

Course No: MAN 4319
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Using Calculator (No)

University of Palestine



Final Exam
2013/2014
Total Grade:50

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Using Dictionary (No)

Question One: Choose the correct answer (20 Marks)

1. Networks enable which of the following applications?
 - a) Discovery
 - b) Collaboration
 - c) Communications
 - d) All of these

2. _____ is a method for analysing and reducing a relational database to its most streamlined form.
 - a) Structured query
 - b) Normalization
 - c) Joining
 - d) Relational analysis

3. In _____ e-commerce, the sellers are customers and buyers are organizations.
 - a) business-to-business
 - b) business-to-consumer
 - c) consumer-to-consumer
 - d) consumer-to-business

4. eBay employs the _____ auction mechanism.
 - a) Forward
 - b) Dutch
 - c) Reverse
 - d) Proprietary eBay

5. Businesses and organizations set up Web sites to: _____.
 - a) Reduce operational and transaction costs.
 - b) Induce people to visit a physical location.
 - c) Sell goods and services.
 - d) All of these.

6. Which of the following is **NOT** a challenge in managing data?
 - a) The amount of data available is getting larger each year.
 - b) The amount of data necessary to transmit is very big.
 - c) The amount of data is getting smaller each year.
 - d) Managing the physical equipment that handles the information.

7. Which of the following **reports** are created based on what users need, when they need it.
 - a) Routine reports
 - b) Ad hoc reports
 - c) Exception reports
 - d) None of these

8. Which of the following is **NOT** of core ERP modules?
 - a) Marketing system
 - b) Human Resources system
 - c) Customer Relationship Management system
 - d) Accounting system

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9. _____ is a CRM application that is support direct interactions with customers.
- a) Customer-Facing applications b) Customer-Touching applications
c) Analytical CRM applications d) (a) and (b)
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10. In CRM systems, the complete data set on a customer is called: _____.
- a) a profile b) a record
c) a file d) a 360-degree view
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11. Business intelligence applications include: _____.
- a) Microsoft Excel spreadsheets b) Data mining
c) Data warehouses d) All of these
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12. In BI, a(n) _____ provides rapid access to timely information and direct access to management reports.
- a) expert system b) decision support system
c) digital dashboard d) neural network
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Question Two: answer Five (5) questions only (30 Marks)

1. Defined the data warehouses, and list **three** of the basic characteristics of it. **(6 Marks)**
2. What is the difference between Local Area Networks (LANs) and Wide Area Networks (WANs)? **(6 Marks)**
3. Discuss online advertising, and its methods. **(6 Marks)**
4. Why is CRM so important to any organization? Illustrate an example to support your answer. **(6 Marks)**
5. Explain the purpose of enterprise resource planning (ERP) systems, and identify the limitations to implementing an ERP system. **(6 Marks)**
6. Discuss the strategic benefits of BI systems. **(6 Marks)**