Student name:\_\_\_\_\_\_\_\_\_\_

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

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

**3)** Explain systems thinking and how management information systems enable business communications.

**4)** Which of the following is NOT considered a core driver of the information age?

A) Information   
 B) Business intelligence  
 C) Competitive facts  
 D) Data

**5)** Which of the following is NOT considered a core driver of the information age?

A) Information   
 B) Business intelligence  
 C) Knowledge  
 D) Variables

**6)** Which of the following is considered a core driver of the information age?

A) Fact   
 B) Goods  
 C) Competitive intelligence  
 D) Data

**7)** Which of the following is considered a core driver of the information age?

A) Business analytics   
 B) Unstructured data  
 C) Analytics  
 D) Knowledge

**8)** 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.

**9)** What is the confirmation or validation of an event or object?

A) Fact   
 B) Data  
 C) Data scientist  
 D) Business intelligence

**10)** 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) Business intelligence age  
 D) Data scientist age

**11)** Which of the following is not a technology company but used technology to revamp the business process of selling books?

A) Netflix   
 B) Dell  
 C) Zappos  
 D) Amazon

**12)** Which of the following is not a technology company but used technology to revamp the business process of renting videos?

A) Netflix   
 B) Dell  
 C) Zappos  
 D) Amazon

**13)** Which of the following is not a technology company but used technology to revamp the business process of selling shoes?

A) Netflix   
 B) Dell  
 C) Zappos  
 D) Amazon

**14)** 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, which 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.

**15)** 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, which 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.

**16)** 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, which 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.

**17)** 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, which 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.

**18)** Which of the following is considered information?

A) Quantity sold   
 B) Date sold  
 C) Best-selling item by month  
 D) Product sold

**19)** 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

**20)** 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 5 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.

**21)** 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.

**22)** 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.

**23)** What is a world where interconnected, Internet-enabled devices or “things” can collect and share data without human intervention?

A) Internet of Things   
 B) Core drivers of the information age  
 C) Fourth Industrial Revolution  
 D) MIS solution

**24)** Data is useful for understanding individual sales, but to gain deeper insight into a business data needs to be turned into information. Which of the following offers an example of turning data into information?

A) Who are my best customers?   
 B) What is my best-selling product?  
 C) What is my worst-selling product?  
 D) All of the choices are correct.

**25)** 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?

**26)** Which of the following provides an example of data?

A) Who are my best customers?   
 B) What is my best-selling product?  
 C) What is my worst-selling product?  
 D) Who is customer number 12345XX?

**27)** Business intelligence is information collected from multiple sources. Which of the following provides an example of a source that would be included in business intelligence?

A) Supplier source systems   
 B) Customer source systems  
 C) Competitor source systems  
 D) All of the choices are correct.

**28)** Which of the following represents the core drives of the information age?

A) Data, Information, Business Intelligence, Knowledge   
 B) Fact, Data, Intelligence, Experience  
 C) Fact, Intelligence, Business Skills, Knowledge  
 D) Data, Intelligence, Business Information, Knowledge

**29)** Which of the following represents the definition of a variable?

A) A data characteristic 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 data characteristic that is collected only through competitive intelligence and can change over time.

**30)** Today’s workers are referred to as \_\_\_\_\_\_\_\_\_\_ and they use BI along with personal experience to make decisions based on both information and intuition, a valuable resource for any company.

A) knowledge workers   
 B) knowledge thinkers  
 C) knowledge resources  
 D) fact workers

**31)** What is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries, which analyzes patterns, trends, and relationships for strategic decision making?

A) Supplier’s intelligence   
 B) Social intelligence  
 C) Employee intelligence  
 D) Business intelligence

**32)** Information is data converted into useful, meaningful context. What are data characteristics that change or vary over time?

A) Facts   
 B) Variables  
 C) Supplies  
 D) Services

**33)** What is data converted into a meaningful and useful context?

A) Competitive intelligence   
 B) Information  
 C) Buyer power  
 D) First-mover advantage

**34)** What is a world where interconnected, Internet-enabled devices or “things” can collect and share data without human intervention?

A) Internet of Things   
 B) Predictive analytics  
 C) Machine-to-machine  
 D) Fourth Industrial Revolution

**35)** What refers to devices that connect directly to other devices?

A) Information age   
 B) Predictive analytics  
 C) Machine-to-machine  
 D) Descriptive analytics

**36)** 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

**37)** What is the Internet of Things?

A) A world where interconnected, Internet-enabled devices or “things” can collect and share data without human intervention.   
 B) Extracts information from data and uses 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.

**38)** Which of the following definitions describes machine-to-machine?

A) A world where interconnected, Internet-enabled devices or “things” can collect and share data without human intervention.   
 B) Extracts information from data and uses 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.

**39)** What is predictive analytics?

A) A world where interconnected, Internet-enabled devices or “things” can collect and share data without human intervention.   
 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.

