

*Test Bank for Business Driven
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Correct answers located at the end of the chapter.

- 1) Diagnostic analytics is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.
 - ☐ true
 - ☐ false

- 2) Business intelligence is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making.
 - ☐ true
 - ☐ false

- 3) The information age is a time when infinite quantities of facts are widely available to anyone who can use a computer.
 - ☐ true
 - ☐ false

- 4) A fact is the confirmation or validation of an event or object. In the past, people primarily learned facts from books.
 - ☐ true
 - ☐ false

- 5) The digital age refers to the modern era where digital technology, the Internet, and data-driven innovation shape how people live, work, and communicate.
 - ☐ true
 - ☐ false

- 6) Order date, amount sold, and customer number are all forms of data.
 - ☐ true
 - ☐ false

- 7) Choosing not to fire a sales representative who is underperforming while knowing that the representative is experiencing family problems is a form of knowledge.
- ☐ true
 - ☐ false
- 8) Information is data converted into a meaningful and useful context. The truth about information is that its value is only as good as the people who use it. People using the same information can make different decisions depending on how they interpret or analyze the information.
- ☐ true
 - ☐ false
- 9) The fourth industrial revolution represents the blending of the digital, physical, and biological worlds with rates of change operating at hypervelocity.
- ☐ true
 - ☐ false
- 10) The fifth industrial revolution represents the blending of the digital, physical, and biological worlds with rates of change operating at hypervelocity.
- ☐ true
 - ☐ false
- 11) The Internet of Things (IoT) is any device connected to the Internet with the goal of enhancing performance with human intervention.
- ☐ true
 - ☐ false
- 12) Machine-to-machine (M2M) refers to two or more connected devices interacting via wireless or wired connections with the goal of data sharing and analytics without human intervention.
- ☐ true
 - ☐ false

- 13) Machine-to-machine (M2M) refers to two or more connected devices interacting via wireless or wired connections with the goal of data sharing and analytics depending on having human intervention to complete the transactions.
- ☐ true
 - ☐ false
- 14) The Internet of Things (IoT) refers to devices that are unable to connect directly to other devices.
- ☐ true
 - ☐ false
- 15) Environmental data captures environmental data including annual carbon emissions and energy consumption, water usage, waste, pollution output, etc.
- ☐ true
 - ☐ false
- 16) Social data captures environmental data including annual carbon emissions and energy consumption, water usage, waste, pollution output, etc.
- ☐ true
 - ☐ false
- 17) Social data captures statistics related to workforce diversity, gender equity, human rights, etc.
- ☐ true
 - ☐ false
- 18) Governance data captures statistics related to workforce diversity, gender equity, human rights, etc.
- ☐ true
 - ☐ false

- 19) Governance data captures company data regarding corruption, labor practices, gender composition of the board of directors, etc.
- ☐ true
 - ☐ false
- 20) Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.
- ☐ true
 - ☐ false
- 21) Top managers use predictive analytics to define the future of the business, analyzing markets, industries, and economies to determine the strategic direction the company must follow to remain profitable. Tony will set the strategic direction for his firm, which might include introducing new flavors of potato chips or sports drinks as new product lines or schools and hospitals as new market segments.
- ☐ true
 - ☐ false
- 22) A data analyst collects, queries, and consumers organizational data to uncover patterns and provide insights for strategic business decision making.
- ☐ true
 - ☐ false
- 23) Using only data and information to make decisions and solve problems is the key to finding success in business. These are also the only core drivers of the information age and the building blocks of business systems.
- ☐ true
 - ☐ false
- 24) Big data represents large volumes of data - both structured and unstructured - containing greater variety, increased veracity, and with more velocity.
- ☐ true
 - ☐ false

- 25) The four common characteristics of big data include variety, veracity, volume, velocity.
- ☐ true
 - ☐ false
- 26) Variety in big data includes different forms of structured and unstructured data.
- ☐ true
 - ☐ false
- 27) Veracity in big data includes the uncertainty of data, including biases, noise, and abnormalities.
- ☐ true
 - ☐ false
- 28) Volume in big data includes the scale of data.
- ☐ true
 - ☐ false
- 29) Velocity in big data includes the analysis of streaming data as it travels around the Internet.
- ☐ true
 - ☐ false
- 30) Velocity in big data includes different forms of structured and unstructured data.
- ☐ true
 - ☐ false
- 31) Volume in big data includes the uncertainty of data, including biases, noise, and abnormalities.
- ☐ true
 - ☐ false

- 32) Big data is a view of data at a moment in time.
- ☐ true
 - ☐ false
- 33) A snapshot is a view of data at a particular moment in time.
- ☐ true
 - ☐ false
- 34) A static report can include updating daily stock market prices or the calculation of available inventory.
- ☐ true
 - ☐ false
- 35) A dynamic report can include updating daily stock market prices or the calculation of available inventory.
- ☐ true
 - ☐ false
- 36) Business analytics is the scientific process of transforming data into information for making data-driven business decisions.
- ☐ true
 - ☐ false
- 37) Algorithm is a step-by-step procedure or rules for solving a problem or accomplishing a particular task.
- ☐ true
 - ☐ false
- 38) Analytics is the systematic computation analysis of data for the discovery, interpretation, and communication of meaningful patterns.
- ☐ true
 - ☐ false

- 39) Descriptive analytics describes past performance and history.
- ☐ true
 - ☐ false
- 40) Predictive analytics extracts information from data to predict future trends and identify behavioral patterns.
- ☐ true
 - ☐ false
- 41) Diagnostic analytics examines data or content to answer the question, "why did it happen?" This helps an organization determine the cause of a positive or negative outcome.
- ☐ true
 - ☐ false
- 42) Descriptive analytics examines data or content to answer the question, "why did it happen?" This helps an organization determine the cause of a positive or negative outcome.
- ☐ true
 - ☐ false
- 43) Diagnostic analytics describes past performance and history.
- ☐ true
 - ☐ false
- 44) Prescriptive analytics extracts information from data to predict future trends and identify behavioral patterns.
- ☐ true
 - ☐ false
- 45) Structured data is data that has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.
- ☐ true
 - ☐ false

- 46) Unstructured data is data that is not defined and does not follow a specified format and is typically free-form text such as emails, text messages, and voicemail.
- ☐ true
 - ☐ false
- 47) Unstructured data is data that has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.
- ☐ true
 - ☐ false
- 48) Structured data is data that is not defined and does not follow a specified format and is typically free-form text such as emails, text messages, and voicemail.
- ☐ true
 - ☐ false
- 49) A business department is a segment of a company (such as accounting, production, marketing) representing a specific business function.
- ☐ true
 - ☐ false
- 50) Democratization is the action of making something accessible to everyone.
- ☐ true
 - ☐ false
- 51) Democratization is the action of making something impossible for everyone to access.
- ☐ true
 - ☐ false
- 52) The finance department performs the function of selling goods or services.
- ☐ true
 - ☐ false

- 53) The marketing department supports sales by planning, pricing, and promoting goods or services.
- ☐ true
 - ☐ false
- 54) The operations management department manages the process of converting or transforming resources into goods or services.
- ☐ true
 - ☐ false
- 55) The accounting and finance departments primarily use monetary data.
- ☐ true
 - ☐ false
- 56) A data silo occurs when one department is unable to freely communicate with other departments, making it difficult or impossible to work cross-functionally.
- ☐ true
 - ☐ false
- 57) Structured data occurs when one department is unable to freely communicate with other departments, making it difficult or impossible to work cross-functionally.
- ☐ true
 - ☐ false
- 58) For an organization to succeed, every department or functional area must work independently to be most effective.
- ☐ true
 - ☐ false
- 59) Successful companies today operate cross-functionally, integrating the operations of all departments.
- ☐ true
 - ☐ false

- 60) The business decisions made by the human resources department include employee data, promotion data, and vacation data.
- ☐ true
 - ☐ false
- 61) The business decisions made by the finance department include investment data, monetary data, and reporting data.
- ☐ true
 - ☐ false
- 62) The business decisions made by the accounting department include transactional data, purchasing data, payroll data, and tax data.
- ☐ true
 - ☐ false
- 63) The business decisions made by the sales department include potential customer data, sales report data, commission data, and customer support data.
- ☐ true
 - ☐ false
- 64) The business decisions made by the operations management department include manufacturing data, distribution data, and production data.
- ☐ true
 - ☐ false
- 65) The business decisions made by the human resources department include investment data, monetary data, and reporting data.
- ☐ true
 - ☐ false

- 66) The business decisions made by the marketing department include transactional data, purchasing data, payroll data, and tax data.
- ☐ true
 - ☐ false
- 67) The business decisions made by the human resources department include potential customer data, sales report data, commission data, and customer support data.
- ☐ true
 - ☐ false
- 68) The chief technology officer is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks from hackers and viruses.
- ☐ true
 - ☐ false
- 69) The chief security officer is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks from hackers and viruses.
- ☐ true
 - ☐ false
- 70) The chief privacy officer is responsible for ensuring the ethical and legal use of information within a company.
- ☐ true
 - ☐ false
- 71) The chief knowledge officer is responsible for collecting, maintaining, and distributing company knowledge.
- ☐ true
 - ☐ false

- 72) The chief data officer (CDO) is responsible for determining the types of information the enterprise will capture, retain, analyze, and share.
- ☐ true
 - ☐ false
- 73) The gender skills gap refers to the disparity in skills and capabilities between men and women in the workforce.
- ☐ true
 - ☐ false
- 74) Corporate culture refers to the shared values, beliefs, attitudes, and behaviors that shape how employees interact and work within an organization.
- ☐ true
 - ☐ false
- 75) Management information systems refers to the shared values, beliefs, attitudes, and behaviors that shape how employees interact and work within an organization.
- ☐ true
 - ☐ false
- 76) Goods are material items or products that customers will buy to satisfy a want or need.
- ☐ true
 - ☐ false
- 77) Waiting tables, teaching, and cutting hair are all examples of services that people pay for to fulfill their needs.
- ☐ true
 - ☐ false
- 78) An overview of systems thinking includes input, process, output, and finances.
- ☐ true
 - ☐ false

- 79) A stakeholder is a person or group that has an interest or concern in an organization. Stakeholder's drive business strategies, and depending on the stakeholder's perspective, the business strategy can change. It is not uncommon to find stakeholder's business strategies have conflicting interests such as investors looking to increase profits by eliminating employee jobs.
- ☐ true
 - ☐ false
- 80) Cars, groceries, and clothing are all examples of goods.
- ☐ true
 - ☐ false
- 81) Production is the process by which a business takes raw materials and processes them or converts them into a finished product for its goods or services.
- ☐ true
 - ☐ false
- 82) Productivity is the rate at which goods and services are produced based upon total output given total inputs.
- ☐ true
 - ☐ false
- 83) Lettuce, tomatoes, patty, bun, and ketchup are included in the output of making a hamburger.
- ☐ true
 - ☐ false
- 84) Cooking a patty and putting the ingredients together are included in the process of making a hamburger.
- ☐ true
 - ☐ false

- 85) Bread, cheese, and butter are included in the process of making a grilled cheese sandwich.
- ☐ true
 - ☐ false
- 86) A grilled cheese sandwich is considered the final output of a making-a-sandwich process.
- ☐ true
 - ☐ false
- 87) If a business could produce the same hamburger with less expensive inputs, it would probably see a decrease in profits.
- ☐ true
 - ☐ false
- 88) If a business could produce more hamburgers with the same inputs, it would see a rise in productivity and possibly an increase in profits.
- ☐ true
 - ☐ false
- 89) A leadership plan that achieves a specific set of goals or objectives is a business strategy.
- ☐ true
 - ☐ false
- 90) An operating model is a plan that details how a company creates, delivers, and captures value to generate revenues.
- ☐ true
 - ☐ false
- 91) Businesses rarely need to update business strategies as the business environment remains relatively stable.
- ☐ true
 - ☐ false

- 92) A business model is a plan that details how a company creates, delivers, and captures value to generate revenues. For example, a company can produce a business model to create and capture value by delivering online groceries in near real time to local customers.
- ☐ true
 - ☐ false
- 93) A gender skills gap is a plan that details how a company creates, delivers, and captures value to generate revenues.
- ☐ true
 - ☐ false
- 94) An operating model is a detailed plan describing how a business delivers its value creation to its internal and external customers via its processes.
- ☐ true
 - ☐ false
- 95) Data democratization is a detailed plan describing how a business delivers its value creation to its internal and external customers via its processes.
- ☐ true
 - ☐ false
- 96) A gender skills gap is a plan that details how a company creates, delivers, and captures value to generate revenues.
- ☐ true
 - ☐ false
- 97) Attracting new customers, decreasing costs, and entering new markets are all examples of successful business strategies.
- ☐ true
 - ☐ false

- 98) Decreasing customer loyalty, increasing costs, and decreasing sales are all examples of business strategies.
- ☐ true
 - ☐ false
- 99) A first-mover advantage is the process of gathering information about the competitive environment, including competitors' plans, activities, and products, to improve a company's ability to succeed.
- ☐ true
 - ☐ false
- 100) Amazon created a first-mover advantage by developing its customer self-service platform, which allows customers to place orders, track shipments, manage returns, and interact with customer support – all from a single online portal.
- ☐ true
 - ☐ false
- 101) A SWOT analysis will evaluate potential internal strengths, internal weaknesses, and external opportunities.
- ☐ true
 - ☐ false
- 102) A SWOT analysis evaluates an organization's strengths, weaknesses, opportunities, and threats to identify significant influences that work for or against business strategies.
- ☐ true
 - ☐ false
- 103) A SWOT analysis evaluates an organization's strengths, weaknesses, objectives, and threats.
- ☐ true
 - ☐ false

