1. **As discussed in class, the guy who "invented" sliced bread actually invented:**
   a. Bread
   b. Slicing
   c. None of the above
   d. Both A and B

2. **If Jewel uses its Point of Sale terminals, along with a Preferred Card, at the cash register to store information about individual's purchasing habits and then make strategic decisions with this information, this is an example of:**
   a. SCM.
   b. Ineffective business practices.
   c. Poor business practices.
   d. Computer Age business practices.
   e. Information Age business practices.

3. **Some of the radical changes brought about by new technologies include:**
   a. the stagnation of advertising.
   b. the proliferation of telecommunications into the hands of a few.
   c. an increase in computing costs owing to the growth of licensed software.
   d. a decrease in the standards of corporate ethics.
   e. the creation of an unprecedented set of security and espionage threats.

4. **Once you created the formula in Excel to calculate an OMIS 351 grade (say, in cell G2), what is the fastest/easiest and correct way to apply that same formula to all of the students on the sheet?**
   a. Use mouse to get black cross in lower right of G2, lets you auto-fill by dragging.
   b. Use mouse to get black arrow in middle of G2, lets you select a range of cells.
   c. Use mouse to get cross hair in G2 lets you move a cell or cells.
   d. Use mouse to select G2, lets you auto-fill by dragging.

5. **What is the most likely reason Jewel-Osco would care to have the information that Dr. Downing purchased Froot Loops cereal each Wednesday?**
   a) So they could move the lines faster by having extra cashiers ready each Wednesday.
   b) So they could target Dr. Downing, for example by sending him a coupon for generic Jewel Frosted O's on Tuesday.
   c) So they could increase their Froot Loops inventory to be ready for Dr. Downing on Wednesday.
   d) Jewel-Osco would likely NOT care to have the information that Dr. Downing purchased Froot Loops cereal each Wednesday.

6. What is the implementation phase in the SDLC?

a. Involves establishing a high-level plan of the intended project and determining project goals

b. Involves analyzing end-user business requirements and refining project goals into defined functions and operations of the intended system

c. Involves describing the desired features and operations of the system

d. Involves placing the system into production, so users can begin to perform actual business operations

7. The ability to track customers, analyze campaign results, and modify tactics are the distinct advantages offered by _____ to the field of marketing.
a. the Web
b. print media
c. television
d. radio
e. outdoor advertising

8. A company uses radio frequency identification (RFID) tags to keep track of its inventory. This is an example of the impact of technology in the area of _____.
a. accounting
b. operations
c. advertising
d. human resources
e. finance

9. Technology experts in the area of _____ specialize in technology for competitive advantage.
a. user-interface design
b. process design
c. strategy
d. database design
e. hardware

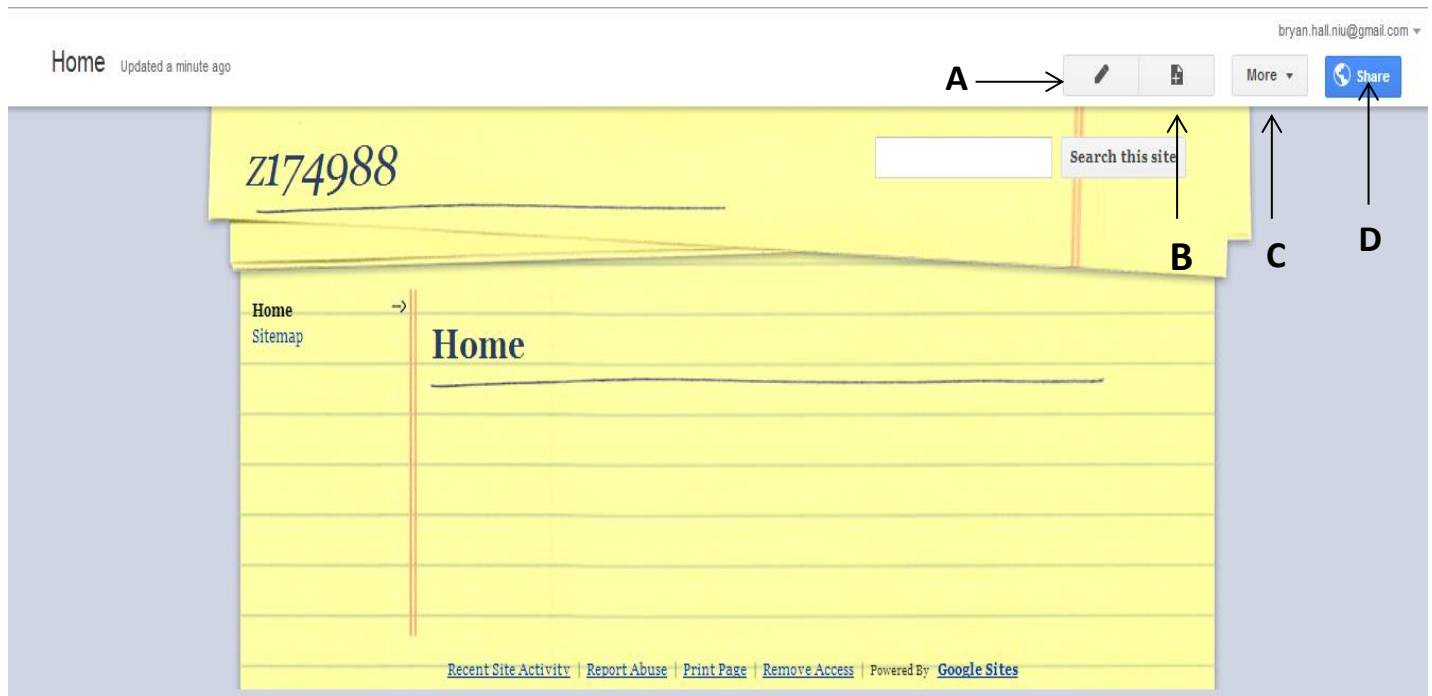**10. Which of the following is the best example of matching a technology solution to a business problem?**
a. Using teams of size 6 to get the benefit of multiple players without becoming too large.
b. Making long-term projections based on historical sales data.
c. Scoring the highest in the class on VC1
d. Using GPS to track Huskie bus locations and giving that information to students
e. None of these are good examples of matching a technology solution to a business problem.

