



Business Communication Technology.d

- 1 Which of the following is considered a core driver of the information age?
- 2 Which of the following is considered a core driver of the information age?
- 3 What is the confirmation or validation of an event or object?
- 4 What is data?
- 5 Updating business strategies is a continuous undertaking as internal and external environments _____.
- 6 Which of the following is not a common tool used in industry to analyze and develop competitive advantages?
- 7 Which group of stakeholder's primary interests include maximizing profits, growing market share, and high return on investment?
- 8 What is a feature of a product or service on which customers place a greater value than they do on similar offerings from competitors?
- 9 Which of the following evaluates a project's position?
- 10 What is Porter's five forces model?
- 11 What is supply chain management (SCM)?
- 12 What is enterprise resource planning (ERP)?
- 13 What is customer relationship management (CRM)?
- 14 Which of the following represents a business process you would find in the operations management department?
- 15 Which of the following is a customer-facing process?
- 16 Who is responsible for overseeing all uses of information technology and ensuring that MIS strategically aligns with business goals and objectives?
- 17 What is the primary responsibility of the CTO?





- 18 Which of the following includes the roles and responsibilities of the CIO?
- 19 According to Fast Company magazine, chief intellectual property officer is a new executive level we might see created over the next decade. Which of the following includes the roles and responsibilities of this officer?
- 20 According to Fast Company magazine, chief user experience officer is a new executive level we might see created over the next decade. Which of the following includes the roles and responsibilities of this officer?
- 21 What is the legal protection afforded an expression of an idea, such as a song, book, or video game?
- 22 Which of the following governs the ethical and moral issues arising from the development and use of information technologies, and the creation, collection, duplication, distribution, and processing of information?
- 23 Which of the following examines the organizational resource of information and regulates its definitions, uses, value, and distribution ensuring it has the types of data or information required to function and grow effectively?
- 24 Which of the following represents the two fundamental building blocks that protect organizational information?
- 25 Trust between companies, customers, partners, and suppliers is the support structure of which of the following?
- 26 Which of the following is not a primary trait of the value of data?
- 27 What encompasses all organizational data and its primary purpose is to support the performing of managerial analysis tasks?
- 28 Which of the following is not one of the five characteristics common to high-quality data?
- 29 Which of the following refers to immediate, up-to-date data?
- 30 What are the types of malware?
- 31 What is an organized collection of data?
- 32 What is a technique for establishing a match, or balance, between the source data and the target data warehouse?
- 33 What can compare two or more datasets to identify patterns and trends?





- 34 Which of the following is an approach to business governance that values decisions that can be backed up with verifiable data?
- 35 What is data that has not been processed for use?
- 36 What are dashboards that track corporate metrics such as critical success factors and key performance indicators and include advanced capabilities such as interactive controls, allowing users to manipulate data for analysis?
- 37 What describe technologies that allow users to see or visualize data to transform information into a business perspective?
- 38 What processes and manages algorithms across many machines in a computing environment?
- 39 What is a type of distributed ledger, consisting of blocks of data that maintain a permanent and tamper-proof record of transactional data?
Distributed computing
- 40 What is a blockchain?
- 41 Which of the following is a step in the six-step decision-making process?
- 42 Review the below key terms. Which one defines an operational decision that involves situations where established processes offer potential solutions?
- 43 At which level do managers develop the overall business strategies and monitor the performance of the organization and the competitive business environment?
- 44 Andy Benton works at the local Starbucks coffee shop and his responsibilities include taking orders, fulfilling orders, and ringing in sales. At what level of the organizational pyramid would you categorize Andy?
- 45 Senior management, presidents, leaders and executives are all employees at the _____ level.
- 46 Which of the following is not one of the five basic components of supply chain management?
- 47 What defines, recommends, and sets flexible supply chain strategies based on an organization's operations and resources?
- 48 Which of the below metrics represents the frequency of inventory replacement?





- 49 What includes the processes that control the distribution, maintenance, and replacement of materials and personnel to support the supply chain?
- 50 What is procurement?
- 51 What automates each phase of the sales process, helping individual sales representatives coordinate and organize all their accounts?
- 52 Which of the following is a common customer service CRM metric?
- 53 What is properly addressing the customer's need the first time they call, thereby eliminating the need for the customer to follow up with a second call?
- 54 What is a part of operational CRM that automates service requests, complaints, product returns, and information requests?
- 55 What guides users through marketing campaigns by performing such tasks as campaign definition, planning, scheduling, segmentation, and success analysis?
- 56 What integrates data from multiple sources and provides a unified view of all data?
- 57 What provides enterprisewide support and data access for a firm's operations and business processes?
- 58 Which of the following is not one of the three most common core ERP components focusing on internal operations?
- 59 What is at the heart of any ERP system?
- 60 Which application's primary business benefits include forecasting, planning, purchasing, material management, warehousing, inventory, and distribution?
- 61 What is the depth and breadth of details contained in a piece of textual, graphic, audio, or video?
- 62 What are website ebusiness analytics?
- 63 Which of the below would not be considered an advantage of ebusiness?
- 64 M&M's offers people the opportunity to order the candy in special colors or with customized sayings. How would you classify M&M's ebusiness strategy?





- 65 Amazon creates a unique recommendation listing for each customer that revisits its website. How would you classify Amazon's ebusiness strategy?
- 66 What combines art along with science to determine how to make URLs more attractive to search engines resulting in higher search engine ranking?
- 67 What is the unpaid entries in a search engine results page that were derived based on their contents relevance to the keyword query?
- 68 What is a word used in a performing a search?
- 69 What converts an audio broadcast to a digital music player?
- 70 Compared to B2C e-commerce, B2B e-commerce is ____.
- 71 What is the most common form of collective intelligence found inside the organization?
- 72 Which system supports the capturing, organization, and dissemination of knowledge throughout an organization?
- 73 What sources capital for a project by raising many small amounts from a large number of individuals, typically via the Internet?
- 74 What are websites that rely on user participation and user-contributed content, such as Facebook, LinkedIn, and YouTube?
- 75 What maps group contacts identifying who knows each other and who works together?
- 76 What is the ability to purchase goods and services through a wireless Internet-enabled device?
- 77 What is an enterprisewide security strategy to enforce corporate epolicies while enabling employee use of mobile devices such as smart phones and tablets?
- 78 What occurs when a company places active or semi-passive RFID tags on expensive products or assets to gather data on the item's location with little or no manual intervention?
- 79 What stores, views, and analyzes geographic data creating multidimensional charts or maps. For example, GIS are monitoring global warming by measuring the speed of glaciers melting in Canada, Greenland, and Antarctica?
- 80 What connects a group of computers in close proximity, such as in a school or office setting?