**40)** What is the science of fact-based decision making?

A) Business intelligence   
 B) Information  
 C) Knowledge  
 D) Analytics

**41)** What is the scientific process of transforming data into insight for making better decisions?

A) Business analytics   
 B) Descriptive analytics  
 C) Prescriptive analytics  
 D) Predictive analytics

**42)** What uses techniques that describe past performance and history?

A) Business analytics   
 B) Descriptive analytics  
 C) Prescriptive analytics  
 D) Predictive analytics

**43)** What uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns?

A) Business analytics   
 B) Descriptive analytics  
 C) Prescriptive analytics  
 D) Predictive analytics

**44)** What uses techniques that create models indicating the best decision to make or course of action to take?

A) Business analytics   
 B) Descriptive analytics  
 C) Prescriptive analytics  
 D) Predictive analytics

**45)** What are business analytics?

A) The scientific process of transforming data into insight for making better decisions.   
 B) Uses techniques that describe past performance and history.  
 C) Uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.  
 D) Uses techniques that create models indicating the best decision to make or course of action to take.

**46)** What are descriptive analytics?

A) The scientific process of transforming data into insight for making better decisions.   
 B) Uses techniques that describe past performance and history.  
 C) Uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.  
 D) Uses techniques that create models indicating the best decision to make or course of action to take.

**47)** What are predictive analytics?

A) The scientific process of transforming data into insight for making better decisions.   
 B) Uses techniques that describe past performance and history.  
 C) Uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.  
 D) Uses techniques that create models indicating the best decision to make or course of action to take.

**48)** What are prescriptive analytics?

A) The scientific process of transforming data into insight for making better decisions.   
 B) Uses techniques that describe past performance and history.  
 C) Uses techniques that extract information from data and use it to predict future trends and identify behavioral patterns.  
 D) Uses techniques that create models indicating the best decision to make or course of action to take.

**49)** What are the three primary areas of analytics?

A) Descriptive analytics, predictive analytics, and prescriptive analytics   
 B) Descriptive analytics, primary analytics, and response analytics  
 C) Descriptive analytics, future analytics, and past analytics  
 D) Technique analytics, future analytics, and past analytics.

**50)** What are the human, structural, and recorded resources available to the organization?

A) Knowledge assets   
 B) Knowledge facilitators  
 C) Predictive analytics  
 D) Business analytics

**51)** What resides within the minds of members, customers, and colleagues and include physical structures and recorded media?

A) Knowledge assets   
 B) Knowledge facilitators  
 C) Predictive analytics  
 D) Business analytics

**52)** What helps harness the wealth of knowledge in the organization?

A) Knowledge assets   
 B) Knowledge facilitators  
 C) Predictive analytics  
 D) Business analytics

**53)** What helps acquire and catalog the knowledge assets in an organization?

A) Knowledge assets   
 B) Knowledge facilitators  
 C) Predictive analytics  
 D) Business analytics

**54)** What data is created by a machine without human intervention?

A) Human-generated   
 B) Machine-generated  
 C) Structured data  
 D) Facts

**55)** What data is generated by humans, in interaction with computers?

A) Human-generated   
 B) Machine-generated  
 C) Machine-to-machine  
 D) Big data

**56)** What type of structured data includes sensor data, point-of-sale data, and web log data?

A) Human-generated   
 B) Machine-generated  
 C) Collective intelligence  
 D) Systems thinking

**57)** What type of structured data includes input data, click-stream data, or gaming data?

A) Human-generated   
 B) Machine-generated  
 C) Machine-to-machine (M2M)  
 D) Systems thinking

**58)** Which of the following describes structured data?

A) A defined length, type, and format.   
 B) Includes numbers, dates, or strings such as Customer Address.  
 C) Is typically stored in a relational database or spreadsheet.  
 D) All of the choices are correct.

**59)** What refers to devices that connect directly to other devices?

A) Human-generated   
 B) Machine-generated  
 C) Machine-to-machine  
 D) Systems thinking

**60)** What are the characteristics of unstructured data?

A) Does not follow a specified format   
 B) Free-form text  
 C) Emails, twitter tweets, and text messages  
 D) All of the choices are correct.

**61)** Which of the following does not describe unstructured data?

A) Does not follow a specified format   
 B) A defined length, type, and format  
 C) Free-form text  
 D) Emails, twitter tweets, and text messages

**62)** Which of the following does not describe structured data?

A) A defined length   
 B) Emails, twitter tweets, and text messages are examples of structured data.  
 C) Is typically stored in a relational database or spreadsheet  
 D) A defined format

**63)** What is a snapshot?

A) A world where interconnected, Internet-enabled devices or “things” can collect and share data without human intervention.   
 B) A view of data at a particular moment in time.  
 C) Refers to devices that connect directly to other devices.  
 D) Opportunities to change the way people purchase books.

**64)** What is a view of data at a particular moment in time?

A) Knowledge   
 B) Big data  
 C) Snapshot  
 D) Unstructured data

**65)** 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) A collection of large complex datasets, including structured and unstructured, which cannot be analyzed using traditional database methods and tools.  
 C) A view of data at a particular moment in time.  
 D) A world where interconnected, Internet-enabled devices or “things” can collect and share data without human intervention.

**66)** What type of report is created based on data that does not change?

A) Static report   
 B) Dynamic report  
 C) Variable report  
 D) Structured report

**67)** What type of report changes automatically during creation?

A) Static report   
 B) Dynamic report  
 C) Variable report  
 D) Structured report

**68)** What type of report can include a sales report from last year or salary report from 5 years ago?

A) Static report   
 B) Dynamic report  
 C) Variable report  
 D) Unstructured report

**69)** What type of report can include updating daily stock market prices or the calculation of available inventory?

A) Static report   
 B) Dynamic report  
 C) Variable report  
 D) Structured report

**70)** Who extracts knowledge form data by performing statistical analysis, data mining, and advanced analytics on big data to identify trends?

