

i About the Exam



EXAMINATION

Course Code and name:

ITL10715 IT i Virksomheter

Date and duration:

13.03.2018, 2 hours

No support materials permitted.

Professor:

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Examination:

The final partial written exam consists of 50 multiple choice questions.

- This exam is in English, however a translation is provided in the appendix.
- You are able to view only one question at the time.
- You may go back to view each question before you submit your exam.
- This exam is worth 40% of your final grade.

Results:

Test results will be available 14.03.2018 on the Studentweb.

i Appendix

Her er spørsmålene på norsk:

[Spørsmål på Norsk](#)

1 **1)**

Thomas Friedman's description of the world as "flat" refers to:

Velg ett alternativ

- the increased use of global currencies.
- the growth of globalization.
- the use of the Internet and technology for instantaneous communication.
- the reduction in travel times and the ubiquity of global exchange and travel.
- the flattening of economic and cultural advantages of developed countries.

2 **2)**

The enormous volume of data generated by Internet activity, such as web traffic, e-mail, and social media is referred to as:

Velg ett alternativ

- cloud computing.
- IoT.
- big data.
- business intelligence.
- the mobile digital platform.

3 **3)**

How many service jobs move offshore to lower-wage countries in a typical year according to your textbook?

Velg ett alternativ

- 30 million
- 300,000
- 30,000
- 3,000
- 3 million

4 4)

The three principal levels within a business organization hierarchy are:

Velg ett alternativ

- senior management, middle management, and operational management
- senior management, middle management, and service workers
- senior management, operational management, and service workers.
- senior management, data workers, and service workers.
- senior management, operational management, and information systems.

5 5)

Which of the following constitutes a managerial element in the UPS tracking system described in the chapter?

Velg ett alternativ

- In-house package tracking software
- The decision to use automation
- Taking inventory
- Providing package status reports to customers
- Ability to embed UPS functions in external sites

6 **6)**

Personnel who design new products or services for a firm belong to which level of a business hierarchy?

Velg ett alternativ

- Data workers
- Production workers
- Knowledge workers
- Middle management
- Service workers

7 **7)**

A _____ is a senior manager who oversees the use of IT in the firm.

Velg ett alternativ

- CIO
- CTO
- CEO
- CFO
- CKO

8 **8)**

Which of the following is an example of a cross-functional business process?

Velg ett alternativ

- Identifying customers
- Paying creditors
- Assembling a product
- Creating a new product
- Transporting the product

9 **9)**

Order fulfilment involves all of the following business processes except:

Velg ett alternativ

- assembling the product
- shipping the product
- checking the customers credit
- making customers aware of the product
- submitting the order

10 **10)**

The term management information systems refers to a specific category of information systems serving:

Velg ett alternativ

- transaction process reporting
- integrated data processing throughout the firm
- employees with online access to historical records
- middle management function
- the information technology function

11 **11)**

What is the most important function of an enterprise application?

Velg ett alternativ

- Enabling business functions and departments to share information
- Enabling inventory and supply chain management
- Increasing speed of communicating
- Enabling a company to work collaboratively with customers and suppliers
- Enabling cost-effective e-business processes

12 **12)**

Which of the following statements about collaboration is not true?

Velg ett alternativ

- Businesses need special systems for collaboration.
- One business benefit of collaboration is improved innovation.
- In business, a collaboration can last as little as a few minutes.
- Successful collaboration can be achieved through technology regardless of the organisation's culture or structure.
- Business collaboration relies on the formation of teams that are assigned a specific task or goal.

13 **13)**

If your main supplier was late in delivering goods, which type of system would you use to update your production schedule?

Velg ett alternativ

- ESS
- MIS
- BIS
- TPS
- DSS

14 **14)**

Which of the following systems is designed to support organisation-wide process coordination and integration?

Velg ett alternativ

- Enterprise applications
- SCM
- DSS
- MIS
- CRM

15 15)

The principal liaison between the information systems groups and the rest of the organization is a(n):

Velg ett alternativ

- CTO
- programmer.
- information systems manager.
- systems analyst
- CIO

16 16)

Which of the following statements about business processes is not true?

