

# Assignment for Chapter 7

Your Name: \_\_\_\_\_ ID # \_\_\_\_\_



- 1) All you need for videoconferencing is a \_\_\_\_\_ and a high-speed internet connection.
- 2) CRM consists of 3 steps. These are:
  - 1) \_\_\_\_\_ new customers
  - 2) \_\_\_\_\_ customer relationship
  - 3) \_\_\_\_\_ previous customers

CRM: Customer Relationship Management

- 3) The 4 most important concepts in ERP are:
  - A) \_\_\_\_\_ and efficiency
  - B) Decreased \_\_\_\_\_
  - C) \_\_\_\_\_ support
  - D) Enterprise \_\_\_\_\_



ERP: Enterprise Resource Planning

- 4) What is most expensive to implement in ERP ?
  - A) Hardware, B) Software, C) Training, D) Data conversion, or E) Reengineering ?

- 5) **SCM** stands for:
  - A) Satisfy customer multiplexers
  - B) Supply chain management
  - C) Support connectivity maintenance



- 6) What is the main goal to satisfy in a modern business ? *Give the customers what they want!*  
R\_\_\_\_\_ d\_\_\_\_\_ f\_\_\_\_\_

- 7) Name only 3 of the many generated documents or reports in **Transaction Processing**.

- A) \_\_\_\_\_, B) \_\_\_\_\_,
- C) \_\_\_\_\_



- 8) Can you provide two reasons why targeted marketing, or targeted advertisement is so effective ?

- A) \_\_\_\_\_
- B) \_\_\_\_\_

