

# SAMPLE FINAL EXAM

(Professor M. Louadi)  
This exam is four (03) pages long

First name: ..... Last name: .....

**True/False Questions:** For each question, check (√) the appropriate option, T (for True) or F (for False)

**T F**

A DSS is particularly useful in the case of structured decision making		X
The word “copyright” refers to the concept of licensing		x
The objective of a TPS is to record electronically the transactions that are made by the organization	X	
It is undoubtedly the biggest firms that should invest in eCRM		x
Nowadays, organizations who want to attract better customers need to buy a CRM system		x
Historically speaking, MRP II systems came after ERP systems		x
All modern washing machines contain a ROM	X	
There is no B2C electronic commerce in Tunisia		X
All electronic commerce is based on the Internet and Web technologies		x
B2B e-commerce is done only between firms that are business partners	X	
Parts of B2A are also called e-government	X	
The SICAD ( <a href="http://www.sicad.gov.tn">www.sicad.gov.tn</a> ) Web site is an e-business site of the B2B type		x
There are no fundamental differences between the B2B and the B2C types of e-commerce		x
The words business and e-business are synonymous		x
e-business is an example of a reporting system		X
A good example of C2C electronic commerce would be eBay ( <a href="http://www.ebay.com">www.ebay.com</a> )	x	
In SCM language, TTM stands for Total Transactional Memory		x
An SCM is primarily a technology		x
CRM systems are particular software packages intended to simulate the human reasoning of the experts in a given field of knowledge		X
ERP systems are integrated systems which have the characteristic to integrate several, if not all the functions of the firm	T	

A conversational agent is a type of technology that can be used as part of a CRM system	X	
FatouraNet is a payment solution offered by the Poste Tunisienne for the payment of invoices	X	
After customer satisfaction came customer delight	x	

**Multiple-choice Questions:** For each question, check all the options that apply

Identify the type of system which allows what-if analyses	<input type="checkbox"/> TPS <input type="checkbox"/> ES <input type="checkbox"/> SIS <input type="checkbox"/> EIS <input type="checkbox"/> ■ DSS <input type="checkbox"/> MRS
Identify the system type to which MYCIN belongs	<input type="checkbox"/> TPS <input type="checkbox"/> ■ ES <input type="checkbox"/> SIS <input type="checkbox"/> EIS <input type="checkbox"/> DSS <input type="checkbox"/> MRS
CSF stands for	<input type="checkbox"/> Critical Strategic Function <input type="checkbox"/> Control Success Function <input type="checkbox"/> Chaos Strategic function <input type="checkbox"/> ■ No answer is correct
The microprocessor doubles in power every	<input type="checkbox"/> 18 weeks <input type="checkbox"/> ■ 18 months <input type="checkbox"/> 18 years <input type="checkbox"/> 24 weeks <input type="checkbox"/> no answer is right
To be "integrated", a software package must (check all that apply)	<input type="checkbox"/> ■ come from a unique editor <input type="checkbox"/> ■ guarantee information uniqueness <input type="checkbox"/> ■ guarantee real-time updating of information in all relevant modules concerned <input type="checkbox"/> use a client-server architecture <input type="checkbox"/> use Oracle databases
The three types of CRM are	<input type="checkbox"/> ■ The operational CRM <input type="checkbox"/> The communication CRM <input type="checkbox"/> The informational CRM <input type="checkbox"/> ■ The collaborative CRM <input type="checkbox"/> The co-operative CRM <input type="checkbox"/> ■ The analytical CRM
e-commerce allows to ... (check the most correct option)	<input type="checkbox"/> To sell electronically on the Internet <input type="checkbox"/> To sell electronically <input type="checkbox"/> To buy electronically <input type="checkbox"/> ■ To sell and buy electronically
Identify, among the following systems, those which are ERP systems	<input type="checkbox"/> ■ Oracle Applications <input type="checkbox"/> Excel 2007 <input type="checkbox"/> Word <input type="checkbox"/> ■ JD Edwards (OneWorld) <input type="checkbox"/> Acrobat

Check the e-commerce type to which eBay belongs	<input type="checkbox"/> B2B <input type="checkbox"/> B2C <input type="checkbox"/> Both B2B and B2C <input type="checkbox"/> ■ none of the above
Identify among the following, two elements of logistics	<input type="checkbox"/> ■ inventory <input type="checkbox"/> ■ purchasing <input type="checkbox"/> the parameter setting <input type="checkbox"/> human stock management <input type="checkbox"/> e-business
SIS is	<input type="checkbox"/> Strategic system of intervention <input type="checkbox"/> Strategic system of interaction <input type="checkbox"/> Strategic system of Internet <input type="checkbox"/> ■ No answer is correct
ERP II now takes care of functions related to (check all that apply)	<input type="checkbox"/> Artificial Intelligence (AI) <input type="checkbox"/> ■ Business Intelligence (BI) <input type="checkbox"/> TCO <input type="checkbox"/> ■ Customer Management (CRM) <input type="checkbox"/> ■ electronic commerce and Web Services
Identify the ICT that can be used as part of a CRM strategy	<input type="checkbox"/> ■ Telephone <input type="checkbox"/> ■ SMS <input type="checkbox"/> ■ Internet <input type="checkbox"/> ■ Fax <input type="checkbox"/> ■ E-mail
B2B can be seen as being composed of four models. Identify them.	<input type="checkbox"/> ■ The sell-side model <input type="checkbox"/> The bargain model <input type="checkbox"/> The spam avoidance model <input type="checkbox"/> ■ The buy-side model <input type="checkbox"/> ■ The exchange model <input type="checkbox"/> ■ The collaborative commerce model <input type="checkbox"/> The Simon model <input type="checkbox"/> The TCO model

**Open-ended Questions:** Answer the following questions as briefly as possible.

<p>What is the system or technology seen in this course that is about producing and delivering a final product, from the supplier's supplier to the customer's customer (only one word is expected).</p> <p><b>SCM</b> .....</p>
<p>What does Y2K mean? <b>Year 2000 problem</b> .....</p>