- 104) A SWOT analysis evaluates an organization's strengths, worries, opportunities, and technologies to identify significant influences that work for or against business strategies.
- ☐ true
 - ☐ false
- 105) In a SWOT analysis, strengths and weaknesses originate inside an organization, or internally. Opportunities and threats originate outside an organization, or externally, and cannot always be anticipated or controlled.
- ☐ true
 - ☐ false
- 106) In a SWOT analysis, potential internal strengths are helpful when they identify all key strengths associated with the competitive advantage, including cost advantages, new and/or innovative services, special expertise and/or experience, proven market leader, improved marketing campaigns, and so on.
- ☐ true
 - ☐ false
- 107) In a SWOT analysis, potential internal weaknesses are harmful when they identify all key areas that require improvement. Weaknesses focus on the absence of certain strengths, including absence of an Internet marketing plan, damaged reputation, problem areas for service, outdated technology, employee issues, and so on.
- ☐ true
 - ☐ false
- 108) In a SWOT analysis, potential external opportunities are helpful when they identify all significant trends along with how the organization can benefit from each, including new markets, additional customer groups, legal changes, innovative technologies, population changes, competitor issues, and so on.
- ☐ true
 - ☐ false

- 109) In a SWOT analysis, potential external threats are harmful when they identify all threats or risks detrimental to your organization, including new market entrants, substitute products, employee turnover, differentiating products, shrinking markets, adverse changes in regulations, economic shifts, and so on.
- Ⓐ true
 - Ⓑ false
- 110) Competitive advantages provide the same product or service either at a lower price or with additional value that can fetch premium prices.
- Ⓐ true
 - Ⓑ false
- 111) Margret Peterson identified Porter's Five Forces Model, which analyzes the competitive forces within a business environment.
- Ⓐ true
 - Ⓑ false
- 112) Porter's Five Forces Model outlines the process for a sales strategy.
- Ⓐ true
 - Ⓑ false
- 113) With the Five Forces Model, companies should watch the forces in the market. If the forces are strong, competition generally increases, and if the forces are weak, competition typically decreases.
- Ⓐ true
 - Ⓑ false
- 114) There are many challenges to changing doctors, including transferring medical records and losing the doctor-patient relationship along with the doctor's knowledge of the patient's history. Changing doctors provides a great example of switching costs.
- Ⓐ true
 - Ⓑ false

- 115) Supplier power is one of Porter's five forces, and it measures the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services).
- ☐ true
 - ☐ false
- 116) Polaroid had a unique competitive advantage for many years until it forgot to observe competitive intelligence. The firm went bankrupt when people began taking digital pictures. Polaroid provides a great example of Porter's supplier power.
- ☐ true
 - ☐ false
- 117) Product differentiation occurs when a company develops unique differences in its products or services with the intent to influence demand.
- ☐ true
 - ☐ false
- 118) Buyer power is the ability of buyers to affect the price they must pay for an item.
- ☐ true
 - ☐ false
- 119) Rivalry among existing competitors refers to the ability of buyers to affect the price they must pay for an item.
- ☐ true
 - ☐ false
- 120) The threat of substitute products or services refers to the power of customers to purchase alternatives.
- ☐ true
 - ☐ false

- 121) The threat of substitute products or services refers to the power of competitors to enter a new market.
- ☐ true
 - ☐ false
- 122) Tiffany & Company competes in the marketplace by offering high-cost, custom jewelry. Tiffany & Company is following a broad market and cost leadership strategy.
- ☐ true
 - ☐ false
- 123) Porter has identified three generic business strategies, including focused, broad cost leadership, and switching strategy.
- ☐ true
 - ☐ false
- 124) According to Porter's three generic strategies, Walmart is following a business strategy that focuses on broad market and low cost.
- ☐ true
 - ☐ false
- 125) According to Porter, it is recommended to adopt only one of the three generic strategies.
- ☐ true
 - ☐ false
- 126) Buyer power is included as one of Porter's three generic strategies.
- ☐ true
 - ☐ false

- 127) Which of the following are included in the core drivers of the information age?
- A) information
 - B) systems thinking
 - C) knowledge
 - D) data
 - E) reports
 - F) data scientists
 - G) business intelligence
 - H) analytics
 - I) governance data
- 128) Which of the following are **NOT** included in the core drivers of the information age?
- A) information
 - B) systems thinking
 - C) knowledge
 - D) data
 - E) reports
 - F) data scientists
 - G) business intelligence
 - H) algorithm
 - I) social data
- 129) Which of the following are considered data?
- A) quantity sold
 - B) best customer last month
 - C) best-selling item last year
 - D) customer number
 - E) order date
- 130) Which of the following are considered information?
- A) quantity sold
 - B) best customer last month
 - C) best-selling item last year
 - D) customer number
 - E) order date

- 131) Which of the following represents the four common characteristics of big data?
- A) variety
 - B) algorithm
 - C) veracity
 - D) analytics
 - E) volume
 - F) business analytics
 - G) velocity
 - H) corporate culture
- 132) Which of the following **DO NOT** represent the four common characteristics of big data?
- A) variety
 - B) algorithm
 - C) veracity
 - D) democratization
 - E) volume
 - F) gender skills gap
 - G) velocity
 - H) governance data
- 133) Select the four common characteristics of big data along with the correct definition.
- A) variety - different forms of data
 - B) variety - uncertainty of data
 - C) veracity - uncertainty of data
 - D) veracity - the scale of data
 - E) volume - the scale of data
 - F) volume - the analysis of streaming data
 - G) velocity - the analysis of streaming data
 - H) velocity - different forms of data

- 134) Select all of the following that represent forms of structured data.
- A) sensor data
 - B) web log data
 - C) satellite images
 - D) photographic data
 - E) clickstream data
 - F) point-of-sale data
 - G) social media data
 - H) text messages
- 135) Select all of the following that represent forms of unstructured data.
- A) sensor data
 - B) web log data
 - C) satellite images
 - D) photographic data
 - E) clickstream data
 - F) point-of-sale data
 - G) social media data
 - H) text messages data
- 136) Select all of the following that represent the four broad categories of analytics.
- A) intelligence analytics
 - B) descriptive analytics
 - C) diagnostic analytics
 - D) predictive analytics
 - E) data silo analytics
 - F) prescriptive analytics
 - G) data democratization analytics
 - H) big data analytics

- 137) Select all of the following that **DO NOT** represent the four broad categories of analytics.
- A) intelligence analytics
 - B) descriptive analytics
 - C) diagnostic analytics
 - D) predictive analytics
 - E) data silo analytics
 - F) prescriptive analytics
 - G) data democratization analytics
 - H) big data analytics
- 138) Select all of the following that represent forms of unstructured data.
- A) sensor data
 - B) web log data
 - C) satellite images
 - D) photographic data
 - E) clickstream data
 - F) point-of-sale data
 - G) social media data
 - H) text messages
- 139) Select all of the following that represent inputs when making a hamburger.
- A) lettuce
 - B) tomatoes
 - C) burger patty
 - D) bun
 - E) ketchup
 - F) cook the burger patty
 - G) compile the ingredients together
 - H) hamburger

- 140) Select all of the following that represent the process when making a hamburger.
- A) lettuce
 - B) tomatoes
 - C) burger patty
 - D) bun
 - E) ketchup
 - F) cook the burger patty
 - G) compile the ingredients together
 - H) hamburger
- 141) Select all of the following that represent the output when making a hamburger.
- A) lettuce
 - B) tomatoes
 - C) burger patty
 - D) bun
 - E) ketchup
 - F) cook the burger patty
 - G) compile the ingredients together
 - H) hamburger
- 142) Which of the following are common departments found in an organization?
- A) accounting
 - B) operations management
 - C) marketing
 - D) chief information officer
 - E) chief data officer
 - F) payroll
 - G) data scientists
 - H) finance

- 143) Which of the following are MIS roles found in an organization?
- A) accounting
 - B) operations management
 - C) marketing
 - D) chief information officer
 - E) chief security officer
 - F) payroll
 - G) chief knowledge officer
- 144) If your boss believed in data democratization, who would be allowed to collect, analyze, and access data?
- A) sales managers
 - B) competitors
 - C) marketing managers
 - D) chief information officer
 - E) human resource employees
 - F) competitor suppliers
 - G) competitor's customers
- 145) Choose Porter's five forces from the list below.
- A) buyer power
 - B) supplier power
 - C) threat of substitute products or services
 - D) threat of managers
 - E) threat of new entrants
 - F) rivalry among existing competitors
 - G) business driven globalization
 - H) technology development

- 146) Porter identified three generic strategies that a business could follow after identifying a market it wanted to enter. Which of the following are included in Porter's three generic strategies?
- A) broad differentiation
 - B) supplier cost differentiation
 - C) narrow focused strategy
 - D) broad cost leadership
 - E) focused buyer leadership
 - F) broad supplier differentiation
 - G) narrow customer strategy
- 147) Select all of the following that represent inputs when processing an online order.
- A) customer information (name, address, payment)
 - B) product inventory (clothing, electronics, etc.)
 - C) shipping materials (boxes, tape, labels)
 - D) warehouse staff and equipment
 - E) generate shipping label
 - F) pack and ship the order
 - G) delivered package
 - H) customer confirmation email that the product was received
- 148) Select all of the following that represent processes when fulfilling an online order.
- A) customer information (name, address, payment)
 - B) product inventory (clothing, electronics, etc.)
 - C) shipping materials (boxes, tape, labels)
 - D) generate shipping label
 - E) pack and ship the order
 - F) delivered package
 - G) customer confirmation email

- 149) Select all of the following that represent outputs when fulfilling an online order.
- A) customer information (name, address, payment)
 - B) product inventory (clothing, electronics, etc.)
 - C) shipping materials (boxes, tape, labels)
 - D) generate shipping label
 - E) pack and ship the order
 - F) delivered package
 - G) customer confirmation email
- 150) Select all of the following that represent inputs when processing a customer's ATM withdrawal.
- A) customer debit card
 - B) PIN number
 - C) account balance information
 - D) ATM machine hardware
 - E) deduct funds from account balance
 - F) dispense cash
 - G) printed receipt
- 151) Select all of the following that represent processes in a customer's ATM withdrawal.
- A) customer debit card
 - B) PIN number
 - C) account balance information
 - D) ATM machine hardware
 - E) authenticate user identity
 - F) verify account balance
 - G) deduct funds from account balance
 - H) dispense cash
 - I) printed receipt

- 152) Select all of the following that represent outputs when processing a customer's ATM withdrawal.
- A) customer debit card
 - B) PIN number
 - C) account balance information
 - D) ATM machine hardware
 - E) authenticate user identity
 - F) dispense cash
 - G) printed receipt
- 153) Select all of the following that represent inputs for a doctor's appointment.
- A) patient medical history
 - B) insurance information
 - C) previous test results
 - D) physician and medical staff availability
 - E) conduct medical examination
 - F) prescribe treatment
 - G) updated health records
- 154) Select all of the following that represent processes for a doctor's appointment.
- A) patient medical history
 - B) insurance information
 - C) lab test results
 - D) physician and medical staff availability
 - E) conduct medical examination
 - F) order additional tests
 - G) prescribe treatment
 - H) updated health records

- 155) Select all of the following that represent outputs for a doctor's appointment.
- A) patient medical history
 - B) prescription for medication
 - C) ongoing treatment plan
 - D) physician and medical staff availability
 - E) conduct medical examination
 - F) insurance claim submission
 - G) updated health records
- 156) Which of the following are IoT devices?
- A) smart locks
 - B) smart backpacks
 - C) smart plant sensors
 - D) smart pet tech
 - E) smart thermostat
 - F) smart fridge
 - G) smart vending machine
 - H) self-driving cars
- 157) Which of the following are M2M devices?
- A) smart locks
 - B) smart backpacks
 - C) smart plant sensors
 - D) smart pet tech
 - E) smart thermostat
 - F) smart fridge
 - G) smart vending machine
 - H) self-driving cars

- 158) Which of the following are IoT devices?
- A) GPS trackers in vehicles
 - B) engine diagnostic sensors
 - C) smart electricity meters
 - D) gas and water usage meters
 - E) Apple watch
 - F) smart TV
 - G) smart home lighting
 - H) smart speakers
- 159) Which of the following are M2M devices?
- A) GPS trackers in vehicles
 - B) engine diagnostic sensors
 - C) smart electricity meters
 - D) gas and water usage meters
 - E) Apple watch
 - F) smart TV
 - G) smart home lighting
 - H) smart speakers
- 160) Which of the following are types of environmental data?
- A) monthly electric bills
 - B) yearly carbon emissions data
 - C) daily water usage data
 - D) pollution output of a factory
 - E) gender equity in a workforce
 - F) workforce diversity data
 - G) corruption data
 - H) labor practice data