A) Data scientist   
 B) Knowledge worker  
 C) Fact finder  
 D) Chief sustainability officer

**71)** What area does a data scientist extract knowledge from to identify trends?

A) Statistical analysis   
 B) Data mining  
 C) Advanced analytics on big data  
 D) All of the choices are correct.

**72)** Which of the following terms is synonymous with analytics?

A) Algorithm   
 B) Business analytics  
 C) Structured data  
 D) Outliers

**73)** What is the scientific process of transforming data into insight for making better decisions?

A) Business analytics   
 B) Internet of Things  
 C) Machine-to-machine  
 D) Big data

**74)** Which of the following definitions represents a data scientist?

A) 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.   
 B) Mathematical formulas placed in software that performs an analysis on a dataset.  
 C) The process of identifying rare or unexpected items or events in a dataset that do not conform to other items in the dataset.  
 D) A data value that is numerically distant from most of the other data points in a set of data.

**75)** Which of the following is the correct definition for algorithms?

A) 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.   
 B) Mathematical formulas placed in software that performs an analysis on a dataset.  
 C) The process of identifying rare or unexpected items or events in a dataset that do not conform to other items in the dataset.  
 D) A data value that is numerically distant from most of the other data points in a set of data.

**76)** Which of the following is the correct definition for anomaly detection?

A) 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.   
 B) Mathematical formulas placed in software that performs an analysis on a dataset.  
 C) The process of identifying rare or unexpected items or events in a dataset that do not conform to other items in the dataset.  
 D) A data value that is numerically distant from most of the other data points in a set of data.

**77)** Which of the following is the correct definition for outlier?

A) 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.   
 B) Mathematical formulas placed in software that performs an analysis on a dataset.  
 C) The process of identifying rare or unexpected items or events in a dataset that do not conform to other items in the dataset.  
 D) A data value that is numerically distant from most of the other data points in a set of data.

**78)** 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) Algorithms  
 C) Anomaly detection  
 D) Outlier

**79)** What are mathematical formulas placed in software that performs an analysis on a dataset?

A) Data scientist   
 B) Algorithms  
 C) Anomaly detection  
 D) Outlier

**80)** What is the process of identifying rare or unexpected items or events in a dataset that do not conform to other items in the dataset?

A) Data scientist   
 B) Algorithms  
 C) Anomaly detection  
 D) Outlier

**81)** What is a data value that is numerically distant from most of the other data points in a set of data?

A) Data scientist   
 B) Algorithms  
 C) Anomaly detection  
 D) Outlier

**82)** 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.

**83)** 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.

**84)** 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.

**85)** 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.

**86)** In terms of big data, what includes different forms of structured and unstructured data?

A) Variety   
 B) Veracity  
 C) Volume  
 D) Velocity

**87)** In terms of big data, what includes the uncertainty of data, including biases, noise, and abnormalities?

A) Variety   
 B) Veracity  
 C) Volume  
 D) Velocity

**88)** In terms of big data, what includes the scale of data?

A) Variety   
 B) Veracity  
 C) Volume  
 D) Velocity

**89)** 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

**90)** What is a collection of large, complex datasets, including structured and unstructured data, which cannot be analyzed using traditional database methods and tools?

A) Big data   
 B) Data scientist  
 C) Advanced analytics  
 D) Descriptive analytics

**91)** What is big data?

A) A collection of large, complex datasets, including structured and unstructured data, which cannot be analyzed using traditional database methods and tools.   
 B) Processes and manages algorithms across many machines in a computing environment.  
 C) Focuses on forecasting future trends and producing insights using sophisticated quantitative methods, including statistics, descriptive and predictive data mining, simulation, and optimization.  
 D) 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.

**92)** What is a data value that is numerically distant from most of the other data points in a dataset?

A) Variable   
 B) Outlier  
 C) Knowledge  
 D) Algorithm

**93)** Which of the following is the correct definition of behavioral analysis?

A) Uses data about people’s behaviors to understand intent and predict future actions.   
 B) Determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables.  
 C) Identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables.  
 D) Classifies or labels an identified pattern in the machine learning process.

**94)** Which of the following is the correct definition of correlation analysis?

A) Uses data about people’s behaviors to understand intent and predict future actions.   
 B) Determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables.  
 C) Identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables.  
 D) Classifies or labels an identified pattern in the machine learning process.

**95)** Which of the following is the correct definition of exploratory data analysis?

A) Uses data about people’s behaviors to understand intent and predict future actions.   
 B) Determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables.  
 C) Identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables.  
 D) Classifies or labels an identified pattern in the machine learning process.

**96)** Which of the following is the correct definition of pattern recognition analysis?

A) Uses data about people’s behaviors to understand intent and predict future actions.   
 B) Determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables.  
 C) Identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables.  
 D) Classifies or labels an identified pattern in the machine learning process.

**97)** What classifies or labels an identified pattern in the machine learning process?

A) Behavioral analysis   
 B) Correlation analysis  
 C) Exploratory data analysis  
 D) Pattern recognition analysis

**98)** What identifies patterns in data, including outliers, uncovering the underlying structure to understand relationships between the variables?

