

c2

Student: _____

1. What is a distribution chain?

- A. The path a product follows once it leaves the warehouse
- B. The business partners involved with supplying and distributing products or services
- C. The path a product or service follows from the originator of it to the consumer
- D. The distribution list for e-communications established for any product or service

2. In contemporary business, success depends on minimizing the _____ in an attempt to reduce the costs of producing and selling products or services.

- A. Level of internal communications
- B. Level of customer support
- C. Distribution chain
- D. Complexity of needed information technology

3. Which of the following activities tracks inventory and information among business processes and across companies?

- A. Supply chain management (SCM)
- B. Enterprise resource management (ERM)
- C. Business intelligence (BI)
- D. Distribution information systems (DIS)

4. Which of the following is a method for producing or delivering a product or service just at the time the customer wants it?

- A. Direct sales
- B. Just-in-time manufacturing
- C. Hyper manufacturing
- D. Immediate production

5. If you were to purchase a car before it was manufactured and the assembly of that car was dictated by your requirements, you would be utilizing which type of manufacturing process?

- A. Customer-driven manufacturing
- B. Just-in-time manufacturing
- C. Customized construction
- D. Transaction-based production

6. Which type of transportation uses multiple channels to transport products from the manufacturing location to the customer destination?
- A. Hyper
 - B. Divergent
 - C. Inter-modal
 - D. Complex
7. The complexity of SCM is supported by technology. Which intricate SCM activity needs strong monitoring by SCM systems?
- A. Multi-channel service delivery
 - B. Customer tracking
 - C. Inter-modal transportation
 - D. Sales force tracking
8. Which term describes an approach that produces or delivers a product or service just at the time the customer wants it?
- A. Just-in-time
 - B. Supply chain
 - C. Distribution chain
 - D. Value chain
9. What is the primary focus of supply chain management (SCM)?
- A. Overall cost leadership
 - B. Bottom-line initiative
 - C. Run-grow-transformation
 - D. Overall cost leadership and bottom-line initiative
10. Which of the following results from a well-designed supply chain management system?
- A. Enhanced fulfillment of supplies needed for production
 - B. Minimizing transportation costs
 - C. The smooth production of products
 - D. Well-designed SCM systems can enhance any of these stated activities
11. In relation to SCM, what is an information partnership?
- A. Sharing production information with potential customers
 - B. Two or more companies cooperating by integrating their IT systems
 - C. Competitive suppliers providing production schedules to the manufacturer
 - D. Functional areas within your business sharing information

12. Which type of software dominates the supply chain management (SCM) environment?

- A. Transaction processing
- B. E-collaboration
- C. Front office systems
- D. Enterprise resource planning

13. For a moment, imagine yourself visiting your local florist to order flowers for a party you were preparing for. The florist, however, did not have the type of flower arrangement you hoped for but the florist was able to immediately find, order and deliver this arrangement directly to your home from their supplier. What kind of relationship does this represent?

- A. An information partnership
- B. A collaborative business
- C. Dynamic communication
- D. Customer sharing

14. Optimizing what ensures that the right quantity of parts arrive at the right time for production or sale?

- A. Logistics
- B. Production
- C. Cost and Price
- D. Fulfillment

15. Optimizing what keeps the cost of transporting materials as low as possible?

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- D. Fulfillment

16. Which of the following systems uses information about customers to gain insights into their needs, wants, and behaviors in order to serve them better?

- A. Supply chain management (SCM)
- B. Transaction information processing (TIP)
- C. Enterprise resource management (ERP)
- D. Customer relationship management (CRM)

17. Which term describes a business' approach to offering multiple ways in which customers can interact with it?
- A. Customer relationship management (CRM)
 - B. Customer collaborative systems (CCS)
 - C. Multi-channel service delivery
 - D. Multi-path convergence
18. Which of the following systems can be used to gain insights into the needs, wants, and behaviors of customers?
- A. Sales force automation systems (SFA)
 - B. Customer relationship management systems (CRM)
 - C. Transaction processing systems (TPS)
 - D. Collaborative information systems (CIS)
19. Which of the following systems can perform sales lead tracking, contact management, and market analysis?
- A. Sales force automation systems (SFA)
 - B. Customer relationship management systems (CRM)
 - C. Transaction processing systems (TPS)
 - D. Collaborative information systems (CIS)
20. What is a fundamental goal of CRM systems?
- A. To provide customers with information partnerships
 - B. To lower the costs of maintaining inventory systems
 - C. To manage and track customer interactions
 - D. To manage, track, and supply products and services to customers in a timely manner
21. What is the difference between SCM and CRM?
- A. CRM records information about products and services; SCM records information about customers
 - B. CRM stores and processes transactional information; CRM stores and process business intelligence
 - C. SCM manages product information; CRM manages customer information
 - D. CRM records and processes operational data; SCM records and processes tactical information
22. Is CRM software?
- A. No, it is a total business objective consisting of hardware, software, processes, and goals
 - B. Yes, it is the software solutions that make up a CRM system
 - C. CRM is a process, not IT
 - D. CRM is a way of thinking supported by the culture of business people and customers

23. Customer relationship management (CRM) systems include which of the following functions?

- A. Sales force automation
- B. Customer service and support
- C. Marketing campaign management and analysis
- D. All of the above

24. One function in CRM is the sales force automation (SFA) system. What is its purpose?

- A. To track all the steps in the sales process
- B. To track the movements of salespeople so that, at any moment, the company can determine where they are located
- C. To track products as they move from inventory to the customer
- D. To tracks the sales process and the movement of people and products

25. What of the following is *not* the primary focus of customer relationship management?

- A. Bottom-line initiative (reducing operating costs)
- B. Differentiation and focus (Porter's three generic strategies)
- C. Top-line initiative (revenue enhancement)
- D. Growing the organization (RGT framework)

26. Which of the following systems primarily concentrates on the customer?

- A. CRM
- B. ERP
- C. SCM
- D. CCM

27. IT supports CRM with front and back office systems. Which statement describes a front office system?

- A. The notepad that salespeople use to record customer information while at the customer site
- B. The computer interfaces that collect customers' information and sends it to the main information system
- C. The computer systems that process customer orders and other customer information
- D. The systems that interact with the supply chain management systems

28. What is the difference between front and back office systems?

- A. Front office systems are external systems; back office systems are internal
- B. Front office systems are Web based; back office systems are built on database systems
- C. Front office systems process information in the beginning of a customer's transaction; back office systems process information at the end of the customer's transaction
- D. Front office systems focus on getting the sale; back office systems focus on follow-up

29. Which systems are typically used to support customers or sales?

- A. Back office systems
- B. Front office systems
- C. Side office systems
- D. Information sales systems

30. Which systems are typically used to fulfill and support customer orders?

- A. Back office systems
- B. Front office systems
- C. Side office systems
- D. Information sales systems

31. What type of technology is needed to support integrated collaborative work environments, knowledge management, social networking, e-learning, and open-source collaboration?