- 161) Which of the following are types of social data?
- A) monthly electric bills
 - B) yearly carbon emissions data
 - C) daily water usage data
 - D) customer feedback surveys
 - E) gender equity in a workforce
 - F) workforce diversity data
 - G) corruption data
 - H) labor practice data
- 162) Which of the following are types of governance data?
- A) monthly electric bills
 - B) yearly carbon emissions data
 - C) daily water usage data
 - D) customer feedback surveys
 - E) gender equity in a workforce
 - F) workforce diversity data
 - G) corruption data
 - H) labor practice data
- 163) Which of the following are types of environmental data?
- A) air quality index
 - B) greenhouse gas emissions
 - C) water quality
 - D) pesticide and fertilizer residue
 - E) number of likes and shares
 - F) follower counts and growth rates
 - G) voting records and election results
 - H) tax collection and revenue data

- 164) Which of the following are types of social data?
- A) air quality index
 - B) greenhouse gas emissions
 - C) water quality
 - D) workforce diversity
 - E) gender equity
 - F) human rights
 - G) voting records and election results
 - H) tax collection and revenue data
- 165) Which of the following are types of governance data?
- A) air quality index
 - B) greenhouse gas emissions
 - C) loyalty program interactions
 - D) number of likes and shares
 - E) follower counts and growth rates
 - F) voting records and election results
 - G) legislative records
 - H) tax collection and revenue data
- 166) Which of the following is NOT considered a core driver of the information age?
- A) information
 - B) business intelligence
 - C) static report
 - D) data
- 167) Which of the following is NOT considered a core driver of the information age?
- A) information
 - B) business intelligence
 - C) data
 - D) snapshot

- 168) Which of the following is considered a core driver of the information age?
- A) snapshot
 - B) goods
 - C) services
 - D) data
- 169) Which of the following is considered a core driver of the information age?
- A) data scientist
 - B) stakeholders
 - C) snapshot
 - D) knowledge
- 170) Why do students need to study management information systems?
- A) Management information systems are everywhere in business.
 - B) Management information systems are rarely discussed in business.
 - C) Management information systems are rarely used in organizations.
 - D) Management information systems are found in only a few businesses.
- 171) What is the confirmation or validation of an event or object?
- A) fact
 - B) data analyst
 - C) digital age
 - D) competitive intelligence
- 172) The age we live in has infinite quantities of facts that are widely available to anyone who can use a computer. What is this age called?
- A) data age
 - B) information age
 - C) history age
 - D) data scientist age

- 173) Which of the following companies used technology to revamp the business process of selling books?
- A) Netflix
 - B) UberEats
 - C) Venmo
 - D) Amazon
- 174) Which of the following companies used technology to revamp the business process of renting videos?
- A) Netflix
 - B) UberEats
 - C) Venmo
 - D) Amazon
- 175) Which of the following companies used technology to revamp the business process of food delivery?
- A) Netflix
 - B) Spotify
 - C) UberEats
 - D) Amazon
- 176) What is data?
- A) raw facts that describe the characteristics of an event or object
 - B) data converted into a meaningful and useful context
 - C) information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making
 - D) skills, experience, and expertise, coupled with information and intelligence, which create a person's intellectual resources
- 177) What represents the blending of the digital, physical, and biological worlds with rates of change operating at hypervelocity?
- A) fourth industrial revolution
 - B) big data
 - C) Internet of Things
 - D) digital age

- 178) What represents the blending of the digital, physical, and biological worlds with rates of change operating at hypervelocity?
- A) fourth industrial revolution
 - B) first industrial revolution
 - C) third industrial revolution
 - D) digital industrial revolution
- 179) What represents large volumes of data - both structured and unstructured - containing greater variety, increased veracity, and with more velocity?
- A) digital age
 - B) big data
 - C) Internet of Things
 - D) machine-to-machine
- 180) What is information?
- A) raw facts that describe the characteristics of an event or object
 - B) data converted into a meaningful and useful context
 - C) information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making
 - D) skills, experience, and expertise, coupled with information and intelligence, which create a person's intellectual resources
- 181) What is business intelligence?
- A) raw facts that describe the characteristics of an event or object
 - B) data converted into a meaningful and useful context
 - C) information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making
 - D) skills, experience, and expertise, coupled with information and intelligence, which create a person's intellectual resources

- 182) What is knowledge?
- A) raw facts that describe the characteristics of an event or object
 - B) data converted into a meaningful and useful context
 - C) information collected from multiple sources that analyzes patterns, trends, and relationships for strategic decision making
 - D) skills, experience, and expertise, coupled with information and intelligence, which create a person's intellectual resources
- 183) Which of the following is considered information?
- A) quantity sold
 - B) date sold
 - C) best-selling item by month
 - D) product sold
- 184) Which of the following is considered data?
- A) quantity sold
 - B) best customer by month
 - C) best-selling item by month
 - D) worst-selling item by month
- 185) Cheryl Steffan is the operations manager for Nature's Bread Company, which specializes in providing natural products for health-conscious individuals. Cheryl is responsible for compiling, analyzing, and evaluating daily sales numbers to determine the company's profitability and forecast production for the next day. Which of the following is an example of a piece of data Cheryl would be using to successfully perform her job?
- A) Craig Newmark is customer number 15467
 - B) compare the costs of supplies, including energy, over the last five years to determine the best-selling product by month
 - C) best-selling product by day
 - D) best-selling product changes when Tony the best baker is working

- 186) Cheryl Steffan is the operations manager for Nature's Bread Company, which specializes in providing natural products for health-conscious individuals. Cheryl is responsible for compiling, analyzing, and evaluating daily sales numbers to determine the company's profitability and forecast production for the next day. Which of the following is an example of the type of information Cheryl would be using to successfully perform her job?
- A) Craig Newmark is customer number 15467
 - B) Flour Power is supplier number 8745643
 - C) best-selling product by day
 - D) best-selling product changes when Tony the best baker is working
- 187) Cheryl Steffan is the operations manager for Nature's Bread Company, which specializes in providing natural products for health-conscious individuals. Cheryl is responsible for compiling, analyzing, and evaluating daily sales numbers to determine the company's profitability and forecast production for the next day. Which of the following is an example of knowledge that Cheryl would be using to successfully perform her job?
- A) Craig Newmark is customer number 15467
 - B) Flour Power is supplier number 8745643
 - C) best-selling product by day
 - D) best-selling product changes when Tony the best baker is working
- 188) Which of the following provides an example of information?
- A) Who is customer number 12345XX?
 - B) What is product number 12345XX?
 - C) What customer number is Bob Smith?
 - D) What is my worst-selling product by month?
- 189) Which of the following provides an example of data?
- A) Who are my best customers in Europe?
 - B) What is my best-selling product by month?
 - C) What is my worst-selling product by month?
 - D) Who is customer number 12345XX?

- 190) Which of the following represents the core drivers of the information age?
- A) data, information, business intelligence, knowledge
 - B) fact, data, intelligence, experience
 - C) fact, intelligence, business skills, know-how
 - D) data, intelligence, business information, know-how
- 191) Which of the following represents the definition of a variable?
- A) a report that is collected through competitive intelligence and cannot change over time
 - B) a data characteristic that stands for a value that changes or varies over time
 - C) a data characteristic that stands for a value that does not change or vary over time
 - D) a report that is collected only through competitive intelligence and can change over time
- 192) What is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries that analyzes patterns, trends, and relationships for strategic decision making?
- A) supply intelligence
 - B) social intelligence
 - C) employee intelligence
 - D) business intelligence
- 193) What are data characteristics that change or vary over time?
- A) goods
 - B) variables
 - C) customers
 - D) services
- 194) What is data converted into a meaningful and useful context?
- A) competitors
 - B) information
 - C) buyers
 - D) customers

- 195) What refers to two or more connected devices interacting via wireless or wired connections with the goal of data sharing and analytics without human intervention?
- A) information age
 - B) fourth industrial revolution
 - C) machine-to-machine
 - D) analytics
- 196) What extracts information from data and uses it to predict future trends and identify behavioral patterns?
- A) Internet of Things
 - B) predictive analytics
 - C) machine-to-machine
 - D) fourth industrial revolution
- 197) What is the Internet of Things?
- A) any device connected to the Internet with the goal of enhancing performance with human intervention
 - B) extracts information from reports to identify customers
 - C) opportunities to change the way people drive cars
 - D) opportunities to change the way people purchase books
- 198) Which of the following definitions describes machine-to-machine?
- A) opportunities to change the way people drive cars
 - B) extracts information from reports to identify customers
 - C) two or more connected devices interacting via wireless or wired connections with the goal of data sharing and analytics without human intervention
 - D) opportunities to change the way people purchase books
- 199) What are predictive analytics?
- A) extracts information from reports to identify customers
 - B) techniques that extract information from data and use it to predict future trends and identify behavioral patterns
 - C) refers to devices that connect directly to other devices
 - D) opportunities to change the way people purchase books

- 200) Who collects, queries, and consumes organizational data to uncover patterns and provide insights for strategic business decisions?
- A) knowledge worker
 - B) data scientist
 - C) data worker
 - D) data analyst
- 201) What is the systematic computation analysis of data for the discovery, interpretation, and communication of meaningful patterns?
- A) algorithm
 - B) information
 - C) data
 - D) analytics
- 202) What is the scientific process of transforming data into information for making data-driven business decisions?
- A) business analytics
 - B) descriptive analytics
 - C) prescriptive analytics
 - D) predictive analytics
- 203) What describes past performance and history?
- A) diagnostic analytics
 - B) descriptive analytics
 - C) prescriptive analytics
 - D) predictive analytics
- 204) What extracts information from data and uses it to predict future trends and identify behavioral patterns?
- A) diagnostic analytics
 - B) descriptive analytics
 - C) prescriptive analytics
 - D) predictive analytics

- 205) What creates models indicating the best decision to make or course of action to take?
- A) diagnostics analytics
 - B) descriptive analytics
 - C) prescriptive analytics
 - D) predictive analytics
- 206) What are business analytics?
- A) the scientific process of transforming data into information for making data-driven business decisions
 - B) describe past performance and history
 - C) extracts information from data and use it to predict future trends and identify behavioral patterns
 - D) creates models indicating the best decision to make or course of action to take
- 207) What are descriptive analytics?
- A) examines data or content to answer the question, "Why did it happen?"
 - B) describe past performance and history
 - C) extracts information from data and use it to predict future trends and identify behavioral patterns
 - D) creates models indicating the best decision to make or course of action to take
- 208) What are diagnostic analytics?
- A) examines data or content to answer the question, "Why did it happen?"
 - B) describe past performance and history
 - C) extracts information from data and use it to predict future trends and identify behavioral patterns
 - D) creates models indicating the best decision to make or course of action to take
- 209) What are predictive analytics?
- A) examines data or content to answer the question, "Why did it happen?"
 - B) describe past performance and history
 - C) extracts information from data and use it to predict future trends and identify behavioral patterns
 - D) creates models indicating the best decision to make or course of action to take

- 210) What are prescriptive analytics?
- A) examines data or content to answer the question, "Why did it happen?"
 - B) describe past performance and history
 - C) extracts information from data and use it to predict future trends and identify behavioral patterns
 - D) creates models indicating the best decision to make or course of action to take
- 211) What are the four primary areas of analytics?
- A) descriptive analytics, diagnostics analytics, predictive analytics, prescriptive analytics
 - B) descriptive analytics, primary analytics, secondary analytics, response analytics
 - C) descriptive analytics, diagnostics analytics, future analytics, past analytics
 - D) technique analytics, diagnostics analytics, future analytics, past analytics
- 212) What data is created by a machine without human intervention?
- A) human-generated data
 - B) machine-generated data
 - C) structured data
 - D) Internet of Things
- 213) What data is generated by humans in interaction with computers?
- A) human-generated data
 - B) machine-generated data
 - C) machine-to-machine
 - D) Internet of Things
- 214) What type of structured data includes sensor data, point-of-sale data, and web log data?
- A) human-generated data
 - B) machine-generated data
 - C) collective intelligence
 - D) systems thinking data

- 215) Which of the following does NOT describe structured data?
- A) data with a defined length
 - B) emails, text messages, and voicemail
 - C) spreadsheet data
 - D) data with a defined format
- 216) What captures data including annual carbon emissions and energy consumption, water usage, waste, pollution output?
- A) environmental data
 - B) social data
 - C) governance data
 - D) static data
- 217) What captures statistics related to workforce diversity, gender equity, human rights?
- A) environmental data
 - B) social data
 - C) governance data
 - D) static data
- 218) What captures company data regarding corruption, labor practices, gender composition of the board of directors?
- A) environmental data
 - B) social data
 - C) governance data
 - D) static data
- 219) What is environmental data?
- A) captures data including annual carbon emissions and energy consumption, water usage, waste, pollution output
 - B) captures statistics related to workforce diversity, gender equity, human rights, etc.
 - C) captures company data regarding corruption, labor practices, gender composition of the board of directors, etc.
 - D) a data characteristic that stands for a value that changes or varies over time

