File: 6e c00 introTestBank.docx, Chapter 0, Introduction

Multiple Choice

1. What requires a unit of analysis, has been processed, and requires human mediation?

1. Data
2. Information
3. Knowledge
4. Legacy
5. None of the above

Ans: b (Medium)

Response: See page 11

2. Roles that managers fill, according to Mintzberg, include all of the following except:

1. Figurehead
2. Disseminator
3. Disciplinarian
4. Entrepreneur
5. Resource Allocator

Ans: c (Hard)

Response: See page 9

3. Which of the following is not a Decisional role?

1. Entrepreneur
2. Disturbance handler
3. Negotiator
4. Resource allocator
5. Spokesperson

Ans: e (Medium)

Response: See page 9

4. What skills would be required to be a visionary manager?

1. Communication and Information gathering
2. **Flexibility and creativity**
3. Analytical and organizational
4. All of the above
5. None of the above

Ans: b (Easy)

Response: See page 7

5. Define Wisdom:

1. knowledge infused with intuition and judgment that facilitates the ability to make decisions
2. a process
3. all forms of technology used to create data
4. anything that makes a person clever
5. only d and b

Ans: a (Easy)

Response: See page 12

6. Data is:

1. information endowed with relevance and purpose
2. set of specific objective facts or observations
3. some information
4. all of the above
5. only a and c

Ans: b (Medium)

Response: See pages 10-12

True/False

7. Information systems (IS) managers should participate in all of the important IS decisions, even if those decisions do not impact the IS department.

Ans: True (Easy)

Response: See page 2

8. Information for top management is usually based on a long time horizon, with great detail and high structuredness.

Ans: False (Medium)

Response: See page 11

Short Answer

9. Pricing of things is most often based on \_\_\_\_\_ while pricing of information goods is most often based on \_\_\_\_\_

Ans: cost, value (Hard)

Response: See page 13

10. If a manager exhibits creativity, curiosity, and confidence, we would say that he or she supports the role of \_\_\_\_\_\_ very well.

Ans: visionary (Hard)

Response: See page 7

11. The Chief Technology Officer of Wal-Mart states that every company is becoming a \_\_\_\_\_\_ company.

Ans: tech or technology (Medium)

Response: page 4

Essay

11. Provide two examples of how the economics of things are different from the economics of information.

12. Provide two reasons business managers should participate in information systems decisions.

13. How does a functional view differ from a process view of a firm?