

End of Chapter Solutions

Reviews and Discussions

1. What are three applications of computers and information systems in your daily life?

Answer—

- As a student, you use computers and office suite software to do your homework.
- Taking online classes.
- Commonly used in grocery and retail stores as well.

2. What are three recommendations for reducing risk and improving the privacy of your personal information while using social media?

Answer—

- Always use the privacy controls offered by the social networking sites.
- Use long passwords (eight characters or longer) that mix uppercase and lowercase letters with numbers and symbols.
- Do not post a phone number or a full address.

3. What is business intelligence (BI)?

Answer—

Business intelligence (BI) provides historical, current, and predictive views of business operations and environments and gives organizations a competitive advantage in the marketplace.

4. Define a management information system (MIS).

Answer—

A management information system (MIS) is an organized integration of hardware and software technologies, data, processes, and human elements designed to produce timely, integrated, relevant, accurate, and useful information for decision-making purposes.

5. What are four major components of an information system?

Answer—

- Data
- Database
- Process
- Information

6. What are three examples of decisions supported by a logistics information system (LIS)?

Answer—

- Improving routing and delivery schedules
- Selecting the best modes of transportation
- Improving transportation budgeting

7. What are Michael Porter's three strategies for successfully competing in the marketplace?

Answer—

- Overall cost leadership
- Differentiation
- Focus

8. What are three examples of specific tasks performed by a data scientist (DS)?

Answer—

- Identify the problem that an organization faces
- Identify and collect data sets and variables
- Insure the accuracy and completeness of data sets

Projects

1. Identify three applications of information systems at the college or the university that you are attending. Write a one-page paper that describes these three applications, and provide an example of the type of decisions that are being improved by each application.

Answer—

Answers will vary. Online registration, online learning systems, and transcript preparations are just a few examples.

2. Grocery chains have been using information technologies for several decades. After reading the information presented in this chapter and other sources, write a one-page paper that describes three such technologies.

Answer—

Answers will vary. Point-of-sale (POS) systems, radio-frequency-identification (RFID) tags, and automated inventory systems are just a few examples.

3. RFID tags are being increasingly used by companies such as Macy's, Walmart, and Home Depot. Identify an additional company that uses RFIDs and write a one-page paper that describes the company's specific application of RFIDs.

Answer—

Answers will vary.

4. After reading the information presented in this chapter and other sources, write a one-page paper that describes the ways two different companies use Michael Porter's three strategies. How are information systems assisting these companies in implementing each strategy?

Answer—

Answers will vary.

5. After reading the information presented in this chapter and other sources, write a one-page paper that supports the claim that, in the future, computer criminals will become more sophisticated and that protecting personal information will become more difficult.

Answer—

Answers will vary.

6. Banks are promoting online banking to a broad range of customers. After reading the information presented in this chapter and other sources, write a one-page paper that lists three advantages and three disadvantages of online banking. Why are some customers reluctant to use online banking?

Answer—

Answers will vary.

Three advantages:

- Accessing customer service by e-mail around the clock
- Viewing current and old transactions
- Online mortgage applications

Three disadvantages:

- Security issues
- Privacy issues
- Access issues

Are You Ready to Move On?

1. Computer literacy is understanding the role of information in generating and using business intelligence. True or False?

Answer—

False

2. Data consists of raw facts and is a component of an information system. True or False?

Answer—

True

3. Michael Porter's Five Forces Model analyzes an organization, its position in the marketplace, and how information systems could be used to make it more competitive. True or False?

Answer—

True

4. All of the following are among the good practices while using social media, except:

- a. Use long passwords (eight characters or longer) that mix uppercase and lowercase letters with numbers
- b. Do not post a phone number or a full address
- c. Do not post children's names, even in photo tags or captions
- d. Be specific when posting information about vacations or business trips

Answer—

D

5. All of the following are among decisions supported by a financial information system (FIS) except:

- a. Sales forecasting
- b. Improving budget allocation
- c. Minimizing capital investment risks
- d. Monitoring cost trends

Answer—

A

6. All of the following are among the new IT-related jobs except:

- a. Data scientist
- b. Systems analyst
- c. Social media/online-community manager
- d. Search engine optimization specialist

Answer—

A

Case Study 1-1

1. Is technology alone enough to ensure high-quality customer service?

Answer—

Answers will vary. A brief answer is no.

2. What are Federal Express's estimated annual savings from using information technology?

Answer—

Answers will vary.

3. What are a couple of examples of information technologies used by Federal Express?

Answer—

Answers will vary. The following are few examples:

- A comprehensive Web site, www.FedEx.com, where it assists customers and reduces costs
- Ship Manager
- Uses customer relationship management software called Clarify for improving customer service

Case Study 1-2

1. According to this case study, what is an upcoming key technology that will be used in retail stores to improve customer service?

Answer—

Mobile technology.

2. What is the name of the device used by Ahold USA's Stop & Shop retail stores?

Answer—

Scan It.

3. What will be the role of smartphones in the future of shopping?

Answer—

Answers will vary. Most experts believe that smartphones will be used as a device for paying for products and services among other things.