- 220) What is social data?
- A) captures environmental data including annual carbon emissions and energy consumption, water usage, waste, pollution output
 - B) captures statistics related to workforce diversity, gender equity, human rights, etc.
 - C) captures company data regarding corruption, labor practices, gender composition of the board of directors, etc.
 - D) a data characteristic that stands for a value that changes or varies over time
- 221) What is governance data?
- A) captures environmental data including annual carbon emissions and energy consumption, water usage, waste, pollution output
 - B) captures statistics related to workforce diversity, gender equity, human rights, etc.
 - C) captures company data regarding corruption, labor practices, gender composition of the board of directors, etc.
 - D) a data characteristic that stands for a value that changes or varies over time
- 222) What is a snapshot?
- A) a world where devices or "things" can collect and share data with human intervention
 - B) a view of data at a particular moment in time
 - C) a camera
 - D) opportunities to change the way people purchase books
- 223) What is a view of data at a particular moment in time?
- A) knowledge
 - B) big data
 - C) snapshot
 - D) unstructured data
- 224) What is a report?
- A) a document containing data organized in a table, matrix, or graphical format allowing users to easily comprehend and understand information
 - B) large complex datasets of people at a moment in time
 - C) a view of data at a particular moment in time
 - D) a view of people over time

- 225) What type of report is created based on data that does not change?
- A) static report
 - B) dynamic report
 - C) variable report
 - D) student report
- 226) What type of report changes automatically during creation?
- A) static report
 - B) dynamic report
 - C) variable report
 - D) student report
- 227) What type of report can include a sales report from last year or salary report from five years ago?
- A) static report
 - B) supply chain report
 - C) variable report
 - D) student report
- 228) What type of report can include updating daily stock market prices or the calculation of available inventory?
- A) static report
 - B) dynamic report
 - C) fact report
 - D) structured report
- 229) What is an organized collection of data?
- A) dataset
 - B) algorithm
 - C) analytics
 - D) data scientist

- 230) What is systematic computation analysis of data for the discovery, interpretation, and communication of meaningful patterns?
- A) analytics
 - B) algorithm
 - C) data analyst
 - D) data scientist
- 231) What is the scientific process of transforming data into information for making data-driven business decisions?
- A) business analytics
 - B) Internet of Things
 - C) variables
 - D) facts
- 232) Who extracts knowledge from data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends, market changes, and other relevant information?
- A) data scientist
 - B) data analyst
 - C) data worker
 - D) big data
- 233) In terms of big data, what is variety?
- A) includes different forms of structured and unstructured data
 - B) includes the uncertainty of data, including biases, noise, and abnormalities
 - C) includes the scale of data
 - D) includes the analysis of streaming data as it travels around the Internet
- 234) In terms of big data, what is veracity?
- A) includes different forms of structured and unstructured data
 - B) includes the uncertainty of data, including biases, noise, and abnormalities
 - C) includes the scale of data
 - D) includes the analysis of streaming data as it travels around the Internet

- 235) In terms of big data, what is volume?
- A) includes different forms of structured and unstructured data
 - B) includes the uncertainty of data, including biases, noise, and abnormalities
 - C) includes the scale of data
 - D) includes the analysis of streaming data as it travels around the Internet
- 236) In terms of big data, what is velocity?
- A) includes different forms of structured and unstructured data
 - B) includes the uncertainty of data, including biases, noise, and abnormalities
 - C) includes the scale of data
 - D) includes the analysis of streaming data as it travels around the Internet
- 237) In terms of big data, what includes different forms of structured and unstructured data?
- A) variety
 - B) veracity
 - C) volume
 - D) velocity
- 238) In terms of big data, what includes the uncertainty of data, including biases, noise, and abnormalities?
- A) variety
 - B) veracity
 - C) volume
 - D) velocity
- 239) In terms of big data, what includes the scale of data?
- A) variety
 - B) veracity
 - C) volume
 - D) velocity

- 240) What is a step-by-step procedure or rules for solving a problem or accomplishing a particular task?
- A) data analyst
 - B) big data
 - C) algorithm
 - D) velocity
- 241) In terms of big data, what includes the analysis of streaming data as it travels around the Internet?
- A) variety
 - B) veracity
 - C) volume
 - D) velocity
- 242) What is a large collection of data, volumes of data - both structured and unstructured - containing greater variety, increased veracity, and with more velocity?
- A) big data
 - B) data scientist
 - C) data analyst
 - D) algorithm
- 243) Which type of analytics answers the question which candidate will win the election?
- A) predictive analytics
 - B) descriptive analytics
 - C) diagnostic analytics
 - D) prescriptive analytics
- 244) Which type of analytics answers the question how many products were sold last week?
- A) predictive analytics
 - B) descriptive analytics
 - C) diagnostic analytics
 - D) prescriptive analytics

- 245) Which type of analytics answers the question why did the machine break down?
- A) predictive analytics
 - B) descriptive analytics
 - C) diagnostic analytics
 - D) prescriptive analytics
- 246) Which type of analytics answers the question what is the best route for the driver to take to drop off packages?
- A) predictive analytics
 - B) descriptive analytics
 - C) diagnostic analytics
 - D) prescriptive analytics
- 247) In Lou's Pizza Planet Inc., each department works independently. The sales and marketing department focuses on providing goods and services to customers and maintains transactional data, the finance and accounting department focuses on managing the organization's resources and maintains monetary data, and the human resources department focuses on hiring and training people and maintains employee data. In the context of how Lou's functions, which of the following best describes the situation?
- A) data silos
 - B) data democratization
 - C) data analyst
 - D) data scientist
- 248) What of the following occurs when one department is unable to freely communicate with other departments, making it difficult or impossible to work cross-functionally?
- A) data silos
 - B) data democratization
 - C) services
 - D) goods

- 249) How are most companies today typically organized?
- A) by departments or functional areas
 - B) by financial areas
 - C) by university degree
 - D) by data area
- 250) Most companies are typically organized by departments or functional areas. Which of the following is not a common department found in a company?
- A) accounting
 - B) payroll
 - C) marketing
 - D) human resources
- 251) Which of the following is the department that maintains policies, plans, and procedures for the effective management of employees?
- A) human resources
 - B) sales resources
 - C) employee resources
 - D) employee relations
- 252) Greg works for Geneva Steel Corporation. Greg's duties include managing the overall processes for the company and transforming the steel resources into goods. Which department would Greg most likely work in?
- A) accounting
 - B) operations management
 - C) marketing
 - D) legal
- 253) What is the department within a company that records, measures, and reports monetary transactions?
- A) accounting
 - B) marketing
 - C) human resources
 - D) operations management

- 254) What is the department within a company that performs the function of selling goods or services?
- A) marketing
 - B) sales
 - C) finance
 - D) operations management
- 255) What is the department within a company that supports the sales by planning, pricing, and promoting goods or services?
- A) sales
 - B) operations management
 - C) accounting
 - D) marketing
- 256) Which department tracks strategic financial issues, including money, banking, credit, investments, and assets?
- A) sales
 - B) operations management
 - C) accounting
 - D) finance
- 257) Which department manages the process of converting or transforming resources into goods or services?
- A) sales
 - B) operations management
 - C) accounting
 - D) finance
- 258) Which department records, measures, and reports monetary transactions?
- A) sales
 - B) operations management
 - C) accounting
 - D) finance

- 259) Which department maintains policies, plans, and procedures for the effective management of employees?
- A) sales
 - B) operations management
 - C) accounting
 - D) human resources
- 260) Which activities belong in the accounting department?
- A) records, measures, and reports monetary transactions
 - B) tracks strategic financial issues, including money, banking, credit, investments, and assets
 - C) supports the sales by planning, pricing, and promoting goods or services
 - D) relies on information from operations to understand inventory, place orders, and forecast consumer demand
- 261) Which activities belong in the finance department?
- A) records, measures, and reports monetary transactions
 - B) tracks strategic financial issues, including money, banking, credit, investments, and assets
 - C) supports the sales by planning, pricing, and promoting goods or services
 - D) relies on information from operations to understand inventory, place orders, and forecast consumer demand
- 262) Which activities belong in the marketing department?
- A) records, measures, and reports monetary transactions
 - B) tracks strategic financial issues, including money, banking, credit, investments, and assets
 - C) supports the sales by planning, pricing, and promoting goods or services
 - D) relies on information from operations to understand inventory, place orders, and forecast consumer demand

- 263) Which activities belong in the sales department?
- A) records, measures, and reports monetary transactions
 - B) tracks strategic financial issues, including money, banking, credit, investments, and assets
 - C) supports the sales by planning, pricing, and promoting goods or services
 - D) relies on information from operations to understand inventory, place orders, and forecast consumer demand
- 264) Which activities belong in the human resources department?
- A) records, measures, and reports monetary transactions
 - B) tracks strategic financial issues, including money, banking, credit, investments, and assets
 - C) supports the sales by planning, pricing, and promoting goods or services
 - D) maintains policies, plans, and procedures for the effective management of employees
- 265) Which activities belong in the operations management department?
- A) records, measures, and reports monetary transactions
 - B) manages the process of converting or transforming resources into goods or services
 - C) supports the sales by planning, pricing, and promoting goods or services
 - D) maintains policies, plans, and procedures for the effective management of employees
- 266) Which data types are typically found in the marketing department?
- A) promotion data, sales data, advertising data
 - B) employee data, promotion data, vacation data
 - C) investment data, monetary data, reporting data
 - D) transactional data, purchasing data, payroll data, tax data
- 267) Which data types are typically found in the human resources department?
- A) promotion data, sales data, advertising data
 - B) employee data, promotion data, vacation data
 - C) investment data, monetary data, reporting data
 - D) transactional data, purchasing data, payroll data, tax data

- 268) Which data types are typically found in the finance department?
- A) promotion data, sales data, advertising data
 - B) employee data, promotion data, vacation data
 - C) investment data, monetary data, reporting data
 - D) transactional data, purchasing data, payroll data, tax data
- 269) Which data types are typically found in the accounting department?
- A) promotion data, sales data, advertising data
 - B) employee data, promotion data, vacation data
 - C) investment data, monetary data, reporting data
 - D) transactional data, purchasing data, payroll data, tax data
- 270) Which data types are typically found in the sales department?
- A) sales data, customer data, commission data, customer support data
 - B) employee data, promotion data, vacation data
 - C) investment data, monetary data, reporting data
 - D) transactional data, purchasing data, payroll data, tax data
- 271) Which data types are typically found in the operations management department?
- A) manufacturing data, distribution data, production data
 - B) sales data, customer data, commission data, customer support data
 - C) employee data, promotion data, vacation data
 - D) investment data, monetary data, reporting data
- 272) Which of the following describes the relationship between functional areas in a business?
- A) independent
 - B) autonomous
 - C) interdependent
 - D) self-sufficient

- 273) Which of the following represents the types of data commonly found in the finance department?
- A) monetary data
 - B) technology data
 - C) production data
 - D) employee data
- 274) Which of the following represents the types of data commonly found in the human resource department?
- A) financial data
 - B) technology data
 - C) production data
 - D) employee data
- 275) Which of the following represents the types of data commonly found in the marketing department?
- A) promotional data
 - B) payroll data
 - C) tax data
 - D) employee data
- 276) Which of the following represents the types of data commonly found in the operations management department?
- A) monetary data
 - B) payroll data
 - C) production data
 - D) employee data
- 277) What refers to the shared values, beliefs, attitudes, and behaviors that shape how employees interact and work within an organization?
- A) corporate culture
 - B) gender skills gap
 - C) systems thinking
 - D) chief information officer (CIO)

- 278) What refers to the modern era where digital technology, the Internet, and data-driven innovations shape how people live, work, and communicate?
- A) digital age
 - B) systems age
 - C) Internet of Things age
 - D) big data age
- 279) What refers to the disparity in skills and capabilities between men and women in the workforce?
- A) business department
 - B) gender skills gap
 - C) systems thinking
 - D) corporate culture
- 280) What refers to the ability for data to be collected, analyzed, and accessible to all end users?
- A) gender skills gap
 - B) data democratization
 - C) systems thinking gap
 - D) analytics gap
- 281) Who is responsible for collecting, maintaining, and distributing company knowledge?
- A) chief knowledge officer (CKO)
 - B) chief privacy officer (CPO)
 - C) chief technology officer (CTO)
 - D) chief information officer (CIO)
- 282) Who is responsible for ensuring the ethical and legal use of information within a company?
- A) chief knowledge officer (CKO)
 - B) chief privacy officer (CPO)
 - C) chief technology officer (CTO)
 - D) chief information officer (CIO)

- 283) Who is responsible for ensuring the speed, accuracy, availability, and reliability of the management information systems?
- A) chief knowledge officer (CKO)
 - B) chief privacy officer (CPO)
 - C) chief technology officer (CTO)
 - D) chief information officer (CIO)
- 284) Who is responsible for overseeing all uses of MIS and ensuring that MIS strategically aligns with business goals and objectives?
- A) chief knowledge officer (CKO)
 - B) chief privacy officer (CPO)
 - C) chief technology officer (CTO)
 - D) chief information officer (CIO)
- 285) Who is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks by hackers and viruses?
- A) chief knowledge officer (CKO)
 - B) chief security officer (CSO)
 - C) chief technology officer (CTO)
 - D) chief information officer (CIO)
- 286) Tyler Chou works for Johnson Electric as a corporate lawyer, and part of her duties are to ensure the ethical and legal use of information within the company. Which of the following represents Tyler's role at Johnson Electric?
- A) chief knowledge officer (CKO)
 - B) chief privacy officer (CPO)
 - C) chief technology officer (CTO)
 - D) chief information officer (CIO)