- A. ERP
- B. V-systems
- C. ICE
- D. E-collaboration

32. Which type of online environment supports virtual teams and the online activities they complete?

- A. Integrated collaboration environments (ICEs)
- B. V-systems
- C. Wiki
- D. Geographical information systems (GIS)

33. If you were working on a project with a team whose membership was spread out over the US, Europe, and Asia, you would probably be working on a(n) _____ team.

- A. Multi-spectrum
- B. Shared partnered
- C. Cross-organizational
- D. Virtual

34. What term is used to describe teams whose members are located in varied geographical locations and whose work is supported by specialized ICE software?

- A. Virtual team
- B. Innovative crews
- C. E-teams
- D. ICEware

35. Which type of system improves the performance of teams by supporting the sharing and flow of information?

- A. E-communication
- B. E-messaging
- C. Workflow
- D. Collaborative

36. Which type of system facilitates the automation and management of business processes?

- A. E-systems
- B. Workflow
- C. Alliance
- D. Integrated

37. Which of the following terms is used to define all the steps or business rules, from beginning to end, required for a business process?

- A. Business conventions
- B. Workflow
- C. Work method
- D. Organizational practice

38. Which type of information system manages a document through all the stages of its processing?

- A. Word processing system
- B. Database management system
- C. File management system
- D. Document management system

39. Which type of system supports the capturing, organizing, and dissemination of knowledge throughout the organization?

- A. Database management (DBM) system
- B. Knowledge management (KM) system
- C. Business Intelligence (BI) system
- D. Brainpower.com

40. The objective of a(n) _____ system is to ensure that the knowledge contained within the minds of the employees is available to that organization.

- A. Database management
- B. Business intelligence
- C. Information
- D. Knowledge management

41. If you were to create, read, or respond to a blog on Facebook, you would be working with which of the following applications?
- A. Knowledge management
 - B. Social networking site
 - C. E-Communication
 - D. E-Community
42. What is the difference between a social networking site and a social networking system?
- A. A social networking site is a physical location; a social networking system is a virtual location
 - B. A social networking site is a virtual place to socialize; a social networking system is the tools that link you to people
 - C. A social networking is a local space; a social networking is a global space
 - D. The two phrases can be used interchangeably
43. Do businesses use social networking systems?
- A. Not during business hours or with organizational systems
 - B. Contemporary businesses provide space in their systems for socializing but time and space is limited and monitored
 - C. Yes, to connect to influential people from outside your immediate environment or organization
 - D. Social networking systems are an emerging technology whose potential is still unknown
44. According to the authors, which information technology will change the face of business with respect to finding and making new contacts and facilitating learning?
- A. Wiki
 - B. V-learning and e-communication
 - C. Social networking and e-learning
 - D. Webcasting and podcasting
45. Which of the following is an IT system that supports the capturing, organization, and dissemination of knowledge?
- A. Business process management system
 - B. Knowledge management system
 - C. Workflow system
 - D. Automatic workflow system

46. What is an e-learning tool?

- A. Online testing environments
- B. Wizards that accompany applications
- C. Online encyclopedias
- D. IT-enabled systems that facilitate learning

47. What is a Wiki?

- A. A product, such as a Webkinz, who is tied to a virtual life through the manufacturer
- B. A Web site that allows you to create, change, or eliminate content
- C. A reference site for technical information related to the Web; the sites are usually geared towards e-learning
- D. Technology that supports virtual relationships and social networking

48. What is open-source information?

- A. Programming code that is available or open to customers
- B. Information that is linked with the originator of the information and any related sources of information
- C. Evolving information or information that can be edited by the community that uses it
- D. Information that requires further investigation into its credibility

49. The IT ____ within an organization will determine the philosophical approach to IT development, deployment, and usage.

- A. Strategic management team
- B. Department
- C. Leadership
- D. Culture

50. The structure of IT develops from the culture within that organization and can develop into what type of approach?

- A. Top-down silo
- B. Matrix
- C. Fully-integrated
- D. Top-down silo, matrix, or fully-integrated

51. A ____ IT structure develops from a strong "command and control" management approach.

- A. Fully-integrated
- B. Matrix
- C. Top-down silo
- D. Most IT structures develop from a strong "command and control" management approach

52. A _____ IT structure develops from a centralized IT department; one that serves the whole organization and not just a piece of it.

- A. Top-down silo
- B. Fully-integrated
- C. Matrix
- D. Operational

53. A _____ IT structure develops from decentralized IT functional units; these units support an individual department or functional area.

- A. Fully-integrated
- B. Top-down silo
- C. Operational
- D. Matrix

54. What is the title for the person responsible for overseeing every aspect of an organization's information resource?

- A. CIO (chief information officer)
- B. CTO (chief technology officer)
- C. CSO (chief security officer)
- D. CPO (chief privacy officer)

55. What is the title for the person responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies?

- A. CIO (chief information officer)
- B. CPO (chief privacy officer)
- C. CSO (chief security officer)
- D. CTO (chief technology officer)

56. What is the title for the person responsible for the technical aspects of ensuring the security of information such as the development and use of firewalls, intranets, extranets, and anti-virus software?

- A. CTO (chief technology officer)
- B. CIO (chief information officer)
- C. CPO (chief privacy officer)
- D. CSO (chief security officer)

57. What is the title for the person responsible for ensuring that information is used in an ethical way and that only the right people have access to certain types of information?

- A. CPO (chief privacy officer)
- B. CIO (chief information officer)
- C. CTO (chief technology officer)
- D. CSO (chief security officer)

58. If one of your responsibilities within an organization was to determine who had access to employee's social security ID, your title would probably be _____.

- A. CIO (chief information officer)
- B. CTO (chief technology officer)
- C. CSO (chief security officer)
- D. CPO (chief privacy officer)

59. If every technology officer working for your organization reported to you, your title would be _____.

- A. CTO (chief technology officer)
- B. CSO (chief security officer)
- C. CIO (chief information officer)
- D. CPO (chief privacy officer)

60. If you rewarded employees for trying new technologies even if they prove to be unsuccessful, what would you be encouraging?

