Final exam Name: Student ID:

1. Explain the different wireless network business applications. (20)

2. Define data mining, and explain the three common forms for mining structured and unstructured data. (20)

3. Identify the advantages of using business intelligence to support managerial decision making. (20)

4. Protecting against theft can expose a company to many significant risks such as stolen IDs, _____, encryption keys, and even confidential company information. (6)

5. Many organizations find themselves in the position of being data _____ and information poor. Even in today's electronic world, managers struggle with the challenge of turning their business data into business intelligence. (6)

6. Sales, marketing, and customer service are the primary users of _____ systems. (6)

7. Accounting, finance, logistics, and production are the primary users of _____ systems. (6)

8. Which of the below questions can be answered using business intelligence? (2)
A. Where has the business been? B. Where is the business now? C. Where is the business going?
D. All of the above.

9. Which of the following is a measure being considered to address privacy concerns with RFIDs and LBSs? (2)
A. Clearly labeled RFID tags on products B. Kill codes C. RSA Blocker Tags D. All of the above

10. What is information that people use to support their decision-making efforts? (2)
A. Information cleansing and scrubbing B. Data-mining tools C. Data mining D. Business intelligence

T/F 11. WLANs that use Wi-Fi have a built-in security mechanism called Wi-Fi protected access (WPA), a wireless security protocol to protect Wi-Fi networks. (2)

T/F 12. List generators fall under the category of the sales department's CRM tools. (2)

T/F 13. Contact management falls under the category of the customer service department's CRM tools. (2)

T/F 14. Extraction, transformation, and loading is a process that extracts information from internal databases, transforms the information using a common set of enterprise definitions, and loads the information into an external database. (2)

T/F. 15The data warehouse is a location for all of business information. (2)