- 287) Susan Johannes is an executive at Equality Title, where she is responsible for collecting, maintaining, and distributing knowledge for the company. What is Susan's role at Equality Title?
- A) chief knowledge officer (CKO)
 - B) chief technology officer (CTO)
 - C) chief information officer (CIO)
 - D) chief security officer (CSO)
- 288) Jeremy Bridges is an executive for Green Web Designs, where his primary role is to ensure the security of business systems and develop strategies to protect the company from online viruses and hackers. What is Jeremy's role within the company?
- A) chief executive officer (CEO)
 - B) chief security officer (CSO)
 - C) chief procurement officer (CPO)
 - D) chief technology officer (CTO)
- 289) Eric Eberly holds an executive position at Parker Industries. He has designed and implemented a system to collect, maintain, and share information across the many departments of Parker Industries. He's also instilled an updating protocol requiring department heads to keep the system up to date. Based on this description, what position does Eric hold?
- A) chief information officer
 - B) chief security officer
 - C) chief data officer
 - D) chief knowledge officer
- 290) Cody Osterman holds an executive position at Trek Enterprises. His role is the newest senior executive position at the organization. He has advised the company on privacy procedures and processes and has initiated a training program for employees about the privacy policy, customer confidentiality, and data security. Based on this description, what position does Cody hold at Trek Enterprises?
- A) chief information officer
 - B) chief security officer
 - C) chief data officer
 - D) chief privacy officer

- 291) Sara McGuire holds an executive position at Henry Commerce. She is a big picture thinker and makes sure the technology strategy at Henry Commerce serves its business strategy. She has a well-rounded knowledge of MIS, and her primary responsibilities include the efficiency of Henry Commerce's MIS systems. Based on this description, what position does Sara hold?
- A) chief security officer
 - B) chief technology officer
 - C) chief data officer
 - D) chief privacy officer
- 292) Allana Smith holds an executive position at PH Corporation. He has an extensive understanding of networks and telecommunications. Allana is aware of the information technology threats the company faces and institutes security protocols and safeguards to secure the MIS systems at PH Corporation. Based on this description, what position does Allana hold?
- A) chief security officer
 - B) chief information officer
 - C) data scientist
 - D) data analyst
- 293) Jasmine Coleman holds an executive position at Keck-Howes Group. Jasmine has improved the quality of the data gathered by the organization and has created a model to decrease the cost of managing data while increasing the value of the data gathered. Based on this description, what position does Jasmine hold at Keck-Howes Group?
- A) chief security officer
 - B) data analyst
 - C) chief data officer
 - D) chief officer
- 294) What is the ability for data to be collected, analyzed, and accessible to all end users?
- A) data democratization
 - B) corporate culture
 - C) knowledge democratization
 - D) business data

- 295) What is a segment of a company (such as accounting, production, marketing) representing a specific business function?
- A) data democratization
 - B) business department
 - C) data silo
 - D) business data
- 296) You are working for a new boss, Jill Slater. Jill believes that all employees in the company should have access to the data they need when they need it for analysis and to make data-driven business decisions. Which term best describes Jill's business belief?
- A) data democratization
 - B) business department
 - C) systems thinking
 - D) data scientist
- 297) What is the action of making something accessible to everyone?
- A) democratization
 - B) business department
 - C) gender skills gap
 - D) business analytics
- 298) In terms of system thinking, what is data entered in a computer?
- A) input
 - B) output
 - C) process
 - D) feedback
- 299) In terms of system thinking, what controls to ensure correct processing for the system?
- A) input
 - B) output
 - C) process
 - D) feedback

- 300) In terms of system thinking, what is the resulting information from the computer program?
- A) input
 - B) output
 - C) process
 - D) feedback
- 301) In terms of system thinking, what is the computer program that processes the data?
- A) input
 - B) output
 - C) process
 - D) feedback
- 302) In terms of system thinking, what is input?
- A) data entered in a computer
 - B) information that returns to its original transmitter (input, process, or output) and modifies the transmitter's actions
 - C) the resulting information from the computer program
 - D) the computer program that processes the data
- 303) In terms of system thinking, what is output?
- A) data entered in a computer
 - B) information that returns to its original transmitter (input, process, or output) and modifies the transmitter's actions
 - C) the resulting information from the computer program
 - D) the computer program that processes the data
- 304) In terms of system thinking, what is process?
- A) data entered in a computer
 - B) information that returns to its original transmitter (input, process, or output) and modifies the transmitter's actions
 - C) the resulting information from the computer program
 - D) the computer program that processes the data

- 305) What is a way of monitoring the entire system in a company by viewing the multiple inputs being processed to produce outputs?
- A) data analyst
 - B) systems thinking
 - C) management
 - D) operational thinking
- 306) What is information that returns to its original transmitter (input, process, or output) and modifies the transmitter's actions?
- A) data analyst
 - B) feedback
 - C) systems management
 - D) operational thinking
- 307) What are material items or products that customers will buy to satisfy a want or need?
- A) goods
 - B) services
 - C) production
 - D) productivity
- 308) What are tasks performed by people that customers will buy to satisfy a want or need?
- A) goods
 - B) services
 - C) production
 - D) productivity
- 309) What is the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services?
- A) goods
 - B) services
 - C) production
 - D) productivity

- 310) What is the rate at which goods and services are produced based upon total output given total inputs?
- A) goods
 - B) services
 - C) production
 - D) productivity
- 311) What are goods?
- A) material items or products that customers will buy to satisfy a want or need
 - B) tasks performed by people that customers will buy to satisfy a want or need
 - C) the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services
 - D) the rate at which goods and services are produced based upon total output given total inputs
- 312) What are services?
- A) material items or products that customers will buy to satisfy a want or need
 - B) tasks performed by people that customers will buy to satisfy a want or need
 - C) the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services
 - D) the rate at which goods and services are produced based upon total output given total inputs
- 313) What is production?
- A) material items or products that customers will buy to satisfy a want or need
 - B) tasks performed by people that customers will buy to satisfy a want or need
 - C) the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services
 - D) the rate at which goods and services are produced based upon total output given total inputs

- 314) What is productivity?
- A) material items or products that customers will buy to satisfy a want or need
 - B) tasks performed by people that customers will buy to satisfy a want or need
 - C) the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services
 - D) the rate at which goods and services are produced based upon total output given total inputs
- 315) Which category do cars, groceries, and clothing belong to?
- A) goods
 - B) services
 - C) production
 - D) productivity
- 316) Which category do teaching, waiting tables, and cutting hair belong?
- A) goods
 - B) services
 - C) production
 - D) productivity
- 317) Which of the following is considered goods?
- A) milk and eggs
 - B) managing a team
 - C) selling groceries
 - D) managing a sales team
- 318) The lettuce, tomatoes, patty, bun, and ketchup are included in which category of making a hamburger?
- A) input
 - B) process
 - C) output
 - D) feedback

- 319) Cooking a patty and putting the ingredients together are included in which category of making a hamburger?
- A) input
 - B) process
 - C) output
 - D) feedback
- 320) The actual hamburger is included in which category of making a hamburger?
- A) input
 - B) process
 - C) output
 - D) feedback
- 321) Assume you are in the business of producing and selling hamburgers. If you could produce more hamburgers with the same input, what would happen to your productivity and profits assuming the price of your hamburgers remains the same?
- A) increase in productivity, decrease in profits
 - B) increase in productivity, increase in profits
 - C) decrease in productivity, decrease in profits
 - D) decrease in productivity, increase in profits
- 322) Assume you are in the business of producing and selling T-shirts. If you could produce more T-shirts with the same input, what would happen to your productivity and profits assuming the price of your T-shirts remains the same?
- A) increase in productivity, decrease in profits
 - B) increase in productivity, increase in profits
 - C) decrease in productivity, decrease in profits
 - D) decrease in productivity, increase in profits

- 323) Assume you are in the business of producing and selling cars. If you could produce more cars with the same input, what would happen to your productivity and profits assuming the price of your cars remains the same?
- A) increase in productivity, decrease in profits
 - B) increase in productivity, increase in profits
 - C) decrease in productivity, decrease in profits
 - D) decrease in productivity, increase in profits
- 324) Which four elements are included in systems thinking?
- A) output, process, feedback, and accounting
 - B) process, output, operations, and accounting
 - C) input, process, output, and feedback
 - D) input, output, sales, and feedback
- 325) MIS is a business function, like accounting or sales, which moves information about people, products, and processes across the company to facilitate decision making and problem solving. What does MIS stand for?
- A) management intelligence strategy
 - B) management intelligence system
 - C) management information system
 - D) management information strategist
- 326) Shelby Black runs a very successful hair salon in downtown Los Angeles. One of Shelby's tasks is to input positive and negative customer reviews into her computer system to generate a report. What type of information is Shelby gathering?
- A) feedback
 - B) processing
 - C) output management
 - D) sales processing

- 327) If you were thinking about a washing machine as a system, which of the following represents the inputs?
- A) the dirty clothes, water, and detergent
 - B) the clean clothes
 - C) the wash and rinse cycles
 - D) the light indicating that the washer is off balance and has stopped
- 328) If you were thinking about a washing machine as a system, which of the following represents the process?
- A) the dirty clothes, water, and detergent
 - B) the clean clothes
 - C) the wash and rinse cycles
 - D) the light indicating that the washer is off balance and has stopped
- 329) If you were thinking about a washing machine as a system, which of the following represents the feedback?
- A) the dirty clothes, water, and detergent
 - B) the clean clothes
 - C) the wash and rinse cycles
 - D) the light indicating that the washer is off balance and has stopped
- 330) If you were thinking about a washing machine as a system, which of the following represents the outputs?
- A) the dirty clothes, water, and detergent
 - B) the clean clothes
 - C) the wash and rinse cycles
 - D) the light indicating that the washer is off balance and has stopped
- 331) If you were thinking about an oven as a system, which of the following represents the input?
- A) the uncooked food
 - B) the cooked food
 - C) a light indicating that the oven has reached the preheated temperature
 - D) the oven running at 350 degrees for 20 minutes

- 332) If you were thinking about an oven as a system, which of the following represents the output?
- A) the uncooked food
 - B) the cooked food
 - C) a light indicating that the oven has reached the preheated temperature
 - D) the oven running at 350 degrees for 20 minutes
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- A) the uncooked food
 - B) the cooked food
 - C) a light indicating that the oven has reached the preheated temperature
 - D) the oven running at 350 degrees for 20 minutes
- 334) If you were thinking about an oven as a system, which of the following represents the feedback?
- A) the uncooked food
 - B) the cooked food
 - C) a light indicating that the oven has reached the preheated temperature
 - D) the oven running at 350 degrees for 20 minutes
- 335) If you were thinking about a home theater system, which of the following represents the inputs?
- A) the streaming service, the movie, speakers, TV, and electricity
 - B) playing the movie, including the audio through the speakers and the movie on the TV
 - C) a message stating that the rights to the movie expired and can no longer be viewed
 - D) using the remote to play, pause, rewind, or fast forward
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- A) the streaming service, the movie, speakers, TV, and electricity
 - B) playing the movie, including the audio through the speakers and the movie on the TV
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 - B) playing the movie, including the audio through the speakers and the movie on the TV
 - C) a message stating that the rights to the movie expired and can no longer be viewed
 - D) using the remote to play, pause, rewind, or fast forward
- 339) What is a plan that details how a company creates, delivers, and captures value to generate revenues?
- A) data silo
 - B) business department
 - C) operating model
 - D) business model
- 340) What is a detailed plan describing how a business delivers its value creation to its internal and external customers via its business processes?
- A) data silo
 - B) business department
 - C) operating model
 - D) business model
- 341) What is a plan that details how a company creates, delivers, and captures value to generate revenues?
- A) business supplier
 - B) business department
 - C) business customers
 - D) business model

- 342) What is a detailed plan describing how a business delivers its value creation to its internal and external customers via its business processes?
- A) systems thinking
 - B) corporate culture
 - C) operating customer
 - D) operating model
- 343) Which of the following is a tool a manager can use to analyze competitive intelligence and identify competitive advantages?
- A) the three generic strategies
 - B) gender skills gap
 - C) data democratization
 - D) supplier loyalty
- 344) What is a competitive advantage?
- A) a product that an organization's customers place a lesser value on than similar offerings from a competitor
 - B) a feature of a product or service on which customers place a lesser value than they do on similar offerings from another supplier
 - C) a service that an organization's customers place a lesser value on than similar offerings from another supplier
 - D) a feature of a product or service on which customers place a greater value than they do on similar offerings from competitors
- 345) What is the process of gathering information about the competitive environment, including competitors' plans, activities, and products, to improve a company's ability to succeed?
- A) feedback
 - B) information
 - C) competitive intelligence
 - D) data

- 346) Who is a person or group that has an interest or concern in an organization?
- A) stakeholder
 - B) business strategy
 - C) supplier
 - D) partner
- 347) Which group of stakeholder's primary interests include reliable contracts, ethical materials handling, and responsible production?
- A) partners/suppliers
 - B) shareholders/investors
 - C) community
 - D) government
- 348) Which group of stakeholder's primary interests include adhering to regulations/laws, increasing employment, and ethical taxation reporting?
- A) partners/suppliers
 - B) shareholders/investors
 - C) community
 - D) government
- 349) Which group of stakeholder's primary interests include maximizing profits, growing market share, and high return on investment?
- A) partners/suppliers
 - B) shareholders/investors
 - C) community
 - D) government
- 350) Which group of stakeholder's primary interests include exceptional customer service, high-quality products, and ethical dealings?
- A) partners/suppliers
 - B) shareholders/investors
 - C) community
 - D) customers

