is included in which category of making a hamburger?

A) Input

B) Process

C) Output

D) All of the above

Answer: C

Explanation: The hamburger is the output in the process of making a hamburger.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

328) Assume you are in the business of producing and selling hamburgers. If you could produce more hamburgers with the same input what would happen to your productivity and profits assuming the price of your hamburgers remains the same?

A) Increase in productivity, decrease in profits

B) Increase in productivity, increase in profits

C) Decrease in productivity, decrease in profits

D) Decrease in productivity, increase in profits

Answer: B

Explanation: If you could produce more hamburgers with the same input and the price of your hamburgers remains the same productivity would increase and profits would increase.

Difficulty: 3 Hard

Topic: The Solution Management Information's Systems

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

329) Assume you are in the business of producing and selling t-shirts. If you could produce more t-shirts with the same input what would happen to your productivity and profits assuming the price of your t-shirts remains the same?

A) Increase in productivity, decrease in profits

B) Increase in productivity, increase in profits

C) Decrease in productivity, decrease in profits

D) Decrease in productivity, increase in profits

Answer: B

Explanation: If you could produce more t-shirts with the same input and the price of your t-shirts remains the same productivity would increase and profits would increase.

Difficulty: 3 Hard

Topic: The Solution Management Information's Systems

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

330) Assume you are in the business of producing and selling cars. If you could produce more cars with the same input what would happen to your productivity and profits assuming the price of your cars remains the same?

A) Increase in productivity, decrease in profits

B) Increase in productivity, increase in profits

C) Decrease in productivity, decrease in profits

D) Decrease in productivity, increase in profits

Answer: B

Explanation: If you could produce more cars with the same input and the price of your cars remains the same productivity would increase and profits would increase.

Difficulty: 3 Hard

Topic: The Solution Management Information's Systems

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

331) Which four elements are included in systems thinking?

A) Output, Process, Feedback, and Accounting.

B) Process, Output, Operations, and Accounting.

C) Input, Process, Output, and Feedback.

D) Input, Output, Sales, and Feedback.

Answer: C

Explanation: The systems thinking process includes input, process, output, and feedback.

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

332) MIS is a business function, like accounting or sales, which moves information about people, products, and processes across the company to facilitate decision making and problem solving. What does MIS stand for?

A) Management Information Strategy.

B) Management Intelligence System.

C) Management Information System.

D) Management Information Strategist.

Answer: C

Explanation: Management Information Systems

Difficulty: 1 Easy

Topic: The Solution Management Information's Systems

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

333) Shelby Black runs a very successful hair salon in downtown Los Angeles. One of Shelby's tasks is to input positive and negative customer reviews into her computer system. What type of information is Shelby gathering?

A) Feedback.

B) Processing.

C) Output management.

D) Sales processing.

Answer: A

Explanation: Feedback is information that returns to its original transmitter (input, transform, or output) and modifies the transmitter's actions.

Difficulty: 2 Medium

Topic: The Solution Management Information's Systems

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

334) Which of the following provides an accurate definition of systems thinking?

A) A way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part.

B) A way of monitoring individual components including an input, the process, and an output, while continuously gathering feedback on the entire system.

C) A way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on the entire system.

D) A way of monitoring singular parts of a system by viewing a single input that is processed or transformed to produce an entire system that is continuously monitored to gather feedback on each individual part.

Answer: A

Explanation: Systems thinking is a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

335) If you were thinking about a washing machine as a system which of the following represents the inputs?

A) The dirty clothes, water, and detergent.

B) The clean clothes.

C) The wash and rinse cycle.

D) The light indicating that the washer is off balance and has stopped.

Answer: A

Explanation: The inputs for a washing machine include the dirty clothes, water, and detergent.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

336) If you were thinking about a washing machine as a system which of the following represents the process?

A) The dirty clothes, water, and detergent.

B) The clean clothes.

C) The wash and rinse cycle.

D) The light indicating that the washer is off balance and has stopped.

Answer: C

Explanation: The process for a washing machine includes the wash and rinse cycle.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

337) If you were thinking about a washing machine as a system which of the following represents the feedback?

A) The dirty clothes, water, and detergent.

B) The clean clothes.

C) The wash and rinse cycle.

D) The light indicating that the washer is off balance and has stopped.

Answer: D

Explanation: The feedback for a washing machine includes a light indicating that the washer is off balance and has stopped.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

338) If you were thinking about a washing machine as a system which of the following represents the outputs?

A) The dirty clothes, water, and detergent.

B) The clean clothes.

C) The wash and rinse cycle.

D) The light indicating that the washer is off balance and has stopped.

Answer: B

Explanation: The output for a washing machine includes clean clothes.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

339) If you were thinking about an oven as a system which of the following represents the input?

A) The uncooked food.

B) The cooked food.

C) A light indicating that the oven has reached the preheated temperature.

D) The oven running at 350 degrees for 20 minutes.

Answer: A

Explanation: The input for an oven includes the uncooked food.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

340) If you were thinking about an oven as a system which of the following represents the output?

A) The uncooked food.

B) The cooked food.

C) A light indicating that the oven has reached the preheated temperature.

D) The oven running at 350 degrees for 20 minutes.

Answer: B

Explanation: The output for an oven includes the cooked food.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

341) If you were thinking about an oven as a system which of the following represents the process?

A) The uncooked food.

B) The cooked food.

C) A light indicating that the oven has reached the preheated temperature.

D) The oven running at 350 degrees for 20 minutes.

Answer: D

Explanation: The process for an oven includes running at 350 degrees for 20 minutes.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

342) If you were thinking about an oven as a system which of the following represents the feedback?

A) The uncooked food.

B) The cooked food.

C) A light indicating that the oven has reached the preheated temperature.

D) The oven running at 350 degrees for 20 minutes.

Answer: C

Explanation: The feedback for an oven includes a light indicating that the oven has reached the preheated temperature.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

343) If you were thinking about a home theater system which of the following represents the inputs?

A) The DVD player, DVD movie, speakers, TV, and electricity.

B) Playing the movie including the audio through the speakers and the video on the TV.

C) A message stating that the disk is dirty and cannot be played.

D) Spinning the disk to play, pause, rewind, or fast forward.

Answer: A

Explanation: A home theater system requires inputs of the DVD player, DVD movie, speakers, TV, and electricity.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

344) If you were thinking about a home theater system which of the following represents the outputs?

A) The DVD player, DVD movie, speakers, TV, and electricity.

B) Playing the movie including the audio through the speakers and the video on the TV.

C) A message stating that the disk is dirty and cannot be played.

D) Spinning the disk to play, pause, rewind, or fast forward.

Answer: B

Explanation: The output of a home theater system includes playing the movie including the audio through the speakers and the video on the TV.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

345) If you were thinking about a home theater system which of the following represents the process?

A) The DVD player, DVD movie, speakers, TV, and electricity.

B) Playing the movie including the audio through the speakers and the video on the TV.

C) A message stating that the disk is dirty and cannot be played.

D) Spinning the disk to play, pause, rewind, or fast forward.

Answer: D

Explanation: The process of a home theater system includes spinning the disk to play, pause, rewind, or fast forward.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

346) If you were thinking about a home theater system which of the following represents the feedback?

A) The DVD player, DVD movie, speakers, TV, and electricity.

B) Playing the movie including the audio through the speakers and the video on the TV.

C) A message stating that the disk is dirty and cannot be played.

D) Spinning the disk to play, pause, rewind, or fast forward.

Answer: C

Explanation: The feedback from a home theater system includes a message stating that the disk is dirty and cannot be played.

Difficulty: 1 Easy

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Remember

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: automatic

347) Which of the following is not a typical way that a company would duplicate a competitive advantage?

A) Acquiring the new technology.

B) Copying the business operations.

C) Hiring away key employees.

