

# **BUSINESS INFORMATION SYSTEM**

## **Multiple Choice Questions & Answers**

1. Buy-side e-commerce is:
  - A. The use of electronic communications for all business processes.
  - B. Any electronically mediated communication between an organisation and its stakeholders.
  - C. An organisation using electronic media to sell direct to its customers.
  - D. An organisation using electronic media to purchase from its suppliers.**ANSWER: D**
2. To determine demand for Internet services in a market, companies should survey what?
  - A. Percentage that have access to the Internet.
  - B. Percentage that purchase online.
  - C. Percentage that use the Internet to inform their buying decision.
  - D. All of the above.**ANSWER: D**
3. Which of these is a cost/efficiency driver of e-commerce?
  - A. Improving the range and quality of services offered.
  - B. Avoid losing market share to businesses already using e-commerce.
  - C. Increasing speed with which supplies can be obtained.
  - D. Customer demand.**ANSWER: C**
4. Which of the following is not one of the five competitive forces identified by Michael Porter?
  - A. The bargaining power of customers.
  - B. The threat of substitute products or services.
  - C. The threat of new entrants.
  - D. The threat of changes in the global economy.**ANSWER: D**
5. Which category of computer-based information systems is concerned with supporting the functional areas of an organisation?
  - A. Strategic information systems.
  - B. Business information systems.
  - C. Expert systems.
  - D. End user computing systems.**ANSWER: B**
6. Which category of computer-based information systems is concerned with improving efficiency by applying information technology to common administrative tasks, such as creating business documents?
  - A. Expert systems.
  - B. Office automation systems.
  - C. Business information systems.
  - D. Strategic information systems.**ANSWER: B**
7. Information systems that monitor the elementary activities and transactions of the organizations are:
  - A. Management-level systems.
  - B. Operational-level systems.
  - C. Knowledge-level systems.
  - D. Strategic-level systems.**ANSWER: B**

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8. Projections and responses to queries are information output characteristics associated with a(n):
- A. DSS
  - B. MIS
  - C. ESS
  - D. TPS

**ANSWER: C**

9. Summary transaction data, high-volume data, and simple models are information inputs characteristic of a(n):
- A. DSS
  - B. MIS
  - C. ESS
  - D. TPS

**ANSWER: B**

10. Identifying customers and markets using data on demographics, markets, consumer behaviour, and trends is an example of a(n)
- A. Operational-level sales and marketing information system
  - B. Knowledge-level sales and marketing information system.
  - C. Management-level sales and marketing information system.
  - D. Strategic-level sales and marketing information system.

**ANSWER: B**

11. Deciding where to locate new production facilities is a(n) example of a manufacturing and production information system operating at the
- A. Operational level
  - B. Management level
  - C. Knowledge level
  - D. Strategic level

**ANSWER: D**

12. Preparing short-term budgets is an example of a finance and accounting information system operating at the
- A. Operational level
  - B. Management level
  - C. Knowledge level
  - D. Strategic level

**ANSWER: B**