

Package Title: Test Bank
Course Title: Introduction to IS 6e
Chapter Number: 1

Question Type: Multiple Choice

1. A(n) _____ is an individual who provides capital for a startup, usually in exchange for convertible debt or ownership equity.
- A. angel investor
 - B. banker
 - C. peer-to-peer lender
 - D. venture capitalist

Answer: A
Difficulty: Easy
Section: Opening Case
Learning Objective: 3
Bloom: Knowledge
AACSB: Information technology

2. AngelList's mission is to _____.
- A. collect money for people in need
 - B. create a list of charitable givers
 - C. help people find the best service providers
 - D. make startup investing transparent and efficient

Answer: D
Difficulty: Easy
Section: Opening Case
Learning Objective: 3
Bloom: Knowledge
AACSB: Information technology

3. On AngelList, a wealthy investor is known as a _____.
- A. Backer
 - B. Carrier
 - C. Lead
 - D. Syndicate

Answer: C
Difficulty: Medium
Section: Opening Case
Learning Objective: 3
Bloom: Knowledge
AACSB: Information technology

4. Continuous computing is NOT facilitated by _____.
A. digital devices
B. societal standards
C. web-based tools
D. wired and wireless networks

Answer: B

Difficulty: Medium

Section: Why Should I Study Information Systems?

Learning Objective: 1

Bloom: Knowledge

AACSB: Information technology

5. _____ is NOT an example of something you can do on your smartphone.
A. Accessing class information like syllabi
B. Applying for jobs
C. Creating a LAN
D. Making travel reservations

Answer: C

Difficulty: Medium

Section: Why Should I Study Information Systems?

Learning Objective: 1

Bloom: Knowledge

AACSB: Information technology

6. Which of the following is TRUE of the IS function today?
A. It should only be managed by the IS department.
B. It should only be managed by end users.
C. It is not the exclusive responsibility of the IS department.
D. None of the above are true since the IS function is an outdated term.

Answer: C

Difficulty: Easy

Section: Why Should I Study Information Systems?

Learning Objective: 1

Bloom: Knowledge

AACSB: Information technology

7. The _____ coordinates and manages new systems development projects.
A. applications development manager
B. business analyst
C. database administrator
D. information center manager

Answer: A

Difficulty: Medium

Section: Why Should I Study Information Systems?

Learning Objective: 1

Bloom: Knowledge

AACSB: Information technology

8. The _____ manages all systems throughout the organization and the day-to-day operations of the entire IS organization.
- A. CIO
 - B. IS director
 - C. Network manager
 - D. Operations managers

Answer: B

Difficulty: Medium

Section: Why Should I Study Information Systems?

Learning Objective: 1

Bloom: Knowledge

AACSB: Information technology

9. Which of the following is a traditional function of the MIS department?
- A. Educating non-MIS managers about IT
 - B. Creating business alliances
 - C. Initiating and designing strategic IS
 - D. Staffing, training, and developing IS skills

Answer: D

Difficulty: Medium

Section: Why Should I Study Information Systems?

Learning Objective: 1

Bloom: Knowledge

AACSB: Information technology

10. Which of the following is a new and consultative function of the MIS department?
- A. Educating the MIS staff about the business
 - B. Infrastructure planning
 - C. Managing systems development
 - D. Providing technical services

Answer: A

Difficulty: Easy

Section: Why Should I Study Information Systems?

Learning Objective: 1

Bloom: Knowledge

AACSB: Information technology

11. IT _____ be used to create a competitive advantage _____.
- A. can; because everyone has access to technology
 - B. can; when it is used effectively
 - C. cannot; because everyone has access to technology
 - D. cannot; even when it is used effectively

Answer: B

Difficulty: Hard

Section: Why Should I Study Information Systems?

Learning Objective: 1

Bloom: Comprehension

AACSB: Information technology

12. Being a(n) _____ means you are knowledgeable about information systems and technology.
- A. Homo conexus
 - B. informed user
 - C. technology guru
 - D. web master

Answer: B

Difficulty: Medium

Section: Why Should I Study Information Systems?

Learning Objective: 1

Bloom: Knowledge

AACSB: Information technology

13. Career opportunities in IS are _____.
- A. strong and are projected to remain strong for the next 10 years
 - B. strong but are projected to stagnate or even decrease over the next 10 years
 - C. weak but are projected to strengthen over the next 10 years
 - D. weak and are projected to remain weak for the next 10 years

Answer: A

Difficulty: Easy

Section: Why Should I Study Information Systems?

