

Name: \_\_\_\_\_

**Midterm Exam #1 - Written Portion - 80 points**

**CIS 211 - Management Information Systems**

**This examination must be completed independently, i.e., without the assistance of any external resources. Failing to follow this direction constitutes a violation of the Elon Honor Code.**

This examination consists of 38 questions worth a total of 80 points. Question 1 appears below and is worth 6 points. Place your answer to question 1 in the indicated area below. Questions 2 through 38 are multiple choice questions that appear in a separate document packet and are each worth 2 points. Place the letters of your answers to questions 2 through 38 in the corresponding blank spaces on the right hand portion of this page.

**Do not rise from your seat during this exam.  
If you have a question, raise your hand.**

You have **70 minutes** to finish this exam, not the entire period. We will discuss the solution to the questions in the remaining 30 minutes. Please do not leave the class room after finishing your exam.

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**Question #1:** In practicing customer relationship management (CRM), organizations often model the value of a customer by determining *three* pieces of information about the customer. What is the name of this model and what are the three pieces of information determined for this model? Place your answer between the dashed lines below.

\_\_\_\_\_

(Place Answer #1 Here)

- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
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- 30. \_\_\_\_\_
- 31. \_\_\_\_\_
- 32. \_\_\_\_\_
- 33. \_\_\_\_\_
- 34. \_\_\_\_\_
- 35. \_\_\_\_\_
- 36. \_\_\_\_\_
- 37. \_\_\_\_\_
- 38. \_\_\_\_\_

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**Midterm #1 - Written Portion - CIS 211 - Spring 2009**

**Name:** \_\_\_\_\_

**Directions:** For each of the following 37 questions, select the letter of the *best* answer to the question or prompt. Write that letter on the answer sheet provided on a separate page. Refer to the answer sheet for additional instructions. You must submit this exam document along with the answer sheet. Do not remove this document from the class room. Good luck! ☺

2. To place an order on the Tervis.com Web site, a customer must create an account or log in to an existing account. Tervis.com systems record every order, including customer account number, order date, products ordered, product costs, and shipping fees. Which of the following terms best classifies this collection of customer orders?

- Q. Data
- R. Information
- S. Intelligence
- T. All of the above
- U. None of the above

Newspapers sell one service: advertising space. A certain newspaper Web site tracks the number of page views for each of their stories and uses software to understand what type of stories attract the largest number of page views. They use this information to predict interest in future stories and charge advertisers different rates based on predicted story popularity. Since implementing the system, advertising revenues have increased 20% from their prior levels.

3. Which of the following metrics is exhibited in the newspaper scenario?

- Q. Click-through rate
- R. Conversion rate
- S. Page exposures
- T. Total hits
- U. None of the above

4. Which of the following strategies is the newspaper company successfully executing?

- Q. Cross-selling
- R. Up-selling
- S. Both of the above
- T. None of the above

5. Which of the following items is **not** an expected advantage of implementing a customer relationship management (CRM) system?

- Q. Ability to close deals faster
- R. Ability to identify new customers
- S. Ability to ship orders faster
- T. All of the above (i.e., none are advantages)
- U. None of the above (i.e., all are advantages)

6. Information systems that help companies manage their supply chain (SCM systems) are typically unsuccessful when they provide poor visibility up and down the chain. Which of the following effects can result when SCM systems provide poor visibility?

- Q. Bullwhip effect
- R. Metric effect
- S. Unstructured system effect
- T. All of the above
- U. None of the above

7. Gapoc, a playing-card manufacturer and distributor, sells card decks directly to consumers through a Web site that lists each deck and its corresponding price. Gapoc deals with businesses such as casinos and card clubs by sending yearly-updated catalogs and taking orders by phone only. Which of the following pairings of sales method and supply chain management (SCM) information system driver is accurate?

- Q. Catalog - pull-based  
Web site - pull-based
- R. Catalog - pull-based  
Web site - push-based
- S. Catalog - push-based  
Web site - pull-based
- T. Catalog - push-based  
Web site - push-based