D) Carrying large product inventories.

Answer: D

Explanation: Ways that companies duplicate competitive advantages include acquiring new technology, copying the business operations, and hiring away key employees.

Difficulty: 2 Medium

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

348) When a company is the first to market with a competitive advantage, this is called a first-mover advantage. All of the following companies were first-movers except \_\_\_\_\_\_\_\_.

A) FedEx – online self-service software.

B) Apple – iPad.

C) Apple – iPod.

D) Microsoft – Bing Search Engine.

Answer: D

Explanation: First-mover advantage is an advantage that occurs when a company can significantly increase its market share by being first with a competitive advantage. Google was first to market with search engine technology.

Difficulty: 3 Hard

Topic: Identifying Competitive Advantages

Bloom's: Analyze

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

349) A business strategy achieves a specific set of goals which include \_\_\_\_\_\_\_\_.

A) Developing new products or services, attracting new competition.

B) Increasing costs, attracting new competition.

C) Attracting new customers, developing new products or services.

D) All of the above.

Answer: C

Explanation: A business strategy is a leadership plan that achieves a specific set of goals or objectives such as developing new products or services, entering new markets, increasing customer loyalty, attracting new customers, increasing sales, and decreasing costs.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

350) Which of the following is a tool a manager can use to analyze competitive intelligence and identify competitive advantages?

A) The three generic strategies.

B) The threat of substitute buyer power.

C) Differentiated costs.

D) Supplier loyalty.

Answer: A

Explanation: Managers utilize three common tools to analyze competitive intelligence and develop competitive advantages including: 1) the five forces model, 2) the three generic strategies, and 3) value chain analysis.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

351) Identifying competitive advantages can be difficult and explains why they are typically \_\_\_\_\_\_\_\_.

A) Temporary.

B) Satisfactory.

C) Terminated.

D) Unsuccessful.

Answer: A

Explanation: Competitive advantages are typically temporary.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

352) Updating business strategies is a continuous undertaking as internal and external environments \_\_\_\_\_\_\_\_.

A) Become less competitive.

B) Remain stagnant.

C) Rapidly change.

D) Become more consistent.

Answer: C

Explanation: Updating business strategies is a continuous undertaking as internal and external environments rapidly change.

Difficulty: 2 Medium

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

353) Which of the following represents a reason why competitive advantages are typically temporary?

A) The competitor will hire away your key employees.

B) The competitor quickly seeks ways to duplicate your business operations.

C) The competitor will purchase new technology.

D) All of the above.

Answer: D

Explanation: Competitive advantages are typically temporary, because competitors often quickly seek ways to duplicate them by acquiring new technology, copying the business operations, and hiring away key employees.

Difficulty: 2 Medium

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

354) What is a competitive advantage?

A) A product that an organization's customers place a lesser value on than similar offerings from a competitor.

B) A feature of a product or service on which customers place a lesser value than they do on similar offerings from a supplier.

C) A service that an organization's customers place a lesser value on than similar offerings from a supplier.

D) A feature of a product or service on which customers place a greater value than they do on similar offerings from competitors.

Answer: D

Explanation: This is the definition of competitive advantage.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

355) All of the following are common tools used in industry to analyze and develop competitive advantages, except \_\_\_\_\_\_\_\_.

A) Five Forces Model

B) Three Generic Strategies

C) Competitive analysis model

D) Value chain analysis

Answer: C

Explanation: A competitive analysis model is not discussed in this text.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

356) The process of gathering information about the competitive environment, including competitors' plans, activities, and products, to improve a company's ability to succeed is the definition of \_\_\_\_\_\_\_\_.

A) Feedback.

B) Information.

C) Competitive intelligence.

D) Data.

Answer: C

Explanation: Competitive intelligence is the process of gathering information about the competitive environment, including competitors' plans, activities, and products, to improve a company's ability to succeed.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

357) What is a person or group that has an interest or concern in an organization?

A) Stakeholder

B) Business strategy

C) Supplier

D) Partner

Answer: A

Explanation: A stakeholder is a person or group that has an interest or concern in an organization.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

358) Which group of stakeholder's primary interests include reliable contracts, ethical materials handling, and responsible production?

A) Partners/Suppliers

B) Shareholders/Investors

C) Community

D) Government

Answer: A

Explanation: Partners/suppliers primary interest are in reliable contracts, ethical materials handling, and responsible production.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

359) Which group of stakeholder's primary interests include adhering to regulations/laws, increasing employment, and ethical taxation reporting?

A) Partners/Suppliers

B) Shareholders/Investors

C) Community

D) Government

Answer: D

Explanation: Government primary interests include adhere to regulations/laws, increase employment, and ethical taxation reporting.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

360) Which group of stakeholder's primary interests include maximizing profits, growing market share, and high return on investment?

A) Partners/Suppliers

B) Shareholders/Investors

C) Community

D) Government

Answer: B

Explanation: Shareholders/investors primary interests include maximize profits, grow market share, and high return on investment.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

361) Which group of stakeholder's primary interests include exceptional customer service, high-quality products, and ethical dealings?

A) Partners/Suppliers

B) Shareholders/Investors

C) Community

D) Customers

Answer: D

Explanation: Customers primary interests includes exceptional customer service, high-quality products, and ethical dealings.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

362) Which group of stakeholder's primary interests include fair compensation, job security, and ethical conduct/treatment?

A) Employees

B) Shareholders/Investors

C) Community

D) Customers

Answer: A

Explanation: Employees primary interests include fair compensation, job security, and ethical conduct/treatment.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

363) Which group of stakeholder's primary interests include professional associations, ethical recycling, and increasing employment?

A) Employees

B) Shareholders/Investors

C) Community

D) Customers

Answer: C

Explanation: Community primary interests include professional associations, ethical recycling, and increasing employment.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

364) A \_\_\_\_\_\_\_\_ features a product or service on which customers place a greater value than they do on similar offerings from competitors.

A) Competitive advantage

B) Competitor advantage

C) Power advantage

D) First mover advantage

Answer: A

Explanation: A competitive features a product or service on which customers place a greater value than they do on similar offerings from competitors.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

365) Which of the following evaluates a project's position?

A) SWOT Analysis

B) The Five Forces Model

C) Value Chain Analysis

D) Three Generic Strategies

Answer: A

Explanation: A SWOT Analysis evaluates a project's position.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

366) What is a SWOT analysis?

A) Evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

B) Analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry.

C) Views a firm as a series of business processes, each of which adds value to the product or service.

D) Generic business strategies that are neither organization nor industry specific and can be applied to any business, product, or service.

Answer: A

Explanation: A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Understand

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

367) What evaluates industry attractiveness?

A) SWOT Analysis

B) The Five Forces Model

C) Value Chain Analysis

D) Three Generic Strategies

Answer: B

Explanation: The five forces model evaluates industry attractiveness.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

368) What is Porter's Five Forces Model?

A) Evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

B) Analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry.

C) Views a firm as a series of business processes, each of which adds value to the product or service.

D) Generic business strategies that are neither organization nor industry specific and can be applied to any business, product, or service.

Answer: B

Explanation: The five forces model analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

369) What executes business strategy?

A) SWOT Analysis

B) The Five Forces Model

C) Value Chain Analysis

D) Three Generic Strategies

Answer: C

Explanation: The value chain analysis executes business strategy.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

370) What is a value chain analysis?

A) Evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

B) Analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry.

C) Views a firm as a series of business processes, each of which adds value to the product or service.

D) Generic business strategies that are neither organization nor industry specific and can be applied to any business, product, or service.

Answer: C

Explanation: Value chain analysis, which views a firm as a series of business processes, each of which adds value to the product or service.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

371) Which strategy below helps an organization choose its business focus?

