TIM 158 – Class Quiz and Test – May 1, 2014

1. This test will be graded and returned to you in one week.
2. You can get up to 12% weightage from this test.
3. You have 75 minutes to complete.
4. Open book and open notes.
5. Think creatively, be original, show clarity. This is not a test of how much you can write but of your understanding of the subject.
6. Answer any 10 questions and write the question first. 1 and 2 together.

Questions – Any 10

1. Describe the CIO position in 5 sentences or less.
2. What do you think are success metrics of a CIO position?
   a. What do you think are success metrics of the CEO position?
   b. What do you think are success metrics of the CTO position?
   c. What do you think are success metrics of the CFO position?
3. Give examples of how IT/IS can impact strategy of a business. Give an example from a real company and describe in your words.
4. Define and describe strategy? How can you learn strategy?
5. Define and describe culture of a business/organization? If you had to assess the culture of a company, what approach would you take?
6. What is Michael Porters contribution to the field of strategy in the business and corporate world?
7. What is the innovator’s dilemma?
8. What is disruptive technology?
10. How can a business sustain uniqueness? What do you think is needed?
11. What do you think companies spend for IT as a percentage of revenue?
12. How much does Apple make as profit per year on a per employee basis? (hint answer = profit/number of employees). Do the same for Visa, Amazon, Google, Microsoft and Hewlett Packard. Discuss your answer. Were you surprised?
13. What is Walmart’s revenue per employee?
14. What is Moores Law? Can you give an example of where you have noticed Moore’s law?
15. What is Metcalf’s law?
16. What is network effect?
17. With IT resources so easy to acquire for those that understand technology where is the next frontier of innovation?