Multiple Choice

1. What is a primary reason why businesses ask you to like, follow, fan, share, sign up, watch, join, or download things on the Internet?

   a. To get access to consumers and data about them to improve performance.
   b. To reduce advertising and public relations costs.
   c. Because consumers are spending an increasing amount of time on the Internet.
   d. Because traditional television and print advertising is not very effective.

   Answer: (A)
   Difficulty: Medium
   Section Ref: 1.1 IT and Management Opportunities and Challenges
   AACSB: Use of information technology

2. All of the following current technology trends are identified by your textbook as offering valuable business opportunities except:

   a. Social media,
   b. Mobile computing
   c. Cloud computing
   d. 3D technologies

   Answer: (D)
   Difficulty: Easy
   Section Ref: 1.1 IT and Management Opportunities and Challenges
   AACSB: Use of information technology
3. Data analytics can help companies achieve these business outcomes, except:
   a. Retain the most profitable customers.
   b. Continuously improve operational efficiency.
   c. Transform and automate financial processes.
   d. Define company mission.

Answer: (D)
Difficulty: Medium
Section Ref: 1.1 IT and Management Opportunities and Challenges
AACSB: Analytic skills

4. Which of the following is not considered a form of *messy data*?
   a. Cash register transactions
   b. Tweets
   c. Posts or comments
   d. Images

Answer (A)
Difficulty: Easy
Section Ref: 1.1 IT and Management Opportunities and Challenges
AACSB: Use of information technology

5. Most research and consulting firms agree that _____________ to gain insights and a competitive edge is one of the biggest opportunities and challenges facing managers.
   a. Finding low cost data
   b. Properly formatting data
   c. Identifying unique data sources
   d. Using data analytics

Answer: (D)
Difficulty: Hard
Section Ref: 1.1 IT and Management Opportunities and Challenges
AACSB: Reflective thinking skills
6. Data analytic processes include all of the following activities except:

   a. Locating and collecting reliable data from multiple sources that are in various formats.
   b. Preparing the data for analysis.
   c. Performing the correct analyses, verifying the analyses, and then reporting the findings in meaningful ways.
   d. Processing payment to information vendors/suppliers.

Answer: (D)  
Difficulty: Medium  
Section Ref: 1.1 IT and Management Opportunities and Challenges  
AACSB: Analytic skills

7. Productivity is a measure of efficiency and equal to __________ / __________

   a. Outputs / Inputs  
   b. Profits / Losses  
   c. Expenses / Revenues  
   d. Good Information / Poor Information

Answer (A)  
Difficulty: Hard  
Section Ref: 1.2 Positioning IT to Optimize Performance  
AACSB: Reflective thinking skills

8. IT department’s understanding of strategy, risks, and opportunities; and the business’ understanding of IT’s potential and limitations is referred to as:

   a. Business process reengineering  
   b. IT and Business Alignment  
   c. Strategic Planning  
   d. Competitive advantage

Answer (B)  
Difficulty: Medium  
Section Ref: 1.2 Positioning IT to Optimize Performance  
AACSB: Reflective thinking skills
9. Examples of _______________ that can be facilitated by IT are customer order processing, credit approval, opening a new account, order fulfillment, processing an insurance claim, and shipping a product.

   a. Strategic activities  
   b. Business processes  
   c. Planning activities  
   d. Competitive advantages

Answer (B)  
Difficulty: Easy  
Section Ref: 1.2 Positioning IT to Optimize Performance  
AACSB: Use of information technology

10. The goal of _______________ is to eliminate the unnecessary non–value added processes, then to simplify and automate the remaining processes to significantly reduce cycle time, labor, and costs.

   a. Strategic Planning  
   b. Business process reengineering (BPR)  
   c. Real-time information systems  
   d. Business Intelligence

Answer (B)  
Difficulty: Easy  
Section Ref: 1.2 Positioning IT to Optimize Performance  
AACSB: Use of information technology

11. In terms of IT reliability and efficiency, managers and others need to know that they can trust the data—be able to rely on the each of the following characteristics except:

   a. Accuracy  
   b. Availability  
   c. Strategic fit  
   d. Security

Answer: (C)  
Difficulty: Medium  
Section Ref: 1.2 Positioning IT to Optimize Performance  
AACSB: Use of information technology
12. Integration, computation, and analysis of massive data repositories to gain a competitive advantage by identifying trends and relationships in organizational data, and/or creating or taking advantage of business opportunities is the function of:

   a. Business Intelligence (BI)
   b. Real-time systems
   c. Cloud computing
   d. Mobile computing

Answer: (A)
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

13. Which of the following is not an option for maximizing the benefits of cloud computing:

   a. Build a private cloud,
   b. Mobilize a transient cloud
   c. Lease a public cloud
   d. Build a hybrid cloud.

Answer: (B)
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

14. Which if the following is not considered a benefit of cloud computing:

   a. Agility – example: near instantaneous increases or reductions in capacity
   b. Efficiency – example: improved asset utilization
   c. Innovation – example: better linkage to emerging technologies
   d. Security – example: increased protection of sensitive or proprietary data

Answer: (D)
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology
15. Collaboration and workflow tools help people work together in an organized way and manage their tasks more effectively regardless of

a. Their location.
b. Access to the Internet.
c. Incompatible technologies.
d. Differences in language and culture.