A) SWOT Analysis

B) The Five Forces Model

C) Value Chain Analysis

D) Three Generic Strategies

Answer: D

Explanation: The three generic strategies chooses the business focus.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

372) What are Porter's three generic strategies?

A) Evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

B) Analyzes the competitive forces within the environment in which a company operates to assess the potential for profitability in an industry.

C) Views a firm as a series of business processes, each of which adds value to the product or service.

D) Generic business strategies that are neither organization nor industry specific and can be applied to any business, product, or service.

Answer: D

Explanation: Porter's three generic strategies are generic business strategies that are neither organization nor industry specific and can be applied to any business, product, or service.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Understand

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

373) What is included in a SWOT analysis?

A) Strengths, weaknesses, organizations, and technology.

B) Strengths, weaknesses, opportunities, and threats.

C) Success, willingness, opportunities, and technology.

D) Success, weaknesses, organizations, and threats.

Answer: B

Explanation: SWOT includes strengths, weaknesses, opportunities, and threats.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Understand

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

374) Which of the following statements is correct when considering a SWOT analysis?

A) Strengths and weaknesses originate inside an organization.

B) Opportunities and threats originate inside an organization.

C) Strengths and threats originate inside an organization.

D) Opportunities and weaknesses organization outside an organization.

Answer: A

Explanation: Strengths and weaknesses originate inside an organization.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Understand

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

375) Which of the following statements is correct when considering a SWOT analysis?

A) Strengths and weaknesses originate outside an organization.

B) Opportunities and threats originate outside an organization.

C) Strengths and threats originate inside an organization.

D) Opportunities and weaknesses organization outside an organization.

Answer: B

Explanation: Opportunities and threats originate outside an organization.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Understand

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

376) Which of the following are included as potential internal strengths in a SWOT analysis that are helpful to an organization?

A) Core competencies, market leaders, cost advantages, excellent management.

B) Lack of strategic direction, obsolete technologies, lack of managerial talent, outdated product line.

C) Expanded product line, increase in demand, new markets, new regulations.

D) New entrants, substitute products, shrinking markets, costly regulatory, requirements.

Answer: A

Explanation: Internal strengths include core competencies, market leaders, cost advantages, excellent management.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Understand

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

377) Which of the following are included as potential internal weaknesses in a SWOT analysis that are harmful to an organization?

A) Core competencies, market leaders, cost advantages, excellent management.

B) Lack of strategic direction, obsolete technologies, lack of managerial talent, outdated product line.

C) Expanded product line, increase in demand, new markets, new regulations.

D) New entrants, substitute products, shrinking markets, costly regulatory, requirements.

Answer: B

Explanation: Internal weaknesses that are harmful to an organization include lack of strategic direction, obsolete technologies, lack of managerial talent, outdated and product line.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Understand

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

378) Which of the following are included as potential external opportunities in a SWOT analysis that are helpful to an organization?

A) Core competencies, market leaders, cost advantages, excellent management.

B) Lack of strategic direction, obsolete technologies, lack of managerial talent, outdated, product line.

C) Expanded product line, increase in demand, new markets, new regulations.

D) New entrants, substitute products, shrinking markets, costly regulatory, requirements.

Answer: C

Explanation: Potential external opportunities that are helpful include expanded product line, increase in demand, new markets, new regulations.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Understand

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

379) Which of the following are included as potential external weaknesses in a SWOT analysis that are harmful to an organization?

A) Core competencies, market leaders, cost advantages, excellent management.

B) Lack of strategic direction, obsolete technologies, lack of managerial talent, outdated, product line.

C) Expanded product line, increase in demand, new markets, new regulations.

D) New entrants, substitute products, shrinking markets, costly regulatory, requirements.

Answer: D

Explanation: External weaknesses that are harmful to an organization include new entrants, substitute products, shrinking markets, costly regulatory, requirements

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Understand

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

380) Where would you categorize strengths in a SWOT analysis?

A) Internal, helpful

B) Internal, harmful

C) External, helpful

D) External, harmful

Answer: A

Explanation: Strengths are internal and helpful.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Understand

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

381) Where would you categorize weaknesses in a SWOT analysis?

A) Internal, helpful

B) Internal, harmful

C) External, helpful

D) External, harmful

Answer: B

Explanation: Weaknesses are internal and harmful.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Understand

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

382) Where would you categorize opportunities in a SWOT analysis?

A) Internal, helpful

B) Internal, harmful

C) External, helpful

D) External, harmful

Answer: C

Explanation: Opportunities are external and helpful.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Understand

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

383) Where would you categorize threats in a SWOT analysis?

A) Internal, helpful

B) Internal, harmful

C) External, helpful

D) External, harmful

Answer: D

Explanation: Threats are external and harmful.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Understand

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

384) Which of the following describes a stakeholder?

A) A leadership plan that achieves a specific set of goals or objectives.

B) A feature of a product or service on which customers place a greater value.

C) A person or group that has an interest or concern in an organization.

D) Information about a competitive environment.

Answer: C

Explanation: A stakeholder is a person or group that has an interest or concern in an organization.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

385) There are many different stakeholders found in an organization. Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Which of the following is a main concern for customers?

A) Exceptional customer service.

B) Fair compensation.

C) Professional associations.

D) Reliable contracts.

Answer: A

Explanation: Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Customers of an organization are generally concerned with exceptional customer service, high-quality products, and ethical dealing.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

386) There are many different stakeholders found in an organization. Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Which of the following is a main concern for employees?

A) Exceptional customer service.

B) Fair compensation.

C) Professional associations.

D) Reliable contracts.

Answer: B

Explanation: Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Employees of an organization are generally concerned with fair compensation, job security, and ethical conduct/treatment.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

387) There are many different stakeholders found in an organization. Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Which of the following is a main concern for the community?

A) Exceptional customer service.

B) Fair compensation.

C) Professional associations.

D) Reliable contracts.

Answer: C

Explanation: Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. The community around an organization is generally concerned with professional associations, ethical recycling, and increase in employment.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

388) There are many different stakeholders found in an organization. Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Which of the following is a main concern for partners/suppliers?

A) Exceptional customer service.

B) Fair compensation.

C) Professional associations.

D) Reliable contracts.

Answer: D

Explanation: Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Partners/suppliers of an organization are generally concerned with reliable contracts, ethical materials handling, and responsible production.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

389) There are many different stakeholders found in an organization. Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Which of the following is a main concern for the government?

A) Maximize profits.

B) Adhere to regulations/laws.

C) Exceptional customer service.

D) Reliable contracts.

Answer: B

Explanation: Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. The government is generally concerned that organizations adhere to regulations/laws, increase employment, and ethically report taxation.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

390) There are many different stakeholders found in an organization. Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Which of the following is a main concern for shareholders/investors?

A) Maximize profits.

B) Adhere to regulations/laws.

C) Exceptional customer service.

D) Reliable contracts.

Answer: A

Explanation: Stakeholders drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. Shareholders/investors are generally concerned that organizations maximize profits, grow the market share, and have a high return on investment.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

391) There are many different stakeholders found in an organization with common business interests. Depending on the stakeholder's perspective, the business strategy can change. Which of the following is not a main concern for shareholders/investors?

A) Maximize profits.

B) Grow market share.

C) Job security.

D) High return on investment.

Answer: C

Explanation: Shareholders/investors are generally concerned that organizations maximize profits, grow the market share, and have a high return on investment. It is not uncommon to find stakeholders' business strategies have conflicting interests such as investors looking to increase profits by eliminating employee jobs.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

392) What does a SWOT analysis do?

A) Evaluates an organizations strengths, weaknesses, objectives, and threats.

B) Evaluates an organization's strengths, weaknesses, opportunities, and threats.

C) Evaluates an organization's supporters, weaknesses, opportunities, and technology.

D) Evaluates an organization's systems, warehouses, outputs, and technology.

