A set of questions on chapter one

Determine, whether the following statements right or wrong:

1) Internet advertising is growing at a rate of more than 25 percent a year.
2) A substantial part of management responsibility is creative work driven by new knowledge and information.
3) Information technology (IT) consists of all the hardware that a firm needs to use in order to achieve its business objectives, whereas information systems consist of all the software and business processes needed.

Choose the most correct choice

1) The use of information systems because of necessity describes the business objective of
   A) survival.
   B) improved business practices.
   C) competitive advantage.
   D) improved flexibility.

2) Which of the following choices may lead to competitive advantage: (1) new products, services, and business models; (2) charging less for superior products; (3) responding to customers in real time?
   A) 1 only
   B) 1 and 2
   C) 2 and 3
   D) 1, 2, and 3

3) Verizon's implementation of a Web-based digital dashboard to provide managers with real-time information such as customer complaints is an example of
   A) improved flexibility.
   B) improved decision making.
   C) improved efficiency.
   D) customer and supplier intimacy.