**OMIS 351 – Unit 1 – Final Exam Question**

**Which of the following is FALSE when thinking about matching business process problems and technology solutions, as described in Unit 1?**

1. **If your technology solution involves programming or building a system, you need to enroll in a training course to obtain that skill. \*\*\***
2. **If you have an idea for a match, you should explore that idea by using established, recognized frameworks (such as the SDLC).**
3. **You do not have to be an expert in the technology solution, but you must understand how the technology solution works and why it will help with your business problem.**
4. **The more you understand about the business and the technology, the better chance you will make a good match.**
5. **All of these are true.**

**OMIS 351 – Unit 1 – Final Exam Question**

**Which of the following is NOT a benefit of using Excel and web pages, as done in VC1?**

1. **If you want to drop the lowest value (like a Quiz) in a range, and get the average of the remaining values, use =AVERAGE(<range>,-1) \*\*\***
2. **If you have one formula that needs to be used for numerous cells, a great way to accomplish that is to use auto-fill (drag the black cross in the lower-right of the cell to the new cells).**
3. **If you want to show your formulas to your clients/customers/etc., choose “Show formulas”, screen shot the sheet, and insert that screen shot into a web page.**
4. **=VLOOKUP is a useful formula to look up and return values from a pre-defined table.**
5. **All of these are benefits.**

**OMIS 351 – Unit 1 – Final Exam Question**

**If a business person gets a great idea for a possible information technology solution to a business process problem, the first thing he/she should do is:**

**A. Begin programming (or having programmed) the system.**

**B. Secure financing for the system.**

**C. Purchase the necessary hardware and/or software to support the system.**

**D. Begin progressing through the stages of the SDLC, starting with “Planning”.**

**OMIS 351 – Unit 2 – Final Exam Question**

**The \_\_\_\_\_\_ strategic lens (one of seven from Unit 2) will almost always involve improving technology options and connections with suppliers and customers.**

**A. 5 Forces**

**B. Value Chain Analysis**

**C. Resource Based View of Competitve Advantage (RBVoCA)**

**D. Patents**

**E. Brand**

**OMIS 351 – Unit 2 – Final Exam Question**

**Chuck and Kyle’s coffee shop is now offering a “buy 5 cups of coffee and get 1 free” promotion. This loyalty program has the purpose of?**

 **a) Increasing supplier power**

 **b) Decreasing the quality of the coffee**

 **c) Reducing the buying power**

 **d) Eliminating the surplus of coffee**

 **e) Final sales before going out of business**

**OMIS 351 – Unit 2 – Final Exam Question**

**You learn that a party at Frat House A will have 150 people and a party at Frat House B will have 5 people. You don't know any of the people and each party costs $5 to get into. You choose Frat House A because of...**

**a) brand.**

**b) supplier power.**

**c) network effects.**

**d) Price**

**e) Value chain analysis.**

**OMIS 351 – Unit 3 – Final Exam Question**

**As discussed in lecture, telecom “talks” in \_\_\_\_\_\_ and hardware storage “talks” in \_\_\_\_\_\_.**

**a) bits, bytes**

**b) bytes, bits**

**c) megahertz, gigahertz**

**d) gigahertz, megahertz**

**e) None of the above**

**OMIS 351 – Unit 3 – Final Exam Question**

**All of the following are true of the intent of an ERP system, like SAP, EXCEPT**

**a) Implemented in modules to automate the entire supply chain.**

**b) Should be ideally configured to use different database systems, instead of one central database system, to avoid the possibility of data redundancy.**

**c) Integrates the many functions of a business, such as accounting, finance, inventory management, and human resources.**

**d) Data input is captured or keyed once, rather than multiple times.**

**OMIS 351 – Unit 3 – Final Exam Question**

**Cloud computing is not suited for situations:**

**a) involving offloading of expensive computing tasks.**

**b) where complex legacy systems have to be ported.**

**c) with no existing regulatory compliance issues.**

**d) where pricing economics favor renting over buying.**

**e) characterized by limited-time tasks.**

**OMIS 351 – Unit 4 – Final Exam Question**

**It is \_\_\_\_\_\_\_\_\_, yet \_\_\_\_\_\_\_\_ for an organization to implement Internet security.**

**a) Cheap, Ineffective**

**b) Strategic, Ineffective**

**c) Efficient, Ineffective**

**d) Inefficient, Effective**

**e) Inefficient, Ineffective**

**OMIS 351 – Unit 4 – Final Exam Question**

**Which of the following is NOT one of the three factors responsible for the explosion of the Internet?**

1. **Ubiquity of the browser**
2. **Routers**
3. **Circuit switching**
4. **TCP/IP**
5. **None of these.**