8. What is *Management Information Systems (MIS)*?
- Q. Application of information systems to solve business problems
  - R. Information systems that are used by managers
  - S. Both of the above
  - T. None of the above
9. *Fred's Threads (FT)* is a clothing store. In 2000 FT had profits of \$100,000 at its exclusive Main Street location. On January 1, 2001, FT launched its Web site, allowing customers two options for purchases. In 2001, FT lost some of its store customers and had store profits of only \$80,000 but had Web site profits of \$120,000 for a total of \$200,000. FT spent a total of \$50,000 launching and maintaining the site. What is the ROI (return on investment) of the Web site?
- Q. \$70,000
  - R. \$50,000
  - S. 140%
  - T. 100%
  - U. 50%
10. When considering information systems (ISs), we use specific definitions for *efficiency* and *effectiveness*. Which of the following pairings is correct?
- Q. Efficiency: impact IS has on operations  
Effectiveness: performance of IS
  - R. Efficiency: performance of IS  
Effectiveness: impact of IS on operations
11. Which of the following data collection methods pertains to supply chain management (SCM)?
- Q. Customer surveys
  - R. Emotion detection
  - S. Personalization & collaborative filtering
  - T. All of the above
  - U. None of the above
12. Who do you think will win March Madness?
- Q. ABC - Anybody But Carolina
  - R. Duke Blue Devils
  - S. (Relax, either answer is correct 😊)
13. Which of the following systems types is typically classified as a *structured* collaborative information system?
- Q. Content management system (CMS)
  - R. Groupware
  - S. Knowledge management system (KMS)
  - T. All of the above
  - U. None of the above
14. Orbex is a help desk support firm. When an Orbex representative takes a service call, the representative types keywords from the customer's problem description into a call assistance system. The system provides the representative with a list of questions to ask and potential solutions to offer the customer. When the representative discovers a new problem not documented in the system, the representative should add the problem (and its solution) to the system to facilitate future calls fielded by other representatives in the firm. Which of the following systems is being described in this scenario?
- Q. Content management system (CMS)
  - R. Groupware
  - S. Knowledge management system (KMS)
  - T. Workflow management system (WMS)
  - U. None of the above
15. Flurry International employs over 2000 people and encourages employees to communicate through Web-based wikis, since management has found wiki communication to be generally superior to email. To ensure a professional appearance of the wiki pages, Flurry's wiki system allows employees to change only certain portions of various pages. Flurry's system also logs the activity of each employee on the wikis and then analyzes those logs to understand how individual employees tend to communicate with one another. Which of the following terms is exemplified in this situation?
- Q. Social networking analysis (SNA)
  - R. Workflow management system (WMS)
  - S. Both of the above
  - T. None of the above

The Red Oak Brewery keeps their costs low by selling their beer directly to restaurants. Red Oak uses a Web site to allow customers to place new orders and track the progress of existing orders. Red Oak's telephone system automatically records each call date, time, and duration and the phone system ties into the ordering system, allowing customers who make new orders by phone to still check their orders on the Web site.

16. What kind of customer relationship management (CRM) system does Red Oak use?
- Q. Analytical CRM
  - R. Operational CRM
  - S. Organizational CRM
  - T. Both Q and R
  - U. All of the above
17. Which of the following CRM tasks is exemplified by Red Oak?
- Q. Analysis (customer segmentation)
  - R. Prediction (customer simulation)
  - S. Reporting (customer identification)
  - T. All of the above
  - U. None of the above
18. Most steps in the supply chain result in *downstream* movement of goods, but one of the steps actually is unlike the others in that it describes the movement of goods back *upstream*. Which of the following steps describes upstream movement of goods?
- Q. Distribution
  - R. Planning
  - S. Procurement
  - T. Production
  - U. Return
19. When customers desire to purchase a laptop from Apple.com, several laptops appear side-by-side to portray buying options. Once a customer has selected a laptop, Apple.com uses a separate system to confirm the credit card transaction and also records the purchase details on their own systems. Occasionally, sales managers will consult purchase patterns and make adjustments to the products being offered based on those patterns. Which of the following system types appears in the preceding scenario?
- Q. Decision support system (DSS)
  - R. Executive information system (EIS)
  - S. Transaction processing system (TPS)
  - T. Both Q and R
  - U. Both Q and S
20. Which of the following system types do **not** typically have graphical or visualization components?
- Q. Decision support system (DSS)
  - R. Executive information system (EIS)
  - S. Transaction processing system (TPS)
  - T. All of the above (i.e., all have graphical or visualization components)
  - U. None of the above (i.e., none have graphical or visualization components)
21. Which of the following statements regarding Web metrics is accurate?
- Q. To be able to determine *click-through*, a person must first determine *unique visitors*
  - R. To be able to determine *unique visitors*, a person must first determine *total hits*
  - S. Both of the above
  - T. None of the above
22. Which of the following is a component of management information systems (MISs)?
- Q. People
  - R. Processes
  - S. Technology
  - T. Both R and S
  - U. All of the above