Answer: A  
Difficulty: Easy  
Section Ref: 1.2 Positioning IT to Optimize Performance  
AACSB: Use of information technology

16. How a company generates revenue from its assets is referred to as its __________.

a. asset infrastructure 
b. business model 
c. corporate culture 
d. organizational structure

Answer: B  
Difficulty: Easy  
Section Ref: 1.2 Positioning IT to Optimize Performance  
AACSB: Reflective thinking skills

17. The importance of being an *agile enterprise* has increased significantly because of __________ and __________.

a. Competition; slowed population growth 
b. Social networks; rapid economic recovery 
c. Slow economic recovery; advances in mobile technology 
d. Rapid population growth; corporate strategy

Answer: C  
Difficulty: Hard  
Section Ref: 1.2 Positioning IT to Optimize Performance  
AACSB: Reflective thinking skills
18. Zipcar rents automobiles for short periods and cut its costs by eliminating rental centers, thus increasing profits. This statement defines Nokia’s business __________.

a. Model  
b. Channel  
c. Supply chain  
d. Value proposition

Answer: A  
Difficulty: Medium  
Section Ref: 1.2 Positioning IT to Optimize Performance  
AACSB: Reflective thinking skills

19. The Internet of Things describes a network of:

a. Personal connections – people from around the world  
b. An online directory of global IT vendors  
c. The listing of URL addresses compiled by search engines  
d. Equipment or devices connected to the Internet or networked via sensors

Answer: D  
Difficulty: Medium  
Section Ref: 1.2 Positioning IT to Optimize Performance  
AACSB: Use of information technology

20. Farm equipment with ground sensors can take into account crop and field conditions, and adjust the amount of fertilizer that is spread on areas that need more nutrients. This is made possible by:

a. Social Media  
b. The Internet of Things  
c. Improved Strategic Planning Processes  
d. Changes in environmental regulations and laws

Answer: B  
Difficulty: Medium  
Section Ref: 1.2 Positioning IT to Optimize Performance  
AACSB: Use of information technology
21. Which if the following is not an example of the Internet of Things is being used by businesses?

a. A network of ground sensors that allow agricultural operations to adjust the amount of fertilizer and water applied to specific field locations.
b. Sensors in shoppers club cards that make it possible for retailers to offer discounts or promotions to consumers at the point of sale.
c. Sensors in rental cars that allow companies to base rates on the driving behavior of their customers
d. Sensors on packages of cereal, pasta, soup or other food products made for children that allow companies to determine young consumer’s satisfaction with the nutritional value of the product.

Answer: D
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

22. Based on survey responses in 2010, from 472 organizations, all of the following were described as the most influential ITs except:

a. Business Intelligence (BI)
b. Cloud Computing
c. Database Systems
d. Collaboration and Workflow tools

Answer: C
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

23. Based on survey responses in 2010, from 472 organizations, all of the following were described as the top 5 Management Concerns, except:

a. Business productivity and cost reduction
b. IT and business alignment
c. Realigning corporate culture with market needs
d. Business process reengineering

Answer: C
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Reflective thinking skills
24. Which of the following is not one of the “Characteristics of High Quality Information” described in your textbook?

   a. Relevant  
   b. Competitively priced  
   c. Timely  
   d. Easy to understand and use

Answer (B)
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

25. Which of the following is not one of the attributes of an IT operation discussed in your textbook that gives a company competitive advantage?

   a. Agility – ability to respond quickly.  
   b. Cutting Edge – only uses the latest, most advanced technology.  
   c. Responsiveness – ability to scale IT capacity up or down as needed.  
   d. Flexibility – ability to quickly integrate new functions or reconfigure software and apps.

Answer: B
Difficulty: Medium
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
AACSB: Use of information technology

26. According to the textbook, IT agility, flexibility, and mobility are tightly interrelated and primarily dependent on:

   a. An organization’s IT infrastructure and architecture  
   b. The IT division’s strategic hiring and training practices  
   c. IT’s integration with production and accounting units  
   d. Strategic alignment between IT budget and company mission statement

Answer: A
Difficulty: Hard
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
AACSB: Use of information technology
27. Susan recently received a new iPad for her birthday. Even though she owns the device, she finds that she is increasingly using it for her work as a traveling sales person because it allows her to access email and important company information while she is away from the office. Susan’s use of personally owned technology is part of a trend called ________________.

   a. Mixed use IT  
   b. Employer IT cost shifting  
   c. IT consumerization  
   d. Unauthorized IT risk

Answer: C  
Difficulty: Easy  
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage  
AACSB: Use of information technology

28. Using a combination of mobile and database technology, Papa Romano’s Pizza House keeps records of the pizza preferences of all its customers. Tommy likes ordering from Papa Romano’s because when he calls, he just says “send me the usual” and hangs up. They already know where he lives, what kind of pizza he wants and what credit card to bill. The big increase in ordering and fulfillment efficiency represents a(n) ________________ for Papa Romano’s.

   a. Operational Cost  
   b. Strategic Mission  
   c. Competitive Advantage  
   d. Structural IT component

Answer: C  
Difficulty: Medium  
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage  
AACSB: Reflective thinking skills
29. According to the research firm Gartner, the first part of the Information Age focused on the development of technology itself. In the second part of the Information Age, technology is everywhere and the key challenge is to _______________

   a. Create even more powerful IT
   b. Reduce reliance on IT
   c. Reduce IT costs
   d. Create novel uses of IT to gain competitive advantage.