A) Behavioral analysis   
 B) Correlation analysis  
 C) Exploratory data analysis  
 D) Pattern recognition analysis

**99)** What determines a statistical relationship between variables, often for the purpose of identifying predictive factors among the variables?

A) Behavioral analysis   
 B) Correlation analysis  
 C) Exploratory data analysis  
 D) Pattern recognition analysis

**100)** What uses data about people’s behaviors to understand intent and predict future actions?

A) Behavioral analysis   
 B) Correlation analysis  
 C) Exploratory data analysis  
 D) Pattern recognition analysis

**101)** Which of the following is the correct definition of social media analysis?

A) Analyzes text flowing across the Internet, including unstructured text from blogs and messages.   
 B) Analyzes recorded calls to gather information; brings structure to customer interactions and exposes information buried in customer contact center interactions with an enterprise.  
 C) Analyzes unstructured data to find trends and patterns in words and sentences.  
 D) Analyzes unstructured data associated with websites to identify consumer behavior and website navigation.

**102)** What analyzes text flowing across the Internet, including unstructured text from blogs and messages?

A) Social media analysis.   
 B) Speech analysis  
 C) Text analysis  
 D) Web analysis

**103)** Which of the following definitions represents speech analysis?

A) Analyzes text flowing across the Internet, including unstructured text from blogs and messages.   
 B) Analyzes recorded calls to gather information; brings structure to customer interactions and exposes information buried in customer contact center interactions with an enterprise.  
 C) Analyzes unstructured data to find trends and patterns in words and sentences.  
 D) Analyzes unstructured data associated with websites to identify consumer behavior and website navigation.

**104)** What analyzes recorded calls to gather information; brings structure to customer interactions and exposes information buried in customer contact center interactions with an enterprise?

A) Social media analysis   
 B) Speech analysis  
 C) Text analysis  
 D) Web analysis

**105)** Which of the following is the correct definition of text analysis?

A) Analyzes text flowing across the Internet, including unstructured text from blogs and messages.   
 B) Analyzes recorded calls to gather information; brings structure to customer interactions and exposes information buried in customer contact center interactions with an enterprise.  
 C) Analyzes unstructured data to find trends and patterns in words and sentences.  
 D) Analyzes unstructured data associated with websites to identify consumer behavior and website navigation.

**106)** What analyzes unstructured data to find trends and patterns in words and sentences?

A) Social media analysis   
 B) Speech analysis  
 C) Text analysis  
 D) Web analysis

**107)** Which of the following is the correct definition of web analysis?

A) Analyzes text flowing across the Internet, including unstructured text from blogs and messages.   
 B) Analyzes recorded calls to gather information; brings structure to customer interactions and exposes information buried in customer contact center interactions with an enterprise.  
 C) Analyzes unstructured data to find trends and patterns in words and sentences.  
 D) Analyzes unstructured data associated with websites to identify consumer behavior and website navigation.

**108)** What analyzes unstructured data associated with websites to identify consumer behavior and website navigation?

A) Social media analysis   
 B) Speech analysis  
 C) Text analysis  
 D) Web analysis

**109)** How are most companies today typically organized?

A) By departments or functional areas   
 B) By departments or financial areas  
 C) By degree or financial areas  
 D) By manager or knowledge area

**110)** How does a company operate if it wants to be successful in the information age?

A) Functionally independent between departments.   
 B) Interdependently between departments.  
 C) Together as one department with little or no independence.  
 D) Each department acting as its own individual business unit.

**111)** 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

**112)** The sales department needs to rely on information from operations to understand \_\_\_\_\_\_\_\_\_.

A) inventory   
 B) customer orders  
 C) demand forecasts  
 D) All of the choices are correct.

**113)** Which of the following represents 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

**114)** 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) Chief information officer

**115)** The department within a company that records, measures, and reports monetary transactions is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A) accounting   
 B) marketing  
 C) human resources  
 D) operations management

**116)** The department within a company that performs the function of selling goods or services is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A) marketing   
 B) sales  
 C) finance  
 D) operations management

**117)** The department within a company that supports the sales by planning, pricing, and promoting goods or services is called \_\_\_\_\_\_\_\_\_\_\_.

A) sales   
 B) operations management  
 C) accounting  
 D) marketing

**118)** Which department tracks strategic financial issues, including money, banking, credit, investments, and assets?

A) Sales   
 B) Operations management  
 C) Accounting  
 D) Finance

**119)** Which department manages the process of converting or transforming resources into goods or services?

A) Sales   
 B) Operations management  
 C) Accounting  
 D) Finance

**120)** Which department records, measures, and reports monetary transactions?

A) Sales   
 B) Operations management  
 C) Accounting  
 D) Finance

**121)** Which department maintains policies, plans, and procedures for the effective management of employees?

A) Sales   
 B) Operations management  
 C) Accounting  
 D) Human resources

**122)** 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 is marketing.  
 D) Relies on information from operations to understand inventory, place orders, and forecast consumer demand.

**123)** 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 is marketing.  
 D) Relies on information from operations to understand inventory, place orders, and forecast consumer demand.

**124)** 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 is marketing.  
 D) Relies on information from operations to understand inventory, place orders, and forecast consumer demand.

**125)** 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 is marketing.  
 D) Relies on information from operations to understand inventory, place orders, and forecast consumer demand.

**126)** 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 is marketing.  
 D) Maintains policies, plans, and procedures for the effective management of employees.