Answer: B

Explanation: A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

393) In a SWOT analysis, strengths and weaknesses originate \_\_\_\_\_\_\_\_ an organization.

A) Inside (internally).

B) Outside (externally).

C) Both Inside (internally) and Outside (externally).

D) None of the above.

Answer: A

Explanation: Strengths and weaknesses originate inside an organization, or internally. Opportunities and threats originate outside an organization, or externally, and cannot always be anticipated or controlled.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

394) In a SWOT analysis, opportunities and threats originate \_\_\_\_\_\_\_\_ an organization.

A) Inside (internally).

B) Outside (externally).

C) Both Inside (internally) and Outside (externally).

D) None of the above.

Answer: B

Explanation: Strengths and weaknesses originate inside an organization, or internally. Opportunities and threats originate outside an organization, or externally, and cannot always be anticipated or controlled.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

395) In a SWOT analysis, which of the following could you discover as potential internal strengths (helpful)?

A) Cost advantages.

B) Damaged reputation.

C) New markets.

D) Competitor issues.

Answer: A

Explanation: Potential internal strengths (helpful) identify all key strengths associated with the competitive advantage, including cost advantages.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

396) In a SWOT analysis, which of the following could you discover as potential inner weaknesses (harmful)?

A) Cost advantages.

B) Damaged reputation.

C) New markets.

D) Competitor issues.

Answer: B

Explanation: Potential internal weaknesses (harmful) identify all key areas that require improvement, including a damaged reputation.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

397) In a SWOT analysis, which of the following could you discover as potential external opportunities (helpful)?

A) Cost advantages.

B) Damaged reputation.

C) New markets.

D) Improved marketing campaigns.

Answer: C

Explanation: Potential internal weaknesses (harmful) identify all significant trends along with how the organization can benefit from each, including new markets.

Difficulty: 1 Easy

Topic: Identify the Four Key Areas of SWOT

Bloom's: Remember

Learning Outcome: 01-04 Identify the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

398) Managers use four common tools to analyze competitive intelligence and develop competitive advantages. Which of the following is not one of these tools?

A) The three generic strategies.

B) The Five Forces Model.

C) First-mover advantage.

D) SWOT analysis.

Answer: C

Explanation: Managers use four common tools to analyze competitive intelligence and develop competitive advantages: SWOT Analysis, the Five Forces Model, the three generic strategies, and value chain analysis.

Difficulty: 1 Easy

Topic: Identifying Competitive Advantages

Bloom's: Remember

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

399) The Victory Wireless store in Denver is currently offering a fabulous marketing strategy for potential new iPhone customers. Victory Wireless offers customers who purchase an iPhone with a 2-year subscription a free Otter phone case, car charger, ear phones, and speakers. In terms of Porter's Five Forces what is Victory Wireless attempting to achieve with this marketing strategy?

A) Increase buyer power.

B) Increase substitute products.

C) Decrease supplier power.

D) Decrease buyer power.

Answer: D

Explanation: Victory Wireless is attempting to decrease buyer power by offering products at a lower price or competing on price.

Difficulty: 3 Hard

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Analyze

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

400) Gina Brooks works for Aquarium Retail Services selling high-end salt water fish and tank supplies. Aquarium Retail Services is the current market leader in Gina's city. Gina has recently been approached by Deep Blue Incorporated with an opportunity to run its corporate nation-wide marketing and sales division. Gina decides to jump at the opportunity! Deep Blue is attempting to gain a competitive \_\_\_\_\_\_\_\_ by stealing its competitor's key employees.

A) Power

B) Entry Barrier

C) Advantage

D) Loyalty

Answer: C

Explanation: Ways that companies duplicate competitive advantages include acquiring the new technology, copying business processes, and hiring away employees.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

401) The banking industry has implemented several competitive advantages including ATM's, online bill pay services, and electronic statements. Of course, these competitive advantages were quickly duplicated by any competitor that wanted to remain in the banking industry. These were all examples of \_\_\_\_\_\_\_\_ competitive advantages.

A) Acquiring new technology products and services

B) Hiring new employees

C) Reducing expenses

D) Gaining invaluable feedback from customers

Answer: A

Explanation: The banking industry, for example, has utilized competitive advantage by all now offering ATM's, online bill pay services, and e-statements are all examples of ways they duplicated each other by acquiring new technology products and services.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

402) Michael Porter defined the Five Forces Model and the potential pressures that can hurt sales. Which of the following is not one of the potential pressures that can hurt sales?

A) Suppliers can drive down profits by charging more for supplies.

B) New market entrants can steal potential investment capital.

C) Substitute products can steal customers.

D) Competition can steal customers.

Answer: A

Explanation: Michael Porter defined the Five Forces Model. Before formally presenting his model, he identified pressures that can hurt potential sales, which include: 1) knowledgeable customers can force down prices by pitting rivals against each other, 2) influential suppliers can drive down profits by charging higher prices for supplies, 3) competition can steal customer, 4) new market entrants can steal potential investment capital, and 5) substitute products can steal customers.

Difficulty: 3 Hard

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Analyze

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

403) Kevin Campbell is an incoming freshman at your college. Kevin is frustrated by the cost of books, tuition, and expenses and he also needs to purchase a rather expensive laptop. In an effort to save money, Kevin begins a Facebook group finding other college students who need to purchase laptops. Soon, Kevin's Facebook group has close to 100,000 students. Kevin decides to collectively approach different computer companies to see if his group qualifies for a special discount. What business strategy is Kevin using to purchase laptops?

A) Collecting business intelligence.

B) Decreasing entry barriers.

C) Purchasing a substitute product.

D) Increasing buyer power.

Answer: D

Explanation: Buyer power is one of Porter's Five Forces, which measures the ability of buyers to affect the price they must pay for an item. Kevin's group is attempting to increase its buyer power.

Difficulty: 3 Hard

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Analyze

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

404) What are costs that make customers reluctant to switch to another product or service?

A) Support activities.

B) Switching costs.

C) Loyalty rewards.

D) Value chain activities.

Answer: B

Explanation: Switching costs is Costs that make customers reluctant to switch to another product or service.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

405) Callie Crystal owns and operates one of the most successful local coffee shops in Denver, called The Edgewater Café. Each time a customer purchases their 100th cup of coffee at The Edgewater Café they receive a free pound of coffee of their choice. What is Callie attempting to create with her unique "Free Pound of Coffee" marketing program?

A) Reducing buyer power with a loyalty program.

B) Increasing buyer power with a loyalty program.

C) Decreasing supplier power with a differentiated product.

D) Creating a substitute product.

Answer: A

Explanation: One way to reduce buyer power is with a loyalty program which is a program to reward customers based on their spending.

Difficulty: 3 Hard

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Analyze

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

406) What includes all parties involved, directly or indirectly, in obtaining raw materials or a product?

A) Support chain.

B) Supply chain.

C) System chain.

D) Supply choice.

Answer: B

Explanation: Supply chain includes all parties involved, directly or indirectly, in obtaining raw materials or a product.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

407) Which of the below represents a company in a supply chain?

A) Customer and competitor.

B) Supplier and competitor.

C) Knowledge worker and supplier.

D) Supplier and customer.

Answer: D

Explanation: In a typical supply chain, a company will be both a supplier and a customer.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

408) In the center of Porter's Five Forces model is competition. Which of the below represents the four outer boxes?

A) Buyer power, systems power, threat of false entrants, and threat of substitute products or services

B) Buyer power, systems power, threat of new entrants, and threat of substitute products or services

C) Buyer power, supplier power, threat of new entrants, and threat of substitute products or services

D) Business power, supplier power, threat of new entrants, and threat of powerful services

Answer: C

Explanation: The four competitive forces that work amongst the power of competitors are buyer power, supplier power, threat of new entrants, and threat of substitute products or services.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

409) Shawn McGill is on the executive board for ABC pharmaceuticals. The company produces the number one selling cancer fighting drug on the market. Due to its incredible success ABC pharmaceuticals has decided to increase the cost of the drug from $8 a pill to $15 a pill. Which force is ABC pharmaceutical using to increase its drug price?