   Answer: D
   Difficulty: Medium
   Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
   AACSB: Reflective thinking skills

30. According to your textbook, two key components of corporate profitability are 1) industry structure and 2) ________________.

   a. Technological adaptability
   b. IT proficiency
   c. Competitive advantage
   d. Corporate management style

   Answer: C
   Difficulty: Medium
   Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
   AACSB: Reflective thinking skills

31. IT functions that do not provide a competitive advantage, such as computers, databases and network services are examples of ________________.

   a. IT commodities
   b. IT specialties
   c. Niche IT areas
   d. IT domains

   Answer: A
   Difficulty: Easy
   Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
   AACSB: Use of information technology
32. Strategic planning or analysis begins by identifying trends in all the following areas except:
   a. Political
   b. Informational
   c. Technological
   d. Economic

   Answer: B
   Difficulty: Easy
   Section Ref: 1.4 Strategic Planning and Competitive Models
   AACSB: Reflective thinking skills

33. SWOT Analysis involves analyzing a company’s competitive situation on all of the following factors except:
   a. Strengths
   b. Weakness
   c. Opportunities
   d. Technology (IT)

   Answer: D
   Difficulty: Easy
   Section Ref: 1.4 Strategic Planning and Competitive Models
   AACSB: Reflective thinking skills

34. __________ involves the evaluation of strengths and weaknesses, which are internal factors; and opportunities and threats, which are external factors.
   a. Strategic analysis
   b. Business performance
   c. Operational planning
   d. SWOT analysis

   Answer: D
   Difficulty: Medium
   Section Ref: 1.4 Strategic Planning and Competitive Models
   AACSB: Use of information technology
35. Price wars or other fierce reactions by competitors are examples of:
   a. Strengths
   b. Weaknesses
   c. Opportunities
   d. Threats

Answer: D
Difficulty: Medium
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Use of information technology

36. The _________________ process is designed to answer the following types of questions:
   • What is the long-term direction of our business?
   • What is the overall plan for deploying our resources?
   • How do we achieve competitive advantage over rivals in order to achieve or maximize profitability?
   a. Enterprise Resource Planning (ERP)
   b. Business Intelligence (BI)
   c. Strategic Planning
   d. Marketing Research

Answer: C
Difficulty: Easy
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Reflective thinking skills

37. According to the business strategy model developed by Harvard Business professor Michael Porter’s, an industry’s profit potential is largely determined by _____________.
   a. The intensity of competitive forces within the industry
   b. Availability of necessary resources to produce the product/service
   c. Technological proficiency of companies in the industry
   d. Availability of skilled and unskilled labor

Answer: A
Difficulty: Medium
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Reflective thinking skills
38. According to the Five Forces Model developed by Harvard Business professor Michael Porter, all of the following are major factors that determine a company’s standing in an industry, except:

   a. Threat of entry of new competitors
   b. Political and/or economic factors
   c. Bargaining power of suppliers
   d. Threat of substitute products/services

Answer: B
Difficulty: Hard
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Reflective thinking skills

39. According to the Five Forces Model developed by Harvard Business professor Michael Porter, all of the following are major factors that determine a company’s standing in an industry, except:

   a. Competitive rivalry among firms existing in the industry
   b. Bargaining power of suppliers
   c. Bargaining power of customers or buyers
   d. Technological (IT) superiority

Answer: D
Difficulty: Hard
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Reflective thinking skills

40. Harvard Business professor Michael Porter proposed that companies could follow one of three different competitive strategies. Which of the following is not one of Porter’s recommended strategies?

   a. Low price strategy
   b. Cost leadership strategy
   c. Differentiation strategy
   d. Niche strategies

Answer: A
Difficulty: Hard
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Reflective thinking skills
41. **Primary activities** are those business activities through which a company produces goods, thus creating value for which customers are willing to pay. They include all of the following except:

   a. **Inbound logistics**, or acquiring and receiving of raw materials and other inputs
   b. **Human Resources**, including hiring, compensation and negotiating labor disputes
   c. **Outbound logistics**, which includes packaging, storage, delivery, and distribution
   d. **Marketing and sales** to customers

   **Answer:** B  
   **Difficulty:** Medium  
   **Section Ref:** 1.4 Strategic Planning and Competitive Models  
   **AACSB:** Reflective thinking skills

42. A ____________________ is an IS that provides fast-enough access to information or data so that an appropriate decision can be made, usually before the data or situation changes.

   a. Real-time system  
   b. Database system  
   c. Mobile system  
   d. Advanced network system

   **Answer:** A  
   **Difficulty:** Medium  
   **Section Ref:** 1.4 Strategic Planning and Competitive Models  
   **AACSB:** Use of information technology

43. Many of today’s businesses are being run by employees on their own devices, rather than on equipment specified and purchased by the IT department. This is sometimes referred to as the consumerization of IT, but also known by the term:

   a. IT Fragmentation  
   b. Multiple IT Platform Network  
   c. Bring Your Own Device (BYOD)  
   d. Variable Equipment Infrastructure (VEI)

   **Answer:** D  
   **Difficulty:** Easy  
   **Section Ref:** 1.5 Why IT Is Important to Your Career, and IT Careers  
   **AACSB:** Use of information technology
44. In 2011, CareerCast determined __________________ to be the best job to have in today’s economy, thanks largely to the rise of cloud computing.