- A. Increased risk of failure
- B. Technology innovative failure
- C. Emerging technology
- D. Runaway trains

61. What is an advantage of being an early adopter of technology?

- A. Increasing the competitive advantage of the organization
- B. Enhancing the reputation of the organization
- C. Cutting operational costs
- D. Increasing productivity

62. What is the advantage of being a late adopter of technology (wait-and-see organization)?

- A. Minimizing wasted spending and loss of productivity
- B. Increasing market share by grabbing disgruntled customers from the competition
- C. Increasing overall revenues by cutting operational costs
- D. Enhancing the reputation of the organization

63. What is smack shopping according to Mark McGuire?

- A. Online shopping
- B. Traditional shopping with online customer support
- C. Online shopping with a quick turnaround sale to an auction site
- D. Online collaborative shopping by groups of customers

64. What is an enterprise resource planning (ERP) system?

- A. An integrated software system for every functional area within an organization
- B. A collaborative document management system that stores and manages documents needed by the entire organization
- C. A database management system that maintains information on the information resources for the entire enterprise
- D. A strategic planning methodology that promotes enterprise-wide planning rather than decentralized planning

65. If you needed direct access to stored information from another functional area within your organization, what type of system would you need?

- A. Legacy information system (LIS)
- B. Data warehouse
- C. Enterprise-wide database management system (E-DBM)
- D. Enterprise resource planning system (ERP)

66. What is a legacy information system (LIS)?

- A. A massive, outdated information system
- B. A powerful DBMS that supports ERP
- C. A Web-based information system that connects the information collected from distinct systems
- D. A retired information system

67. Which of the following is *not* required of an ERP system?

- A. Modular design
- B. Decentralized database systems
- C. Integrated functions
- D. Internet-enabled

68. The distribution chain is simply the path followed from the distributor of a product or service to the end consumer.

True False

69. A supply chain management system automates inventory tracking but still requires that information be transferred manually.

True False

70. Domestic supply chains rarely use inter-modal transportation.

True False

71. Information partnerships require the integration of IT systems from two or more independent companies.

True False

72. Revenue and profit are optimized by a well-designed supply chain management.

True False

73. Supply chain management includes fulfillment.

True False

74. When a business offers multiple ways in which customers can interact with it, its approach is a multi-channel service delivery.

True False

75. CRM systems automatically track all of the steps in the sales process.

True False

76. Customer relationship management systems cannot help you acquire new customers.

True False

77. Customer relationship management should be completely based upon software—there are no other components to consider.

True False

78. A back office system is used to fulfill and support customer orders.

True False

79. A CRM system only interfaces with a front office system to better serve the customer.

True False

80. Front-office systems are the primary interface to customers and sales channels.

True False

81. Both the front office and the back office systems send customer information to the corporate database.

True False

82. An e-collaboration system supports integrated collaborative work environments, knowledge management, social networking, e-learning, and open-source collaboration.

True False

83. Virtual teams work in an integrated collaboration environment (ICE).

True False

84. Business intelligence supports the capturing, organization, and dissemination of knowledge throughout an organization.

True False

85. Virtual team members are typically located in the same geographic areas.

True False

86. Collaboration systems are designed to support the sharing and flow of information between companies.

True False

87. A social networking site is a virtual space that allows people to build and maintain friendships.

True False

88. The document management system manages a document through all the stages of its processing.

True False

89. A "work course" defines all of the steps or business rules, from beginning to end, required for a business process.

True False

90. A social networking system is the set of links and communication privileges for an online social community.

True False

91. A work course system facilitates the automation and management of business processes.

True False

92. Open source information is software for which the code is available and free to the customer.

True False

93. A nanonite is a Web site that allows you to create, change, or eliminate content from their site.

True False

94. The IT structure determines the culture within an organization.

True False

95. The chief information officer (CIO) is responsible for overseeing every aspect of an organization's information resource.

True False

96. The chief technology officer is responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies.

True False

97. The chief security officer is responsible for the ethical use of information within an organization.

True False

98. The chief privacy officer is responsible for ensuring that only the people who should see information have access to that information.

True False

99. When a company encourages its employees to seek new and innovative ways to use technology without punishment of failure, that company supports the theory of Porter's 5 Force Model.

True False

100. Enterprise resource planning (ERP) systems primarily support the strategic planning processes and the creation of tactical information.

True False

101. A legacy information system is a powerful system capable of supporting the needs of many functional areas in business.

True False

102. The _____ is the path followed from the originator of a product to the end consumer.

103. _____ is the use of multiple channels of transportation used to move products from their source to the customer.

104. _____ is an approach that produces or delivers a product or service just at the time the customer wants it.

105. _____ tracks inventory and information among business processes and across companies.

106. A supply chain management system automates the tracking of _____ and information among business processes and across companies.

107. _____ occurs when two or more companies cooperate by integrating their IT systems.

108. _____ refers to ensuring the right quantity of parts for production or products for sale arrive at the right time.

109. _____ refers to keeping the costs of transportation as low as possible consistent with safe and reliable delivery.

110. _____ refers to ensuring that production lines function smoothly because high quality parts are available as needed.

111. _____ and _____ refer to ensuring that no sales are lost because sales are empty.

112. _____ and _____ refer to keeping the cost of purchased parts and products at acceptable levels.

113. _____ is a total business objective which encompasses many different aspects of a business including software, hardware, services, support, and strategic business goals.

114. A _____ system automatically tracks the steps in the sales process.

115. If you were to create a list of potential customers for your sales team to contact, you would be undertaking _____.

116. _____ tracks a salesperson contacting habits of potential customers.

117. A(n) _____ is used to fulfill and support customer orders.

118. A(n) _____ serves as the primary interface for customers and the sales process.

119. _____ is the use of technology to support work activities with integrated collaboration environments.

120. A company must complete all steps in a _____ to complete a business process.

121. A(n) _____ facilitates the automation and management of business processes.

122. Many companies, such as banks, maintain copies of your documents for many years. A(n) _____ system could be used to track these.

123. A(n) _____ supports the capturing, organization, and dissemination of knowledge.

124. A(n) _____ links you to people you know, and from there, to people your contacts know.

125. A _____ is a Web site that allows its visitor to create, edit, change, and even eliminate content from its site.

126. The most popular and well-known _____ is Wikipedia.

127. _____ is content that is publicly available, free of charge, and most often updateable by anyone.

128. _____ tools are IT-enabled systems that facilitate learning.

129. _____ refers to how the IT function is placed structurally within an organization and the organization's philosophical approach to the development.

130. A _____ approach to structuring IT often occurs when there is a strong "command and control" management style.

131. A _____ approach to structure IT often occurs when there are IT personnel working within individual function areas within an organization.

132. The chief _____ officer is responsible for overseeing every aspect of an organization's information resources.

133. The chief _____ officer is responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies.

134. The chief _____ officer is responsible for the technical aspects of ensuring the security of information.

135. The chief _____ officer is responsible for ensuring that information is used in an ethical way and that only the right people have access to certain types of information.

136. _____ are groups of buyers on a chat board who collaborate on their online purchases.

