

### Question 1

Product and brand management is a process concerning the sales and marketing department.

[True or False Statement?]

Answer: <https://biology-forums.com/index.php?topic=1824048>

### Question 2

A database is used instead of a spreadsheet when \_\_\_\_\_.

- A) lists of data involve a single theme
- B) structures of data lists are simple
- C) lists involve data with multiple themes
- D) users do not want to store all data in one place
- E) users have a small amount of data to store

Answer: <https://biology-forums.com/index.php?topic=1823801>

### Question 3

Which of the following TCP/IP application-layer protocols is used for email transmissions?

- A) ftp
- B) https
- C) smtp
- D) IP
- E) UDP

Answer: <https://biology-forums.com/index.php?topic=1823993>

### Question 4

\_\_\_\_\_ are the final judges as to what data the database should contain and how the records in that database should be related to one another.

- A) Administrators
- B) Developers
- C) Users
- D) Designers
- E) Auditors

Answer: <https://biology-forums.com/index.php?topic=1823893>

### Question 5

Tristom Technologies, based in New York, opens branches in Chicago and Detroit. Which of the following networks will the company use to connect computers in the three offices?

- A) WAN
- B) LAN
- C) URL
- D) XML
- E) HTML

Answer: <https://biology-forums.com/index.php?topic=1823946>

### Question 6

To work in the information systems (IS) industry, a consultant should have an entrepreneurial attitude and communications and people skills.

[True or False Statement?]

Answer: <https://biology-forums.com/index.php?topic=1824475>

### Question 7

List the major functions of the information systems (IS) department.

Answer: <https://biology-forums.com/index.php?topic=1824477>

### Question 8

One of the advantages of a team survey is that it is easy to determine who has not yet responded.

[True or False Statement?]

Answer: <https://biology-forums.com/index.php?topic=1823577>

### Question 9

Which of the following statements is TRUE about a data administration staff function?

- A) The chief technology officer (CTO) heads the data administration staff function.
- B) The group establishes standards to protect information assets.
- C) This group includes system and network administrators exclusively.
- D) This group manages the process of creating new information systems.
- E) This is a subgroup under technical sales.

Answer: <https://biology-forums.com/index.php?topic=1824463>

### Question 10

Symmetric encryption is simpler and much faster than asymmetric encryption.

[True or False Statement?]

Answer: <https://biology-forums.com/index.php?topic=1824407>

### Question 11

Explain the concept of RFM analysis.

Answer: <https://biology-forums.com/index.php?topic=1824288>

### Question 12

The three roles of organizational units in social media information systems are social media providers, users, and communities.

[True or False Statement?]

Answer: <https://biology-forums.com/index.php?topic=1824145>

### Question 13

Describe a steering committee and explain the role of the chief information officer (CIO) in the steering committee.

Answer: <https://biology-forums.com/index.php?topic=1824500>

### Question 14

List the functions of an Internet service provider (ISP).

Answer: <https://biology-forums.com/index.php?topic=1823973>

### Question 15

Information, influence, social credentials, and personal reinforcement add value to human capital.

[True or False Statement?]

Answer: <https://biology-forums.com/index.php?topic=1824185>

### Question 16

Which of the following terms is used as a synonym for data mining?

- A) regression analysis
- B) data warehousing
- C) knowledge discovery in databases (KDD)
- D) parallel processing in databases (PPD)
- E) data spelunking

Answer: <https://biology-forums.com/index.php?topic=1824291>

### Question 17

Ronald runs both Windows 10 and Linux on his desktop computer. This process is called \_\_\_\_\_.

- A) PC virtualization
- B) server virtualization
- C) cloud computing
- D) application virtualization
- E) BIOS

Answer: <https://biology-forums.com/index.php?topic=1823745>

### Question 18

When a person attends a business function for the purpose of meeting people and reinforcing relationships, he or she is investing in his or her social capital.

[True or False Statement?]

Answer: <https://biology-forums.com/index.php?topic=1824183>

### Question 19

Which of the following is an example of PaaS, a category of cloud hosting?

- A) Microsoft Office 365
- B) Microsoft Azure
- C) iCloud
- D) Amazon S3
- E) Skype

Answer: <https://biology-forums.com/index.php?topic=1823930>

### Question 20

TCP/IP protocol architecture is a scheme of protocol types arranged in four layers.

[True or False Statement?]

Answer: <https://biology-forums.com/index.php?topic=1823998>