- 351) Which group of stakeholder's primary interests include fair compensation, job security, and ethical conduct/treatment?
- A) employees
 - B) shareholders/investors
 - C) community
 - D) customers
- 352) Which group of stakeholder's primary interests include professional associations, ethical recycling, and increasing employment?
- A) employees
 - B) shareholders/investors
 - C) community
 - D) customers
- 353) What is a feature of a product or service on which customers place a greater value than they do on similar offerings from competitors?
- A) competitive advantage
 - B) competitor advantage
 - C) customer advantage
 - D) first-mover advantage
- 354) Which of the following evaluates a project's position?
- A) SWOT analysis
 - B) Five Forces Model
 - C) data democratization strategy
 - D) three generic strategies
- 355) What evaluates industry attractiveness?
- A) SWOT analysis
 - B) Five Forces Model
 - C) business strategy analysis
 - D) three generic strategies

- 356) Which of the following describes a stakeholder?
- A) a leadership plan that achieves a specific set of goals or objectives
 - B) a feature of a product or service on which customers place a greater value
 - C) a person or group that has an interest or concern in an organization
 - D) information about a competitive environment
- 357) What is included in a SWOT analysis?
- A) strengths, weaknesses, organizations, and technology
 - B) strengths, weaknesses, opportunities, and threats
 - C) success, willingness, opportunities, and technology
 - D) success, weaknesses, organizations, and threats
- 358) Which of the following statements is correct when considering a SWOT analysis?
- A) Strengths and weaknesses originate inside an organization.
 - B) Opportunities and threats originate inside an organization.
 - C) Strengths and threats originate inside an organization.
 - D) Opportunities and weaknesses originate outside an organization.
- 359) Which of the following statements is correct when considering a SWOT analysis?
- A) Strengths and weaknesses originate outside an organization.
 - B) Opportunities and threats originate outside an organization.
 - C) Strengths and threats originate inside an organization.
 - D) Opportunities and weaknesses originate outside an organization.
- 360) How would you categorize strengths in a SWOT analysis?
- A) internal, helpful
 - B) internal, harmful
 - C) external, helpful
 - D) external, harmful

- 361) How would you categorize weaknesses in a SWOT analysis?
- A) internal, helpful
 - B) internal, harmful
 - C) external, helpful
 - D) external, harmful
- 362) How would you categorize opportunities in a SWOT analysis?
- A) internal, helpful
 - B) internal, harmful
 - C) external, helpful
 - D) external, harmful
- 363) How would you categorize threats in a SWOT analysis?
- A) internal, helpful
 - B) internal, harmful
 - C) external, helpful
 - D) external, harmful
- 364) What are the costs that make customers reluctant to switch to another product or service?
- A) business unit costs
 - B) switching costs
 - C) loyalty rewards
 - D) customer discounts
- 365) What includes all parties involved, directly or indirectly, in obtaining raw materials or a product?
- A) business unit costs
 - B) supply chain
 - C) business unit chain
 - D) supply choice

- 366) Which of the below represents a company in a supply chain?
- A) customer and competitor
 - B) supplier and competitor
 - C) knowledge worker and supplier
 - D) supplier and customer
- 367) What is one of the most common ways a company can decrease supplier power?
- A) charge lower prices
 - B) charge higher prices
 - C) use MIS to find and create alternative products
 - D) companies cannot impact supplier power
- 368) How can a company reduce the threat of substitute products or services?
- A) market the product to fewer than 10 customers
 - B) ignore competitive forces
 - C) offer additional value through wider product distribution
 - D) offer less value making the product far more generic and similar to the competition
- 369) Which one of Porter's five forces is high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market?
- A) threat of new entrants
 - B) threat of substitute products or services
 - C) threat of buyer power
 - D) supply chain competition
- 370) What is a feature of a product or service that customers have come to expect and entering competitors must offer the same if they want to survive?
- A) significant barrier
 - B) entry barrier
 - C) product differentiation
 - D) entry chain

- 371) Which of the following is an example in which Porter's five forces are mostly strong and competition is high?
- A) dog-walking business
 - B) professional soccer team
 - C) professional hockey team
 - D) professional football team
- 372) Amazon.com uses a customer profiling system whenever a customer visits its website. Using this system, Amazon can offer products tailored to that customer's profile and buying pattern. What is Amazon using to achieve this competitive advantage?
- A) rivalry
 - B) buyer power
 - C) product differentiation
 - D) substitute product
- 373) What is buyer power?
- A) the ability of buyers to affect the price they must pay for an item
 - B) the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services)
 - C) high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market
 - D) high when there are many alternatives to a product or service and low when there are few alternatives from which to choose
- 374) What is supplier power?
- A) the ability of buyers to affect the price they must pay for an item
 - B) the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services)
 - C) high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market
 - D) high when there are many alternatives to a product or service and low when there are few alternatives from which to choose

- 375) What is the threat of substitute products or services?
- A) the ability of buyers to affect the price they must pay for an item
 - B) the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services)
 - C) high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market
 - D) high when there are many alternatives to a product or service and low when there are few alternatives from which to choose
- 376) What is the threat of new entrants?
- A) the ability of buyers to affect the price they must pay for an item
 - B) the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services)
 - C) high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market
 - D) high when there are many alternatives to a product or service and low when there are few alternatives from which to choose
- 377) What is the rivalry among existing competitors?
- A) the ability of buyers to affect the price they must pay for an item
 - B) the suppliers' ability to influence the prices they charge for supplies (including materials, labor, and services)
 - C) high when it is easy for new competitors to enter a market and low when there are significant entry barriers to joining a market
 - D) high when competition is fierce in a market and low when competitors are more complacent
- 378) Porter identified three generic strategies that a business could follow identifying a market it wanted to enter. Which of the following is not included as one of Porter's three generic strategies?
- A) broad differentiation
 - B) supplier cost differentiation
 - C) focused strategy
 - D) broad cost leadership

- 379) When analyzing Porter's three generic strategies for entering a market, if you have a focused strategy, what market should you target?
- A) a niche market
 - B) a broad market
 - C) neither niche nor broad markets
 - D) both niche and broad markets
- 380) Which of the following demonstrates a company that has implemented a low-cost, broad market strategy?
- A) Apple
 - B) Rolex
 - C) Peloton
 - D) Amazon
- 381) Which of the following companies used technology to revamp the seamless digital payments process?
- A) Venmo
 - B) Netflix
 - C) Spotify
 - D) UberEats
- 382) Which of the following used technology to revamp the streaming music industry?
- A) Venmo
 - B) Netflix
 - C) Spotify
 - D) UberEats
- 383) Which of the following is a type of IoT device?
- A) smart backpack
 - B) smart fridge
 - C) smart vending machine
 - D) self-driving car

- 384) Which of the following is a type of M2M device?
- A) smart door lock
 - B) smart backpack
 - C) smart pet tech
 - D) smart vending machine
- 385) Which of the following is a type of IoT device?
- A) Apple watch
 - B) engine diagnostic sensors
 - C) smart electricity meters
 - D) gas and water usage meters
- 386) Which of the following is a type of M2M device?
- A) smart door lock
 - B) smart backpack
 - C) smart pet tech
 - D) GPS trackers in vehicles
- 387) Which of the following is a type of environmental data?
- A) yearly carbon emissions data
 - B) gender equity in a workforce
 - C) workforce diversity data
 - D) corruption data
- 388) Which of the following is a type of environmental data?
- A) greenhouse gas emissions
 - B) gender equity in a workforce
 - C) voting records and election results
 - D) tax collection and revenue data

- 389) Which of the following is a type of social data?
- A) workforce diversity data
 - B) monthly electric bills
 - C) daily water usage data
 - D) labor practice data
- 390) Which of the following is a type of social data?
- A) customer feedback surveys
 - B) monthly electric bills
 - C) daily water usage data
 - D) labor practice data
- 391) Which of the following is a type of governance data?
- A) tax collection and revenue data
 - B) customer feedback surveys
 - C) daily water usage data
 - D) yearly carbon emissions data
- 392) Which of the following is a type of governance data?
- A) corruption data
 - B) loyalty program interactions
 - C) daily waste usage data
 - D) yearly carbon emissions data
- 393) Which of the following is an example of variety in big data?
- A) data from spreadsheets, databases, email, videos, and PDFs
 - B) biases, noise, and abnormalities in data
 - C) 100 zettabytes of company data
 - D) 100 sensors in every connected car

- 394) Which of the following is an example of volume in big data?
- A) data from spreadsheets, databases, email, videos, and PDFs
 - B) biases, noise, and abnormalities in data
 - C) 100 zettabytes of company data
 - D) 100 sensors in every connected car
- 395) Which of the following is an example of veracity?
- A) data from spreadsheets, databases, email, videos, and PDFs
 - B) biases, noise, and abnormalities in data
 - C) 100 terabytes of company data
 - D) 100 sensors in every connected car
- 396) You are a business analyst at a retail company. The sales manager asks you to create a report that shows revenue by product category and allows her to filter by region and by day. She also wants the ability to quickly drill down to see which sales representatives contributed to the totals. The report should update daily. What type of report did your manager ask you to create?
- A) dynamic report
 - B) static report
 - C) governance data
 - D) productivity
- 397) You are a financial analyst at a manufacturing company. The CIO asks you to prepare a monthly report that shows total expenses by department. The report will be shared as a PDF and does not need to be updated or filtered by the reader—she only wants to review the numbers exactly as they are for the month. Which type of report will you create to meet the CIO's request?
- A) dynamic report
 - B) static report
 - C) governance data
 - D) productivity

- 398) A software developer is asked to design a program that calculates the shortest delivery route for a logistics company. The program must consider multiple factors such as distance, traffic, and delivery deadlines. To solve this problem, the developer creates a step-by-step set of rules that the computer can follow to consistently produce the optimal route. What is the step-by-step process the developer designed called?
- A) algorithm
 - B) dataset
 - C) dynamic report
 - D) analytics
- 399) A marketing analyst gathers information from a customer survey. The survey includes demographic details (age, location, income), customer preferences (favorite products, shopping frequency), and feedback ratings. After collecting responses from 2,000 customers, the analyst organizes the information into rows and columns so it can be stored, processed, and analyzed in Excel or a database. What is the collection of organized information that the analyst has created called?
- A) algorithm
 - B) dataset
 - C) business intelligence
 - D) analytics
- 400) A retail chain wants to improve its quarterly sales. The management team collects sales data, customer demographics, and online shopping behavior. Analysts then use statistical methods, data visualization tools, and predictive models to uncover trends, identify which products perform best in different regions, and recommend strategies to increase revenue. What is the practice of using information collected from multiple sources to analyze patterns, trends, and relationships for strategic decision making called?
- A) algorithm
 - B) dataset
 - C) business intelligence
 - D) analytics

- 401) The HR department at a large company wants to understand last year's employee turnover. They create reports that show the total number of employees who left, break it down by department, and highlight the months with the highest attrition. The focus is on summarizing and explaining what has already happened, without trying to predict future turnover or recommend actions. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 402) A hotel manager creates a report summarizing monthly occupancy rates, average daily rates, and revenue from the past year. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 403) A university admissions office produces a dashboard showing how many students applied, were accepted, and enrolled in the last five years. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 404) A social media manager reviews a weekly report showing the number of likes, shares, and comments across different platforms. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics

- 405) An airline creates a chart showing the number of delayed flights each month in 2024. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 406) A retail store notices sales dropped in August. The manager digs deeper into data and discovers a competitor ran a big discount campaign that month. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 407) A hospital finds patient wait times increased and investigates staffing schedules, discovering fewer nurses were scheduled during peak hours. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 408) A streaming service analyzes why a new show had low viewership, comparing time slots, marketing spend, and competitor releases. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics

- 409) An online store sees a rise in shopping cart abandonment. Analysts look into website load times, checkout steps, and payment failures. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 410) A bank uses past credit history and spending patterns to forecast the likelihood that a customer will default on a loan. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 411) A fashion retailer uses historical sales data to forecast which clothing items will sell best in the upcoming holiday season. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 412) A healthcare provider uses patient data to predict which patients are at higher risk of developing diabetes. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 413) An airline uses booking data and seasonal patterns to forecast ticket demand for the summer. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics

- 414) A ride-sharing app analyzes demand forecasts and recommends adjusting driver pricing in certain areas to balance supply and demand. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 415) A supply chain company uses optimization models to recommend the most efficient delivery routes for trucks. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 416) A hospital uses predictive models to identify patients likely to need readmission and then recommends proactive treatment plans. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics
- 417) An investment firm runs simulations to determine the best mix of assets to recommend to clients based on their risk tolerance. Which type of analytics is this situation demonstrating?
- A) descriptive analytics
 - B) diagnostic analytics
 - C) predictive analytics
 - D) prescriptive analytics