   e. Software engineers  
   f. Network administrators  
   g. IT Security Analysts  
   h. Data Analysts

Answer: A  
Difficulty: Medium  
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers  
AACSB: Dynamics of the global economy

45. Because of the shift to cloud computing, there is growing demand for professionals and managers who are more focused on _________________ than they are in application development.

   i. Cost reduction and efficiencies  
   j. IT Training programs  
   k. Cyber security systems  
   l. Business development

Answer: D  
Difficulty: Hard  
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers  
AACSB: Dynamics of the global economy

46. __________________ evaluate the newest and most innovative technologies and determine how they can be applied for competitive advantage. They develop technical standards, deploy technology, and supervise workers who deal with the daily IT issues of the firm. They frequently report to the Chief Information Officer (CIO).

   m. IT Project Directors  
   n. Chief Technology Officers  
   o. Directors of Computing Technology  
   p. IT Designers

Answer: B  
Difficulty: Hard  
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers  
AACSB: Dynamics of the global economy
47. Which of the following technology trends is cited in your textbook as being responsible for changing the nature of many IT jobs?

q. More sophisticated Web Sites  
r. Social Media  
s. Cloud Computing  
t. Increase in mobile devices

Answer: C  
Difficulty: Medium  
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers  
AACSB: Dynamics of the global economy

48. _________________ develop requirements, budgets, and schedules for their firm’s information technology projects. They coordinate such projects from development through implementation, working with their organization’s IT workers, as well as clients, vendors, and consultants.

u. IT Project Directors  
v. Chief Technology Officers  
w. Directors of Computing Technology  
x. IT Designers

Answer: A  
Difficulty: Hard  
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers  
AACSB: Dynamics of the global economy

49. According to projections by the U.S. Bureau of Labor Statistics, prospects for IT jobs, in terms of salary and job growth between 2010-2010 are:

y. Somewhat below average compared to other types of jobs.  
z. About average compared to other types of jobs.  
aa. Above average compared to other types of jobs.  
ab. Difficult to project because of rapid changes in technology

Answer: C  
Difficulty: Hard  
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers  
AACSB: Dynamics of the global economy
50. For most organizations, if their ________________ goes down, so does the business.

   ac. Web site
   ad. Computer network
   ae. Data analytics program
   af. Facebook page

Answer: C
Difficulty: Easy
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers
AACSB: Use of information technology
True/False

1. Crowdfunding is a way to raise money (capital) for new projects by asking for contributions from a large number (crowd) of people via the Web.

   Answer: True
   Difficulty: Easy
   Section Ref: 1.1 IT and Management Opportunities and Challenges
   AACSB: Use of information technology

2. **Messy data** is the term used to refer to data (e.g., tweets, posts, click streams, images, including medical images) that cannot be organized in a way that a computer can easily process.

   Answer: True
   Difficulty: Easy
   Section Ref: 1.1 IT and Management Opportunities and Challenges
   AACSB: Use of information technology

3. Most research and consulting firms agree that using data analytics to gain insights and a competitive edge is one of the biggest opportunities and challenges facing managers.

   Answer: True
   Difficulty: Analytic skills
   Section Ref: 1.1 IT and Management Opportunities and Challenges
   AACSB:

4. The phrase “paralysis of analysis” describes situations where companies lose agility and flexibility in the hope of gathering perfect data when making time-sensitive decisions.

   Answer: True
   Difficulty: Medium
   Section Ref: 1.2 Positioning IT to Optimize Performance
   AACSB: Reflective thinking skills

5. Business Intelligence (BI) is considered one of the top 5 most influential ITs.

   Answer: True
   Difficulty: Easy
   Section Ref: 1.2 Positioning IT to Optimize Performance
   AACSB: Use of information technology
6. Cloud Computing is considered one of the top 5 most influential ITs.

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

7. Enterprise Resource Planning (ERP) is considered one of the top 5 most influential ITs.

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

8. Software as a Service (SaaS) is considered one of the top 5 most influential ITs.

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

9. Collaboration and workflow tools are considered one of the top 5 most influential ITs.

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

10. Business productivity and cost reduction is considered one of the top 5 most pressing management concerns.

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology
11. IT and business alignment is considered one of the top 5 most pressing management concerns.

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Reflective thinking skills

12. Business process reengineering (BPR) is considered one of the top 5 most pressing management concerns.

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Reflective thinking skills

13. IT reliability and efficiency is considered one of the top 5 most pressing management concerns.

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Reflective thinking skills

14. In the most recent recession businesses executives frequently reduced IT expenses to cut costs.

Answer: False
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Dynamics of the global economy

15. In the current economic climate, business executives rely on IT to help cut costs and boost productivity.

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology
16. The importance of an agile enterprise, one that has the ability to adapt and respond rapidly, has never been greater because of struggling economic recoveries and advances in mobile and social technologies.

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Dynamics of the global economy

17. Federal and state regulations have made data privacy and protection a legal requirement and impose huge fines for violations.

Answer: True
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Dynamics of the global economy

18. Business Intelligence involves the integration, computation, and analysis of massive data repositories.

Answer: True
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

19. Cloud computing can often make it difficult to deploy tools that can scale on demand to serve a growing number of users.

Answer: False
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

20. A private cloud allows companies to avoid purchasing and managing certain hardware and software while still delivering their IT services.