A) Supplier power.

B) Buyer power.

C) Threat of false entrants.

D) Business power.

Answer: A

Explanation: Supplier power is One of Porter's five forces, measures the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services).

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

410) What is one of the most common ways a company can decrease supplier power?

A) Charge lower prices.

B) Charge higher prices.

C) Use MIS to find and create alternative products.

D) Companies cannot impact supplier power.

Answer: C

Explanation: Using MIS to find alternative products is one way of decreasing supplier power.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

411) If a supplier has high power what can it do to influence its industry?

A) Charge higher prices.

B) Shift costs to industry participants.

C) Limit quality or services.

D) All of the above.

Answer: D

Explanation: If the supplier power is high, the supplier can influence the industry by, 1) charging higher prices, 2) limiting quality or services, 3) shifting costs to industry participants.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

412) How can a company reduce the threat of substitute products or services?

A) Market the product to less than ten customers.

B) Ignore competitive forces.

C) Offer additional value through wider product distribution.

D) Offer less value making the product far more generic and similar to the competition.

Answer: C

Explanation: One way a company can reduce the threat of substitute products or services is to offer additional value through wider product distribution.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

413) Which one of Porter's five forces is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market?

A) Threat of new entrants.

B) Threat of substitute products or services.

C) Threat of buyer power.

D) Supply chain competition.

Answer: A

Explanation: Threat of new entrants is one of Porter's five forces, high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

414) John Cleaver is the CEO of Tech World, which is a retail store that sells computers, monitors, cameras, televisions and many other electronic products. John and his executive team are meeting to brainstorm new ideas on how to grow the business. One idea is to mimic a competitor's product that is attempting to sell a new product in a different industry. After performing a Porter's Five Forces analysis John determines that all of the forces are high in this new industry. What should John do?

A) Explode into the market with an overflow of the product.

B) Contemplate other products to introduce at the same time in this new market.

C) Compare the competitor's prices and offer his product lower in this new market.

D) Not introduce the product because all five forces are strong and this would be a highly risky business strategy.

Answer: D

Explanation: When the five forces are all strong or high it is a poor business strategy, when the forces are low, this is a great time to execute the business strategy.

Difficulty: 3 Hard

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Analyze

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

415) What is a feature of a product or service that customers have come to expect and entering competitors must offer the same if they want to survive?

A) Significant barrier.

B) Entry barrier.

C) Product differentiation.

D) Entry chain.

Answer: B

Explanation: Entry barrier is a feature of a product or service that customers have come to expect and entering competitors must offer the same for survival.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

416) Which of the following represents a typical supply chain?

A) Company – Customers – Suppliers.

B) Company – Suppliers – Customers.

C) Suppliers – Company – Customers.

D) Suppliers – Customers – Company.

Answer: C

Explanation: A traditional business supply chain operates like this: supplier – company – customers.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Remember

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

417) Imagine you are creating a new product to sell in an up-and-coming market. Which of the below statements indicates that it would be easy for you as the new entrants to compete in this market?

A) The threat of new entrants' force is high in the up-and-coming market.

B) The threat of new entrants' force is low in the up-and-coming market.

C) The threat of new entrants' force is impossible to define in the up-and-coming market.

D) All of the above depending on the time of year.

Answer: A

Explanation: The threat of new entrants is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

Difficulty: 3 Hard

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Analyze

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

418) Imagine you are creating a new product to sell in an up-and-coming market. Which of the below statements indicates that it would be difficult for you to enter this new market?

A) The threat of new entrants' force is high in the up-and-coming market.

B) The threat of new entrants' force is low in the up-and-coming market.

C) The threat of new entrants' force is high during the summer months in the up-and-coming market.

D) All of the above depending on the time of year.

Answer: B

Explanation: The threat of new entrants is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

419) Which of the following offers an example where Porter's five forces are mostly strong and competition is high?

A) A dog walking business.

B) A ski resort.

C) A professional hockey team.

D) All of the above.

Answer: A

Explanation: With Porter's five forces model, these are all examples of strong forces, where it increases competition: 1) a single consumer purchasing milk, 2) a company that makes pencils, 3) coffee from McDonalds, 4) a dog walking business, and 5) a coffee shop.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

420) Which of the following offers an example where Porter's five forces are mostly weak and competition is low?

A) An international hotel chain purchasing milk.

B) A coffee shop.

C) A single consumer purchasing milk.

D) A dog walking business.

Answer: A

Explanation: With Porter's five forces model, these are all examples of weak forces, where it decreases competition: 1) an international hotel chain purchasing milk, 2) a company that makes airline engines, 3) cancer drugs from a pharmaceutical company, 4) a professional hockey team, and 4) department of Motor Vehicles.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

421) Some industries' competition is much more intense than others. Retail grocery stores such as Kroger, Safeway, and Albertson's in the United States experience fierce competition and offer similar marketing campaigns to compete. What is this an example of in terms of Porter's Five Forces?

A) Rivalry among new entrants.

B) Rivalry among existing competitors.

C) Threat of substitute products or services.

D) Buyer power.

Answer: B

Explanation: Some industries' competition is much more intense than others. The retail grocery stores such as Kroger, Safeway, Albertson's, and Ralph's in the United States have fierce competition and similar programs to compete with each other.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

422) Amazon.com uses a customer profiling system whenever a customer visits its website. Using this system, Amazon can offer products tailored to that particular customer's profile and buying pattern. What is Amazon using to achieve this competitive advantage?

A) Rivalry.

B) Buyer power.

C) Product differentiation.

D) Substitute product.

Answer: C

Explanation: Product differentiation is an advantage that occurs when a company develops unique differences in its products with the intent to influence demand.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

423) Your boss, Ty Jacob, has asked you to analyze the music industry using Porter's five forces model. Which of the following represents supplier power in the music industry?

A) Established record labels like EMI, Sony, Universal.

B) Walmart, Target, iTunes.

C) Game systems like Wii, social networks like Facebook.

D) Taylor Swift, Beyoncé, The Beatles, The Stones.

Answer: A

Explanation: An example of supplier power in the music industry includes established record labels like EMI, Sony, and Universal.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

424) Your boss, Ty Jacob, has asked you to analyze the music industry using Porter's five forces model. Which of the following represents buyer power in the music industry?

A) Established record labels like EMI, Sony, Universal.

B) Walmart, Target, iTunes.

C) Independent record labels.

D) Game systems like Wii, social networks like Facebook.

Answer: B

Explanation: Buyer power in the music industry includes Walmart, Target, and iTunes who purchase music from record labels to sell online and in their stores.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

425) Your boss, Ty Jacob, has asked you to analyze the music industry using Porter's five forces model. Which of the following represents the threat of substitute products or services in the music industry?

A) Established record labels like EMI, Sony, Universal.

B) Independent record labels.

C) Game systems like Wii, social networks like Facebook.

D) Taylor Swift, Beyoncé, The Beatles, The Stones.

Answer: C

Explanation: Game systems like Wii and social networks offer alternatives or substitute products to purchasing music for a consumer.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

426) Your boss, Kerry Miller, has asked you to analyze the soft drink industry using Porter's five forces model. Which of the following represents supplier power in the soft drink industry?

A) Pepsi requires stores that carry Pepsi products to commit to minimum orders of 1,000 cases.

B) Walmart negotiates a lower cost per bottle from Coke in exchange for premium shelf space in every Walmart store.

C) Zevia Natural Diet Soda begins selling directly over the Internet.

D) Vitamin water, fruit juice, coffee.