- 418) A healthcare company wants to predict which patients are most at risk of heart disease in the next five years. The employee uses large patient datasets, builds machine learning models, and applies statistical programming in Python to create risk scores. Which role is this employee performing?
- A) data analyst
 - B) data scientist
 - C) data entry clerk
 - D) sales representative
- 419) An online company hires someone to build a recommendation system that suggests products to customers based on purchase history and browsing behavior. This work requires training algorithms and working with unstructured big data using Python. Which role is this employee performing?
- A) data analyst
 - B) data scientist
 - C) data entry clerk
 - D) sales representative
- 420) A bank wants to detect fraudulent transactions in real time. The employee designs predictive models that use streaming data and artificial intelligence methods. Which role is this employee performing?
- A) data analyst
 - B) data scientist
 - C) data entry clerk
 - D) sales representative
- 421) The marketing team wants to know how many customers responded to last month's email campaign. An employee queries the database, summarizes the results in a dashboard, and presents charts showing open and click-through rates. Which role is this employee performing?
- A) data analyst
 - B) data scientist
 - C) data entry clerk
 - D) sales representative

- 422) An HR department needs to understand employee turnover. An employee reviews historical HR data, calculates attrition rates, and creates visualizations showing trends over time. Which role is this employee performing?
- A) data analyst
 - B) data scientist
 - C) data entry clerk
 - D) sales representative
- 423) A financial services firm wants to track customer account activity. An employee creates an Excel dashboard that visualizes account balances, deposits, and withdrawals so managers can monitor performance. Which role is this employee performing?
- A) data analyst
 - B) data scientist
 - C) data entry clerk
 - D) sales representative
- 424) A multinational company has separate departments for sales, marketing, and customer service. Each department stores its data in different systems that are not integrated. Sales has a CRM, marketing uses an email automation platform, and customer service logs tickets in a helpdesk tool. Because these systems do not communicate, managers struggle to get a complete view of the customer journey, and each department makes decisions based only on its own information. Which term correctly describes this situation?
- A) data silo
 - B) business departments
 - C) data democratization
 - D) democratization

- 425) A tech company once allowed only senior executives to make decisions about product design. Recently, the company adopted a new approach where employees at all levels—from engineers to customer support—are encouraged to contribute ideas, vote on potential features, and participate in decision-making discussions. This shift gives more people a voice in shaping company strategy. Which term correctly describes this situation?
- A) democratization
 - B) data democratization
 - C) data silo
 - D) knowledge assets
- 426) A city government used to develop new public policies behind closed doors. Recently, it launched an online platform where residents can submit proposals, vote on projects, and participate in budgeting decisions. This ensures that decision making is shared more broadly with the community rather than being controlled only by officials. Which term correctly describes this situation?
- A) democratization
 - B) data democratization
 - C) data silo
 - D) knowledge assets
- 427) In a global manufacturing company, executives realized that only the analytics team could access performance data from factories. This created bottlenecks in decision making. To fix this, they deployed a cloud-based dashboard accessible to plant managers worldwide. Now, managers can track production efficiency, downtime, and safety incidents in real time without needing to request reports. Which term correctly describes this situation?
- A) democratization
 - B) data democratization
 - C) data silo
 - D) knowledge assets

- 428) At a large retail company, only MIS specialists used to have access to customer and sales data. Now, the company has implemented self-service analytics tools like Tableau and Power BI. These tools allow marketing managers, sales reps, and even store managers to access and analyze real-time data on their own, without waiting for reports from the MIS department. Which term correctly describes this situation?
- A) democratization
 - B) data democratization
 - C) data silo
 - D) knowledge assets
- 429) A hospital is struggling with long patient wait times in the emergency department. Initially, managers focus only on adding more doctors. However, when they analyze the situation more broadly, they realize the problem is connected to several factors: delays in lab test processing, lack of available hospital beds for admitted patients, and inefficient discharge procedures. The leadership team decides to address the entire patient flow—from admission to discharge—rather than fixing one piece in isolation. What approach is the hospital using by looking at the interconnected processes instead of just one isolated issue?
- A) SWOT analysis
 - B) systems thinking
 - C) Porter's five forces
 - D) corporate culture
- 430) A global clothing brand is facing declining profits. At first, executives consider simply raising prices. But after a broader review, they see multiple interconnected factors: rising material costs, supply chain delays, shifting consumer demand toward sustainable fashion, and negative social media sentiment about factory conditions. Instead of focusing on one area, the company creates a cross-functional strategy that addresses supply chain efficiency, sustainability initiatives, and customer engagement. What approach is the company using by recognizing and addressing these interconnected factors?
- A) SWOT analysis
 - B) systems thinking
 - C) Porter's five forces
 - D) corporate culture

- 431) A technology company conducts an internal review of employee skills. The results show that while men and women are equally represented in entry-level roles, men are disproportionately represented in advanced technical roles such as cloud computing and AI. Women, on the other hand, are more often clustered in non-technical support roles. The company realizes this imbalance is limiting diversity in leadership pipelines and is caused by unequal access to training, mentorship, and career advancement opportunities. What does this situation illustrate?
- A) SWOT analysis
 - B) gender skills gap
 - C) Porter's five forces
 - D) systems thinking
- 432) A sportswear company invests heavily in developing a new type of moisture-wicking fabric that is lighter and more durable than anything its competitors offer. Because the company holds the patent, no other brand can use this technology. As a result, athletes and consumers increasingly choose their products over rival brands, allowing the company to capture more market share and charge premium prices. Which business concept does this example illustrate?
- A) operating model
 - B) competitive advantage
 - C) competitive intelligence
 - D) business process
- 433) A local indie band is competing for attention in a crowded music scene. While many groups play similar cover songs, this band writes original music that blends jazz, rock, and electronic sounds. They also stream live shows on social media and interact directly with fans online, creating a loyal community. Because of their unique sound and strong fan engagement, they consistently sell out shows while other bands struggle to draw crowds. Which business concept does this example illustrate?
- A) operating model
 - B) competitive advantage
 - C) competitive intelligence
 - D) business process

- 434) A smartphone company is preparing to launch a new model. Before finalizing its design, the company's strategy team buys competitor phones, tests their features, analyzes customer reviews, and studies pricing trends. This helps the company identify gaps in the market and design a phone with features that competitors lack. Which business concept does this example illustrate?
- A) operating model
 - B) competitive advantage
 - C) competitive intelligence
 - D) business process
- 435) A hotel chain is considering opening new locations in a popular tourist city. Before investing, the company's analysts collect data on nearby hotels, including occupancy rates, average room prices, customer satisfaction scores, and online reviews. By comparing these insights, the hotel chain decides on the ideal neighborhood and pricing strategy to attract travelers. Which business concept does this example illustrate?
- A) operating model
 - B) competitive advantage
 - C) competitive intelligence
 - D) business process
- 436) A software company is the first to launch a cloud-based accounting platform for small businesses. Because no competitors exist yet, the company quickly builds a large customer base, sets the standard for features, and establishes strong brand recognition. When new competitors enter the market later, most customers stay loyal to the original provider. Which business concept does this example illustrate?
- A) operating model
 - B) first-mover advantage
 - C) competitive intelligence
 - D) business process

- 437) A beverage company is the first to launch a new type of plant-based energy drink. Because it enters the market early, it secures prime shelf space in major supermarkets, signs exclusive contracts with distributors, and builds brand awareness before competitors release similar products. Which business concept does this example illustrate?
- A) operating model
 - B) first-mover advantage
 - C) competitive intelligence
 - D) business process
- 438) GreenWave is a mid-sized company that produces eco-friendly cleaning products. Sales have grown steadily over the past three years, and the company has built strong brand loyalty among environmentally conscious customers. However, the company still relies on one regional supplier for key ingredients, which sometimes causes production delays. Recently, a major retailer has offered GreenWave shelf space in stores nationwide, giving them the chance to expand. At the same time, a large multinational competitor has announced it will soon launch its own line of eco-friendly cleaning products. Which of the following is a weakness for GreenWave?
- A) limited supplier base causing production delays
 - B) steady sales growth over three years
 - C) gaining shelf space in nationwide retailers
 - D) rising consumer demand for eco-friendly products
- 439) GreenWave is a mid-sized company that produces eco-friendly cleaning products. Sales have grown steadily over the past three years, and the company has built strong brand loyalty among environmentally conscious customers. However, the company still relies on one regional supplier for key ingredients, which sometimes causes production delays. Recently, a major retailer has offered GreenWave shelf space in stores nationwide, giving them the chance to expand. At the same time, a large multinational competitor has announced it will soon launch its own line of eco-friendly cleaning products. Which of the following is an opportunity for GreenWave?
- A) nationwide expansion through major retailer partnerships
 - B) dependence on one supplier
 - C) competition from multinationals
 - D) production delays during supply chain issues

- 440) GreenWave is a mid-sized company that produces eco-friendly cleaning products. Sales have grown steadily over the past three years, and the company has built strong brand loyalty among environmentally conscious customers. However, the company still relies on one regional supplier for key ingredients, which sometimes causes production delays. Recently, a major retailer has offered GreenWave shelf space in stores nationwide, giving them the chance to expand. At the same time, a large multinational competitor has announced it will soon launch its own line of eco-friendly cleaning products. Which of the following is a threat for GreenWave?
- A) entry of a multinational competitor into eco-friendly products
 - B) steady sales growth
 - C) strong customer loyalty
 - D) retail shelf space expansion
- 441) GreenWave is a mid-sized company that produces eco-friendly cleaning products. Sales have grown steadily over the past three years, and the company has built strong brand loyalty among environmentally conscious customers. However, the company still relies on one regional supplier for key ingredients, which sometimes causes production delays. Recently, a major retailer has offered GreenWave shelf space in stores nationwide, giving them the chance to expand. At the same time, a large multinational competitor has announced it will soon launch its own line of eco-friendly cleaning products. Which of the following is a strength for GreenWave?
- A) strong brand loyalty among environmentally conscious customers
 - B) reliance on a single supplier
 - C) nationwide expansion opportunity
 - D) entry of multinational competitors
- 442) StreamOn is a popular streaming platform among college students. It offers a student discount plan, original content, and a user-friendly app. However, its library is smaller compared to bigger platforms, and it often loses popular shows when contracts expire. Recently, more students are shifting from cable to streaming, and StreamOn is exploring live sports streaming to attract new subscribers. At the same time, large competitors are investing billions in exclusive content to capture the same student audience. Which of the following is a strength for StreamOn?
- A) affordable student discount plan and user-friendly app
 - B) limited streaming library
 - C) competitors investing in exclusive content
 - D) expiring show contracts

- 443) StreamOn is a popular streaming platform among college students. It offers a student discount plan, original content, and a user-friendly app. However, its library is smaller compared to bigger platforms, and it often loses popular shows when contracts expire. Recently, more students are shifting from cable to streaming, and StreamOn is exploring live sports streaming to attract new subscribers. At the same time, large competitors are investing billions in exclusive content to capture the same student audience. Which of the following is a weakness for StreamOn?
- A) smaller content library and frequent loss of shows
 - B) growing demand for streaming among students
 - C) launching original content
 - D) offering student discounts
- 444) StreamOn is a popular streaming platform among college students. It offers a student discount plan, original content, and a user-friendly app. However, its library is smaller compared to bigger platforms, and it often loses popular shows when contracts expire. Recently, more students are shifting from cable to streaming, and StreamOn is exploring live sports streaming to attract new subscribers. At the same time, large competitors are investing billions in exclusive content to capture the same student audience. Which of the following is an opportunity for StreamOn?
- A) expansion into live sports streaming
 - B) limited show contracts
 - C) strong student discount brand
 - D) competitors' billion-dollar investments
- 445) StreamOn is a popular streaming platform among college students. It offers a student discount plan, original content, and a user-friendly app. However, its library is smaller compared to bigger platforms, and it often loses popular shows when contracts expire. Recently, more students are shifting from cable to streaming, and StreamOn is exploring live sports streaming to attract new subscribers. At the same time, large competitors are investing billions in exclusive content to capture the same student audience. Which of the following is a threat for StreamOn?
- A) larger competitors investing heavily in exclusive content
 - B) student discounts attracting more users
 - C) growing streaming demand
 - D) original content production

- 446) Brew & Bean is a student-favorite coffee shop located just off campus. It's known for its cozy study space, locally roasted coffee, and strong word-of-mouth reputation. However, the shop has limited seating and long lines during peak hours, which sometimes frustrates customers. Recently, more students are choosing coffee shops over the campus dining hall for studying and socializing, and Brew & Bean is considering launching a mobile ordering app to reduce wait times. At the same time, a national coffee chain has announced it will open a store directly across the street. Which of the following is a strength for Brew & Bean?
- A) cozy study space and strong local reputation
 - B) limited seating capacity
 - C) long wait times during peak hours
 - D) competition from national chains
- 447) Brew & Bean is a student-favorite coffee shop located just off campus. It's known for its cozy study space, locally roasted coffee, and strong word-of-mouth reputation. However, the shop has limited seating and long lines during peak hours, which sometimes frustrates customers. Recently, more students are choosing coffee shops over the campus dining hall for studying and socializing, and Brew & Bean is considering launching a mobile ordering app to reduce wait times. At the same time, a national coffee chain has announced it will open a store directly across the street. Which of the following is a weakness for Brew & Bean?
- A) limited seating and long lines at peak times
 - B) considering a mobile ordering app
 - C) growing trend of students studying in coffee shops
 - D) serving locally roasted coffee

