


Question One: Multiple Choice

(20 Marks)

1) Which of the following network applications are available through the internet? a) Discovery b) E-Learning and Distance Learning c) Communication d) All of these
2) Consider this domain name, student.up.edu.ps , the “ student ” is the _____. a) Top-level domain b) Name of the organization c) URL d) Name of the specific computer
3) ____ connects two or more devices in a limited geographical region. a) A Local Area Network b) A Wide Area Network c) An Enterprise Network d) None of these
4) ____ allows the user to search several engines at once. a) Electronic mail b) Metasearch Engines c) Search Engines d) Portals
5) Which of the following is not an advantage of e-commerce ? a) You can buy from home, 24 hours per day. b) You can obtain detailed information on products. c) You have only a few products to choose from. d) You can compare competitors' products and prices.
6) The degree of digitization relates to all of the following except : ____ a) the product or service sold b) the delivery agent or intermediary c) the size of e-commerce transactions d) the process by which the product is produced
7) Which of the following online advertisement targets specific categories of users? a) Advertising in the search engines b) Advertising in social network like Facebook c) Horizontal Advertising (Banners) d) Advertisements in blogs
8) In _____ e-commerce, an individual sells products or services to other individuals. a) business-to-business b) business-to-consumer c) consumer-to-consumer d) consumer-to-business
9) _____ contain a chip that can store information and be used for several purposes. a) Electronic checks b) Purchasing cards c) Smart cards d) Student cards
10) Of the following, which is the major problem with smart phones? a) They are too slow b) Their screens are too small c) They are too expensive d) They can be used to compromise security
11) Which of the following Satellite transmission uses for TV signal ? a) Medium-earth-orbit (MEO): b) Global Positioning System (GPS) c) Geostationary (GEO) d) Low-earth-orbit (LEO):
12) _____ is a wireless short-range connection between mobile devices. a) Bluetooth b) WiFi c) GPS d) Infrared

Course No: MAN 4319 & HSM 2316
 Course Title: Management Information Systems
 Date: 00/01/2017
 No. of Questions: (2)
 Time: 2 hours

University of Palestine

 Final Exam 2016/2017
 Total Grade: 50

Instructor Name: Dr. AlaaEddin Almabhouh
 Student No.: _____
 Student Name: _____
 College Name: Management & Business
 Dep. / Specialist: _____

13) Which of the following is not a process within an information system for Human Resource Management?	
a) Employee evaluations	b) Firing decisions
c) Recruitment	d) Training
14) Which of the following statements is not true concerning the QR Code ?	
a) The QR Code can contain several types of data such as strings and numbers.	b) The QR Code is small boxes inside a large box containing data.
c) The QR Code can contain more than 1,000 char's.	d) The QR Code can contain an Arabic language only.
15) When interest is credited to your savings account at your bank, it is called a:	
a) Process	b) Transaction
c) Calculation	d) Action
16) Which of the following is false ?	
a) Functional area information systems were usually developed independently	
b) Functional area information systems easily communicate with each other.	
c) ERP systems are designed to integrate business processes.	
d) ERP systems integrate functional areas within an organization.	
17) _____ summarizes the performance of critical activities.	
a) Detailed reports	b) Summary reports
c) A drill-down reports	d) A key indicator reports
18) 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
19) Which of the following is considered an essential element for the success of CRM systems?	
a) Providing mobile apps produces services for customers.	b) Identifying many types of customer touch points.
c) Using of ERP Systems	d) None of these.
20) _____ systems support front-office processes directly interact with customers.	
a) Analytical CRM	b) CRM
c) Operational CRM	d) Collaborative CRM
21) The most fundamental information systems in an organization are: ____.	
a) office automation systems	b) decision support systems
c) transaction processing systems	d) functional area information systems

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Question Two: Answer Six (6) Questions Only

(30 Marks)

1. Discuss the benefits of advertising on **social networks**.
2. Differentiate between Local Area Networks (**LAN**) and Wide Area Networks (**WAN**); support your answer with example.
3. Differentiate between **pure** and **partial** electronic commerce. Provide examples of companies in each category.
4. Identify four (4) of major m-commerce **applications**, and provide a specific example of one of them.
5. Discuss the benefits of enterprise resource planning (**ERP**) **systems**.
6. Identify three (3) of **Core ERP** modules and two (2) of **Extended ERP** modules.
7. Explain the operational CRM systems; support your answer with examples.
8. “*It costs six times more to sell to a new customer than to sell to an existing one*”, discuss the role of Customer Relationship Management (CRM) systems in improving services and increasing customer loyalty for commercial firms.

An additional question: only for students those absent from 2nd mid-term exam

(15 Marks)

1. Explain the difficulties faced by enterprises in data management.
2. Explain the privacy issues and how they affected by information technology.

End of Questions
Good Luck