Answer: A

Explanation: Supplier power in the soft drink industry is represented by Pepsi.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

427) Your boss, Kerry Miller, has asked you to analyze the soft drink industry using Porter's five forces model. Which of the following represents buyer power in the soft drink industry?

A) Pepsi requires stores that carry Pepsi products to commit to minimum orders of 1,000 cases.

B) Walmart negotiates a lower cost per bottle from Coke in exchange for premium shelf space in every Walmart store.

C) Zevia Natural Diet Soda begins selling directly over the Internet.

D) Vitamin water, fruit juice, coffee. Coke and Pepsi submit bids to the owner of a football stadium for the exclusive sale of their products during games.

Answer: B

Explanation: Buyer power in the soft drink industry is represented by Walmart.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

428) Your boss, Kerry Miller, has asked you to analyze the soft drink industry using Porter's five forces model. Which of the following represents a threat of a new entrant in the soft drink industry?

A) Pepsi requires stores that carry Pepsi products to commit to minimum orders of 1,000 cases.

B) Walmart negotiates a lower cost per bottle from Coke in exchange for premium shelf space in every Walmart store.

C) Zevia Natural Diet Soda begins selling directly over the Internet.

D) Vitamin water, fruit juice, coffee.

Answer: C

Explanation: Zevia Natural Diet Soda represents a new entrant in the soft drink industry.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

429) Your boss, Kerry Miller, has asked you to analyze the soft drink industry using Porter's five forces model. Which of the following represents a substitute product in the soft drink industry?

A) Pepsi requires stores that carry Pepsi products to commit to minimum orders of 1,000 cases.

B) Walmart negotiates a lower cost per bottle from Coke in exchange for premium shelf space in every Walmart store.

C) Zevia Natural Diet Soda begins selling directly over the Internet.

D) Vitamin water, fruit juice, coffee.

Answer: D

Explanation: Vitamin water, fruit juice, or coffee are all substitute products to a soft drink.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

430) What is buyer power?

A) The ability of buyers to affect the price they must pay for an item.

B) The suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services).

C) High when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

D) High when there are many alternatives to a product or service and low when there are few alternatives from which to choose.

Answer: A

Explanation: Buyer power is the ability of buyers to affect the price they must pay for an item.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

431) What is supplier power?

A) The ability of buyers to affect the price they must pay for an item.

B) The suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services).

C) High when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

D) High when there are many alternatives to a product or service and low when there are few alternatives from which to choose.

Answer: B

Explanation: Supplier power is the suppliers' ability to influence prices.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

432) What is threat of substitute products or services?

A) The ability of buyers to affect the price they must pay for an item.

B) The suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services).

C) High when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

D) High when there are many alternatives to a product or service and low when there are few alternatives from which to choose.

Answer: D

Explanation: Threat of substitute products or services is high when there are many alternatives to a product or service and low when there are few alternatives from which to choose.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

433) What is threat of new entrants?

A) The ability of buyers to affect the price they must pay for an item.

B) The suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services).

C) High when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

D) High when there are many alternatives to a product or service and low when there are few alternatives from which to choose.

Answer: C

Explanation: Threat of new entrants is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

434) What is rivalry among existing competitors?

A) The ability of buyers to affect the price they must pay for an item.

B) The suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services).

C) High when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market.

D) High when competition is fierce in a market and low when competitors are more complacent.

Answer: D

Explanation: Rivalry is high when competition is fierce in a market and low when competitors are more complacent.

Difficulty: 1 Easy

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

435) Your boss, Kerry Miller, has asked you to analyze the soft drink industry using Porter's five forces model. Which of the following represents rivalry in the soft drink industry?

A) Pepsi requires stores that carry Pepsi products to commit to minimum orders of 1,000 cases.

B) Walmart negotiates a lower cost per bottle from Coke in exchange for premium shelf space in every Walmart store.

C) Zevia Natural Diet Soda begins selling directly over the Internet.

D) Coke and Pepsi submit bids to the owner of a football stadium for the exclusive sale of their products during games.

Answer: D

Explanation: The rivalry between Coke and Pepsi is famous in the soft drink industry.

Difficulty: 2 Medium

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Understand

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: automatic

436) Porter identified three generic strategies that a business could follow after identifying a market it wanted to enter. Which of the following is not included as one of Porter's three generic strategies?

A) Broad differentiation.

B) Supplier cost differentiation.

C) Focused strategy.

D) Broad cost leadership.

Answer: B

Explanation: Porter has identified three generic business strategies for entering a new market: 1) broad cost leadership, 2) broad differentiation, and 3) focused strategy.

Difficulty: 1 Easy

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Remember

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

437) When analyzing Porter's three generic strategies for entering a market, if you have a focused strategy what market should you target?

A) A niche market.

B) A broad market.

C) Neither niche or broad markets.

D) Both niche and broad markets.

Answer: A

Explanation: When analyzing Porter's three generic strategies for entering a market, if you have a focused strategy you should target a narrow market, niche market, or a unique market.

Difficulty: 2 Medium

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Understand

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

438) Which of the following offers an example of a company operating in a narrow focused-market operating as the low-cost provider?

A) Walmart.

B) Tiffany & Co.

C) Neiman Marcus.

D) Payless Shoes.

Answer: D

Explanation: Payless competes by offering a specific product (narrow market) - shoes at low prices. Their strategy is to be the low-cost provider of shoes.

Difficulty: 1 Easy

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Remember

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

439) Broad differentiation, broad cost leadership, and \_\_\_\_\_\_\_\_ create the three generic strategies identified by Porter.

A) Narrow market leadership

B) High cost versus low cost

C) Focused strategy

D) None of the above

Answer: C

Explanation: The three strategies proposed by Porter are 1) broad cost leadership, 2) broad differentiation, and 3) focused strategy.

Difficulty: 1 Easy

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Remember

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

440) Jennifer Bloom is writing a paper and she must determine which of Porter's three generic strategies The Museum Company has implemented. Jennifer finds out that The Museum Company offers specialty products found only in museums around the world to affluent customers. What would Jennifer determine The Museum Company is using as its generic strategy?

A) Broad market, low cost.

B) Narrow market, high cost.

C) Broad market, high cost.

D) Narrow market, low cost.

Answer: B

Explanation: The Museum Company competes using a narrow market and high cost focus.

Difficulty: 3 Hard

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Analyze

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

441) According to Porter companies that wish to dominate broad markets should operate using a \_\_\_\_\_\_\_\_ strategy.

A) Cost leadership with a low cost

B) Differentiation with a low cost

C) Cost leadership with a high cost

D) All of the above

Answer: A

Explanation: According to Porter broad markets should utilize cost leadership with a low cost and differentiation with a high cost.

Difficulty: 2 Medium

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Understand

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

442) Which of the following demonstrates a company that has implemented a low cost, broad market strategy?

A) Neiman Marcus.

B) Payless Shoes.

C) The Sharper Image.

D) Walmart.

Answer: D

Explanation: Walmart competes by offering a broad range of products at low prices. Its business strategy is to be the low-cost provider of goods for the cost-conscious consumer.

Difficulty: 1 Easy

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Remember

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

443) If a business is following a focused strategy then its competitive scope is \_\_\_\_\_\_\_\_.

A) Broad market.

B) Narrow market.

C) Broad range products.

D) Broad range of services.

Answer: B

Explanation: When you have a market segment their competitive scope should be a narrow market, and the cost strategy should be a focused strategy.

Difficulty: 1 Easy

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Remember

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

444) When applying Porter's three generic strategies, Tiffany & Co. has a competitive scope and cost strategy that is \_\_\_\_\_\_\_\_.

A) Broad market – high cost strategy.

B) Narrow market – low cost strategy.

C) Narrow market – high cost strategy.

D) Broad market – low cost strategy.

