Q. ----------is a type of computer software that facilitates group decision-making within an organization

EMS

DSS

MIS

Q. Which of the following functions provide such data as sales prospect and contact information, product information, product configurations and sales quotes?

Sales force automation (SFA)

CRM

ERP

MIS

Q. The bullwhip effect refer to erratic shifts in orders up and down because of poor demand forecasting, price fluctuation, order batch rationing within the chain.

True

False

Q. ERD shows a _____ relation between entities.

Secondary

Derived

Primary

Multi valued

Q. Which one of the following statements about marketing is inaccurate?

The growing number of products in all categories has made it easier for marketers to capture the attention of customers.

Marketing has to do with persuading customers a product meets their needs.

The mass market has fragmented into many different groups of customers.

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers.

Q. The use of software routines to tie up the computer hosting a Web site that denies legitimate visitor's access is called:

denial of service.

hacking.

spoofing.

Sniffing

Q. Data processing capability of distributed environment is _____

Limited

Centralized

Flexible

Integrated

Q. ERD shows a _____ relation between entities.
Secondary
Derived
Primary
Multi valued

Q. Structured analysis & design have the following tools:
Flowcharting
Research & development
UML diagrams
None of the above

Q. KPI measures the _____
Achievements
Sales
Risk factor
Internal changes

Q. Software that is developed through OOAD is easy to test due to the use of _____.
Real time modeling
Usability features
Modular approach
Procedural approach