

Chapter 01: Intro. to Information Systems in Organizations

TRUE/FALSE

1. Information and data are essentially the same thing.
2. A CBIS is a single set of hardware, software, databases, telecommunications, people, and procedures configured to collect, manipulate, store, and process data into information.
3. The technology infrastructure is a set of shared IS resources that form the foundation of each computer-based information system.
4. Teraflops is a measure of computer storage capacity.
5. Application software such as Windows Vista and Windows Seven control basic computer operations such as start-up and printing.
6. A virtual reality system is an example of one of the most common types of information systems.
7. Mobile commerce is the use of mobile, wireless devices to place orders and conduct business.
8. Electronic business goes beyond e-commerce and e-procurement by using information systems and the Internet to perform all business-related tasks and functions.
9. A decision support system is an organized collection of people, procedures, software, databases, and devices that provides routine information to managers and decision makers.
10. MISs typically provide standard reports generated with data and information from a TPS or ERP system
11. Neural networks give the computer the ability to make suggestions and function like an expert in a particular field, helping enhance the performance of a novice users.
12. Systems investigation defines the problems and opportunities of the existing system.
13. The primary goal of a for-profit organization is to maximize shareholder value.

14. By adding a significant amount of value to their products and services, organizations ensure that they will exceed budgets and generate income losses.
15. Organizational culture consists of the major understandings and assumptions for a business or other organization.
16. Disruptive change often results in new, successful companies and offers consumers the potential of new products and services at reduced costs and superior performance.
17. The degree to which an organization supports its use is not an important factor that can lead to better attitudes about an information system.
18. Studies have shown that user satisfaction and technology acceptance are not particularly significant in healthcare as professionals in this industry are quick to learn and accept new technology.
19. If an organization has a high level of both diffusion and infusion, with computers throughout the organization, information systems are being used to their full potential.
21. When the threat of new market entrants is high, the desire to seek and maintain competitive advantage to dissuade new entrants is also usually high.
22. Today, companies are shifting from strategic management to performance-based management of their information systems and carefully consider both strategic advantage and costs.
23. ROI calculations can be complex, including investment returns over multiple years and the impact of the time value of money.
24. Information systems can help bring new products and services in less time thus reducing time to market.
25. Because of the difficulty in determining all the costs, total cost of ownership is seldom used to plan for and maximize the value of IS investments.
26. Non-technical skills such as communications skills and knowledge of the organization are not important to IS personnel.
27. The systems development organization focuses solely on the development of new information systems and seldom becomes involved in maintenance and review of information systems.

28. The IS support organization is a multi-faceted group providing user assistance in hardware and software acquisition and use, data administration, user training and assistance, and software development.
29. Most IS careers involve working in a project team.
30. In today's global economy, the creation of a new product or service can be separated into smaller and smaller subtasks which are then completed by a person or small group located in a single country best suited to meet the need of the global market.

MULTIPLE CHOICE

1. The value of information is directly linked to how it helps decision makers achieve their organization's _____.
 - a. profits
 - b. goals
 - c. cost reduction initiatives
 - d. quality improvement measures
2. In information systems, _____ is used to make changes to input or processing activities.
 - a. forecasting
 - b. feedback
 - c. output
 - d. processing
3. _____ consists of computer equipment used to perform input, processing, and output activities.
 - a. Information technology
 - b. Technology infrastructure
 - c. Telecommunications
 - d. Hardware
4. _____ consists of computer programs that govern the operation of the computer.
 - a. Hardware
 - b. Software
 - c. Applications
 - d. Telecommunications
5. _____ is an example of application software that allows you to accomplish specific tasks such as word processing or tabulating numbers.
 - a. Systems software
 - b. Windows 7
 - c. Microsoft Office 2010
 - d. Windows Vista
6. People can send short messages of up to _____ using Twitter.
 - a. 10 words
 - b. 100 characters
 - c. 140 characters
 - d. 140 words
7. Another name for a Web log is _____.
 - a. podcast
 - b. Web page
 - c. blog
 - d. WWW

8. Using _____, you can download audio programs or music from the Internet to play on computers or music players.
- a. podcasting
 - b. Web logs
 - c. WWW
 - d. cloud computing
9. A(n) _____ is a network based on Web technologies that allows only selected outsiders, such as business partners and customers, to access authorized resources of a company's intranet.
- a. Internet
 - b. blog
 - c. Web 2.0
 - d. extranet
10. _____ is (are) considered to be the most important element in a computer-based information system.
- a. Hardware
 - b. Software
 - c. Procedures
 - d. People
11. _____ include(s) all the people who manage, run, program, and maintain the system, including the CIO, who manages the IS department.
- a. End users
 - b. Hardware operators
 - c. Analysts
 - d. IS personnel
12. A common type of information system used in business organizations are those designed for _____
- a. electronic and mobile commerce
 - b. transaction processing
 - c. decision support
 - d. all of the above
13. A(n) _____ is an organized collection of people, procedures, software, databases, and devices that support problem-specific decision making.
- a. TPS
 - b. MIS
 - c. DSS
 - d. Virtual reality system
14. _____ involves computers understanding and acting on verbal or written commands in English, Spanish, or other human languages.
- a. Virtual reality
 - b. Artificial intelligence
 - c. Natural language processing
 - d. Learning systems
15. _____ is a branch of artificial intelligence that allows computers to recognize and act on patterns or trends.
- a. Vision systems
 - b. Neural networks
 - c. Robotic systems
 - d. Natural language processing
16. The goal of the _____ phase of systems development is to gain a clear understanding of the problem to be solved or opportunity to be addressed.
- a. systems analysis
 - b. systems investigation
 - c. systems design
 - d. systems implementation