**127)** 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 is marketing.  
 D) Maintains policies, plans, and procedures for the effective management of employees.

**128)** 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

**129)** 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

**130)** 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

**131)** 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

**132)** Which data types are typically found in the sales department?

A) Sales data, customer data, commission data, and 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

**133)** Which data types are typically found in the operations management department?

A) Manufacturing data, distribution data, and production data   
 B) Sales data, customer data, commission data, and customer support data  
 C) Employee data, promotion data, vacation data  
 D) Investment data, monetary data, reporting data

**134)** Which of the following represents the relationship between functional areas in a business?

A) Independent   
 B) Autonomous  
 C) Interdependent  
 D) Self-sufficient

**135)** Which of the following represents the types of data commonly found in the accounting department?

A) Tax data   
 B) Payroll data  
 C) Transactional data  
 D) All of choices are correct.

**136)** 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

**137)** 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

**138)** Which of the following represents the types of data commonly found in the sales department?

A) Customer data   
 B) Sales report data  
 C) Commission data  
 D) All of the choices are correct.

**139)** 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

**140)** 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

**141)** What is the ability for data to be collected, analyzed, and accessible to all users (the average end users)?

A) Data democratization   
 B) Business unit  
 C) Knowledge democratization  
 D) Business data

**142)** What is a segment of a company representing a specific business function?

A) Data democratization   
 B) Business unit  
 C) Knowledge democratization  
 D) Business data

**143)** You are working for a new boss, Jill Slater. Jill believe 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 unit  
 C) Knowledge dissemination  
 D) Business data

**144)** Feedback is information that returns to its original transmitter and modifies the transmitter’s actions. What would the original transmitter include?

A) Input, transform, output   
 B) Input, transform, outnumber  
 C) Output, input, performer  
 D) Input, process, transform

**145)** MIS is a business function. Which of the following does MIS perform to help aid the company in decision making and problem solving?

A) Moves information about people   
 B) Moves processes across the company to improve systems  
 C) Moves information about products  
 D) All of the choices are correct.

**146)** In terms of system thinking, what is data entered in a computer?

A) Input   
 B) Output  
 C) Process  
 D) Feedback

**147)** In terms of system thinking, what controls to ensure correct processes?

A) Input   
 B) Output  
 C) Process  
 D) Feedback

**148)** In terms of system thinking, what is the resulting information from the computer program?

A) Input   
 B) Output  
 C) Process  
 D) Feedback

**149)** In terms of system thinking, what is the computer program that processes the data?

A) Input   
 B) Output  
 C) Process  
 D) Feedback

**150)** In terms of system thinking, what is input?

A) Data entered in a computer.   
 B) Controls to ensure correct processes.  
 C) The resulting information from the computer program.  
 D) The computer program that processes the data.

**151)** In terms of system thinking, what is output?

A) Data entered in a computer.   
 B) Controls to ensure correct processes.  
 C) The resulting information from the computer program.  
 D) The computer program that processes the data.

**152)** In terms of system thinking, what is feedback?

A) Data entered in a computer.   
 B) Controls to ensure correct processes.  
 C) The resulting information from the computer program.  
 D) The computer program that processes the data.

**153)** In terms of system thinking, what is process?

A) Data entered in a computer.   
 B) Controls to ensure correct processes.  
 C) The resulting information from the computer program.  
 D) The computer program that processes the data.

**154)** A system is a collection of parts that link to achieve a common purpose. Systems thinking is a way of monitoring \_\_\_\_\_\_\_\_\_\_.

A) the entire system   
 B) a division within the sales role  
 C) the executive team  
 D) the company’s competitors

**155)** MIS can be an important enabler of business success and innovation. Which of the below statements is accurate when referring to MIS?

A) MIS equals business success and innovation.   
 B) MIS represents business success and innovation.  
 C) MIS is not a valuable tool that leverages talent.  
 D) MIS is a valuable tool that can leverage the talents of people who know how to use and manage it effectively.

**156)** What is a way of monitoring the entire system in a company, by viewing the multiple inputs being processed to produce outputs?

A) Feedback thinking   
 B) Systems thinking  
 C) Output management  
 D) Operational thinking

**157)** Which of the following statements is true?

A) MIS equals business success.   
 B) MIS equals business innovation.  
 C) MIS represents business success and innovation.  
 D) MIS enables business success and innovation.

**158)** What is the name of a company’s internal computer department?

A) Management information systems   
 B) Information systems  
 C) Information technology  
 D) All of the choices are correct.

**159)** What are material items or products that customers will buy to satisfy a want or need?

A) Goods   
 B) Services  
 C) Production  
 D) Productivity

**160)** What are tasks performed by people that customers will buy to satisfy a want or need?

A) Goods   
 B) Services  
 C) Production  
 D) Productivity

**161)** 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

**162)** 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

**163)** 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.

**164)** 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.

**165)** 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.

**166)** 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.

**167)** Cars, groceries, and clothing belong in which category?

A) Goods   
 B) Services  
 C) Production  
 D) Productivity

**168)** Teaching, waiting tables, and cutting hair belong in which category?

A) Goods   
 B) Services  
 C) Production  
 D) Productivity

**169)** Which of the following is considered a good?

A) Cars   
 B) Groceries  
 C) Clothing  
 D) All of the choices are correct.

**170)** Which of the following is considered a service?

A) Teaching   
 B) Waiting tables  
 C) Cutting hair  
 D) All of the choices are correct.