137. The central notion behind an _____ is that it includes all technology systems and software in your organization.

138. A _____ represents a massive, long-term business investment in a software system with a single focus; such systems are often brittle, slow, and non-extensible.

c2 Key

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- B. The business partners involved with supplying and distributing products or services
- C. The path a product or service follows from the originator of it to the consumer
- D. The distribution list for e-communications established for any product or service

Difficulty: Easy

Haag - Chapter 02 #1

Learning Objective: 1

2. In contemporary business, success depends on minimizing the _____ in an attempt to reduce the costs of producing and selling products or services.

- A. Level of internal communications
- B. Level of customer support
- C. Distribution chain
- D. Complexity of needed information technology

Difficulty: Medium

Haag - Chapter 02 #2

Learning Objective: 1

3. Which of the following activities tracks inventory and information among business processes and across companies?

- A. Supply chain management (SCM)
- B. Enterprise resource management (ERM)
- C. Business intelligence (BI)
- D. Distribution information systems (DIS)

Difficulty: Easy

Haag - Chapter 02 #3

Learning Objective: 1

4. Which of the following is a method for producing or delivering a product or service just at the time the customer wants it?

- A. Direct sales
- B. Just-in-time manufacturing**
- C. Hyper manufacturing
- D. Immediate production

Difficulty: Easy

Haag - Chapter 02 #4

Learning Objective: 1

5. If you were to purchase a car before it was manufactured and the assembly of that car was dictated by your requirements, you would be utilizing which type of manufacturing process?

- A. Customer-driven manufacturing
- B. Just-in-time manufacturing**
- C. Customized construction
- D. Transaction-based production

Difficulty: Hard

Haag - Chapter 02 #5

Learning Objective: 1

6. Which type of transportation uses multiple channels to transport products from the manufacturing location to the customer destination?

- A. Hyper
- B. Divergent
- C. Inter-modal**
- D. Complex

Difficulty: Medium

Haag - Chapter 02 #6

Learning Objective: 1

7. The complexity of SCM is supported by technology. Which intricate SCM activity needs strong monitoring by SCM systems?

- A. Multi-channel service delivery
- B. Customer tracking
- C. Inter-modal transportation**
- D. Sales force tracking

Difficulty: Hard

Haag - Chapter 02 #7

Learning Objective: 1

8. Which term describes an approach that produces or delivers a product or service just at the time the customer wants it?

- A.** Just-in-time
- B. Supply chain
- C. Distribution chain
- D. Value chain

Difficulty: Easy
Haag - Chapter 02 #8
Learning Objective: 1

9. What is the primary focus of supply chain management (SCM)?

- A. Overall cost leadership
- B. Bottom-line initiative
- C. Run-grow-transformation
- D.** Overall cost leadership and bottom-line initiative

Difficulty: Easy
Haag - Chapter 02 #9
Learning Objective: 1

10. Which of the following results from a well-designed supply chain management system?

- A. Enhanced fulfillment of supplies needed for production
- B. Minimizing transportation costs
- C. The smooth production of products
- D.** Well-designed SCM systems can enhance any of these stated activities

Difficulty: Easy
Haag - Chapter 02 #10
Learning Objective: 1

11. In relation to SCM, what is an information partnership?

- A. Sharing production information with potential customers
- B.** Two or more companies cooperating by integrating their IT systems
- C. Competitive suppliers providing production schedules to the manufacturer
- D. Functional areas within your business sharing information

Difficulty: Easy
Haag - Chapter 02 #11
Learning Objective: 1

12. Which type of software dominates the supply chain management (SCM) environment?

- A. Transaction processing
- B. E-collaboration
- C. Front office systems
- D.** Enterprise resource planning

Difficulty: Easy

Haag - Chapter 02 #12

Learning Objective: 1

13. For a moment, imagine yourself visiting your local florist to order flowers for a party you were preparing for. The florist, however, did not have the type of flower arrangement you hoped for but the florist was able to immediately find, order and deliver this arrangement directly to your home from their supplier. What kind of relationship does this represent?

- A.** An information partnership
- B. A collaborative business
- C. Dynamic communication
- D. Customer sharing

Difficulty: Hard

Haag - Chapter 02 #13

Learning Objective: 1

14. Optimizing what ensures that the right quantity of parts arrive at the right time for production or sale?

- A. Logistics
- B. Production
- C. Cost and Price
- D.** Fulfillment

Difficulty: Medium

Haag - Chapter 02 #14

Learning Objective: 1

15. Optimizing what keeps the cost of transporting materials as low as possible?

- A.** Logistics
- B. Production
- C. Cost and Price
- D. Fulfillment

Difficulty: Medium

Haag - Chapter 02 #15

Learning Objective: 1

16. Which of the following systems uses information about customers to gain insights into their needs, wants, and behaviors in order to serve them better?

- A. Supply chain management (SCM)
- B. Transaction information processing (TIP)
- C. Enterprise resource management (ERP)
- D. Customer relationship management (CRM)**

Difficulty: Easy
Haag - Chapter 02 #16
Learning Objective: 2

17. Which term describes a business' approach to offering multiple ways in which customers can interact with it?

- A. Customer relationship management (CRM)
- B. Customer collaborative systems (CCS)
- C. Multi-channel service delivery**
- D. Multi-path convergence

Difficulty: Easy
Haag - Chapter 02 #17
Learning Objective: 2

18. Which of the following systems can be used to gain insights into the needs, wants, and behaviors of customers?

- A. Sales force automation systems (SFA)
- B. Customer relationship management systems (CRM)**
- C. Transaction processing systems (TPS)
- D. Collaborative information systems (CIS)

Difficulty: Easy
Haag - Chapter 02 #18
Learning Objective: 2

19. Which of the following systems can perform sales lead tracking, contact management, and market analysis?

- A. Sales force automation systems (SFA)**
- B. Customer relationship management systems (CRM)
- C. Transaction processing systems (TPS)
- D. Collaborative information systems (CIS)

Difficulty: Medium
Haag - Chapter 02 #19
Learning Objective: 2

20. What is a fundamental goal of CRM systems?

- A. To provide customers with information partnerships
- B. To lower the costs of maintaining inventory systems
- C. To manage and track customer interactions**
- D. To manage, track, and supply products and services to customers in a timely manner

Difficulty: Easy
Haag - Chapter 02 #20
Learning Objective: 2

21. What is the difference between SCM and CRM?

- A. CRM records information about products and services; SCM records information about customers
- B. CRM stores and processes transactional information; CRM stores and process business intelligence
- C. SCM manages product information; CRM manages customer information**
- D. CRM records and processes operational data; SCM records and processes tactical information