Answer: C

Explanation: Tiffany & Co. competes by offering a differentiated product, jewelry, at high prices. Its business strategy allows it to be a high-cost provider of premier designer jewelry to affluent consumers.

Difficulty: 1 Easy

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Remember

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

445) When analyzing the book store industry, some of today's businesses compete with different business strategies and cost strategies. Which of the following is using a broad market competitive scope along with a low cost strategy?

A) Amazon.com.

B) Any local independent book store that specializes in antique books.

C) Barnes & Noble.

D) Borders books.

Answer: A

Explanation: Amazon.com competes by offering a broad range of differentiated products at low prices.

Difficulty: 3 Hard

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Analyze

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

446) Which of the below is similar to focused strategy versus broad strategy?

A) Large market versus leadership.

B) Large market versus uniqueness.

C) Niche market versus large market.

D) Niche market versus generic.

Answer: C

Explanation: Focused strategies versus broad strategies is synonymous to niche market versus large markets.

Difficulty: 2 Medium

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Understand

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

447) Your boss, Penny Dirks, has asked you to analyze the airline industry using Porter's three generic strategies. Which of the following companies are using a cost leadership strategy?

A) Southwest, Horizon, Frontier, JetBlue.

B) British Airways, Singapore Airlines, Virgin Atlantic.

C) Sky Taxi – a rent by the hour personal plane service.

D) All of the above.

Answer: A

Explanation: Southwest, Horizon, Frontier, and JetBlue all use cost leadership business strategies.

Difficulty: 2 Medium

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Understand

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

448) Your boss, Penny Dirks, has asked you to analyze the airline industry using Porter's three generic strategies. Which of the following companies are using a differentiation strategy?

A) Southwest, Horizon, Frontier, JetBlue.

B) British Airways, Singapore Airlines, Virgin Atlantic.

C) Sky Taxi – a rent by the hour personal plane service.

D) All of the above.

Answer: B

Explanation: British Airways, Singapore Airlines, and Virgin Atlantic all compete using differentiation strategies.

Difficulty: 2 Medium

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Understand

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

449) Your boss, Penny Dirks, has asked you to analyze the airline industry using Porter's three generic strategies. Which of the following companies are using a focused strategy?

A) Southwest, Horizon, Frontier, JetBlue.

B) British Airways, Singapore Airlines, Virgin Atlantic.

C) Sky Taxi – a rent by the hour personal plane service.

D) All of the above.

Answer: C

Explanation: Sky Taxi is using a focused-strategy targeting individuals that want to hire private planes.

Difficulty: 2 Medium

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Understand

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: automatic

450) When reviewing Porter's value chain analysis, which of the below provides customer support after the sale of goods and services?

A) Inbound logistics.

B) Outbound logistics.

C) Operations.

D) Service.

Answer: D

Explanation: The service activity within the primary value activities will provide customer support after the sale of goods and services.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

451) Which of the below represents procurement as part of the support value activities in a value chain analysis?

A) Purchases inputs such as raw materials, resources, equipment and supplies.

B) Applies MIS to processes to add value.

C) Distributes goods and services to customers.

D) Promotes, prices, and sells products to customers.

Answer: A

Explanation: Procurement is the process of the support value activity which purchases inputs such as raw materials, resources, equipment and supplies.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

452) What includes support value activities and primary value activities and is used to determine how to create the greatest possible value for customers?

A) Supplier power.

B) Operations management.

C) Porter's Five Forces Model.

D) The Value Chain analysis.

Answer: D

Explanation: The support activity firm infrastructure coupled with the primary value activity of outbound logistics is a part of the Value Chain analysis.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

453) What is a standardized set of activities that accomplishes a specific task?

A) Business strategy.

B) Business outcome.

C) Business process.

D) Knowledge process.

Answer: C

Explanation: A business process is a standardized set of activities that accomplish a specific task.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

454) Which of the following analyzes a company's business processes and is useful for determining how to create the greatest possible value for customers?

A) Product analysis.

B) Primary supplier power.

C) Value chain analysis.

D) Buyer chain analysis.

Answer: C

Explanation: The value chain analysis views a firm as a series of business processes that each add value to the product or service.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

455) The goal of value chain analysis is to identify processes in which the firm can add value for the customer and create a competitive advantage for itself, with a \_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_.

A) Focused strategy, product differentiation

B) Focused strategy, cost advantage

C) Cost advantage, primary value activities

D) Cost advantage, product differentiation

Answer: D

Explanation: The goal of value chain analysis is to identify processes in which the firm can add value for the customer and create a competitive advantage for itself, with a cost advantage or product differentiation.

Difficulty: 2 Medium

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Understand

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

456) What are the two main categories in a value chain analysis?

A) Primary value activities & secondary value activities.

B) Primary value activities & support value activities.

C) Primary value activities & strengthening value activities.

D) None of the above.

Answer: B

Explanation: The value chain groups a firm's activities into two categories, primary value activities, and support value activities.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

457) Which of the following is not considered a category within the primary value activities in a value chain analysis?

A) Inbound logistics.

B) Firm infrastructure.

C) Operations.

D) Service.

Answer: B

Explanation: Primary value activities are found at the bottom of the value chain, these include business processes that acquire raw materials and manufacture, deliver, market, sell, and provide after-sales services.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

458) Which of the following is not considered a category within the support value activities in a value chain analysis?

A) Technology development.

B) Outbound logistics.

C) Human resource management.

D) Firm infrastructure.

Answer: B

Explanation: Support value activities are found along the top of the value chain and includes business processes, such as firm infrastructure, human resource management, technology development, and procurement that support the primary value activities.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

459) What is the support value activity that provides employees with training, hiring, and compensation?

A) Procurement.

B) Operations resource management.

C) Human resource management.

D) Firm infrastructure.

Answer: C

Explanation: Human resource management provides employee training, hiring, and compensation.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

460) Sandy Fiero works as the Chief Knowledge Officer for Bend Lumbar Company. She has been given the responsibility to create a product or service that will bring an added value to its customers to increase the company's revenue. Sandy determines that the best value she can add is by creating a service that offers free next day shipping on any order over $50. Where in the value chain is Sandy adding value?

A) The primary value activity outbound logistics.

B) The primary value activity inbound logistics.

C) The primary value activity marketing and sales.

D) The primary value activity operations.

Answer: A

Explanation: Outbound logistics distributes goods and services to customers.

Difficulty: 3 Hard

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Analyze

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

461) When evaluating the value chain, all of the following are included in the primary value activities except \_\_\_\_\_\_\_\_.

A) Inbound activities.

B) Operations.

C) Service.

D) MIS development.

Answer: D

Explanation: The primary value activities include 1) inbound logistics, 2) operations, 3) outbound logistics, 4) marketing and sales, and 5) service.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

462) When evaluating the value chain, which of the following is included in the support value activities?

A) Inbound activities.

B) Marketing and sales.

C) Firm infrastructure.

D) Finance and sales.

Answer: C

Explanation: The support value activities found along the top of the value chain include 1) firm infrastructure, 2) human resource management, 3) technology development, and 4) procurement.

Difficulty: 1 Easy

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Remember

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

463) Which of the following decisions does a firm need to make as soon as it has identified the activities from the value chain that are bringing the highest added value to their customers?

A) Target high value-adding activities to further enhance their value.

B) Target low value-adding activities to increase their value.

C) Perform some combination of the two.

D) All of the above.

Answer: D

Explanation: When a firm has identified the activities from the value chain that are bringing the highest added value to their customers, they need to make decisions regarding the competitive advantage by determining whether to 1) Target high value-adding activities to further enhance their value, 2) Target low value-adding activities to increase their value, and 3) Perform some combination of the two.

Difficulty: 2 Medium

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Understand

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

464) MIS can add value to both primary activities and support activities in the value chain. Which of the following is not an example of a company adding value by the use of MIS in a primary activity?

