



Information Systems:
in Organizations

المادة

المرحلة : الإجازة

: ساعة ونصف

المدة

: الثانية

د. ملاك خريس

اسم الأستاذ

: علم البيانات
الاختصاص

You've been resilient enough to be here and proceed with your journey despite everything.. Now do your best! ☺

Part 1. True/False Questions (15 questions, 2 pts/question, 30 pts in total)
Answer by T or F.

1. TPS addresses non-routine decisions.
2. FTP is the basic protocol and set of rules that governs the internet and is actually considered the basis of the internet.
3. A smart refrigerator that tracks food expiration and reorders groceries online from home can use a WAN for connecting to the grocery store.
4. Cloud computing reduces latency and network traffic.
5. A transaction broker earns revenue through advertisements displayed during user transactions.
6. A community provider sells software as a service to businesses and end users.
7. DBMS can handle large volumes of both unstructured and structured data.
9. Menu costs normally increase in digital markets.
10. Disintermediation is enabled in traditional markets.
11. OLX is an example of the portal business model.
12. Any data can be updated easily using a data warehouse.
13. Virtualization increases hardware and power expenditures.
14. Specialized systems that enable scientists and engineers to create and discover new knowledge for a company are called data warehouses.
5. Edge computing involves practices and technologies to minimize the environmental effects of

manufacturing and managing computing devices.

Part 2. Multiple Choice Questions (15 questions, 2 pts/question, 30 pts in total)
Choose only ONE CORRECT ANSWER.

1. Packet switching is:

- A) Only used for voice communication
- B) Less efficient than circuit switching
- C) A method of slicing digital messages into parcels
- D) No longer used in modern networks

2. In a relational database table for customers, the information about a single customer resides in a single:

- A) field.
- B) row.
- C) column.
- D) table.

3. Which of the following best describes Electronic Data Interchange (EDI)?

- A) A messaging platform used for internal communication between employees
- B) A system that allows businesses to exchange standardized business documents electronically
- C) A tool used to manage customer feedback
- D) A method for encrypting emails

4. A network that covers a city is best described as:

- A) WAN
- B) PAN
- C) MAN
- D) CAN

5. Which of the following systems would you use to consolidate the relevant knowledge and experience in the firm and make it available to improve business processes and management decision making?

- A) TPS
- B) MIS
- C) KMS
- D) CRM

6. Databases stored in multiple physical locations are referred to as:

- A) Data warehouse
- B) Data Mart
- C) Distributed Databases
- D) Multi-locational Databases

7. Which of the following wireless technologies provides long-range broadband connectivity up to 31 miles and requires special antennas?

- A) LTE
- B) Wi-Fi
- C) Bluetooth
- D) WiMAX

8. Bluetooth can be used to link up to _____ devices within a 10-meter area using low-power, radio-based communication.

- A) two
- B) five

eight
 fifteen

All of the following are technologies used to analyze and manage big data *except*:

- A) DBMS
- B) NoSQL
- C) In-memory computing.
- D) Analytic platforms.

10. Which of the following systems would you use to analyze the social media data (high volumes of unstructured text) collected by an international online retailer?

- A) KMS
- B) TPS
- C) MIS
- D) Hadoop

11. A system that can provide predictions on the influence of cutting off 20% of the employees on the company's production is best referred to as:

- A) KMS
- B) TPS
- C) ESS
- D) DSS

12. Software produced by a community of programmers and used by the public for free is referred to as:

- A) Software Package
- B) Software Application
- C) Mashups
- D) Open-source Software

13. A Payroll System is a type of:

- A) ESS
- B) DSS
- C) TPS
- D) MIS

14. Which of the following technologies maintains a growing list of records and transactions shared by all users and involves distributed ledgers in a peer-to-peer distributed database?

- A) Cloud Computing
- B) Blockchain
- C) Data Warehousing
- D) Internet of Things (IoT)

15. Intelligent techniques DOES NOT include:

- A) Data mining
- B) Artificial intelligence
- C) Machine Learning
- D) Databases

Part 3. Case Study Questions (3 Questions, 40 pts in total)

SmartLib is a large public and university-affiliated library that serves students, researchers, and the general public. It offers printed books, academic journals, study spaces, and basic computer access.

Question 1 – Revenue Models (15 pts)

SmartLib wants to learn about the different ways an online business can make money. List and briefly explain five e-commerce revenue models that SmartLib might or any other business firm might consider using to make revenues.

ads/sales/subscriptions/affiliates/transactional/freemium

Question 2 – Data Mining Solutions (15 pts)

Following the latest trends in the market, SmartLib management decides to use data mining to improve its performance and increase sales. List the five types of data mining techniques and explain how SmartLib can use each type to improve its performance and gain a competitive advantage.

2/5

Question 3- Software for Linking the Enterprise (10 pts)

List and briefly explain 4 systems that SmartLib can use to link the enterprise.