Difficulty: Hard
Haag - Chapter 02 #21
Learning Objective: 2

22. Is CRM software?

- A. No, it is a total business objective consisting of hardware, software, processes, and goals**
- B. Yes, it is the software solutions that make up a CRM system
- C. CRM is a process, not IT
- D. CRM is a way of thinking supported by the culture of business people and customers

Difficulty: Medium
Haag - Chapter 02 #22
Learning Objective: 2

23. Customer relationship management (CRM) systems include which of the following functions?

- A. Sales force automation
- B. Customer service and support
- C. Marketing campaign management and analysis
- D. All of the above**

Difficulty: Easy
Haag - Chapter 02 #23
Learning Objective: 2

24. One function in CRM is the sales force automation (SFA) system. What is its purpose?

- A.** To track all the steps in the sales process
- B. To track the movements of salespeople so that, at any moment, the company can determine where they are located
- C. To track products as they move from inventory to the customer
- D. To tracks the sales process and the movement of people and products

Difficulty: Medium
Haag - Chapter 02 #24
Learning Objective: 2

25. What of the following is *not* the primary focus of customer relationship management?

- A.** Bottom-line initiative (reducing operating costs)
- B. Differentiation and focus (Porter's three generic strategies)
- C. Top-line initiative (revenue enhancement)
- D. Growing the organization (RGT framework)

Difficulty: Easy
Haag - Chapter 02 #25
Learning Objective: 2

26. Which of the following systems primarily concentrates on the customer?

- A.** CRM
- B. ERP
- C. SCM
- D. CCM

Difficulty: Medium
Haag - Chapter 02 #26
Learning Objective: 2

27. IT supports CRM with front and back office systems. Which statement describes a front office system?

- A. The notepad that salespeople use to record customer information while at the customer site
- B.** The computer interfaces that collect customers' information and sends it to the main information system
- C. The computer systems that process customer orders and other customer information
- D. The systems that interact with the supply chain management systems

Difficulty: Medium
Haag - Chapter 02 #27
Learning Objective: 2

28. What is the difference between front and back office systems?

- A. Front office systems are external systems; back office systems are internal
- B. Front office systems are Web based; back office systems are built on database systems
- C.** Front office systems process information in the beginning of a customer's transaction; back office systems process information at the end of the customer's transaction
- D. Front office systems focus on getting the sale; back office systems focus on follow-up

Difficulty: Hard
Haag - Chapter 02 #28
Learning Objective: 2

29. Which systems are typically used to support customers or sales?

- A. Back office systems
- B.** Front office systems
- C. Side office systems
- D. Information sales systems

Difficulty: Easy
Haag - Chapter 02 #29
Learning Objective: 2

30. Which systems are typically used to fulfill and support customer orders?

- A.** Back office systems
- B. Front office systems
- C. Side office systems
- D. Information sales systems

Difficulty: Easy
Haag - Chapter 02 #30
Learning Objective: 2

31. What type of technology is needed to support integrated collaborative work environments, knowledge management, social networking, e-learning, and open-source collaboration?

- A. ERP
- B. V-systems
- C. ICE
- D.** E-collaboration

Difficulty: Medium
Haag - Chapter 02 #31
Learning Objective: 3

32. Which type of online environment supports virtual teams and the online activities they complete?

- A.** Integrated collaboration environments (ICEs)
- B. V-systems
- C. Wiki
- D. Geographical information systems (GIS)

Difficulty: Easy

Haag - Chapter 02 #32

Learning Objective: 3

33. If you were working on a project with a team whose membership was spread out over the US, Europe, and Asia, you would probably be working on a(n) _____ team.

- A. Multi-spectrum
- B. Shared partnered
- C. Cross-organizational
- D.** Virtual

Difficulty: Medium

Haag - Chapter 02 #33

Learning Objective: 3

34. What term is used to describe teams whose members are located in varied geographical locations and whose work is supported by specialized ICE software?

- A.** Virtual team
- B. Innovative crews
- C. E-teams
- D. ICEware

Difficulty: Easy

Haag - Chapter 02 #34

Learning Objective: 3

35. Which type of system improves the performance of teams by supporting the sharing and flow of information?

- A. E-communication
- B. E-messaging
- C. Workflow
- D.** Collaborative

Difficulty: Easy

Haag - Chapter 02 #35

Learning Objective: 3

36. Which type of system facilitates the automation and management of business processes?

- A. E-systems
- B. Workflow**
- C. Alliance
- D. Integrated

Difficulty: Easy
Haag - Chapter 02 #36
Learning Objective: 3

37. Which of the following terms is used to define all the steps or business rules, from beginning to end, required for a business process?

- A. Business conventions
- B. Workflow**
- C. Work method
- D. Organizational practice

Difficulty: Easy
Haag - Chapter 02 #37
Learning Objective: 3

38. Which type of information system manages a document through all the stages of its processing?

- A. Word processing system
- B. Database management system
- C. File management system
- D. Document management system**

Difficulty: Easy
Haag - Chapter 02 #38
Learning Objective: 3

39. Which type of system supports the capturing, organizing, and dissemination of knowledge throughout the organization?

- A. Database management (DBM) system
- B. Knowledge management (KM) system**
- C. Business Intelligence (BI) system
- D. Brainpower.com

Difficulty: Easy
Haag - Chapter 02 #39
Learning Objective: 3

40. The objective of a(n) _____ system is to ensure that the knowledge contained within the minds of the employees is available to that organization.

- A. Database management
- B. Business intelligence
- C. Information
- D. Knowledge management**

Difficulty: Medium
Haag - Chapter 02 #40
Learning Objective: 3

41. If you were to create, read, or respond to a blog on Facebook, you would be working with which of the following applications?

- A. Knowledge management
- B. Social networking site**
- C. E-Communication
- D. E-Community

Difficulty: Medium
Haag - Chapter 02 #41
Learning Objective: 3

42. What is the difference between a social networking site and a social networking system?

- A. A social networking site is a physical location; a social networking system is a virtual location
- B. A social networking site is a virtual place to socialize; a social networking system is the tools that link you to people**
- C. A social networking is a local space; a social networking is a global space
- D. The two phrases can be used interchangeably

Difficulty: Hard
Haag - Chapter 02 #42
Learning Objective: 3

43. Do businesses use social networking systems?

- A. Not during business hours or with organizational systems
- B. Contemporary businesses provide space in their systems for socializing but time and space is limited and monitored
- C. Yes, to connect to influential people from outside your immediate environment or organization**
- D. Social networking systems are an emerging technology whose potential is still unknown

Difficulty: Medium
Haag - Chapter 02 #43
Learning Objective: 3

44. According to the authors, which information technology will change the face of business with respect to finding and making new contacts and facilitating learning?

