Midterm Sample Questions

This document is only used to show what the questions will look like in midterm, and no answers will be provided.

I. Multiple choice questions (Two points each)

1. The level of management which makes long-range strategic decisions about products and services is called
   A. operational
   B. middle
   C. senior
   D. strategic

2. Which business function is responsible for providing customer service support?
   A. Sales and marketing
   B. Production and manufacturing
   C. Accounting and finance
   D. Human resource

II. Short answer questions (About 10 points each)

1. Discuss the interrelationships among TPS, MIS, DSS, and ESS systems.

2. Discuss the impact of the Internet on markets for digital goods.

3. Case study: What competition does Alibaba.com have? How difficult would it be for a new entrant to duplicate Alibaba’s success?