Learning Objective: 1

Bloom: Knowledge

AACSB: Information technology

14. Which of the following is NOT a major driver of change in US higher education?
- A. Dealing with online competitors that make it easier to get an education no matter where the student is located.

- B. Lowering costs so that higher education is more attainable for those in low- and middle-income families.
- C. Maintaining a high-quality educational experience with more graduates.
- D. All of the above are major drivers of change in US higher education.

Answer: A

Difficulty: Medium

Section: Information Technology Supports Students in Georgia

Learning Objective: 1, 3

Bloom: Knowledge, Comprehension

AACSB: Information technology

15. Which of the following is NOT an advantage of central management of information systems in the University System of Georgia?

- A. convenience for students
- B. consolidation of purchasing
- C. independence
- D. standardization

Answer: C

Difficulty: Medium

Section: Information Technology Supports Students in Georgia

Learning Objective: 1, 3

Bloom: Knowledge, Comprehension

AACSB: Information technology

16. The University System of Georgia's CIO believes the best way to collaborate with 31 independent-minded university CIO's is to look for scenarios where three to five universities are planning to purchase the same product and therefore can consolidate their buying or centralize their service. One specific example of how the CIO utilized this strategy to resolve a problem was to develop a centralized system for _____.

- A. class management
- B. managing faculty benefits
- C. paying tuition
- D. student registration

Answer: D

Difficulty: Easy

Section: Information Technology Supports Students in Georgia

Learning Objective: 1, 3

Bloom: Knowledge

AACSB: Information technology

17. All _____ are _____.

- A. dashboards; TPS
- B. TPS; dashboards

- C. ERP; TPS
- D. TPS; ERP

Answer: C

Difficulty: Medium

Section: Overview of Computer-Based Information Systems

Learning Objective: 2

Bloom: Knowledge

AACSB: Information technology

18. _____ is developed through learning and is the experience and expertise that managers can apply to business problems.
- A. Data
 - B. Knowledge
 - C. Information
 - D. All of the above

Answer: B

Difficulty: Easy

Section: Overview of Computer-Based Information Systems

Learning Objective: 2

Bloom: Knowledge

AACSB: Information technology

19. In the following table, column A is _____, column B is _____, and column C is _____.
- A. information; knowledge; data
 - B. information; data; knowledge
 - C. knowledge; data; information
 - D. knowledge; information; data

72 mph in a 70 mph speed zone	72	Safe driver discounts offered
45 mph in a 25 mph speed zone	45	Potential for school zone/residential area tickets
99 mph in a 55 mph speed zone	99	City driving in Chicago/Atlanta (going with the flow of traffic) versus a small city (reckless endangerment)

Answer: B

Difficulty: Medium

Section: Overview of Computer-Based Information Systems

Learning Objective: 2

Bloom: Application

AACSB: Information technology

20. As you are walking to the cafeteria to pick up your lunch, you see a poster with the word “apple” on it with a picture of an apple below it. This is _____.
- A. business intelligence
 - B. data
 - C. information

D. knowledge
Answer: B
Difficulty: Medium
Section: Overview of Computer-Based Information Systems
Learning Objective: 2
Bloom: Application
AACSB: Information technology

21. The IT infrastructure is _____.
- A. the IT components
 - B. the IT personnel
 - C. the IT services
 - D. all of the above put together

Answer: D
Difficulty: Easy
Section: Overview of Computer-Based Information Systems
Learning Objective: 2
Bloom: Knowledge
AACSB: Information technology

22. _____ are the “capstone” information systems in an organization.
- A. Dashboards
 - B. ERP systems
 - C. FAISs
 - D. TPSs

Answer: A
Difficulty: Hard
Section: Overview of Computer-Based Information Systems
Learning Objective: 2
Bloom: Knowledge
AACSB: Information technology

23. _____ handle tactical decisions.
- A. Clerical
 - B. Knowledge workers
 - C. Lower-level managers
 - D. Middle managers

Answer: D
Difficulty: Medium
Section: Overview of Computer-Based Information Systems
Learning Objective: 2
Bloom: Knowledge
AACSB: Information technology

24. _____ analysis involves identifying the best advertising channels.