- A. Wiki
- B. V-learning and e-communication
- C. Social networking and e-learning**
- D. Webcasting and podcasting

Difficulty: Easy
Haag - Chapter 02 #44
Learning Objective: 3

45. Which of the following is an IT system that supports the capturing, organization, and dissemination of knowledge?

- A. Business process management system
- B. Knowledge management system**
- C. Workflow system
- D. Automatic workflow system

Difficulty: Easy
Haag - Chapter 02 #45
Learning Objective: 3

46. What is an e-learning tool?

- A. Online testing environments
- B. Wizards that accompany applications
- C. Online encyclopedias
- D. IT-enabled systems that facilitate learning**

Difficulty: Easy
Haag - Chapter 02 #46
Learning Objective: 3

47. What is a Wiki?

- A. A product, such as a Webkinz, who is tied to a virtual life through the manufacturer
- B. A Web site that allows you to create, change, or eliminate content**
- C. A reference site for technical information related to the Web; the sites are usually geared towards e-learning
- D. Technology that supports virtual relationships and social networking

Difficulty: Easy
Haag - Chapter 02 #47
Learning Objective: 3

48. What is open-source information?

- A. Programming code that is available or open to customers
- B. Information that is linked with the originator of the information and any related sources of information
- C. Evolving information or information that can be edited by the community that uses it**
- D. Information that requires further investigation into its credibility

Difficulty: Medium
Haag - Chapter 02 #48
Learning Objective: 3

49. The IT ____ within an organization will determine the philosophical approach to IT development, deployment, and usage.

- A. Strategic management team
- B. Department
- C. Leadership
- D. Culture**

Difficulty: Medium
Haag - Chapter 02 #49
Learning Objective: 4

50. The structure of IT develops from the culture within that organization and can develop into what type of approach?

- A. Top-down silo
- B. Matrix
- C. Fully-integrated
- D. Top-down silo, matrix, or fully-integrated**

Difficulty: Easy
Haag - Chapter 02 #50
Learning Objective: 4

51. A ____ IT structure develops from a strong "command and control" management approach.

- A. Fully-integrated
- B. Matrix
- C. Top-down silo**
- D. Most IT structures develop from a strong "command and control" management approach

Difficulty: Easy
Haag - Chapter 02 #51
Learning Objective: 4

52. A _____ IT structure develops from a centralized IT department; one that serves the whole organization and not just a piece of it.

- A.** Top-down silo
- B. Fully-integrated
- C. Matrix
- D. Operational

Difficulty: Medium
Haag - Chapter 02 #52
Learning Objective: 4

53. A _____ IT structure develops from decentralized IT functional units; these units support an individual department or functional area.

- A.** Fully-integrated
- B. Top-down silo
- C. Operational
- D. Matrix

Difficulty: Medium
Haag - Chapter 02 #53
Learning Objective: 4

54. What is the title for the person responsible for overseeing every aspect of an organization's information resource?

- A.** CIO (chief information officer)
- B. CTO (chief technology officer)
- C. CSO (chief security officer)
- D. CPO (chief privacy officer)

Difficulty: Easy
Haag - Chapter 02 #54
Learning Objective: 4

55. What is the title for the person responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies?

- A. CIO (chief information officer)
- B. CPO (chief privacy officer)
- C. CSO (chief security officer)
- D.** CTO (chief technology officer)

Difficulty: Easy
Haag - Chapter 02 #55
Learning Objective: 4

56. What is the title for the person responsible for the technical aspects of ensuring the security of information such as the development and use of firewalls, intranets, extranets, and anti-virus software?

- A. CTO (chief technology officer)
- B. CIO (chief information officer)
- C. CPO (chief privacy officer)
- D.** CSO (chief security officer)

Difficulty: Easy
Haag - Chapter 02 #56
Learning Objective: 4

57. What is the title for the person responsible for ensuring that information is used in an ethical way and that only the right people have access to certain types of information?

- A.** CPO (chief privacy officer)
- B. CIO (chief information officer)
- C. CTO (chief technology officer)
- D. CSO (chief security officer)

Difficulty: Easy
Haag - Chapter 02 #57
Learning Objective: 4

58. If one of your responsibilities within an organization was to determine who had access to employee's social security ID, your title would probably be _____.

- A. CIO (chief information officer)
- B. CTO (chief technology officer)
- C. CSO (chief security officer)
- D.** CPO (chief privacy officer)

Difficulty: Hard
Haag - Chapter 02 #58
Learning Objective: 4

59. If every technology officer working for your organization reported to you, your title would be _____.

- A. CTO (chief technology officer)
- B. CSO (chief security officer)
- C.** CIO (chief information officer)
- D. CPO (chief privacy officer)

Difficulty: Hard
Haag - Chapter 02 #59
Learning Objective: 4

60. If you rewarded employees for trying new technologies even if they prove to be unsuccessful, what would you be encouraging?

- A. Increased risk of failure
- B. Technology innovative failure**
- C. Emerging technology
- D. Runaway trains

Difficulty: Easy
Haag - Chapter 02 #60
Learning Objective: 4

61. What is an advantage of being an early adopter of technology?

- A. Increasing the competitive advantage of the organization**
- B. Enhancing the reputation of the organization
- C. Cutting operational costs
- D. Increasing productivity

Difficulty: Medium
Haag - Chapter 02 #61
Learning Objective: 4

62. What is the advantage of being a late adopter of technology (wait-and-see organization)?

- A. Minimizing wasted spending and loss of productivity**
- B. Increasing market share by grabbing disgruntled customers from the competition
- C. Increasing overall revenues by cutting operational costs
- D. Enhancing the reputation of the organization

Difficulty: Hard
Haag - Chapter 02 #62
Learning Objective: 4

63. What is smack shopping according to Mark McGuire?

- A. Online shopping
- B. Traditional shopping with online customer support
- C. Online shopping with a quick turnaround sale to an auction site
- D. Online collaborative shopping by groups of customers**

Difficulty: Medium
Haag - Chapter 02 #63
Learning Objective: 4

64. What is an enterprise resource planning (ERP) system?

- A.** An integrated software system for every functional area within an organization
- B. A collaborative document management system that stores and manages documents needed by the entire organization
- C. A database management system that maintains information on the information resources for the entire enterprise
- D. A strategic planning methodology that promotes enterprise-wide planning rather than decentralized planning

Difficulty: Medium
Haag - Chapter 02 #64
Learning Objective: 5

65. If you needed direct access to stored information from another functional area within your organization, what type of system would you need?

