

Course No: MAN 4319
Course Title: Management Information
Systems
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Time: 2:00 hours
Using Calculator (No)

University of Palestine



Final Exam
2014/2015
Total Grade :50

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Using Dictionary (No)

Question One: Choose the correct answer (15 Marks)

1. Which of the following is not a social networking site?
a) LinkedIn b) Wikipedia
c) Facebook d) Twitter

2. Which of the following is not a characteristic of strong passwords?
a) They contain special characters b) They are not a recognizable word
c) They tend to be short so they are easy to d) They are not a recognizable string of
 remember numbers

3. Unintentional threats to information systems include all of the following except: ____
a) malicious software b) tailgating
c) power outage d) lack of user experience

4. The most overlooked people in information security are: ____
a) consultants and temporary hires b) secretaries and consultants
c) contract labourers and executive d) janitors and guards
 assistants

5. Which of the following is a true statement about the impact of social computing on a
business?
a) There is a high cost to using viral b) It is difficult to gain information about
 marketing customers
c) A small minority of individuals d) Social computing does not allow for
 contribute the majority of feedback and rapid feedback from customers
 can provide skewed data

6. Which of the following Web sites can include online advertisements.
a) Search engine Web sites b) Games Web sites
c) News Web sites d) All of these

7. The capabilities of smart phones include all of the following except _____.
a) Corporate transaction processing b) Digital camera
c) A calculator d) A global positioning system

8. Which of the following satellites located on the nearest distance from the earth?
a) Geostationary (GEO) b) Medium-earth-orbit (MEO)
c) Low-earth-orbit (LEO) d) Internet Over Satellite (IOS)

9. 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

10. Which of the following is NOT included in extended ERP modules?
a) E-Business b) Supply chain management system
c) Customer Relationship Management d) Accounting system
 system

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11. ___ systems support the front-office business processes which directly interact with customers.
- a) Collaborative CRM
 - b) Transactional CRM
 - c) Operational CRM
 - d) Analytical CRM
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12. 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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13. Business intelligence applications include: ___.
- a) Microsoft Excel spreadsheets
 - b) Data mining
 - c) Data warehouses
 - d) All of these
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14. Enterprise resource planning (ERP) systems take a(n) ___ view of the overall organization.
- a) user's
 - b) functional
 - c) management
 - d) business process
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15. ___ decisions are more common at lower organizational levels.
- a) Structured
 - b) Semi structured
 - c) Unstructured
 - d) Undocumented
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Question Two: answer Six (6) questions only (35 Marks)

1. How does social computing improve the customer experience? What benefits do the customers derive from using social computing? (6 Marks)
2. Contrast deliberate threats to information systems. Provide an example of it. (6 Marks)
3. Describe six (6) types of Web 2.0 applications. (6 Marks)
4. Define Bluetooth, and give examples of its uses. (6 Marks)
5. Discuss the reasons why ERP systems evolved and what organizations hope to gain by implementing them. (6 Marks)
6. Explain why the concept of a customer relationship management (CRM) system became necessary. (6 Marks)
7. Describe the two major components of operational CRM systems, and provide at least one example of each component. (6 Marks)
8. Discuss the information technologies that are available to support managers. What value could organization gain from using such a technologies? (6 Marks)