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Essentials of MIS, 12e (Laudon)

Chapter 2 Global E-Business and Collaboration

1) Suppliers, customers, employees, products and services, and _____ are the five basic components with which businesses must deal.

- A) the environment
- B) manufacturing and production
- C) sales and marketing
- D) invoices and payments
- E) technology

Answer: D

Difficulty: 2: Moderate

AACSB: Application of Knowledge

LO: 2.1: What major features of a business are important for understanding the role of information systems?

2) Producing a bill of materials is a responsibility of the _____ function.

- A) finance and accounting
- B) human resources
- C) manufacturing and production
- D) sales and marketing
- E) technology

Answer: C

Difficulty: 1: Easy

AACSB: Application of Knowledge

LO: 2.1: What major features of a business are important for understanding the role of information systems?

3) Identifying potential customers for the businesses' products or services is an activity associated with the _____ function.

- A) finance and accounting
- B) human resources
- C) manufacturing and production
- D) technology
- E) sales and marketing

Answer: E Difficulty:

1: Easy

AACSB: Application of Knowledge

LO: 2.1: What major features of a business are important for understanding the role of information systems?

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