- A. Legacy information system (LIS)
- B. Data warehouse
- C. Enterprise-wide database management system (E-DBM)
- D.** Enterprise resource planning system (ERP)

Difficulty: Hard
Haag - Chapter 02 #65
Learning Objective: 5

66. What is a legacy information system (LIS)?

- A.** A massive, outdated information system
- B. A powerful DBMS that supports ERP
- C. A Web-based information system that connects the information collected from distinct systems
- D. A retired information system

Difficulty: Medium
Haag - Chapter 02 #66
Learning Objective: 5

67. Which of the following is *not* required of an ERP system?

- A. Modular design
- B.** Decentralized database systems
- C. Integrated functions
- D. Internet-enabled

Difficulty: Medium
Haag - Chapter 02 #67
Learning Objective: 5

68. The distribution chain is simply the path followed from the distributor of a product or service to the end consumer.

FALSE

*Difficulty: Hard
Haag - Chapter 02 #68
Learning Objective: 1*

69. A supply chain management system automates inventory tracking but still requires that information be transferred manually.

FALSE

*Difficulty: Easy
Haag - Chapter 02 #69
Learning Objective: 1*

70. Domestic supply chains rarely use inter-modal transportation.

FALSE

*Difficulty: Easy
Haag - Chapter 02 #70
Learning Objective: 1*

71. Information partnerships require the integration of IT systems from two or more independent companies.

TRUE

*Difficulty: Medium
Haag - Chapter 02 #71
Learning Objective: 1*

72. Revenue and profit are optimized by a well-designed supply chain management.

TRUE

*Difficulty: Easy
Haag - Chapter 02 #72
Learning Objective: 1*

73. Supply chain management includes fulfillment.

TRUE

*Difficulty: Easy
Haag - Chapter 02 #73
Learning Objective: 1*

74. When a business offers multiple ways in which customers can interact with it, its approach is a multi-channel service delivery.

TRUE

*Difficulty: Easy
Haag - Chapter 02 #74
Learning Objective: 2*

75. CRM systems automatically track all of the steps in the sales process.

FALSE

*Difficulty: Easy
Haag - Chapter 02 #75
Learning Objective: 2*

76. Customer relationship management systems cannot help you acquire new customers.

FALSE

*Difficulty: Medium
Haag - Chapter 02 #76
Learning Objective: 2*

77. Customer relationship management should be completely based upon software—there are no other components to consider.

FALSE

*Difficulty: Medium
Haag - Chapter 02 #77
Learning Objective: 2*

78. A back office system is used to fulfill and support customer orders.

TRUE

*Difficulty: Easy
Haag - Chapter 02 #78
Learning Objective: 2*

79. A CRM system only interfaces with a front office system to better serve the customer.

FALSE

*Difficulty: Medium
Haag - Chapter 02 #79
Learning Objective: 2*

80. Front-office systems are the primary interface to customers and sales channels.

TRUE

*Difficulty: Medium
Haag - Chapter 02 #80
Learning Objective: 2*

81. Both the front office and the back office systems send customer information to the corporate database.

TRUE

*Difficulty: Medium
Haag - Chapter 02 #81
Learning Objective: 2*

82. An e-collaboration system supports integrated collaborative work environments, knowledge management, social networking, e-learning, and open-source collaboration.

TRUE

*Difficulty: Easy
Haag - Chapter 02 #82
Learning Objective: 3*

83. Virtual teams work in an integrated collaboration environment (ICE).

TRUE

*Difficulty: Easy
Haag - Chapter 02 #83
Learning Objective: 3*

84. Business intelligence supports the capturing, organization, and dissemination of knowledge throughout an organization.

FALSE

*Difficulty: Easy
Haag - Chapter 02 #84
Learning Objective: 3*

85. Virtual team members are typically located in the same geographic areas.

FALSE

*Difficulty: Easy
Haag - Chapter 02 #85
Learning Objective: 3*

86. Collaboration systems are designed to support the sharing and flow of information between companies.

FALSE

*Difficulty: Easy
Haag - Chapter 02 #86
Learning Objective: 3*

87. A social networking site is a virtual space that allows people to build and maintain friendships.

TRUE

*Difficulty: Medium
Haag - Chapter 02 #87
Learning Objective: 3*

88. The document management system manages a document through all the stages of its processing.

TRUE

*Difficulty: Easy
Haag - Chapter 02 #88
Learning Objective: 3*

89. A "work course" defines all of the steps or business rules, from beginning to end, required for a business process.

FALSE

*Difficulty: Easy
Haag - Chapter 02 #89
Learning Objective: 3*

90. A social networking system is the set of links and communication privileges for an online social community.

FALSE

*Difficulty: Medium
Haag - Chapter 02 #90
Learning Objective: 3*

91. A work course system facilitates the automation and management of business processes.

FALSE

*Difficulty: Easy
Haag - Chapter 02 #91
Learning Objective: 3*

92. Open source information is software for which the code is available and free to the customer.

FALSE

*Difficulty: Medium
Haag - Chapter 02 #92
Learning Objective: 3*

93. A nanonite is a Web site that allows you to create, change, or eliminate content from their site.

FALSE

*Difficulty: Easy
Haag - Chapter 02 #93
Learning Objective: 3*

94. The IT structure determines the culture within an organization.

FALSE

*Difficulty: Medium
Haag - Chapter 02 #94
Learning Objective: 4*

95. The chief information officer (CIO) is responsible for overseeing every aspect of an organization's information resource.

TRUE

*Difficulty: Medium
Haag - Chapter 02 #95
Learning Objective: 4*

96. The chief technology officer is responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies.

TRUE

*Difficulty: Easy
Haag - Chapter 02 #96
Learning Objective: 4*

97. The chief security officer is responsible for the ethical use of information within an organization.

FALSE

*Difficulty: Medium
Haag - Chapter 02 #97
Learning Objective: 4*

98. The chief privacy officer is responsible for ensuring that only the people who should see information have access to that information.

TRUE

*Difficulty: Medium
Haag - Chapter 02 #98
Learning Objective: 4*

99. When a company encourages its employees to seek new and innovative ways to use technology without punishment of failure, that company supports the theory of Porter's 5 Force Model.

FALSE

*Difficulty: Medium
Haag - Chapter 02 #99
Learning Objective: 4*

100. Enterprise resource planning (ERP) systems primarily support the strategic planning processes and the creation of tactical information.

FALSE

*Difficulty: Hard
Haag - Chapter 02 #100
Learning Objective: 5*

101. A legacy information system is a powerful system capable of supporting the needs of many functional areas in business.

FALSE

*Difficulty: Hard
Haag - Chapter 02 #101
Learning Objective: 5*

102. The _____ is the path followed from the originator of a product to the end consumer.

distribution chain

*Difficulty: Easy
Haag - Chapter 02 #102
Learning Objective: 1*

103. _____ is the use of multiple channels of transportation used to move products from their source to the customer.