- A. Price
- B. Product
- C. Promotion
- D. Site

Answer: C

Difficulty: Easy

Section: Overview of Computer-Based Information Systems

Learning Objective: 2

Bloom: Knowledge

AACSB: Information technology

25. Warby Parker can offer cheaper glasses than their competition because they _____.

- A. use the same materials and factories as Luxottica without the licensing fees
- B. use better retailers that pay more for the glasses
- C. allow shoppers to upload pictures of themselves in glasses
- D. write-off their donated glasses on their taxes

Answer: A

Difficulty: Medium

Section: IT's About Small Business: Warby Parker

Learning Objective: 2

Bloom: Knowledge

AACSB: Information technology

26. Warby Parker is competitor of _____.

- A. Amazon
- B. Google
- C. LensCrafters
- D. Warner Brothers

Answer: C

Difficulty: Easy

Section: IT's About Small Business: Warby Parker

Learning Objective: 2

Bloom: Knowledge

AACSB: Information technology

27. A(n) _____ refers to a small number of companies that dominate the business and are making large margins.

- A. autopoly
- B. minopoly
- C. monopoly

D. oligopoly

Answer: D

Difficulty: Easy

Section: IT's About Small Business: Warby Parker

Learning Objective: 2

Bloom: Knowledge

AACSB: Information technology

28. IT has changed the manager's job in many ways. Which of the following is NOT the result of this change?

- A. Easier to make a decision
- B. More information to address
- C. Remote supervision
- D. Real-time information

Answer: A

Difficulty: Medium

Section: How Does IT Impact Organizations?

Learning Objective: 3

Bloom: Knowledge

AACSB: Information technology

29. Which of the following is TRUE?

- A. IT can eliminate any job.
- B. IT impacts entire industries.
- C. IT opens up jobs for middle managers.
- D. IT only helps improve employees' health and safety.

Answer: B

Difficulty: Easy

Section: How Does IT Impact Organizations?

Learning Objective: 3

Bloom: Knowledge

AACSB: Information technology

30. Which company used software to disrupt the previous market-leading companies in the book industry?

- A. Amazon
- B. Barnes and Noble
- C. Books-a-Million
- D. Walmart

Answer: A

Difficulty: Easy

Section: How Does IT Impact Organizations?

Learning Objective: 3

Bloom: Knowledge
AACSB: Information technology

31. Which of the following is a fast-growing company that is disrupting the traditional job recruiting industry?
- A. Amazon
 - B. Facebook
 - C. Google
 - D. LinkedIn

Answer: D
Difficulty: Medium
Section: How Does IT Impact Organizations?
Learning Objective: 3
Bloom: Knowledge
AACSB: Information technology

32. Which industry is currently using drones as part of its business model?
- A. Agriculture
 - B. Automobile
 - C. National defense
 - D. Retail

Answer: C
Difficulty: Medium
Section: How Does IT Impact Organizations?
Learning Objective: 3
Bloom: Knowledge
AACSB: Information technology

33. IT changes managers' job by _____
- A. providing near real-time information so managers can make quicker decisions.
 - B. making it easier to get all employees to work from one location.
 - C. decreasing the volume of information they have to process.
 - D. improving an employee's sense of connectedness.

Answer: A
Difficulty: Easy
Section: How Does IT Impact Organizations?
Learning Objective: 3
Bloom: Knowledge
AACSB: Information technology

34. Being able to work from home is _____ IT.
- A. a benefit of

- B. a curse of
- C. a benefit and a curse of
- D. not possible with

Answer: C

Difficulty: Medium

Section: Importance of Information Systems to Society

Learning Objective: 4

Bloom: Knowledge

AACSB: Information technology

35. WebMD is a(n) _____ that allows doctors to _____.
- A. ERP; diagnose diseases
 - B. expert; diagnose diseases
 - C. ERP; perform long-distance surgery
 - D. expert; perform long-distance surgery

Answer: B

Difficulty: Hard

Section: Importance of Information Systems to Society

Learning Objective: 4

Bloom: Knowledge

AACSB: Information technology

36. Robots are useful _____.
- A. as companions (e.g. cyberpooches)
 - B. for driving cars (e.g. cyberchauffer)
 - C. for handling monotonous tasks (e.g. factory work)
 - D. only in science fiction (e.g. Terminator)