**OMIS 351 – Unit 4 – Final Exam Question**

**Why would a digital cellular network be better than an analog cellular network?**

**A. The fact that it is circuit-switched would allow for dedicated connections, increasing the overall quality.**

**B. The fact that it could use firewalls would make it more secure.**

**C. The 1’s and 0’s allow for multiple calls on one frequency (multiplexing) making it cheaper, as well as better quality checks making it clearer.**

**D. The fact that it is a WAN creates greater reach as well as more privacy for the partners using the network.**

**E. The fact that it supports DSL allows for higher bandwidth and more productivity.**

**OMIS 351 – Unit 5 – Final Exam Question**

**If there are 80 million power drills in the U.S., used for an average of 13 minutes each per year, a good Sharing Economy / Collaborative Consumption business idea would be…**

**A. Internet exchange colocation centers.**

**B. an app or site that allowed users to post used drills for sale, and other users to purchase the used drills (an EBay sort of app for drills).**

**C. an app or site that worked like Uber, where those with drills would be dispatched to personal homes or businesses to perform work requiring a power drill.**

**D. an app or site that allowed multiple users in close proximity to “check out” and return a single drill.**

**OMIS 351 – Unit 5 – Final Exam Question**

**User-generated content online means firms may:**

**a) get early user feedback of their products and services.**

**b) need to manage their online image.**

**c) have positive or negative effects from viral content.**

**d) have proprietary information released by employees.**

**e) All of the above**

**OMIS 351 – Unit 5 – Final Exam Question**

**Which of the following is FALSE with regard to peer collaboration, production, and the Sharing Economy?**

**A. Since Wordpress powers roughly 1 in 5 Internet sites, users can enjoy the advantage of the “long tail” and find content on nearly anything they want.**

**B. About half of the Top 10 Internet sites are social.**

**C. Twitter is one of the largest photo-sharing apps in the world.**

**D. Even though Wikipedia’s budget is less than $2 Million, it is one of the Top 10 visited Internet sites.**

**E. Airbnb has more rooms for rent than the entire Hilton hotel chain.**

**OMIS 351 – Unit 6 – Final Exam Question**

**A(n) \_\_\_\_\_\_\_\_\_\_ can be defined as a software that enables users to define, create and maintain a database and which provides controlled access to the database.**

**a) Database management system**

**b) ERP.**

**c) Data warehouse.**

**d) Spreadsheet application.**

**e) Word processing application.**

**OMIS 351 – Unit 6 – Final Exam Question**

**What is a data warehouse?**

**A. A way to find unanticipated answers to business questions.**

**B. A building where the company’s databases are housed.**

**C. A large, batch-updated and “cleaned” database storing organization-wide data**

**D. None of the above**

**OMIS 351 – Unit 6 – Final Exam Question**

**A(n) \_\_\_\_\_\_ is a tool for extracting, combining, and displaying data from one or more tables, according to any criteria specified.**

**a) ETL (extraction, transformation, and loading)**

**b) relational database**

**c) referential integrity**

**d) form**

**e) query**

**OMIS 351 – Unit 7 – Final Exam Question**

**How did Dr. Downing improve the organic search results for his Kirk Herbstreit joke in fall 2012 (How would anyone improve such results)?**

**A. By using Cloud Computing.**

**B. By using Just-in-Time E-Commerce.**

**C. By practicing Internet privacy and security legislation.**

**D. By linking text like “NIU BCS Kirk Herbstreit joke” to ChuckDowning.com from webpages.**

**E. By using RFID.**

**OMIS 351 – Unit 7 – Final Exam Question**

**The \_\_\_\_\_ measures the percentage of people who clicked on an ad to arrive at a destination site.**

**a) churn rate**

**b) quality score**

**c) click-through rate**

**d) impression elasticity**

**e) eyeball score**

**OMIS 351 – Unit 7 – Final Exam Question**

**Search engines use \_\_\_\_\_ to discover documents for indexing and retrieval.**

**a) caches**

**b) landing pages**

**c) web crawlers**

**d) proxy servers**

**e) interstitials**