Inter-modal transportation

Difficulty: Medium

Haag - Chapter 02 #103

Learning Objective: 1

104. _____ is an approach that produces or delivers a product or service just at the time the customer wants it.

Just-in-time

Difficulty: Easy

Haag - Chapter 02 #104

Learning Objective: 1

105. _____ tracks inventory and information among business processes and across companies.

Supply chain management

Difficulty: Easy

Haag - Chapter 02 #105

Learning Objective: 1

106. A supply chain management system automates the tracking of _____ and information among business processes and across companies.

inventory

Difficulty: Easy

Haag - Chapter 02 #106

Learning Objective: 1

107. _____ occurs when two or more companies cooperate by integrating their IT systems.

Information partnership

Difficulty: Easy

Haag - Chapter 02 #107

Learning Objective: 1

108. _____ refers to ensuring the right quantity of parts for production or products for sale arrive at the right time.

Fulfillment

Difficulty: Easy

Haag - Chapter 02 #108

Learning Objective: 1

109. _____ refers to keeping the costs of transportation as low as possible consistent with safe and reliable delivery.

Logistics

Difficulty: Easy

Haag - Chapter 02 #109

Learning Objective: 1

110. _____ refers to ensuring that production lines function smoothly because high quality parts are available as needed.

Production

Difficulty: Easy

Haag - Chapter 02 #110

Learning Objective: 1

111. _____ and _____ refer to ensuring that no sales are lost because sales are empty.

Revenue, profit

Difficulty: Easy

Haag - Chapter 02 #111

Learning Objective: 1

112. _____ and _____ refer to keeping the cost of purchased parts and products at acceptable levels.

Costs, price

Difficulty: Easy

Haag - Chapter 02 #112

Learning Objective: 1

113. _____ is a total business objective which encompasses many different aspects of a business including software, hardware, services, support, and strategic business goals.

Customer relationship management

Difficulty: Medium

Haag - Chapter 02 #113

Learning Objective: 2

114. A _____ system automatically tracks the steps in the sales process.

sales force automation (SFA)

Difficulty: Easy

Haag - Chapter 02 #114

Learning Objective: 1

115. If you were to create a list of potential customers for your sales team to contact, you would be undertaking _____.

sales lead tracking

Difficulty: Hard

Haag - Chapter 02 #115

Learning Objective: 2

116. _____ tracks a salesperson contacting habits of potential customers.

Contact management

Difficulty: Hard

Haag - Chapter 02 #116

Learning Objective: 2

117. A(n) _____ is used to fulfill and support customer orders.

back office system

Difficulty: Easy

Haag - Chapter 02 #117

Learning Objective: 2

118. A(n) _____ serves as the primary interface for customers and the sales process.

front office system

Difficulty: Easy

Haag - Chapter 02 #118

Learning Objective: 2

119. _____ is the use of technology to support work activities with integrated collaboration environments.

E-collaboration

Difficulty: Easy

Haag - Chapter 02 #119

Learning Objective: 3

120. A company must complete all steps in a _____ to complete a business process.

workflow

Difficulty: Easy

Haag - Chapter 02 #120

Learning Objective: 3

121. A(n) _____ facilitates the automation and management of business processes.

workflow system

Difficulty: Easy

Haag - Chapter 02 #121

Learning Objective: 3

122. Many companies, such as banks, maintain copies of your documents for many years. A(n) _____ system could be used to track these.

document management

Difficulty: Easy

Haag - Chapter 02 #122

Learning Objective: 3

123. A(n) _____ supports the capturing, organization, and dissemination of knowledge.

knowledge management system

Difficulty: Easy

Haag - Chapter 02 #123

Learning Objective: 3

124. A(n) _____ links you to people you know, and from there, to people your contacts know.

social network system

Difficulty: Hard

Haag - Chapter 02 #124

Learning Objective: 3

125. A _____ is a Web site that allows its visitor to create, edit, change, and even eliminate content from its site.

wiki

Difficulty: Easy

Haag - Chapter 02 #125

Learning Objective: 3

126. The most popular and well-known _____ is Wikipedia.

wiki

Difficulty: Medium

Haag - Chapter 02 #126

Learning Objective: 3

127. _____ is content that is publicly available, free of charge, and most often updateable by anyone.

Open-source information.

Difficulty: Medium

Haag - Chapter 02 #127

Learning Objective: 3

128. _____ tools are IT-enabled systems that facilitate learning.

E-learning

Difficulty: Easy

Haag - Chapter 02 #128

Learning Objective: 3

129. _____ refers to how the IT function is placed structurally within an organization and the organization's philosophical approach to the development.

IT culture

Difficulty: Hard

Haag - Chapter 02 #129

Learning Objective: 4

130. A _____ approach to structuring IT often occurs when there is a strong "command and control" management style.

top-down silo

*Difficulty: Medium
Haag - Chapter 02 #130
Learning Objective: 4*

131. A _____ approach to structure IT often occurs when there are IT personnel working within individual function areas within an organization.

fully-integrated

*Difficulty: Hard
Haag - Chapter 02 #131
Learning Objective: 4*

132. The chief _____ officer is responsible for overseeing every aspect of an organization's information resources.

information

*Difficulty: Medium
Haag - Chapter 02 #132
Learning Objective: 4*

133. The chief _____ officer is responsible for overseeing both the underlying IT infrastructure within an organization and the user-facing technologies.

technology

*Difficulty: Medium
Haag - Chapter 02 #133
Learning Objective: 4*

134. The chief _____ officer is responsible for the technical aspects of ensuring the security of information.

security

*Difficulty: Medium
Haag - Chapter 02 #134
Learning Objective: 4*

135. The chief _____ officer is responsible for ensuring that information is used in an ethical way and that only the right people have access to certain types of information.

privacy

*Difficulty: Medium
Haag - Chapter 02 #135
Learning Objective: 4*

136. _____ are groups of buyers on a chat board who collaborate on their online purchases.

Smacks

*Difficulty: Medium
Haag - Chapter 02 #136
Learning Objective: 4*

137. The central notion behind an _____ is that it includes all technology systems and software in your organization.

enterprise resource planning (ERP)

*Difficulty: Medium
Haag - Chapter 02 #137
Learning Objective: 5*

138. A _____ represents a massive, long-term business investment in a software system with a single focus; such systems are often brittle, slow, and non-extensible.

legacy information system (LIS)

*Difficulty: Hard
Haag - Chapter 02 #138
Learning Objective: 5*

c2 Summary

<u>Category</u>	<u># of Questions</u>
Difficulty: Easy	71
Difficulty: Hard	19
Difficulty: Medium	48
Haag - Chapter 02	138
Learning Objective: 1	33
Learning Objective: 2	28
Learning Objective: 3	40
Learning Objective: 4	29
Learning Objective: 5	8