Answer: C

Difficulty: Medium

Section: Importance of Information Systems to Society

Learning Objective: 4

Bloom: Knowledge

AACSB: Information technology

37. Which of the following FALSE in regard to how IT affects our quality of life?
- A. The workplace can be expanded from the traditional 9-to-5 job at a central location to 24 hours a day at any location.
 - B. IT can provide employees with flexibility that can significantly increase their total amount of leisure time.
 - C. IT places employees on “constant call” such that they are never truly away from the office, even when they are on vacation.
 - D. All of the above are true

Answer: B

Difficulty: Easy

Section: Importance of Information Systems to Society

Learning Objective: 4

Bloom: Knowledge

AACSB: Information technology

38. IT allows the workplace to expand to 24 hours a day at _____, which is a benefit for _____.

- A. a central location; only employees
- B. any location; only employers
- C. a central location; employers and employees
- D. any location; employers and employees

Answer: D

Difficulty: Medium

Section: Importance of Information Systems to Society

Learning Objective: 4

Bloom: Knowledge, Comprehension

AACSB: Information technology

39. Which of the following is NOT an example of a quasi-autonomous device used for cleaning our houses or belongings?

- A. CleanIt
- B. iRobot
- C. Roomba
- D. Scooba

Answer: A

Difficulty: Hard

Section: Importance of Information Systems to Society

Learning Objective: 4

Bloom: Knowledge

AACSB: Information technology

40. 70% of industrial robots are utilized in _____.

- A. automobile factories
- B. retail warehouses
- C. toy factories
- D. a combination of the above

Answer: A

Difficulty: Medium

Section: IT's About Business: Social, Collaborative Robots

Learning Objective: 4

Bloom: Knowledge

AACSB: Information technology

41. Which of the following is FALSE in regard to how IT has helped make improvements in healthcare?

- A. Medical personnel use IT to make better and faster diagnoses.
- B. IT has streamlined the process of researching and developing new drugs.
- C. Expert systems help doctors diagnose diseases.
- D. Surgeons use virtual reality to perform complex surgeries.

Answer: D

Difficulty: Easy

Section: IT's About Business: Social, Collaborative Robots

Learning Objective: 4

Bloom: Knowledge

AACSB: Information technology

42. Rethink Robotics' stated goal/mission for Baxter is to _____.

- A. lower manufacturing costs by replacing expensive human workers
- B. rescue US manufacturing through technological innovation
- C. train employees how to use machines more effectively
- D. constantly adjust to changing environments

Answer: B

Difficulty: Medium

Section: IT's About Business: Social, Collaborative Robots

Learning Objective: 4

Bloom: Knowledge

AACSB: Information technology

43. Baxter is a(n) _____ that improves upon existing technology by _____.

- A. drone; being less expensive and easier to work with
- B. drone; being more autonomous
- C. industrial robot; being less expensive and easier to work with
- D. industrial robot; being more autonomous

Answer: C

Difficulty: Easy

Section: IT's About Business: Social, Collaborative Robots

Learning Objective: 4

Bloom: Knowledge

AACSB: Information technology

44. Apricot Forest addresses problems in _____.

- A. the Chinese food industry
- B. the Chinese medical system
- C. the US food industry

D. the US medical system

Answer: B

Difficulty: Easy

Section: IT's About Business: Apricot Forest Helps China's Physicians

Learning Objective: 3, 4

Bloom: Knowledge

AACSB: Information technology

45. Which Apricot Forest app is designed to help physicians stay current on the latest research literature?

A. e-Pocket

B. LitMe

C. MedClip

D. Medical Journals

Answer: D

Difficulty: Easy

Section: IT's About Business: Apricot Forest Helps China's Physicians

Learning Objective: 3, 4

Bloom: Knowledge

AACSB: Information technology

46. Apricot Forest does NOT make money by _____.

A. charging patients for follow-up phone calls with their physicians via the apps

B. charging physicians for downloading the apps

C. selling ad space to pharmaceutical companies inside the apps

D. taking a cut of the sales of books and other publications made accessible through their apps

Answer: B

Difficulty: Easy

Section: IT's About Business: Apricot Forest Helps China's Physicians

Learning Objective: 3, 4

Bloom: Knowledge

AACSB: Information technology

47. Apricot Forest does NOT help improve overall healthcare in China by _____.

A. giving China's physicians more data about patients, their records, and their illnesses

B. helping doctors and patients communicate more

C. improving the efficiency and effectiveness of patient care

D. increasing doctor's pay, which is roughly equivalent to what taxi drivers make

Answer: D

Difficulty: Easy

Section: IT's About Business: Apricot Forest Helps China's Physicians

Learning Objective: 3, 4
Bloom: Knowledge
AACSB: Information technology

48. Which of the following countries is the least supportive of drones (as evidence by their regulations supporting drone integration)?
- A. Australia
 - B. Japan
 - C. United Kingdom
 - D. United States