Answer: False
Difficulty: Hard
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

22. Because of high costs and need for control, IT managers are typically reluctant to move ERP systems to the cloud.

Answer: False
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

23. With a Software as a Service (SaaS) arrangement, companies pay for their software usage based on a subscription fee or on a per usage basis.

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

24. With typical Software as a Service (SaaS) arrangements, companies purchase and install enterprise software on company owned computers and agree to adhere to traditional copyright regulations.

Answer: False
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

25. Collaboration and Workflow Tools help people work together in an organized way and manage their tasks more effectively regardless of their access to the Internet.

Answer: False
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology
26. The Internet of Things is an online directory of IT equipment vendors from around the globe.

Answer: False
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

27. The Internet of Things describes a network of equipment or devices connected to the Internet or networked via sensors.

Answer: True
Difficulty: Easy
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

28. One disadvantage to the Internet of Things is that it reduces the amount of data available to companies about consumer behavior.

Answer: False
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

29. The Internet of Things captures huge volumes of data that can be used by companies to better understand business processes.

Answer: True
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

30. Cloud computing technology increases a company’s competitiveness by making it more responsive – scaling IT capacity up or down as needed.

Answer: True
Difficulty: Easy
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
AACSB: Use of information technology
31. **IT consumerization** is the migration of consumer technology into enterprise computing environments because personally-owned IT is as capable and cost-effective as its enterprise equivalents.

**Answer:** True  
**Difficulty:** Easy  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Use of information technology

32. **IT consumerization** is the trend where an increasing number of residential computer users are hiring contractors to install and maintain in-home Wi-Fi networks for purposes of entertainment, personal computing and small business operations.

**Answer:** False  
**Difficulty:** Easy  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Use of information technology

33. **Competitive advantage** is a difference between a company and its competitors that matters to customers.

**Answer:** True  
**Difficulty:** Medium  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Reflective thinking skills

34. Computers, databases, and network services are examples of IT commodities.

**Answer:** True  
**Difficulty:** Easy  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Use of information technology

35. Advanced IT applications that create competitive advantages are examples of IT commodities.

**Answer:** False  
**Difficulty:** Easy  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Use of information technology
36. IT commodities can become competitive advantages if they are applied in new and unique ways to support profitable or critical business processes.

**Answer:** True  
**Difficulty:** Hard  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Use of information technology

37. In the second part of the Information Age, technology is everywhere and the key challenge is to apply IT to reduce reliance on IT in order to cut costs and become more profitable.

**Answer:** False  
**Difficulty:** Medium  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Use of information technology

38. In the second part of the Information Age, technology is everywhere and the key challenge is to apply IT to gain competitive advantage.

**Answer:** True  
**Difficulty:** Medium  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Use of information technology

39. IT functions that do not provide a competitive advantage, such as computers, databases and network services are examples of IT commodities.

**Answer:** True  
**Difficulty:** Easy  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Use of information technology

40. Computers, databases and network services are examples of IT functions with a strong potential for providing companies with competitive advantage.

**Answer:** False  
**Difficulty:** Medium  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Use of information technology
41. The goal of **business process reengineering (BPR)** is to eliminate the unnecessary non-value added processes, then to simplify and automate the remaining processes to significantly reduce **cycle time**, labor, and costs.

**Answer:** True  
**Difficulty:** Easy  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Reflective thinking skills

42. Enterprise Resource Planning (ERP) refers to technology infrastructure and/or apps that support essential business processes and operations.

**Answer:** True  
**Difficulty:** Easy  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Use of information technology

43. Enterprise Resource Planning (ERP) refers to software applications specifically designed to help businesses gather and make use of business intelligence (BI).

**Answer:** False  
**Difficulty:** Medium  
**Section Ref:** 1.3 IT Agility, Consumerization, and Competitive Advantage  
**AACSB:** Use of information technology

44. Strategic planning is critical for “for-profit” organizations, but less essential for “not-for-profit” organizations such as government agencies, education, military, and charities that are guided by political or humanitarian goals.

**Answer:** False  
**Difficulty:** Medium  
**Section Ref:** 1.4 Strategic Planning and Competitive Models  
**AACSB:** Reflective thinking skills

45. **Strategic planning** is a series of processes in which an organization selects and arranges its businesses or services to keep the organization viable (healthy or functional) even when unexpected events disrupt one or more of its businesses, markets, products, or services.

**Answer:** True  
**Difficulty:** Easy  
**Section Ref:** 1.4 Strategic Planning and Competitive Models  
**AACSB:** Reflective thinking skills
46. **Strategy** defines the plan for how a business will achieve its mission, goals, and objectives.

**Answer:** True  
**Difficulty:** Easy  
**Section Ref:** 1.4 Strategic Planning and Competitive Models  
**AACSB:** Reflective thinking skills

47. According to Porter’s strategic planning model, an industry’s profit potential is largely determined by the intensity of competitive forces within the industry.

**Answer:** True  
**Difficulty:** Medium  
**Section Ref:** 1.4 Strategic Planning and Competitive Models  
**AACSB:** Reflective thinking skills

48. According to Porter’s strategic planning model, an industry’s profit potential is largely determined by the availability of necessary resources to produce the product/service.

