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Lesson One

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### WGU Information Technology Management QGC1 Sample Questions (Q119-Q124):

#### NEW QUESTION # 119

A business struggles to manage inquiries and follow-ups because data is spread across different systems. Which software type could address this problem?

- A. Digital marketing management system
- B. Advanced business intelligence platform
- C. Customer relationship management system
- D. Enterprise resource planning solution

#### Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

A Customer Relationship Management (CRM) system is designed to centralize and manage all customer-related information and interactions in a single database and interface. This includes inquiries, contacts, communication history, sales opportunities, and follow-up tasks.

In this scenario, the business has inquiries and follow-ups scattered across different systems, making it hard to track and respond. A CRM system would:

Consolidate customer data and communication history into one place.

Provide tools to manage leads, cases, and follow-up activities.

Improve customer service and responsiveness by giving staff a unified view of each customer's interactions.

This directly addresses the problem of fragmented data and poor management of inquiries and follow-ups.

Why the other options are incorrect:

A . Digital marketing management system - Focuses on planning and executing marketing campaigns (email campaigns, social media, ads), not on end-to-end tracking of customer inquiries and follow-ups across sales and service.

B . Advanced business intelligence platform - BI tools analyze data and create reports or dashboards; they do not provide the operational, day-to-day tracking and workflow for customer interactions like a CRM does.

D . Enterprise resource planning (ERP) solution - ERP focuses on internal business processes (finance, inventory, HR, manufacturing). Some ERPs have customer-related modules, but the primary system specifically designed to manage customer interactions and inquiries is CRM.

Thus, the correct software type to solve the issue of scattered customer inquiries and follow-ups is a Customer Relationship Management (CRM) system.

#### NEW QUESTION # 120

Which type of network topology entirely shuts down if there is a break in the main cable?

- A. Wireless
- B. Star
- C. Bus
- D. Ring

#### Answer: C

Explanation:

In a bus topology, all devices share a single central cable (backbone). If this cable fails, the entire network becomes inoperable. This topology is simple and cost-effective but lacks redundancy.

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Tanenbaum, A. S. (2011). Computer Networks. Pearson Education.

### NEW QUESTION # 121

What is the benefit of internet protocol (IP) telephony in unified communications?

- A. It integrates voice and video.
- B. It is compatible with chat and email.
- C. It has superior sound quality for all users.
- D. It uses physical phone lines.

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Internet Protocol (IP) telephony, often called Voice over IP (VoIP), transmits voice (and often video) over data networks using the Internet Protocol. Within unified communications, a key benefit of IP telephony is that it enables voice and video communication to be integrated over the same IP-based infrastructure used for data.

Benefits in the UC context include:

Integration of voice and video services on the same network.

Easier integration with other UC components such as presence, conferencing, and collaboration tools.

More flexible and scalable communication services compared to traditional circuit-switched phone systems.

Why the other options are incorrect:

B . It has superior sound quality for all users - Sound quality depends on network conditions, bandwidth, codecs, and configuration; IP telephony can be high quality, but it is not guaranteed superior for all users.

C . It is compatible with chat and email - While IP telephony can be integrated into a broader UC platform that also supports chat and email, this is an indirect benefit of the overall UC system rather than the core defining benefit of IP telephony itself.

D . It uses physical phone lines - This is incorrect. IP telephony replaces or reduces reliance on traditional physical phone lines by using IP networks instead.

Therefore, the most accurate benefit described in the options is that IP telephony integrates voice and video over IP networks as part of a unified communications environment.

### NEW QUESTION # 122

Which operational customer relationship management (CRM) technology maintains customer data and identifies prospective customers for future sales?

- A. Contact management
- B. Cross-selling
- C. Campaign management
- D. Call scripting

**Answer: A**

### NEW QUESTION # 123

Which information system facilitates the sharing of data between the human resources and purchasing department in the same corporation?

- A. Enterprise resource planning (ERP)
- B. Customer relationship management (CRM)
- C. Geographic information system (GIS)
- D. Executive support (ES)

**Answer: A**

Explanation:

\* Definition of ERP Systems:

\* ERP systems facilitate data sharing and process integration across multiple departments within an organization, such as HR and purchasing.

\* These systems improve coordination and decision-making by maintaining a single source of truth.

\* Example of ERP Usage:

- \* If the HR department needs to coordinate with the purchasing team for new employee resources, ERP ensures both have access to relevant information like budgets and procurement requirements.
- \* Incorrect Options Analysis:
  - \* A. Executive Support (ES):Caters to strategic decision-making, not operational collaboration.
  - \* B. Geographic Information System (GIS):Deals with spatial and geographical data, not departmental coordination.
  - \* D. Customer Relationship Management (CRM):Manages customer interactions, not internal department processes.
- References and Documents of Information Technology Management:
  - \* "ERP for Organizational Efficiency" (Forrester Research).
  - \* ITIL 4 Foundation: Enterprise Systems Overview (Axelos).

## NEW QUESTION # 124

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