17. _____ helps determine what supplies are required for the value chain, what quantities are needed to meet customer demand, how the supplies should be manufactured into finished goods and services, and how the shipment of supplies and products to customers should be scheduled, monitored, and controlled.
- a. customer relationship management
 - b. inventory management
 - c. demand planning
 - d. supply chain management
18. Customer relationship management programs help companies manage _____
- a. programs to retain loyal customers
 - b. finished product inventory
 - c. marketing and advertising
 - d. a. and c.
19. _____ is a measure of how widely technology is spread throughout an organization.
- a. Technology infusion
 - b. Technology acceptance
 - c. Technology diffusion
 - d. Technology adoption
20. Which of the following statements is true about the characteristics of a highly competitive industry _____
- a. they have low fixed costs for entering or leaving the industry
 - b. there are high degrees of product differentiation
 - c. there are few competitors
 - d. there tend to be more firms seeking competitive advantage
21. Porsche is an example of a company with a _____ strategy for gaining competitive advantage, producing only high-performance sports cars and SUVs.
- a. differentiation
 - b. niche
 - c. cost leadership
 - d. altering the industry
22. _____ investigates the additional profits or benefits that are generated as a percentage of the investment in IS technology.
- a. Net present value
 - b. Return on investment
 - c. Earnings growth
 - d. Market share
23. A visa program that enables skilled employees from foreign lands into the United States.
- a. L-1B
 - b. H-1B
 - c. 4F
 - d. all of the above
24. _____ are sometimes asked to regulate the use of the Internet and Web sites by employees to ensure that it is appropriate.
- a. database administrators
 - b. Web administrators
 - c. systems analysts
 - d. software developers
25. _____ is a major challenge in expanding the global reach of information systems
- a. Technology transfer issues
 - b. Infrastructure challenges
 - c. Time and distance challenges
 - d. All of the above

COMPLETION

1. _____ data is a form of data that is represented by numbers, letters, and other characters.
2. _____ is the awareness and understanding of a set of information and the ways the information can be made useful to support a specific task or reach a decision.
3. _____ refers to hardware, software, databases, and telecommunications.
4. Computerized _____ are being placed in vehicles to record vehicle speed, possible engine problems, driver performance, and more.
5. A(n) _____ is an organized collection of facts and information, typically consisting of two or more related files.
6. An approach to work called _____ that enables people to work from home or while traveling.
7. _____ allows people to get the information they need from the Internet instead of from desktop or corporate computers.
8. The technology used to create the Internet is also being applied within companies and organizations to create _____, which allow people in an organization to exchange information and work on projects.
9. _____ include the strategies, policies, methods, and rules for using the CBIS.
10. _____ involves any business transactions executed electronically between companies.
11. An organized collection of people, procedures, software, databases, and devices used to record completed business transactions is called a(n) _____.
12. A(n) _____ is a set of integrated programs that manages the vital business operations for an entire multisite, global organization.
13. The focus of a DSS is on making effective _____ and helping a manager do the right thing.
14. A system to create, store, share, and use the organization's knowledge and experience is called a(n) _____.

15. The collection of rules, procedures, and relationships that must be followed by an expert system to achieve the proper outcome is contained in the expert system's _____.
16. During the _____ phase of the systems development process does the project team determine how the new system should be developed to meet the business needs defined during systems analysis?
17. Customers, suppliers, managers, shareholders, and employees are all examples of _____ of the organization.
18. _____ is a set of major understandings and assumptions shared by a group, such as within an ethnic group or country.
19. The _____ model specifies the factors that can lead to better attitudes about the information system, along with higher acceptance and usage of the system in an organization.
20. A(n) _____ is a significant and (ideally) long-term benefit to a company over its competition.
21. Porter's _____ model is a widely accepted model that identifies the key factors that can lead to attainment of competitive advantage.
22. To be competitive, an organization must also _____ its IS strategy with general business strategies and objectives.
23. The _____ strategy for competitive advantage involves producing a variety of products, giving customers more choices, or delivering higher quality products and services.
24. _____ = (output / input) x 100%
25. The IS organization has three primary responsibilities including operations, systems development, and _____

ESSAY

1. Briefly distinguish between data, information, and knowledge.
2. Define the term information system and briefly identify its fundamental components.
3. Distinguish between the Internet and the Web.
4. Mention four types of data format.
5. What are the characteristics of valuable information?
6. What are the main function of CBIS?
7. What are the main components of CBIS?
8. Give four examples for Business IS?
9. Define each of the following: organization, value chain, upstream, downstream
10. Give four examples for careers in IS.