A) Scottrade Corp. creating an online system for employees to track paychecks, benefits, wellness rewards program, and other employee benefit items.

B) A system for the sales and marketing departments to track specific sales targets and follow up processes.

C) An easy electronic survey, similar to the survey monkey, to be sent to the customer right after a service was completed.

D) Royal Crest Dairy using their custom order and delivery system through an easily accessible Web portal for the customer to track delivery status.

Answer: A

Explanation: MIS can add value to both primary and support activities within a business. All are primary activities except Scottrade Corp. creating an online system for employees to track paychecks, benefits, wellness rewards program, and other employee benefit items. This is a support value activity.

Difficulty: 3 Hard

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Analyze

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

465) MIS can add value to both primary and support activities within a business. Which of the following is not an example of a company adding value by the use of MIS in a support activity?

A) Netflix creating a business strategy for the video rental market that delivers videos via the mail.

B) The human resources department creates a tracking system to efficiently reward employees based on their performance.

C) Scottrade Corp. creating an online system for employees to track paychecks, benefits, wellness rewards program, and other employee benefit items.

D) The University of Forks creates a program to automatically order office supplies such as pens and pads of paper for its employees.

Answer: A

Explanation: MIS can add value to both primary and support activities within a business. All are support activities except for the example, Netflix creating a business strategy for the video rental market that makes renting a movie simplified with their inexpensive, no late fee, quick mail delivery system. This is a primary value activity.

Difficulty: 3 Hard

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Analyze

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: automatic

466) Describe the information age and the differences between data, information, business intelligence, and knowledge.

Answer: We live in the information age, when infinite quantities of facts are widely available to anyone who can use a computer. The core drivers of the information age include data, information, business intelligence, and knowledge. Data are raw facts that describe the characteristics of an event or object. Information is data converted into a meaningful and useful context. Business intelligence (BI) is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making. Knowledge includes the skills, experience, and expertise, coupled with information and intelligence that creates a person's intellectual resources. As you move from data to knowledge you include more and more variables for analysis resulting in better, more precise support for decision making and problem solving.

Difficulty: 3 Hard

Topic: Competing in the Information Age

Bloom's: Analyze

Learning Outcome: 01-01 Describe the information age and the differences among data, information, business intelligence, and knowledge.

Accessibility: Keyboard Navigation

Gradable: manual

467) Identify the different departments in a company and why they must work together to achieve success.

Answer: Companies are typically organized by department or functional area such as accounting, finance, human resources, marketing, operations management, and sales. Although each department has its own focus and own data, none can work independently if the company is to operate as a whole. It is easy to see how a business decision made by one department can affect other departments. Functional areas are anything but independent in a business. In fact, functional areas are interdependent. Sales must rely on information from operations to understand inventory, place orders, calculate transportation costs, and gain insight into product availability based on production schedules. For an organization to succeed, every department or functional area must work together sharing common information and not be a "silo." Information technology can enable departments to more efficiently and effectively perform their business operations.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Analyze

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: manual

468) Define the 6 primary MIS-related strategic positions in an organization along with their associated responsibilities.

Answer: The chief information officer (CIO) is responsible for overseeing all uses of information technology and ensuring the strategic alignment of MIS with business goals and objectives. The chief data officer (CDO) is responsible for determining the types of information the enterprise will capture, retain, analyze, and share. The chief technology officer (CTO) is responsible for ensuring the throughput, speed, accuracy, availability, and reliability of an organization's information technology. The chief security officer (CSO) is responsible for ensuring the security of the MIS systems and developing strategies and MIS safeguards against attacks from hackers and viruses. The Chief privacy officer (CPO) is responsible for ensuring the ethical and legal use of information within an organization. The chief knowledge officer (CKO) is responsible for collecting, maintaining, and distributing the organization's knowledge.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Analyze

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: manual

469) Explain systems thinking and how management information systems enable business communications.

Answer: A system is a collection of parts that link to achieve a common purpose. Systems thinking is a way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part. Feedback is information that returns to its original transmitter (input, transform, or output) and modifies the transmitter's actions. Feedback helps the system maintain stability. Management information systems (MIS) is a business function, like accounting and human resources, which moves information about people, products, and processes across the company to facilitate decision making and problem solving. MIS incorporates systems thinking to help companies operate cross-functionally. For example, to fulfill product orders, an MIS for sales moves a single customer order across all functional areas including sales, order fulfillment, shipping, billing, and finally customer service. Although different functional areas handle different parts of the sale, thanks to MIS, to the customer the sale is one continuous process.

Difficulty: 3 Hard

Topic: The Challenge of Departmental Companies and the MIS Solution

Bloom's: Analyze

Learning Outcome: 01-02 Explain systems thinking and how management information systems enable business communications.

Accessibility: Keyboard Navigation

Gradable: manual

470) Explain why competitive advantages are temporary.

Answer: A competitive advantage is a feature of a product or service on which customers place a greater value than they do on similar offerings from competitors. Competitive advantages provide the same product or service either at a lower price or with additional value that can fetch premium prices. Unfortunately, competitive advantages are typically temporary, because competitors often quickly seek ways to duplicate them. In turn, organizations must develop a strategy based on a new competitive advantage. Ways that companies duplicate competitive advantages include acquiring the new technology, copying business processes, and hiring away employees.

Difficulty: 3 Hard

Topic: Identifying Competitive Advantages

Bloom's: Analyze

Learning Outcome: 01-03 Explain why competitive advantages are temporary along with the four key areas of a SWOT analysis.

Accessibility: Keyboard Navigation

Gradable: manual

471) Describe Porter's Five Forces Model and explain each of the five forces.

Answer: Porter's Five Forces Model analyzes the competitive forces within the environment in which a company operates, to assess the potential for profitability in an industry. Buyer power is the ability of buyers to affect the price they must pay for an item. Supplier power is the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services). Threat of substitute products or services is high when there are many alternatives to a product or service and low when there are few alternatives from which to choose. Threat of new entrants is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to entering a market. Rivalry among existing competitors is high when competition is fierce in a market and low when competition is more complacent.

Difficulty: 3 Hard

Topic: The Five Forces Model--Evaluating Industry Attractiveness

Bloom's: Analyze

Learning Outcome: 01-05 Describe Porter's Five Forces Model and explain each of the five forces.

Accessibility: Keyboard Navigation

Gradable: manual

472) Compare Porter's three generic strategies.

Answer: Organizations typically follow one of Porter's three generic strategies when entering a new market: (1) broad cost leadership, (2) broad differentiation, (3) focused strategy. Broad strategies reach a large market segment. Focused strategies target a niche market. Focused strategies concentrate on either cost leadership or differentiation.

Difficulty: 3 Hard

Topic: The Three Generic Strategies--Choosing a Business Focus

Bloom's: Analyze

Learning Outcome: 01-06 Compare Porter's three generic strategies.

Accessibility: Keyboard Navigation

Gradable: manual

473) Demonstrate how a company can add value by using Porter's value chain analysis.

Answer: To identify competitive advantages, Michael Porter created value chain analysis, which views a firm as a series of business processes that each add value to the product or service. The goal of value chain analysis is to identify processes in which the firm can add value for the customer and create a competitive advantage for itself, with a cost advantage or product differentiation. The value chain groups a firm's activities into two categories—primary value activities and support value activities. Primary value activities acquire raw materials and manufacture, deliver, market, sell, and provide after-sales services. Support value activities, along the top of the value chain in the figure, include firm infrastructure, human resource management, technology development, and procurement. Not surprisingly, these support the primary value activities.

Difficulty: 3 Hard

Topic: Value Chain Analysis--Executing Business Strategies

Bloom's: Analyze

Learning Outcome: 01-07 Demonstrate how a company can add value by using Porter's value chain analysis.

Accessibility: Keyboard Navigation

Gradable: manual