Velg ett alternativ

- Business processes are usually hidden in an organisation's culture.
- A business firm is a collection of business processes.
- Business processes influence the relationship between an organization and information technology.
- Business processes are a collection of standard operating procedures.
- Business processes are typically unaffected by changes in information systems.

17 **17)**

The interaction between information technology and organizations is influenced:

Velg ett alternativ

- by many factors, including structure, politics, culture, and environment.
- by the development of new information technologies.
- by two main macroeconomic forces: capital and labor.
- solely by the decision making of middle and senior managers.
- by the rate of growth of the organization.

18 **18)**

All of the following are competitive forces in Porter's model except:

Velg ett alternativ

- new market entrants.
- suppliers.
- external environment.
- customers
- substitute products.

19 **19)**

Which of the following is the greatest obstacle in enabling collaboration between employees at different, distant corporate locations?

Velg ett alternativ

- Privacy
- Permissions
- Time zones
- Corporate culture
- Language

20 **20)**

A firm can exercise greater control over its suppliers by having (think of Wallmart):

Velg ett alternativ

- global suppliers
- fewer suppliers
- local suppliers
- only a single supplier
- more suppliers

21 **21)**

Which of the following best describes the effect that new information technology has on society?

Velg ett alternativ

- It has a ripple effect, raising new ethical, social, and political issues.
- It has a dampening effect on the discourse of business ethics.
- It has a magnifying effect, creating increasing numbers of ethical issues.
- It is beneficial for society as a whole, while raising dilemmas for consumers.
- It has a waterfall effect in raising even more complex ethical issues.

22 **22)**

Amazon's use of the Internet as a platform to sell books more efficiently than traditional bookstores illustrates which of the following strategies?

Velg ett alternativ

- Focusing on market niche
- Low-cost leadership
- Developing synergies
- Strengthening supplier intimacy
- Marketing effectiveness

23 23)

Which of the following would a company employ to measure and compare its business processes to similar processes of other companies within their industry?

Velg ett alternativ

- Strategic systems analysis
- Value chain analysis
- Best practices
- Secondary activities
- Benchmarking

24 24)

_____ grants the owner exclusive ownership of the ideas behind an invention for 20 years.

Velg ett alternativ

- Trademark law
- Privacy law
- Patent law
- Copyright law
- Trade secret protection

25 **25)**

All of the following are steps in the process for analysing an ethical issue except:

Velg ett alternativ

- identifying the potential consequences of your options.
- identifying the options you can reasonably take
- identifying and clearly describing the facts
- assigning responsibility
- identifying the stakeholders

26 **26)**

Which of the following is not one of the current key technology trends that raises ethical issues?

Velg ett alternativ

- Data analysis advancements
- Increase in data quality
- Advances in networking technology
- Data storage improvements
- Increase in use of mobile devices

27 **27)**

The most successful solution or methods for achieving a business objective are called:

Velg ett alternativ

- value activities
- best processes
- core competencies
- best practices
- benchmarks

28 **28)**

Which of the following is not an example of a wearable computing device?

Velg ett alternativ

- Smartwatch
- Activity trackers
- Smartphones
- Smart ID badges
- Smart glasses

29 **29)**

Interpretations of Moore's law assert that:

Velg ett alternativ

- PCs decrease in market share by 9% every 5 years.
- computing power doubles every 18 months.
- computing power will eventually level off.
- data storage costs decrease by 50% every 18 months.
- transistors decrease in size 50% every two years.

30 **30)**

All of the following are current hardware platform trends except:

Velg ett alternativ

- cloud computing
- quantum computing
- green computing
- virtualization
- Unix

31 **31)**

Which of the following is not an example of the potential dark side of big data?

Velg ett alternativ

- Use of a device installed in a car to analyse driving habits.
- Police visits to individuals whom a computer system identified as likely to commit a crime in the future.
- Use of computerised systems to filter and hire job applicants.
- Use of predictive modeling system that predicts life expectancy by using data about individual consumers' buying habits as well as personal and family medical histories.
- Analysing data from sensors installed in local parks to monitor soil moisture.

