- Name: _____
- Date: _____
- Section: TT 1250

BUSN 315: Management Information Systems

Quiz #3

Fall 2025

INSTRUCTIONS:

- Write your name, date, and section clearly at the top of the first page.

- This is a closed-book quiz. You may not use your textbook, class notes, or electronic devices.

- The quiz consists of three parts: Definitions, True/False, Multiple Choice, and Short Answers.

- For definitions, write in complete sentences. Limit each definition to 3 sentences.

- For True/False questions, write TRUE or FALSE. If the statement is FALSE, provide a brief one- to two-sentence justification.

- For multiple-choice questions, circle the single best answer. Only one option is correct.

- For short-answer questions, write your responses in complete sentences. Limit your response to 5 sentences or fewer.

- The total time allowed is 75 minutes. Manage your time carefully.

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Problem 1. Definitions   **(5 Points Each)**

Select <u>FOUR</u> items from the list below and provide a concise definition that a manager could use when making a decision.

- Data Inconsistency
- Unified Communication
- Search Engine Marketing

- Blockchain
- Voice over IP
- Data Warehouse

1.A. Item #1: _____

1.B. Item #2: _____

1.C. Item #3: _____

1.D. Item #4: _____

Problem 1. Extra Credits: Definitions (continued)   (3 Points Each)

You may provide the definition of the remaining two terms you did not choose in the previous page for extra credit.

- Data Inconsistency

- Unified Communication

- Search Engine Marketing

- Blockchain

- Voice over IP

- Data Warehouse

1.E.   Item #5: _____

1.F.   Item #6: _____

Problem 2. True / False   **(5 Points Each)**

Determine whether each statement is TRUE or FALSE. If FALSE, justify briefly.

2.A. A company that relies on ad hoc spreadsheets in multiple departments is more likely to face manual reconciliation and slower decision cycles.

2.B. A data warehouse is primarily intended for long-term, integrated reporting across functions.

2.C. DNS encrypts web traffic so that attackers cannot see page content.

2.D. UCaaS can reduce missed handoffs by consolidating chat, voice, and video.

Problem 3. Multiple Choice (4 Points Each)

3.A. Your marketing VP wants near real-time dashboards during weekly standups. Which choice best supports this goal?

    a) Cold storage archive

    b) Monthly CSV exports

    c) In-memory computing

    d) Tape library

3.B. Stores and warehouses maintain separate item codes. Which managerial risk is most immediate?

    a) Increased router costs

    b) Data redundancy and inconsistency that undermines inventory reports

    c) More barcode printers

    d) Fewer sales channels

3.C. A global app ingests clickstreams and social posts with changing formats. What should leadership prioritize?

    a) Fixed on-prem schema

    b) Manual data entry

    c) Desktop files per analyst

    d) NoSQL on cloud for flexible scaling

3.D. To reduce tool sprawl and speed follow-ups from meetings, which option is best?

    a) More group email lists

    b) Separate chat apps per team

    c) Unified Communications with transcription and presence

    d) Multiple calendar platforms

Problem 3. Multiple Choice (continued)   **(4 Points Each)**

3.E. Leadership is comparing cloud vs on-prem. Which benefit is most closely associated with cloud databases?

    a) Guaranteed zero incidents

    b) No governance needed

    c) Free cleansing of all inputs

    d) Elastic capacity without capital hardware purchases

3.F. Finance needs to drill into sales by region, product line, and quarter during a review meeting. Choose the best tool.

    a) HTML

    b) URL rewriting

    c) Web server logs only

    d) OLAP

3.G. Guest feedback is scattered across forms, email, and chat. Which approach best supports an action plan?

    a) IPv6 migration

    b) Text mining and sentiment analysis

    c) Router replacement

    d) Tape backup rotation

3.H. When `www.example.com` is translated into an IP address before loading, which component performs the translation?

    a) VPN

    b) VoIP

    c) DNS

    d) HTTPS

Problem 3. Multiple Choice (continued)   **(4 Points Each)**

3.I. A traveling sales team needs secure access to internal dashboards. Which option should IT roll out?

    a) Public Wi-Fi with shared credentials

    b) SMS attachments

    c) Open HTTP links

    d) VPN access to the corporate network

3.J. Your analytics lead proposes a data lake. What trade-off should managers plan for?

    a) Automatic high data quality without effort

    b) Instant dashboards without modeling

    c) Greater flexibility paired with stronger governance requirements

    d) Security by turning off permissions

Problem 4. Short Answer   **(10 Points Each)**

4.A. You are considering a transition from email and phone to a UCaaS platform. Identify one measurable business outcome you expect and one policy you would implement to ensure adoption.

4.B. Your firm is evaluating a data lake for digital marketing and a data warehouse for finance. State one reason to keep both and one risk if governance is weak.

- Original Score: _____
- Original Date: _____

- Recovered Score: _____
- Recovered Date: _____