

MIS4

End of Chapter Solutions

Chapter 1

1. What is computer literacy?

Answer—

Computer literacy is skill in using productivity software, such as word processors, spreadsheets, database management systems, and presentation software, as well as having a basic knowledge of hardware and software, the Internet, and collaboration tools and technologies.

2. What are two applications of information technologies at Home Depot?

Answer—

- The Home Depot has a Web site to communicate with customers and increase sales with online orders.
- It also uses RFID tags to better manage inventory and improve the efficiency of its supply chain network.

3. What are two applications of information technologies at Domino's Pizza?

Answer—

- Using online and mobile ordering, customers can customize their pizzas with any combination of ingredients, thereby becoming part of the pizza-making process.
- Domino's now has the ability to store its online orders in its database. This data can then be used for many purposes, including target marketing and deciding which pizzas to offer in the future.

4. What is an example of a company that uses overall cost leadership strategies successfully?

Answer—

Walmart

5. What are two applications of information systems in the marketing field?

Answer—

- Analyzing market share, sales, and sales personnel
- Sales forecasting

6. What are two IT jobs at the college or university that you attend or an organization that you are familiar with?

Answer—

Answers will vary. Systems Analyst and Network Administrator are two examples.

7. After reading the information presented in this chapter and other sources, write a one-page paper that describes the applications of information system in a typical four-year college.

Answer—

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

8. After reading the information presented in this chapter and other sources, write a one-page paper that describes three reasons for the increase in online shopping in the last decade. What are a couple of disadvantages of online shopping?

Answer—

Answers will vary. Price transparency, usually cheaper prices, and more options to choose from are among the advantages. Lack of human interaction, security and privacy concerns are among the disadvantages.

9. After reading the information presented in this chapter and other sources, write a one-page paper that describes three advantages of POS systems in grocery stores.

Answer—

Answers will vary. Advantages include faster customer service, increased accuracy, and improved efficiency in inventory management.

10. The popularity of smartphones is on the rise. After reading the information presented in this chapter and other sources, write a one-page paper that describes the applications of smartphones for a telecommuter journalist.

Answer—

Answers will vary.

11. It is predicted that cybercriminals will become more sophisticated and protecting personal information will become more difficult in the years ahead. After reading the information presented in this chapter and other sources, write a one-page paper that backs up this claim. Provide three recommendations for improving your privacy when using a social media network such as Facebook.

Answer—

Answers will vary. However to reduce risk and improve the privacy of your personal information follow the recommendations outlined below:

- Always use the privacy controls offered by the social networking sites.
- Use long passwords (8 characters or longer) that mix uppercase and lowercase letters with numbers and symbols.
- Do not be specific when posting information about vacations or business trips.

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

Answer—

True

13. Currently, cloud computing-related jobs are in least demand among all the IT jobs. True or False?

Answer—

False

14. Which of the following is not among the major components of an information system?

- a. Data
- b. Database
- c. RFID
- d. Information

Answer—

C

15. To be useful, information must have all of the following qualities except:

- a. Easiness
- b. Timeliness
- c. Consistency and accuracy
- d. Relevance

Answer—

A

Case Study #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 #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.