**Answer:** False  
**Difficulty:** Medium  
**Section Ref:** 1.4 Strategic Planning and Competitive Models  
**AACSB:** Reflective thinking skills

49. **Primary activities** are those business activities through which a company produces goods, thus creating value for which customers are willing to pay such as purchasing of materials, processing materials into products, and delivery of products to customers.

**Answer:** True  
**Difficulty:** Medium  
**Section Ref:** 1.4 Strategic Planning and Competitive Models  
**AACSB:** Reflective thinking skills

50. Management of IT development would most likely be considered a primary activity in a business value chain.

**Answer:** False  
**Difficulty:** Medium  
**Section Ref:** 1.4 Strategic Planning and Competitive Models  
**AACSB:** Reflective thinking skills
51. Management of IT development would most likely be considered a support activity in a business value chain.

**Answer:** True  
**Difficulty:** Medium  
**Section Ref:** 1.4 Strategic Planning and Competitive Models  
**AACSB:** Reflective thinking skills

52. A real-time system is an IS that provides fast-enough access to information or data so that an appropriate decision can be made, usually before the data or situation changes.

**Answer:** True  
**Difficulty:** Easy  
**Section Ref:** 1.4 Strategic Planning and Competitive Models  
**AACSB:** Use of information technology

53. IT creates markets, businesses, products, and careers.

**Answer:** True  
**Difficulty:** Easy  
**Section Ref:** 1.5 Why IT Is Important to Your Career, and IT Careers  
**AACSB:** Use of information technology

54. According to projections by the U.S. Bureau of Labor Statistics, prospects for IT jobs, in terms of salary and job growth between 2010-2010 are above average compared to other types of jobs.

**Answer:** True  
**Difficulty:** Easy  
**Section Ref:** 1.5 Why IT Is Important to Your Career, and IT Careers  
**AACSB:** Dynamics of the global economy

55. According to projections by the U.S. Bureau of Labor Statistics, prospects for IT jobs, in terms of salary and job growth between 2010-2010 are about average compared to other types of jobs.

**Answer:** False  
**Difficulty:** Easy  
**Section Ref:** 1.5 Why IT Is Important to Your Career, and IT Careers  
**AACSB:** Dynamics of the global economy
56. IT Project Directors develop requirements, budgets, and schedules for their firm’s information technology projects. They coordinate such projects from development through implementation, working with their organization’s IT workers, as well as clients, vendors, and consultants.

Answer: True  
Difficulty: Medium  
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers  
AACSB: Dynamics of the global economy

57. Chief Information Officers (CIOs) develop technical standards, deploy technology, and supervise workers who deal with the daily IT issues of the firm and typically report to Chief Technology Officers (CTOs)

Answer: False  
Difficulty: Hard  
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers  
AACSB: Dynamics of the global economy

58. For most organizations, if their computer network goes down, so does the business.

Answer: True  
Difficulty: Easy  
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers  
AACSB: Dynamics of the global economy

59. Social Media is cited in your textbook as being widely responsible for changing the nature of many IT jobs.

Answer: False  
Difficulty: Easy  
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers  
AACSB: Dynamics of the global economy

60. Cloud computing is cited in your textbook as being widely responsible for changing the nature of many IT jobs.

Answer: True  
Difficulty: Easy  
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers  
AACSB: Dynamics of the global economy
Short Answer

1. Faced with business challenges, as a manager you need to implement IT solutions and track how well they improve ______________.

Answer: performance.
Difficulty: Medium
Section Ref: 1.1 IT and Management Opportunities and Challenges
AACSB: Use of information technology

2. ______________ refers to the specialized software, capabilities, and components all geared toward exploring huge volumes of data to provide greater insight and intelligence—and doing so quickly.

Answer: Data analytics
Difficulty: Medium
Section Ref: 1.1 IT and Management Opportunities and Challenges
AACSB: Use of information technology

3. ______________ is the term used to refer to data (e.g., tweets, posts, click streams, images, including medical images) that cannot be organized in a way that a computer can easily process.

Answer: Messy data
Difficulty: Medium
Section Ref: 1.1 IT and Management Opportunities and Challenges
AACSB: Use of information technology

4. Huge sets of messy data from sources such as multi-petabyte data warehouses, social media, and mobile devices are called ______________.

Answer: Big data
Difficulty: Medium
Section Ref: 1.1 IT and Management Opportunities and Challenges
AACSB: Use of information technology
5. Examples of productivity ________ include the number of units manufactured or sold, the number of customers serviced, or the value of new deposits.

Answer: Outputs
Difficulty: Hard
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Reflective thinking skills

6. Examples of productivity ________ include things like number of labor hours, amount of raw materials, and technology.

Answer: Inputs
Difficulty: Hard
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Reflective thinking skills

7. A(n) ________________, is an organization that has the ability to adapt and respond rapidly.

Answer: agile enterprise
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Reflective thinking skills

8. The goal of ___________________________ is to eliminate the unnecessary non–value added processes, then simplify and automate the remaining processes to significantly reduce cycle time, labor, and costs.

Answer: business process reengineering (BPR)
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Reflective thinking skills

9. ________________ makes it possible for many users to access the same apps and from any networked location because they are stored (hosted) on a powerful shared infrastructure.

Answer: Cloud Computing
Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology
10. ________________ refers to technology infrastructure and/or apps that support essential business processes and operations such as accounting, inventory management and supply chain management.