32 **32)**

Which of the following enables a single physical resource (such as a server or a storage device) to appear to the user as multiple logical resources?

Velg ett alternativ

- Multicore processing
- Cloud computing
- Autonomic computing
- Virtualization
- Ubiquitous computing

33 **33)**

Firms that allow employees to use their own devices are embracing which of the following?

Velg ett alternativ

- Mobile consolidation
- Cloud computing
- Self computing
- Wearable computing
- BYOD

34 34)

Which of the following is not an example of the consumerization of IT?

Velg ett alternativ

- Facebook
- Gmail
- Amazon Web Services
- Google Apps
- Dropbox

35 35)

Which type of software is created and updated by a worldwide community of programmers and available for free?

Velg ett alternativ

- Mashups
- Open source
- Closed source
- Software packages
- Outsourced

36 36)

The practice of contracting custom software development to an outside firm is commonly referred to as:

Velg ett alternativ

- application integration.
- utility computing
- service-oriented architecture.
- scaling.
- outsourcing.

37 **37)**

When did e-commerce begin?

Velg ett alternativ

- 1983
- 1995
- 1999
- 2000
- 1965

38 **38)**

Craigslist is an example of:

Velg ett alternativ

- M-commerce.
- B2B e-commerce.
- C2C e-commerce.
- B2C e-commerce.
- P2P-commerce.

39 **39)**

Which of the following types of e-commerce involves businesses selling goods and services directly to individuals via the Internet?

Velg ett alternativ

- C2C e-commerce
- B2B e-commerce
- B2C e-commerce
- P2P e-commerce
- B2B e-commerce

40 **40)**

All of the following are examples of a firm that use the community provider Internet business model except:

Velg ett alternativ

- eBay
- Twitter
- Facebook
- Pinterest
- Instagram

41 **41)**

Which of the following is the largest mobile advertising market?

Velg ett alternativ

- Google
- Twitter
- Yahoo
- Facebook
- Microsoft

42 **42)**

All of the following are unique features of e-commerce technology, except:

Velg ett alternativ

- global reach.
- transparency.
- interactivity.
- personalization/customization.
- richness.

43 **43)**

Exposing an individual to ads that are chosen and based on the recorded and analyzed online behaviour of the individual is referred to as:

Velg ett alternativ

- crowdsourcing
- behavioral targeting.
- clickstream advertising.
- long tail marketing
- online profiling.

44 **44)**

Netflix's public announcement of a reward for a technology solution to its movie recommendation system is an example of:

Velg ett alternativ

- crowdsourcing.
- prediction markets.
- long-tail marketing.
- behavioral targeting.
- social shopping.

45 **45)**

Which of the following best illustrates the advertising revenue model?

Velg ett alternativ

- Netflix charges customers a monthly fee for access to its library of movies.
- eBay receives a small fee from a seller if a seller is successful in selling an item.
- Facebook provides a social network for free, but shows sponsored content in users' News Feeds.
- Yelp receives a fee after steering a customer to a participating website where he or she makes a purchase.
- Apple accepts micropayment for single music track downloads.

46 **46)**

In planning a robust e-commerce presence, you will want to consider the blog platform as part of your _____ presence.

Velg ett alternativ

- website
- community
- social media
- e-mail
- offline media

47 **47)**

Facebook's Like button is an example of which of the following?

Velg ett alternativ

- Collaborative shopping
- Newsfeed
- Social search
- Social sign-on
- Network notification

48 **48)**

Foursquare is an example of which of the following?

Velg ett alternativ

- Social graph
- Crowdsourcing application
- Geosocial services
- Collaborative shopping
- Net marketplace

49 **49)**

What percent of online retailers now have m-commerce websites?

Velg ett alternativ

- 15 percent
- 75 percent
- 55 percent
- 25 percent
- 85 percent

50 **50)**

Netflix uses which of the following revenue models?

Velg ett alternativ

- Affiliate
- Advertising
- Subscription
- Freemium
- Transaction fee