**171)** Which of the following is considered a good?

A) Cars   
 B) Teaching  
 C) Waiting tables  
 D) All of the choices are correct.

**172)** Which of the following is considered a service?

A) Cars   
 B) Groceries  
 C) Cutting hair  
 D) All of the choices are correct.

**173)** Which of the following is considered as goods?

A) Milk and eggs   
 B) Managing a team  
 C) Selling groceries  
 D) All of the choices are correct.

**174)** Which of the following is considered a service?

A) Selling groceries   
 B) Managing a team  
 C) Cutting hair  
 D) All of the choices are correct.

**175)** The lettuce, tomatoes, patty, bun, and ketchup are included in which category of making a hamburger?

A) Input   
 B) Process  
 C) Output  
 D) All of the choices are correct.

**176)** Cooking a patty and putting the ingredients together are included in which category of making a hamburger?

A) Input   
 B) Process  
 C) Output  
 D) All of the choices are correct.

**177)** The actual hamburger is included in which category of making a hamburger?

A) Input   
 B) Process  
 C) Output  
 D) All of the choices are correct.

**178)** 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

**179)** 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

**180)** 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

**181)** 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

**182)** 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 information strategy   
 B) Management intelligence system  
 C) Management information system  
 D) Management information strategist

**183)** 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. What type of information is Shelby gathering?

A) Feedback   
 B) Processing  
 C) Output management  
 D) Sales processing

**184)** Which of the following provides an accurate definition of systems thinking?

A) A way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on each part.   
 B) A way of monitoring individual components including an input, the process, and an output while continuously gathering feedback on the entire system.  
 C) A way of monitoring the entire system by viewing multiple inputs being processed or transformed to produce outputs while continuously gathering feedback on the entire system.  
 D) A way of monitoring singular parts of a system by viewing a single input that is processed or transformed to produce an entire system that is continuously monitored to gather feedback on each individual part.

**185)** 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 cycle.  
 D) The light indicating that the washer is off balance and has stopped.

**186)** 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 cycle  
 D) The light indicating that the washer is off balance and has stopped.

**187)** 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 cycle  
 D) The light indicating that the washer is off balance and has stopped

**188)** 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 cycle  
 D) The light indicating that the washer is off balance and has stopped.

**189)** 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.

**190)** 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.

**191)** If you were thinking about an oven as a system which of the following represents the process?

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.

**192)** 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.

**193)** If you were thinking about a home theater system which of the following represents the inputs?

A) The DVD player, DVD movie, speakers, TV, and electricity.   
 B) Playing the movie including the audio through the speakers and the video on the TV.  
 C) A message stating that the disk is dirty and cannot be played.  
 D) Spinning the disk to play, pause, rewind, or fast forward.

**194)** If you were thinking about a home theater system which of the following represents the outputs?

A) The DVD player, DVD movie, speakers, TV, and electricity.   
 B) Playing the movie including the audio through the speakers and the video on the TV.  
 C) A message stating that the disk is dirty and cannot be played.  
 D) Spinning the disk to play, pause, rewind, or fast forward.

**195)** If you were thinking about a home theater system which of the following represents the process?

A) The DVD player, DVD movie, speakers, TV, and electricity.   
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 C) A message stating that the disk is dirty and cannot be played.  
 D) Spinning the disk to play, pause, rewind, or fast forward.

**196)** If you were thinking about a home theater system which of the following represents the feedback?

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 B) Playing the movie including the audio through the speakers and the video on the TV.  
 C) A message stating that the disk is dirty and cannot be played.  
 D) Spinning the disk to play, pause, rewind, or fast forward.

**197)** Companies today are successful when they combine the power of the information age with traditional business methods.

⊚ true  
 ⊚ false

**198)** Competitive data is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries, which analyzes patterns, trends, and relationships for strategic decision making.

⊚ true  
 ⊚ false

**199)** Business intelligence is information collected from multiple sources such as suppliers, customers, competitors, partners, and industries, which analyzes patterns, trends, and relationships for strategic decision making.

⊚ true  
 ⊚ false

**200)** The information age is the present time, during which infinite quantities of facts are widely available to anyone who can use a computer.

⊚ true  
 ⊚ false

**201)** Top managers use facts to define the future of the business, analyzing markets, industries, and economies to determine the strategic direction the company must follow to remain unprofitable.

⊚ true  
 ⊚ false

**202)** A variable is a business intelligence characteristic that stands for a value that cannot change over time.

⊚ true  
 ⊚ false

**203)** A fact is the confirmation or validation of an event or object. In the past, people primarily learned facts from books.

⊚ true  
 ⊚ false

**204)** Zappos is not a technology company; its primary business focus is to sell books and competitive intelligence.

⊚ true  
 ⊚ false

**205)** Order date, amount sold, and customer number are all forms of data.

⊚ true  
 ⊚ false

**206)** Choosing not to fire a sales representative who is underperforming knowing that person is experiencing family problems is a form of knowledge.

⊚ true  
 ⊚ false

**207)** 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

**208)** The Internet of Things (IoT) is a world where interconnected, Internet-enabled devices or “things” can collect and share data without human intervention.