**Answer:** Enterprise Resource Planning (ERP)

**Difficulty:** Medium

**Section Ref:** 1.2 Positioning IT to Optimize Performance

**AACSB:** Use of information technology

11. With a ________________ arrangement, companies pay for their software usage based on a subscription fee or on a per usage basis.

**Answer:** Software as a Service (SaaS)

**Difficulty:** Medium

**Section Ref:** 1.2 Positioning IT to Optimize Performance

**AACSB:** Use of information technology

12. ________________ help people work together in an organized way and manage their tasks more effectively regardless of their location.

**Answer:** Collaboration and workflow tools

**Difficulty:** Medium

**Section Ref:** 1.2 Positioning IT to Optimize Performance

**AACSB:** Use of information technology

13. A ________________ describes how a company actually operates—how work is done, the degree of automation, the pricing and design of products or services, and how the company generates sales revenue and profit to sustain itself.

**Answer:** Business model

**Difficulty:** Medium

**Section Ref:** 1.2 Positioning IT to Optimize Performance

**AACSB:** Reflective thinking skills

14. The ________________ describes a network of equipment or devices connected to the Internet or networked via sensors.

**Answer:** Internet of things

**Difficulty:** Medium

**Section Ref:** 1.2 Positioning IT to Optimize Performance

**AACSB:** Use of information technology
15. To maintain a competitive advantage, company IT operations needs to be _______ meaning being able to respond quickly.

Answer: Agile
Difficulty: Medium
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
AACSB: Use of information technology

16. To maintain a competitive advantage, company IT operations needs to be _______ meaning that IT capacity can be easily scaled up or down as needed.

Answer: Responsive
Difficulty: Medium
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
AACSB: Use of information technology

17. To maintain a competitive advantage, company IT operations needs to be _______ meaning having the ability to quickly integrate new business functions or to easily reconfigure software or apps.

Answer: Flexible
Difficulty: Medium
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
AACSB: Use of information technology

18. IT ________________ is the migration of consumer technology into enterprise computing environments because personally-owned IT is as capable and cost-effective as its enterprise equivalents.

Answer: Consumerization
Difficulty: Medium
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
AACSB: Use of information technology
19. Using a combination of mobile and database technology, Papa Romano’s Pizza House keeps records of the pizza preferences of all its customers. Tommy likes ordering from Papa Romano’s because when he calls, he just says “send me the usual” and hangs up. They already know where he lives, what kind of pizza he wants and what credit card to bill. The big increase in ordering and fulfillment efficiency represents a(n) _______________ for Papa Romano’s.

Answer: Competitive Advantage
Difficulty: Medium
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
AACSB: Reflective thinking skills

20. Computers, databases, and network services are examples of IT _______________.

Answer: Commodities
Difficulty: Medium
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
AACSB: Use of information technology

21. In the second part of the Information Age, technology is everywhere and the key challenge is to apply IT to gain ________________.

Answer: Competitive advantage
Difficulty: Medium
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
AACSB: Reflective thinking skills

22. ________________ is a series of processes in which an organization selects and arranges its businesses or services to keep the organization viable (healthy or functional) even when unexpected events disrupt one or more of its businesses, markets, products, or services.

Answer: Strategic Planning
Difficulty: Medium
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Reflective thinking skills
23. ______________ is part of the strategic planning process where a firm identifies its strengths, weaknesses, opportunities and threats.

Answer: SWOT Analysis
Difficulty: Medium
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Reflective thinking skills

24. ______________ defines the plan for how a business will achieve its mission, goals, and objectives.

Answer: Strategy
Difficulty: Medium
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Reflective thinking skills

25. According to Porter’s strategic planning model, an industry’s profit potential is largely determined by the intensity of ______________ forces within the industry.

Answer: Competitive
Difficulty: Medium
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Reflective thinking skills

26. ______________ are those business activities through which a company produces goods, thus creating value for which customers are willing to pay such as purchasing of materials, processing materials into products, and delivery of products to customers.

Answer: Primary activities
Difficulty: Medium
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Reflective thinking skills

27. A ______________ is an IS that provides fast-enough access to information or data so that an appropriate decision can be made, usually before the data or situation changes.

Answer: Real-time system
Difficulty: Medium
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Use of information technology
28. In 2011, CareerCast determined __________________ to be the best job to have in today’s economy, thanks largely to the rise of cloud computing.

Answer: Software Engineers
Difficulty: Hard
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers
AACSB: Dynamics of the global economy

29. Because of the shift to cloud computing, there is growing demand for professionals and managers who are more focused on ________________ than they are in application development.

Answer: Business development
Difficulty: Hard
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers
AACSB: Dynamics of the global economy

30. _______________________ evaluate the newest and most innovative technologies and determine how they can be applied for competitive advantage. They develop technical standards, deploy technology, and supervise workers who deal with the daily IT issues of the firm. They frequently report to the Chief Information Officer (CIO).

Answer: Chief Technology Officers
Difficulty: Hard
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers
AACSB: Dynamics of the global economy

31. _______________________ develop requirements, budgets, and schedules for their firm’s information technology projects. They coordinate such projects from development through implementation, working with their organization’s IT workers, as well as clients, vendors, and consultants.

Answer: IT Project Directors
Difficulty: Hard
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers
AACSB: Dynamics of the global economy
32. For most organizations, if their ________________ goes down, so does the business.