- 448) Brew & Bean is a student-favorite coffee shop located just off campus. It's known for its cozy study space, locally roasted coffee, and strong word-of-mouth reputation. However, the shop has limited seating and long lines during peak hours, which sometimes frustrates customers. Recently, more students are choosing coffee shops over the campus dining hall for studying and socializing, and Brew & Bean is considering launching a mobile ordering app to reduce wait times. At the same time, a national coffee chain has announced it will open a store directly across the street. Which of the following is an opportunity for Brew & Bean?
- A) launching a mobile ordering app to reduce wait times
 - B) national chain opening nearby
 - C) limited seating space
 - D) customer frustration during peak hours
- 449) Brew & Bean is a student-favorite coffee shop located just off campus. It's known for its cozy study space, locally roasted coffee, and strong word-of-mouth reputation. However, the shop has limited seating and long lines during peak hours, which sometimes frustrates customers. Recently, more students are choosing coffee shops over the campus dining hall for studying and socializing, and Brew & Bean is considering launching a mobile ordering app to reduce wait times. At the same time, a national coffee chain has announced it will open a store directly across the street. Which of the following is a threat for Brew & Bean?
- A) a national coffee chain opening across the street
 - B) loyal student customer base
 - C) strong word-of-mouth reputation
 - D) locally roasted coffee offerings
- 450) A new local bakery quickly gains popularity by offering gluten-free products. Because opening a bakery requires relatively low startup costs and no special licenses, new competitors can easily enter the market. Which of Porter's Five Forces does this scenario illustrate?
- A) threat of substitutes
 - B) threat of new entrants
 - C) rivalry among competitors
 - D) buyer power

- 451) A movie theater sees declining attendance as more people subscribe to streaming services at home, which provide a cheaper and more convenient entertainment option. Which of Porter's Five Forces does this scenario illustrate?
- A) threat of substitutes
 - B) threat of new entrants
 - C) rivalry among competitors
 - D) buyer power
- 452) A coffee shop chain depends on one supplier for specialty beans. When that supplier raises prices, the coffee shop has no alternative and must either pay more or risk losing quality beans. Which of Porter's Five Forces does this scenario illustrate?
- A) supplier power
 - B) threat of new entrants
 - C) rivalry among competitors
 - D) buyer power
- 453) An airline faces pressure from customers who can easily compare flight prices online. Because travelers switch airlines for even small savings, the airline must constantly offer discounts. Which of Porter's Five Forces does this scenario illustrate?
- A) threat of substitutes
 - B) threat of new entrants
 - C) rivalry among competitors
 - D) buyer power
- 454) Fast-food chains in a city compete intensely by offering similar menus, running frequent promotions, and constantly undercutting each other's prices to attract the same group of customers. Which of Porter's Five Forces does this scenario illustrate?
- A) supplier power
 - B) threat of new entrants
 - C) rivalry among competitors
 - D) buyer power

- 455) A startup wants to enter the video game console market. Before investing, the founders analyze the industry. They notice that a few giant players (Sony, Microsoft, Nintendo) dominate the market, compete aggressively on features and pricing, and have loyal customer bases. The competition is so intense that new entrants often fail to gain traction, even with innovative products. Which of Porter's Five Forces does this scenario illustrate?
- A) threat of substitutes
 - B) threat of new entrants
 - C) rivalry among competitors
 - D) buyer power
- 456) A small telemedicine startup launches an app connecting patients with doctors virtually. Since more people are comfortable with online healthcare and barriers like licensing are getting easier to navigate, other startups begin entering the telemedicine market quickly. Which of Porter's Five Forces does this scenario illustrate?
- A) threat of substitutes
 - B) threat of new entrants
 - C) rivalry among competitors
 - D) buyer power
- 457) A luxury fashion brand relies on a single Italian factory for its exclusive leather. When the factory raises prices and threatens to limit supply, the brand has little choice but to comply because switching suppliers would compromise product quality and brand reputation. Which of Porter's Five Forces does this scenario illustrate?
- A) supplier power
 - B) threat of new entrants
 - C) rivalry among competitors
 - D) buyer power

- 458) Customers using food delivery apps can quickly compare delivery fees, menus, and wait times across multiple platforms. Because switching costs are low, customers often jump to whichever app offers discounts or faster service. Which of Porter's Five Forces does this scenario illustrate?
- A) threat of substitutes
 - B) threat of new entrants
 - C) rivalry among competitors
 - D) buyer power
- 459) A social media platform sees a drop in active users as people spend more time on new short-form video apps. Users realize these new platforms are cheaper (free), more entertaining, and require less time commitment than scrolling through long-form feeds. Which of Porter's Five Forces does this scenario illustrate?
- A) supplier power
 - B) threat of new entrants
 - C) threat of substitutes
 - D) buyer power
- 460) Solar panel companies compete aggressively to win government contracts. They lower prices, offer better warranties, and advertise heavily to outshine competitors. The intense competition reduces profit margins across the entire industry. Which of Porter's Five Forces does this scenario illustrate?
- A) supplier power
 - B) threat of new entrants
 - C) rivalry among competitors
 - D) buyer power
- 461) A big-box retailer invests in massive warehouses, streamlines supply chains, and negotiates bulk discounts with suppliers. As a result, it consistently offers lower prices than competitors and attracts price-sensitive shoppers. Which of Porter's strategies is this company using?
- A) broad market, low-cost strategy (cost leadership)
 - B) broad market, high-cost strategy (differentiation)
 - C) focused, low-cost strategy
 - D) focused, high-cost strategy

- 462) A budget airline cuts costs by flying only one type of aircraft, offering no free meals, and charging for checked bags. Because of these efficiencies, it provides the cheapest flights in its region. Which of Porter's strategies is this company using?
- A) broad market, low-cost strategy (cost leadership)
 - B) broad market, high-cost strategy (differentiation)
 - C) focused, low-cost strategy
 - D) focused, high-cost strategy
- 463) A smartphone brand builds a reputation for sleek design, premium build quality, and an exclusive operating system. Customers pay more for its products even though cheaper options exist. Which of Porter's strategies is this company using?
- A) broad market, low-cost strategy (cost leadership)
 - B) broad market, high-cost strategy (differentiation)
 - C) focused, low-cost strategy
 - D) focused, high-cost strategy
- 464) A local café sources only fair-trade, organic beans, and creates a unique ambiance with live music and art from local students. Customers choose it over chain competitors because of its distinct atmosphere. Which of Porter's strategies is this company using?
- A) broad market, low-cost strategy (cost leadership)
 - B) broad market, high-cost strategy (differentiation)
 - C) focused, low-cost strategy
 - D) focused, high-cost strategy
- 465) A clothing company designs outdoor gear specifically for mountain climbers. It charges higher prices because its products are tailored to meet the unique needs of that niche market. Which of Porter's strategies is this company using?
- A) broad market, low-cost strategy (cost leadership)
 - B) broad market, high-cost strategy (differentiation)
 - C) focused, low-cost strategy
 - D) focused, high-cost strategy

466) A small cosmetics company specializes in vegan, cruelty-free skincare made only with locally sourced organic ingredients. Its products are priced higher than mainstream brands, but it appeals strongly to environmentally conscious customers who value sustainability.

Which of Porter's strategies is this company using?

- A) broad market, low-cost strategy (cost leadership)
- B) broad market, high-cost strategy (differentiation)
- C) focused, low-cost strategy
- D) focused, high-cost strategy

467) A boutique travel agency designs personalized luxury trips exclusively for retirees seeking cultural immersion. The agency offers unique experiences like private cooking classes in Italy or guided art tours in Paris. Customers are willing to pay a premium for the exclusivity and personalization. Which of Porter's strategies is this company using?

- A) broad market, low-cost strategy (cost leadership)
- B) broad market, high-cost strategy (differentiation)
- C) focused, low-cost strategy
- D) focused, high-cost strategy

468) Describe the information age and the differences between data, information, business intelligence, and knowledge.

469) Identify the different departments in a company and why they must work together to achieve success.

- 470) Explain the concept of data silos and provide an example of their effect on a company.
- 471) Define the six primary MIS-related strategic positions in an organization along with their associated responsibilities.
- 472) Explain systems thinking and how management information systems enable business communications.
- 473) Explain why competitive advantages are temporary.
- 474) Identify the four key areas of a SWOT analysis.

475) Describe Porter's Five Forces Model and explain each of the five forces.

476) Compare Porter's three generic strategies.

Answer Key

Test name: Chapter 01

- 1) FALSE
- 2) TRUE
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- 129) [A, D, E]
- 130) [B, C]
- 131) [A, C, E, G]
- 132) [B, D, F, H]
- 133) [A, C, E, G]
- 134) [A, B, E, F]
- 135) [C, D, G, H]
- 136) [B, C, D, F]
- 137) [A, E, G, H]
- 138) [C, D, G, H]
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- 140) [F, G]
- 141) [H]
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- 143) [D, E, G]
- 144) [A, C, D, E]
- 145) [A, B, C, E, F]
- 146) [A, C, D]
- 147) [A, B, C, D]
- 148) [D, E]
- 149) [F, G]
- 150) [A, B, C, D]
- 151) [E, F, G]
- 152) [F, G]
- 153) [A, B, C, D]
- 154) [E, F, G]
- 155) [B, C, F, G]
- 156) [A, B, C, D]
- 157) [E, F, G, H]

- 158) [E, F, G, H]
- 159) [A, B, C, D]
- 160) [A, B, C, D]
- 161) [D, E, F]
- 162) [G, H]
- 163) [A, B, C, D]
- 164) [D, E, F]
- 165) [F, G, H]
- 166) C
- 167) D
- 168) D
- 169) D
- 170) A
- 171) A
- 172) B
- 173) D
- 174) A
- 175) C
- 176) A
- 177) A
- 178) A
- 179) B
- 180) B
- 181) C
- 182) D
- 183) C
- 184) A
- 185) A
- 186) C
- 187) D
- 188) D
- 189) D
- 190) A
- 191) B
- 192) D
- 193) B
- 194) B
- 195) C
- 196) B
- 197) A

- 198) C
- 199) B
- 200) D
- 201) D
- 202) A
- 203) B
- 204) D
- 205) C
- 206) A
- 207) B
- 208) A
- 209) C
- 210) D
- 211) A
- 212) B
- 213) A
- 214) B
- 215) B
- 216) A
- 217) B
- 218) C
- 219) A
- 220) B
- 221) C
- 222) B
- 223) C
- 224) A
- 225) A
- 226) B
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- 229) A
- 230) A
- 231) A
- 232) A
- 233) A
- 234) B
- 235) C
- 236) D
- 237) A

- 238) B
- 239) C
- 240) C
- 241) D
- 242) A
- 243) A
- 244) B
- 245) C
- 246) D
- 247) A
- 248) A
- 249) A
- 250) B
- 251) A
- 252) B
- 253) A
- 254) B
- 255) D
- 256) D
- 257) B
- 258) C
- 259) D
- 260) A
- 261) B
- 262) C
- 263) D
- 264) D
- 265) B
- 266) A
- 267) B
- 268) C
- 269) D
- 270) A
- 271) A
- 272) C
- 273) A
- 274) D
- 275) A
- 276) C
- 277) A

- 278) A
- 279) B
- 280) B
- 281) A
- 282) B
- 283) C
- 284) D
- 285) B
- 286) B
- 287) A
- 288) B
- 289) D
- 290) D
- 291) B
- 292) A
- 293) C
- 294) A
- 295) B
- 296) A
- 297) A
- 298) A
- 299) D
- 300) B
- 301) C
- 302) A
- 303) C
- 304) D
- 305) B
- 306) B
- 307) A
- 308) B
- 309) C
- 310) D
- 311) A
- 312) B
- 313) C
- 314) D
- 315) A
- 316) B
- 317) A

- 318) A
- 319) B
- 320) C
- 321) B
- 322) B
- 323) B
- 324) C
- 325) C
- 326) A
- 327) A
- 328) C
- 329) D
- 330) B
- 331) A
- 332) B
- 333) D
- 334) C
- 335) A
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- 337) D
- 338) C
- 339) D
- 340) C
- 341) D
- 342) D
- 343) A
- 344) D
- 345) C
- 346) A
- 347) A
- 348) D
- 349) B
- 350) D
- 351) A
- 352) C
- 353) A
- 354) A
- 355) B
- 356) C
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- 358) A
- 359) B
- 360) A
- 361) B
- 362) C
- 363) D
- 364) B
- 365) B
- 366) D
- 367) C
- 368) C
- 369) A
- 370) B
- 371) A
- 372) C
- 373) A
- 374) B
- 375) D
- 376) C
- 377) D
- 378) B
- 379) A
- 380) D
- 381) A
- 382) C
- 383) A
- 384) D
- 385) A
- 386) D
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- 390) A
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- 392) A
- 393) A
- 394) C
- 395) B
- 396) A
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- 398) A
- 399) B
- 400) C
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- 410) C
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- 412) C
- 413) C
- 414) D
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- 421) A
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- 426) A
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- 434) C
- 435) C
- 436) B
- 437) B

- 438) A
- 439) A
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- 446) A
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- 448) A
- 449) A
- 450) B
- 451) A
- 452) A
- 453) D
- 454) C
- 455) C
- 456) B
- 457) A
- 458) D
- 459) C
- 460) C
- 461) A
- 462) A
- 463) B
- 464) B
- 465) D
- 466) B
- 467) D
- 468) Short Answer
- 469) Short Answer
- 470) Short Answer
- 471) Short Answer
- 472) Short Answer
- 473) Short Answer
- 474) Short Answer
- 475) Short Answer
- 476) Short Answer