23. Which of the following supply chain management (SCM) factors pertains to the idea that service-providing companies (such as cell phone service providers) are much less likely to use SCM systems than product-providing companies (such as cell phone manufacturers)?
- Q. Alignment
  - R. Buy-in
  - S. Customer behavior
  - T. All of the above
  - U. None of the above
24. When a person provides directions, they may say "turn left onto Church Street and then about 1 mile later, turn left onto Edgewood Avenue." The fact that you must stop at the traffic lights along Church Street is an example of \_\_\_\_.
- Q. Explicit knowledge
  - R. Knowledge management (KM)
  - S. Tacit knowledge
  - T. All of the above
  - U. None of the above
25. Vizor, a software company, recently announced its plans to sell innovative market data visualization software to a variety of online trading companies. Upon hearing the announcement, Bern, a market trading company, purchased Vizor outright. As a result, Bern has become the only online trading company with the visualization tools and further, makes these tools available to all clients who make more than one trade per month. What aspects of competitive advantage appear in this Vizor-Bern example?
- Q. Being a first mover
  - R. Controlling buyer power
  - S. Controlling seller power
  - T. All of the above
  - U. None of the above
26. DWT is a local company that bought all of the major drug store franchises (Walgreens, CVS, and Rite Aid) in Burlington two years ago. Since then, DWT has maintained the stores that it purchased and built new stores near growing residential areas. DWT has also created a Web site in which customers can check the inventory of any store that DWT owns to ensure that a desired item is available prior to traveling to the store. Which of the following statements characterizes DWT's altered supply chain management (SCM) strategy?
- Q. DWT is now more effective
  - R. DWT is now more efficient
  - S. DWT is pursuing a mixed strategy: the facilities driver is more effective but the information driver is more efficient
  - T. DWT is pursuing a mixed strategy: the facilities driver is more efficient but the information driver is more effective
27. An information system that provides an overview of the activities of every department in an organization is which of the following types of systems?
- Q. Decision support system (DSS)
  - R. Executive information system (EIS)
  - S. Knowledge management system (KMS)
  - T. Transaction processing system (TPS)
  - U. All of the above
28. The concept that an organization sells a product or service that a customer values more highly than a competitor's similar product or service is \_\_\_\_.
- Q. Competitive advantage
  - R. Cost leadership
  - S. New entrant threat
  - T. Supplier power
  - U. None of the above

29. Which of the following systems are generally considered to be *groupware*?
- Q. Content management system (CMS)
  - R. Knowledge management system (KMS)
  - S. Workflow management system (WMS)
  - T. All of the above
  - U. None of the above
30. Which of the following items is closest to the concept of *software as a service*?
- Q. When a person creates a Microsoft Word document by copying and pasting from a Microsoft Excel spreadsheet
  - R. When a person creates a pivot table in Microsoft Excel based on data from the same spreadsheet
  - S. When a person creates a spreadsheet in Google Documents based on data from Wikipedia
  - T. All of the above
  - U. None of the above
31. Why would an organization run a *reverse auction*?
- Q. To decrease buyer power
  - R. To decrease supplier power
  - S. To increase buyer power
  - T. To increase supplier power
  - U. None of the above
32. When company X produces a product that is similar to its competitors' products in functionality but relatively high in price, what strategy is X following?
- Q. Cost leadership
  - R. Differentiation
  - S. Focused strategy
  - T. Q or S
  - U. R or S
33. What is the main concept of Enterprise Resource Planning (ERP) systems?
- Q. Automate room scheduling and planning
  - R. Integrate internal computing resources
  - S. Minimize the use of external resources
  - T. All of the above
  - U. None of the above
34. What is the common chief risk of attempting to use an Enterprise Resource Planning (ERP) approach?
- Q. Decreased employee morale
  - R. High costs to the organization
  - S. Isolation of business departments and processes
  - T. All of the above
  - U. None of the above
35. Which of the following terms describes software that integrates two information systems that are each developed by different software companies?
- Q. Malware
  - R. Middleware
  - S. Software as a service
  - T. All of the above
  - U. None of the above
36. The IT system metric *response rate* refers to \_\_\_\_.
- Q. Amount of information that can travel through a system upon request
  - R. Amount of time needed by a system to complete a specified process
  - S. Amount of time needed by a system to respond to user keyboard or mouse interactions
  - T. Percentage of time a system is available to users
  - U. None of the above

37. Which of the following items best describes the concept of *enterprise application integration* (EAI)?

- Q. Purchasing hardware from only one provider
- R. Purchasing software from only one provider
- S. Software that allows different commonly-used systems to integrate without direct interaction by the user of either system
- T. Both Q and R
- U. None of the above

38. Which of the following terms describes the ease with which a user can interact with a computing system?

- Q. Conversion
- R. Cycle time
- S. Exposure
- T. Usability
- U. None of the above