⊚ true  
 ⊚ false

**209)** Machine-to-machine (M2M) refers to devices that connect directly to other devices.

⊚ true  
 ⊚ false

**210)** The Internet of Things (IoT) refers to devices that connect directly to other devices.

⊚ true  
 ⊚ false

**211)** Predictive analytics extracts information from data and uses it to predict future trends and identify behavioral patterns.

⊚ true  
 ⊚ false

**212)** Predictive analytics is a world where interconnected, Internet-enabled devices or “things” can collect and share data without human intervention.

⊚ true  
 ⊚ false

**213)** 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

**214)** Machine-to-machine (M2M) extracts information from data and uses it to predict future trends and identify behavioral patterns.

⊚ true  
 ⊚ false

**215)** Knowledge workers are individuals valued for their ability to mitigate risk and implement critical human resource and accounting rules and regulations.

⊚ true  
 ⊚ false

**216)** 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

**217)** Big data is a collection of large complex datasets, which cannot be analyzed using traditional database methods and tools.

⊚ true  
 ⊚ false

**218)** The four common characteristics of big data include variety, veracity, volume, and velocity.

⊚ true  
 ⊚ false

**219)** Variety in big data includes different forms of structured and unstructured data.

⊚ true  
 ⊚ false

**220)** Veracity in big data includes the uncertainty of data, including biases, noise, and abnormalities.

⊚ true  
 ⊚ false

**221)** Volume in big data includes the scale of data.

⊚ true  
 ⊚ false

**222)** Velocity in big data includes the analysis of streaming data as it travels around the Internet.

⊚ true  
 ⊚ false

**223)** Velocity in big data includes different forms of structured and unstructured data.

⊚ true  
 ⊚ false

**224)** Volume in big data includes the uncertainty of data, including biases, noise, and abnormalities.

⊚ true  
 ⊚ false

**225)** Big data is a view of data at a moment in time.

⊚ true  
 ⊚ false

**226)** A snapshot is a view of data at a moment in time.

⊚ true  
 ⊚ false

**227)** A static report can include updating daily stock market prices or the calculation of available inventory.

⊚ true  
 ⊚ false

**228)** A dynamic report can include updating daily stock market prices or the calculation of available inventory.

⊚ true  
 ⊚ false

**229)** Business analytics is the scientific process of transforming data into insight for making better decisions.

⊚ true  
 ⊚ false

**230)** Descriptive analytics uses techniques that describe past performance and history.

⊚ true  
 ⊚ false

**231)** Predictive analytics uses techniques that extract information from data to predict future trends and identify behavioral patterns.

⊚ true  
 ⊚ false

**232)** Prescriptive analytics uses techniques that create models indicating the best decision to make or course of action to take.

⊚ true  
 ⊚ false

**233)** Knowledge assets, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

⊚ true  
 ⊚ false

**234)** Knowledge assets reside within the minds of members, customers, and colleagues and include physical structures and recorded media.

⊚ true  
 ⊚ false

**235)** Knowledge facilitators help harness the wealth of knowledge in the organization.

⊚ true  
 ⊚ false

**236)** Descriptive analytics is the scientific process of transforming data into insight for making better decisions.

⊚ true  
 ⊚ false

**237)** Business analytics only uses techniques that describe past performance and history.

⊚ true  
 ⊚ false

**238)** Prescriptive analytics uses techniques that extract information from data to predict future trends and identify behavioral patterns.

⊚ true  
 ⊚ false

**239)** Analytics, also called intellectual capital, are the human, structural, and recorded resources available to the organization.

⊚ true  
 ⊚ false

**240)** Knowledge facilitators reside within the minds of members, customers, and colleagues and include physical structures and recorded media.

⊚ true  
 ⊚ false

**241)** Structured data extracts information from data and uses it to predict future trends and identify behavioral patterns.

⊚ true  
 ⊚ false

**242)** Unstructured data extracts information from data and uses it to predict future trends and identify behavioral patterns.

⊚ true  
 ⊚ false

**243)** Structured data is data that has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.

⊚ true  
 ⊚ false

**244)** Unstructured data is data that is not defined and does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

⊚ true  
 ⊚ false

**245)** Unstructured data is data that has a defined length, type, and format and includes numbers, dates, or strings such as Customer Address.

⊚ true  
 ⊚ false

**246)** Structured data is data that is not defined and does not follow a specified format and is typically free-form text such as emails, Twitter tweets, and text messages.

⊚ true  
 ⊚ false

**247)** Unstructured data extracts information from data and uses it to predict future trends and identify behavioral patterns.

⊚ true  
 ⊚ false

**248)** The terms department, functional area, and business unit are used interchangeably.

⊚ true  
 ⊚ false

**249)** Companies update business strategies continuously as internal and external environments change.

⊚ true  
 ⊚ false

**250)** The finance department performs the function of selling goods or services.

⊚ true  
 ⊚ false

**251)** The marketing department supports sales by planning, pricing, and promoting goods or services.

⊚ true  
 ⊚ false

**252)** The operations management department manages the process of converting or transforming resources into goods or services.

⊚ true  
 ⊚ false

**253)** The accounting and finance departments primarily use monetary data.

⊚ true  
 ⊚ false

**254)** The sales and marketing departments primarily use monetary data.

⊚ true  
 ⊚ false

**255)** For an organization to succeed, every department or functional area must work independently to be most effective.

⊚ true  
 ⊚ false

**256)** Successful companies today operate cross-functionally, integrating the operations of all departments.

⊚ true  
 ⊚ false

**257)** MIS is a tool that is most valuable when it leverages the talents of people who know how to use and manage it effectively.