11. According to Dr. Downing in class, what is the information age?

a. When the internet defined what information we see.

b. When computers were invented and began storing information.

c. When information became cheap to store on disk space.

d. When companies/people finally realized that information is an asset.

12. What is a business process?

a. A type of CPU used in Finance

b. It involves describing the desired features and operations of the system including screen layouts, business rules, process diagrams, pseudo code, and other documentation

c. A heritable foundation of economic growth strategy

d. A standardized set of activities that accomplish a specific task, such as processing a customer's order

e. When a company like Apple releases the latest generation smartphone

Figure VC1

13. Refer to Figure VC1. Which icon is used to edit the current page while in Google sites?

    a. Icon "A"

    b. Icon "B"

    c. Icon "C"

    d. Icon "D"

14. Refer to Figure 1. Which icon is used to edit viewer permission of your Google site?
   a. Icon "A"
   b. Icon "B"
   c. Icon "C"
   d. Icon "D"

15. Which of the following is FALSE when thinking about matching business process problems and technology solutions, as described in Unit 1?
   a. If your technology solution involves programming or building a system, you need to enroll in a training course to obtain that skill.
   b. If you have an idea for a match, you should explore that idea by using established, recognized frameworks (such as the SDLC).
   c. 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.
   d. The more you understand about the business and the technology, the better chance you will make a good match.
   e. All of these are true.

16. Crowdsourcing tools and question-and-answer sites like _____ allow firms to reach out for expertise beyond their organizations.
a. Quora
b. MyYearbook.com
c. MySpace
d. Twitter
e. Zappos

17. When Dr. Downing holds up his left hand and his right hand, and then joins them together, what point is he trying to make?
a. Amazon and Apple are good companies.
b. If you understand your business, and also understand possible technology solutions, you can make a "match".
c. If people will work together, we will have a more productive technology environment in the future.
d. The ROI of process improvements in the business processes area is likely to overcome the ROI of simply using "old school" methods of doing business.

18. Technology experts in the area of process design:
   a. work to make sure systems are easy to use.
   b. leverage technology to make firms more efficient.
   c. specialize in technology for competitive advantage.
   d. focus on systems dealing with critical business data.
   e. provide direction on technology-related security issues.

19. Tech impact is reaching even beyond the confines of Earth itself. According to an example in your chapter, how was a tool on the International Space Station recently acquired?:

a.   It was purchased via China's Alibaba – showing global sourcing extends to the extraterrestrial.
b.   It was delivered to the launch site when summoned from Space using the FedEx app.
c.   It was an out-of-print product that an Etsy producer was able to craft and deliver for the next resupply flight.
d.   It was printed on-demand using 3D printing technology.

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

a.   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)
b.   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).
c.   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.
d.   =VLOOKUP is a useful formula to look up and return values from a pre-defined table.
e.   All of these are benefits.

21. Which of the following is THE major theme of OMIS 351 this semester?

a. Information Technology should be used to serve the goals of the business
b. Primary value activities.
c. Solver, Pivot Tables, and Databases are great decision-making tools.
d. Web sites are useful for communication.
e. CRM will soon be used by all businesses.

22. In the VC1 assignment, in what format were the Excel Grades page and Excel Formulas page recommended to be posted to your web page?

a. Video
b. Excel Workbook (.xls)
c. Picture
d. Word Document
e. VC1 was confusing

23. Which of the following is NOT a good example of a way technology could improve a business process?
a. "Disintermediate" or remove a middle person in the process by electronically connecting buyers and sellers.
b. Allow for the process to be redesigned to become more efficient and effective.
c. Allow for the process to be completed more quickly (with other attributes remaining constant).
d. Use the most up-to-date smart phone technology.
e. Allow for the process to be completed more accurately (with other attributes remaining constant).

24. One contributor to the easy way with which young entrepreneurs can have success is low-cost distribution to massive markets worldwide. This is enabled by:
 a. legacy systems
 b. big data and business analytics
 c. Esoko and M-Pesa
 d. App stores
 e. Sproxil

25. 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"

KEY

1. C

2. E

3. E

4. A

5. B

6. D

7. A

8. B

9. C

10. D

11. D

12. D

13. A

14. D

15. A

16. A

17. B

18. B

19. D

20. A

21. A

22. C

23. D

24. D

25. D