Answer: Computer Network
Difficulty: Hard
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers
AACSB: Use of information technology
Essay Questions

1. What is crowdfunding?

Answer:

Crowdfunding is an internet based process for raising funds that bypasses traditional sources of raising money (i.e. banks). It involves an integration of social networking, e-commerce, and financing and payment systems. It is used to raise money for a variety of purposes including artistic projects, entrepreneurial projects and charitable giving. Kickstarter.com is the world’s largest crowdfunding site for creative projects.

Difficulty: Hard
Section Ref: 1.1 IT and Management Opportunities and Challenges
AACSB: Use of information technology

2. List the 5 types business outcomes companies can achieve with the use of data analytics.

Answer:

1. Grow their customer base
2. Retain the most profitable customers.
3. Continuously improve operational efficiency.
5. Detect and deter fraud.

Difficulty: Hard
Section Ref: 1.1 IT and Management Opportunities and Challenges
AACSB: Reflective thinking skills

3. List the four characteristics of High-Quality Information described in your textbook.

Answer:

1. Relevant – Information needs to be relevant to a business decision or process or else it is not useful.
2. Timely - This characteristic means that the decision maker receives the information when he or she needs it
3. Reliable, Accurate - This characteristic means that the information can be trusted and that the decision maker has confidence that information is free from errors, to the extent possible.
4. Easy to Understand or Use - This characteristic means that information is presented clearly, and concisely, and is well-documented.

Difficulty: Hard
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology
4. Describe how business process reengineering (BPR) improves productivity.

Answer: The goal of business process reengineering (BPR) is to improve productivity by eliminating unnecessary non-value added business processes, then simplify and automate the remaining processes to significantly reduce cycle time, labor, and costs.

Difficulty: Medium
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

5. Identify and explain at least 3 benefits of a company implementing a cloud computing technology solution.

Answer:

1. Efficiency – Cloud computing can improve productivity and asset utilization.
2. Agility – Cloud computing allows for fast increases or decreases in capacity as well as permits rapid deployment of “as a service” software apps increasing responsiveness to urgent needs.
3. Innovation – Shifts company focus from asset management to service management, encourages an entrepreneurial culture and is better linked to emerging technologies.

Difficulty: Hard
Section Ref: 1.2 Positioning IT to Optimize Performance
AACSB: Use of information technology

6. Explain how, according to research firm Gartner, the first half of the Information Age differs from the second half.

Answer: In the first half of the Information Age, the focus was on the development of the technology itself. This led to kinds of devices and software applications organizations and consumers use today. In the second half of the Information Age, the focus has shifted to ways that technology can be used to create competitive advantages and exploit opportunities involving new kinds of information.

Difficulty: Medium
Section Ref: 1.3 IT Agility, Consumerization, and Competitive Advantage
AACSB: Dynamics of the global economy
7. List and explain the five industry (market) forces in Michael Porter’s competitive forces model.

Answer:

1. Threat of entry of new competitors. This force refers to the strength of the barriers to entry into an industry, which is how easy it is to enter an industry. The threat of entry is lower (less powerful) when existing companies have ISs that are difficult to duplicate or very expensive. Those ISs create barriers to entry that reduce the threat of entry.

2. Bargaining power of suppliers. Bargaining power is high where the supplier or brand is powerful; e.g., Apple, Microsoft, and auto manufacturers. Power is determined by how much a company purchases from a supplier. The more powerful company has the leverage to demand better prices or terms, which increase its profit margin.

3. Bargaining power of customers or buyers. This force is the reverse of the bargaining power of suppliers. This force is high where there a few, large customers or buyers in a market.

4. Threat of substitute products or services. As the threat of substitutes increases, profit margin decreases because sellers need to keep prices competitively low.

5. Competitive rivalry among existing firms in the industry. Fierce competition involves expensive advertising and promotions; intense investments in research and development; or other efforts that cut into profit margins.

Difficulty: Hard
Section Ref: 1.4 Strategic Planning and Competitive Models
AACSB: Reflective thinking skills.

8. Briefly describe the job prospects for IT professionals in the coming decade and identify at least 2 factors for this trend.

Answer:

Job prospects for IT professionals in the coming decade are above average in terms of salaries and growth in the number of jobs. Some of the reasons for this growing demand for IT professionals include:

[Students might list any of the following]

- Increasing reliance on IT by companies for accomplishing business processes across the value chain. In other words, almost all aspects of an organization are now dependent on IT. As stated in the textbook, if “…the computer network goes down, so does the business.”

- Emerging technologies, in particular, cloud computing, are dramatically changing how companies utilize IT to carry out their business processes. (Students might also mention other emerging technologies such as mobile, software as a service, enterprise resource planning (ERP), business intelligence, collaboration and workflow tools, social media,
telecommunications, and so on.) Organizations need IT professionals who are skilled in these emerging technologies.

- Because of the growing role of IT in organizations, IT professionals are needed that not only have technical skills, but understand the integration of IT with business processes, strategic objectives, and the needs of the market place. Business will become increasingly reliant on IT professionals that understand how to translate IT into a competitive advantage.

- IT is more than a support function. In many industries, it is responsible for creating markets, businesses and products. Entire industries exist today based on technology. Examples include mobile telecommunications, mobile computing devices, e-commerce web sites, on-demand workforces, e-readers, social media and much more.

Difficulty: Medium
Section Ref: 1.5 Why IT Is Important to Your Career, and IT Careers
AACSB: Reflective thinking skills.