⊚ true  
 ⊚ false

**258)** The business decisions made by the marketing department include promotional data, sales data, and advertising data.

⊚ true  
 ⊚ false

**259)** The business decisions made by the human resources department include employee data, promotion data, and vacation data.

⊚ true  
 ⊚ false

**260)** The business decisions made by the finance department include investment data, monetary data, and reporting data.

⊚ true  
 ⊚ false

**261)** The business decisions made by the accounting department include transactional data, purchasing data, payroll data, and tax data.

⊚ true  
 ⊚ false

**262)** The business decisions made by the sales department include potential customer data, sales report data, commission data, and customer support data.

⊚ true  
 ⊚ false

**263)** The business decisions made by the operations management department include manufacturing data, distribution data, and production data.

⊚ true  
 ⊚ false

**264)** The business decisions made by the finance department include promotion data, sales data, and advertising data.

⊚ true  
 ⊚ false

**265)** The business decisions made by the accounting department include employee data, promotion data, and vacation data.

⊚ true  
 ⊚ false

**266)** The business decisions made by the human resources department include investment data, monetary data, and reporting data.

⊚ true  
 ⊚ false

**267)** The business decisions made by the marketing department include transactional data, purchasing data, payroll data, and tax data.

⊚ true  
 ⊚ false

**268)** The business decisions made by the human resources department include potential customer data, sales report data, commission data, and customer support data.

⊚ true  
 ⊚ false

**269)** The business decisions made by the accounting department include manufacturing data, distribution data, and production data.

⊚ true  
 ⊚ false

**270)** Goods are material items or products that customers will buy to satisfy a want or need.

⊚ true  
 ⊚ false

**271)** Waiting tables, teaching, and cutting hair are all examples of services that people pay for to fulfill their needs.

⊚ true  
 ⊚ false

**272)** An overview of systems thinking includes input, process, output, and finances.

⊚ true  
 ⊚ false

**273)** Cars, groceries, and clothing are all examples of goods.

⊚ true  
 ⊚ false

**274)** Production is the process where a business takes raw materials and processes them or converts them into a finished product for its goods or services.

⊚ true  
 ⊚ false

**275)** Productivity is the rate at which goods and services are produced based upon total output given total inputs.

⊚ true  
 ⊚ false

**276)** Lettuce, tomatoes, patty, bun, and ketchup are included in the output of making a hamburger.

⊚ true  
 ⊚ false

**277)** Cooking a patty and putting the ingredients together are included in the process of making a hamburger.

⊚ true  
 ⊚ false

**278)** Bread, cheese, and butter are included in the process of making a grilled cheese sandwich.

⊚ true  
 ⊚ false

**279)** A grilled cheese sandwich is considered the final output of a making-a-sandwich process.

⊚ true  
 ⊚ false

**280)** If a business could produce the same hamburger with less expensive inputs it would probably see a decrease in profits.

⊚ true  
 ⊚ false

**281)** 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

**Answer Key**Test name: chapter 1

4) C

5) D

6) D

7) D

8) A

9) A

10) B

11) D

12) A

13) C

14) A

15) B

16) C

17) D

18) C

19) A

20) A

21) C

22) D

23) A

24) D

25) D

26) D

27) D

28) A

29) B

30) A

31) D

32) B

33) B

34) A

35) C

36) B

37) A

38) C

39) B

40) D

41) A

42) B

43) D

44) C

45) A

46) B

47) C

48) D

49) A

50) A

51) A

52) B

53) B

54) B

55) A

56) B

57) A

58) D

59) C

60) D

61) B

62) B

63) B

64) C

65) A

66) A

67) B

68) A

69) B

70) A

71) D

72) B

73) A

74) A

75) B

76) C

77) D

78) A

79) B

80) C

81) D

82) A

83) B

84) C

85) D

86) A

87) B

88) C

89) D

90) A

91) A

92) B

93) A

94) B

95) C

96) D

97) D

98) C

99) B

100) A

101) A

102) A

103) B

104) B

105) C

106) C

107) D

108) D

109) A

110) B

111) B

112) D

113) A

114) B

115) A

116) B

117) D

118) D

119) B

120) C

121) D

122) A

123) B

124) C

125) D

126) D

127) B

128) A

129) B

130) C

131) D

132) A

133) A

134) C

135) D

136) A

137) D

138) D

139) A

140) C

141) A

142) B

143) A

144) A

145) D

146) A

147) D

148) B

149) C

150) A

151) C

152) B

153) D

154) A

155) D

156) B

157) D

158) D

159) A

160) B

161) C

162) D

163) A

164) B

165) C

166) D

167) A

168) B

169) D

170) D

171) A

172) C

173) A

174) D

175) A

176) B

177) C

178) B

179) B

180) B

181) C

182) C

183) A

184) A

185) A

186) C

187) D

188) B

189) A

190) B

191) D

192) C

193) A

194) B

195) D

196) C

197) TRUE

198) FALSE

199) TRUE

200) TRUE

201) FALSE

202) FALSE

203) TRUE

204) FALSE

205) TRUE

206) TRUE

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266) FALSE

267) FALSE

268) FALSE

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274) TRUE

275) TRUE

276) FALSE

277) TRUE

278) TRUE

279) TRUE

280) FALSE

281) TRUE