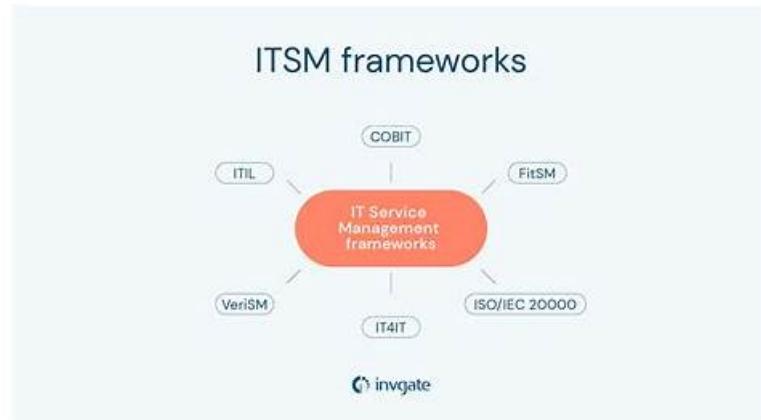


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WGU Information Technology Management QGC1 Sample Questions (Q188-Q193):

NEW QUESTION # 188

A company no longer wants to sell one product to as many customers as possible. Now they want to sell one customer as many products as possible. Which type of software gathers and analyzes customer information to tailor this marketing campaign?

- A. Customer relationship management (CRM)
- B. Operations management (OM)
- C. Supply chain management (SCM)
- D. Distribution management (DM)

Answer: A

Explanation:

* Understanding the Scenario:

* The company is shifting focus from mass marketing to personalized marketing, targeting individual customers with tailored offerings.

* Role of CRM:

* CRM systems gather and analyze customer data, including purchase history, preferences, and interactions, to personalize marketing strategies.

* CRM tools help businesses cross-sell and upsell products effectively by understanding customer needs.

* Why Other Options Are Incorrect:

* Option A (DM): Distribution management focuses on the logistics of product delivery.

* Option C (SCM): Supply chain management optimizes production and delivery, not marketing.

* Option D (OM): Operations management focuses on internal processes rather than customer interactions.

References:

* 'The Role of CRM in Modern Marketing' - Forrester

* CRM Best Practices Guide - Salesforce

NEW QUESTION # 189

How do environmental, social, and governance (ESG) principles affect IT projects?

- A. They place restrictions on how companies are structured.
- B. They guide procurement based on economic factors.
- C. They influence sustainability and ethics in decisions.
- D. They emphasize successful planning processes and strategies.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Environmental, Social, and Governance (ESG) principles are used to evaluate how responsibly an organization operates. In the context of IT projects, ESG affects:

Environmental (E):

Selecting energy-efficient data centers, servers, and devices

Reducing e-waste through responsible lifecycle management

Choosing cloud or infrastructure options that minimize environmental impact Social (S):

Ensuring privacy and protection of user and employee data

Considering accessibility and inclusion in system design

Addressing the impact of automation, monitoring, or data use on employees and customers Governance (G):

Ensuring IT decisions align with laws, regulations, and internal policies Implementing proper controls, audits, and accountability in IT operations Promoting transparency, fairness, and ethical decision-making in IT strategy Together, ESG principles guide IT leaders to make sustainable and ethical decisions about:

Technology procurement

System design and architecture

Data management and security practices

Why the other options are incorrect:

B. They guide procurement based on economic factors. ESG is broader than purely economic considerations; it emphasizes non-financial factors such as environmental impact, social responsibility, and governance quality.

C. They place restrictions on how companies are structured. ESG influences how companies operate and make decisions, but it is not primarily about mandating organizational structures.

D. They emphasize successful planning processes and strategies. While planning and strategy may incorporate ESG, this option is too generic and does not capture the specific focus on sustainability and ethics.

Therefore, Option A is correct: ESG principles affect IT projects by influencing sustainability and ethics in decisions throughout the project lifecycle.

NEW QUESTION # 190

Which three primary elements of information infrastructure support ongoing operations? Choose 3 answers.

- A. Disaster recovery plans
- B. Backup and recovery plans
- C. Augmentation plans
- D. Business continuity plans
- E. Authentication plans

Answer: A,B,D

Explanation:

Primary Elements of Information Infrastructure:

Business Continuity Plans (BCP): Ensure that critical business operations continue during and after a disruption.

Disaster Recovery Plans (DRP): Focus on restoring IT systems and data after a disaster.

Backup and Recovery Plans: Protect against data loss and enable data restoration after failures.

Why Other Options Are Incorrect:

Option B (Augmentation plans): Not a standard element of information infrastructure.

Option C (Authentication plans): Authentication is part of security protocols, not infrastructure support.

:

IT Continuity and Disaster Recovery Frameworks - ISO 22301

Backup and Recovery Best Practices - NIST

NEW QUESTION # 191

An attacker uses a guest account to exploit a weakness that enables the attacker to change access rights and alter user account information. Which type of attack is described?

- A. Hoaxing
- B. Spoofing
- C. Packet tampering
- D. Elevation of privilege

Answer: D

Explanation:

Definition of Elevation of Privilege Attack:

This attack occurs when an attacker exploits vulnerabilities in systems to escalate their permissions beyond what they are authorized for, gaining access to sensitive data or control over the system.

Example in the Scenario:

The attacker uses a guest account, a low-privilege account, to exploit a system weakness and escalate their privileges, altering user account information.

Incorrect Options Analysis:

A . Packet tampering: Involves altering data packets, not access rights.

B . Spoofing: Involves impersonation, not privilege escalation.

D . Hoaxing: Refers to deceptive scams, unrelated to access rights.

and Documents of Information Technology Management:

"Cybersecurity Vulnerabilities and Exploits" (CIS Controls).

ITIL Risk Management Framework (Axelos).

NEW QUESTION # 192

Which material in electronic devices poses an environmental hazard?

- A. Gold used in connector pins
- B. Aluminum in casings
- C. Plastic used for insulation
- D. Mercury in displays

Answer: D

Explanation:

Mercury, commonly found in older LCD displays, fluorescent backlights, and some batteries, is a toxic heavy metal that poses significant environmental and health hazards if electronic waste is not disposed of properly. It can contaminate soil and water supplies, harming both humans and wildlife.

Option B: Plastic is generally not toxic in the same way, though it contributes to waste.

Option C: Aluminum is recyclable and not considered highly hazardous.

Option D: Gold is valuable and recyclable, not an environmental hazard.

Therefore, the hazardous material in electronic devices is mercury in displays.

Reference:

WGU Information Technology Management - IT Sustainability and E-Waste, section on Hazardous Materials in Electronics.

NEW QUESTION # 193

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