Answer: D
Difficulty: Easy
Section: Closing Case
Learning Objective: 1, 3, 4
Bloom: Knowledge
AACSB: Information technology

49. As of February 15, 2015, the FAA had granted a total of _____ exemptions for the commercial use of drones and had received _____ requests for exemptions.
- A. 24; 24
 - B. 24; 342
 - C. 150; 342
 - D. 342; 342

Answer: B
Difficulty: Medium
Section: Closing Case
Learning Objective: 1, 3, 4
Bloom: Knowledge
AACSB: Information technology

50. The FAA proposal for drone use does not apply to _____ activities, for which the FAA had already issued a policy.
- A. agricultural
 - B. commercial
 - C. construction
 - D. recreational

Answer: D
Difficulty: Easy
Section: Closing Case
Learning Objective: 1, 3, 4
Bloom: Knowledge
AACSB: Information technology

Question Type: True/False

1. AngelList assists startups in the US and the United Kingdom.

Answer: True
Difficulty: Medium
Section: Opening Case
Learning Objective: 3
Bloom: Knowledge
AACSB: Information technology

2. The IS Director is the executive who is in charge of the IS function.

Answer: False
Difficulty: Medium
Section: Why Should I Study Information Systems?
Learning Objective: 1
Bloom: Knowledge
AACSB: Information technology

3. The CIO Curtis Carver has the final say over the IT purchasing for all universities in the system.

Answer: False
Difficulty: Easy
Section: Information Technology Supports Students in Georgia
Learning Objective: 1
Bloom: Knowledge
AACSB: Information technology

4. ERP systems and TPSs function primarily within a single organization.

Answer: True
Difficulty: Medium
Section: Overview of Computer-Based Information Systems
Learning Objective: 2
Bloom: Knowledge
AACSB: Information technology

5. Warby Parker has a social mission, which means they help people in need buy their stylish glasses.

Answer: True

Difficulty: Easy

Section: IT's About Small Business: Warby Parker

Learning Objective: 4

Bloom: Knowledge

AACSB: Information technology

6. IT increases the number of middle managers.

Answer: False

Difficulty: Easy

Section: How Does IT Impact Organizations?

Learning Objective: 3

Bloom: Knowledge

AACSB: Information technology

7. Expert systems help doctors diagnose diseases.

Answer: True

Difficulty: Hard

Section: Importance of Information Systems to Society

Learning Objective: 4

Bloom: Knowledge

AACSB: Information technology

8. IT has positive and negative impacts on our lives.

Answer: True

Difficulty: Easy

Section: Importance of Information Systems to Society

Learning Objective: 4

Bloom: Knowledge

AACSB: Information technology

9. Baxter is different from existing industrial robots because it is less expensive and safer.

Answer: True

Difficulty: Easy

Section: Social, Collaborative Robots

Learning Objective: 4
Bloom: Knowledge
AACSB: Information technology

Question Type: Fill-in

1. _____ refers to any computer-based tools that people use to work with information and to support the information and information-processing needs of an organization.

Answer: Information technology
Difficulty: Ease
Section: Introduction
Learning Objective: 2
Bloom: Knowledge
AACSB: Information technology

2. The Chief _____ Officer is the highest-ranking IS manager.

Answer: Information
Difficulty: Easy
Section: Why Should I Study Information Systems?
Learning Objective: 1
Bloom: Knowledge
AACSB: Information technology

3. ERP systems are designed to correct a lack of communication among the _____ ISs.

Answer: functional area
Difficulty: Medium
Section: Overview of Computer-Based Information Systems
Learning Objective: 2
Bloom: Knowledge
AACSB: Information technology

4. The science of designing machines and work settings that minimize injury and illness is called _____.

Answer: ergonomics
Difficulty: Easy
Section: How Does IT Impact Organizations?

