Test Bank for Managing and Using Information Systems 7th Pearlson

Access Complete Test Bank for Managing and Using Information Systems 7th Pearlson

File: 6e c00 introTestBank.docx, Chapter 0, Introduction

Multiple Choice

1. What requires a unit of analysis, has been processed, and requires human mediation?

a) Data
b) Information
c) Knowledge
d) Legacy
e) None of the above

Ans: b (Medium)

2. Roles that managers fill, according to Mintzberg, include all of the following EXCEPT:

a) Figurehead
b) Disseminator
c) Disciplinarian
d) Entrepreneur
e) Resource Allocator

Ans: c (Hard)

3. Which of the following is NOT a Decisional role?
a) Entrepreneur
b) Disturbance handler
c) Negotiator
d) Resource allocator
e) Spokesperson

Ans: e (Medium)

4. What skills would be required to be a visionary manager?
a) Communication and Information gathering
b) Flexibility and creativity
c) Analytical and organizational
d) All of the above
e) None of the above

Access Complete Test Bank for Managing and Using Information Systems 7th Pearlson

Ans: b (Easy)

5. Wisdom can be defined as:
   a) knowledge infused with intuition and judgment that facilitates the ability to make decisions.
   b) a process.
   c) all forms of technology used to create data.
   d) anything that makes a person clever.
   e) only b and d

Ans: a (Easy)

6. Data is:
   a) information endowed with relevance and purpose.
   b) a set of specific objective facts or observations.
   c) some information.
   d) all of the above
   e) only a and c

Ans: b (Medium)

7. Cisco estimates that by 2021 what percentage global internet traffic will be the data transmitted by “things”?
   a) 2%
   b) 5%
   c) 8%
   d) 11%
   e) 14%

Ans: b (Medium)

True/False

8. Information systems (IS) managers should participate in all of the important IS decisions, even if those decisions do not impact the IS department.

Ans: True (Easy)

Access Complete Test Bank for Managing and Using Information Systems 7th Pearlson

9. Information for top management is usually based on a long time horizon, with great detail and high structuredness.

Ans: False (Medium)

10. A successful process begins only once a company has access to a variety of sophisticated technologies.

Ans: False (Easy)

11. For companies to stay current and success, they must adopt traditional information retrieval systems that are similar to those they've used in the past.

Ans: False (Medium)

Short Answer

12. Pricing of things is most often based on _____, while pricing of information goods is most often based on _____.

Ans: cost; value (Hard)

13. If a manager exhibits creativity, curiosity, and confidence, we would say that he or she supports the role of _____ very well.

Ans: visionary (Hard)

14. The Chief Technology Officer of Walmart states that every company is becoming a _____ company.

Ans: tech or technology (Medium)

15. While digital natives grew up in an era with Internet availability, digital _____ grew up at a time when computer access wasn't available or common.

Ans: immigrants (Medium)

Access Complete Test Bank for Managing and Using Information Systems 7th Pearlson

Essay

16. Provide two examples of how the economics of things are different from the economics of information.

17. Provide two reasons business managers should participate in information systems decisions.

18. How does a functional view differ from a process view of a firm?

Access Complete Test Bank for Managing and Using Information Systems 7th Pearlson