Learning Objective: 3
Bloom: Knowledge
AACSB: Information technology

Question Type: Essay

1. Why is it so difficult and complex to manage information resources in today's organizations? If you were a CIO, how would you handle these issues?

Answer: It is difficult/complex because:

- 1) Dependence – if they aren't working, the firm can't function
- 2) Expensive to acquire, operate, and maintain
- 3) Evolution from IT managed to end user computing
 - a. Who's responsible
 - b. What is IT supposed to do
 - c. What is the right relationship

As the CIO:

- There isn't a right answer to this, but one option is to discuss the consultative functions of the MIS (e.g. initiate and design strategic IS, manage system integration, education, partnership, managing outsourcing, etc.)

Difficulty: Medium

Section: Why Should I Study Information Systems?

Learning Objective: 1

Bloom: Knowledge, Comprehension, Synthesis

AACSB: Written and oral communication, Analytical thinking, Information technology, Reflective thinking, Application of knowledge

2. List and describe the five different groups of employees within the organization. How do different systems support each group?

Answer:

- 1) Clerical workers – support managers at all levels → office automation systems
- 2) Lower level managers – day-to-day operations → office automation systems, functional area information systems, dashboards
- 3) Middle managers – tactical decisions → office automation systems, functional area information systems, business intelligence systems, dashboards
- 4) Knowledge workers – professional employees, experts in a subject area, advisors to middle managers and executives → office automation systems, business intelligence systems
- 5) Executives – make decisions that deal with high-level, strategic decisions, dashboards

Difficulty: Easy

Section: Overview of Computer-Based Information Systems

Learning Objective: 2

Bloom: Knowledge, Comprehension

AACSB: Written and oral communication, Information technology

3. The book discusses over 15 industries and how they've been impacted by IT. One industry that has been transformed tremendously but was not mentioned specifically is the telecommunications industry (think about smartphones). How has this industry been transformed over the years by technology? How has this industry impacted other industries? This last question was mentioned by the book, but you are not restricted to using examples provided by the book.

Answer:

There is no right answer to this question but phones are smaller, cheaper, and are basically little computers now

Industries impacted:

- Photography (book)
- Financial services (book)
- Education (book section 1.1)
- Retail (book section 1.1)
- Job hunting (book section 1.1)
- Travel (book section 1.1)
- Retail

Difficulty: Medium

Section: How Does IT Impact Organizations?

Learning Objective: 3

Bloom: Knowledge, Comprehension, Application, Synthesis

AACSB: Written and oral communication, Analytical thinking, Information technology,

Application of knowledge

4. How has IT positively and negatively affected the quality of your life and society as a whole? While this is partially opinion, your answer should be informed by material in the book.

Answer:

There is no right answer to this question, but the student should/could discuss:

Positives –

- Continuous access to information, everywhere (continuous computing)
- Ability to do pretty much anything on smartphones (classes, pay bills, purchase goods, banking, etc.)
- More career opportunities
- Better customer service
- So much free stuff (paid for by ads on huge social networks, etc.)
- Industry changes benefit us (book, music, video, software, etc.)
- Health and safety improvements

- More opportunities for people with disabilities or who need/want to work from home
- Robots to do our chores

Negatives –

- We can't really get away and relax
- IT has eliminated many careers (and likely will in the future)
- Too easy to steal (piracy is a big problem)
- Dangerous (phones while driving)
- Drone dilemmas (spying, etc.)

Difficulty: Medium

Section: All

Learning Objective: 1, 2, 3, 4

Bloom: Comprehension, Application, Evaluation

AACSB: Written and oral communication, Ethical understanding and reasoning, Analytical thinking, Information technology, Reflective thinking

5. Per the Closing Case, what is the United States' policy on commercial drones? What are the advantages and disadvantages of commercial drones?

Answer:

They are working on creating a policy, but for now it is based on exemptions. Recreational users can already use them, with restrictions (flying below a certain height, line of sight, etc.).

Advantages:

- Agricultural – improve crop yield
- Construction – monitor progress
- Energy – monitoring
- Mining – safety

Disadvantages:

- Safety
- Privacy

Difficulty: Easy

Section: Closing Case

Learning Objective: 1, 3, 4

Bloom: Knowledge, Comprehension

AACSB: Written and oral communication, Analytical thinking, Information technology