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WGU-INFORMATION TECHNOLOGY MANAGEMENT NEWEST 2025 ACTUAL EXAM WITH COMPLETE QUESTIONS AND CORRECT ANSWERS (VERIFIED) ALREADY RATED A+

MIS

ANSWER-Management Information Systems

Management Information Systems

ANSWER-coordinating information, people, technology

Types of Information (3 types)

ANSWER-Data, Information, Business intelligence

Data

ANSWER-basic facts, fairly meaningless out of context

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WGU Information Technology Management QGC1 Sample Questions (Q71-Q76):

NEW QUESTION # 71
What is the bullwhip effect?

- **A. The process of stockpiling excess inventory due to incorrect product demand communication between the supplier and its partners**
- B. The process by which products in a network increase in value to users as the number of users increases
- C. A cultural trend that places value on an individual's ability to be a creator of things as well as a consumer of things
- D. The optimization resulting from high visibility of all areas up and down the supply chain

Answer: A

NEW QUESTION # 72
What is a customer relationship management (CRM) system used for?

- A. To improve supplier and customer relations and increase revenues.
- B. To support diverse business functions such as accounting, manufacturing, marketing, and human resources.
- C. To provide fundamental decision-making support.
- **D. To increase customer loyalty and retention and increase an organization's profitability.**

Answer: D

NEW QUESTION # 73
How can a customer relationship management (CRM) system support marketing strategies aimed at specific groups?

- A. By mapping sales territories
- B. By logging interactions
- **C. By segmenting data**
- D. By reporting financial information

Answer: C

Explanation:
Customer segmentation within a CRM system allows businesses to group customers based on demographics, purchasing behavior, preferences, or other criteria. This segmentation enables marketing teams to design targeted campaigns that align with the needs of specific customer groups, improving engagement and campaign effectiveness.
Option A: Logging interactions provides history but not strategic targeting.
Option C: Mapping sales territories focuses on sales distribution, not marketing groups.
Option D: Financial reporting is useful but not directly tied to targeted marketing strategies.
Thus, CRM supports marketing strategies by segmenting data.
Reference:
WGU Information Technology Management - CRM Applications, section on Customer Segmentation.

NEW QUESTION # 74
When should a product management team utilize a prototype?

- A. When a preliminary model is needed to seek user feedback
- B. When testing various user interface designs for a new application
- C. While creating a way to show how the various features in a new application will work together.
- D. While creating training on a new application for IT Technicians

Answer: A

NEW QUESTION # 75
Why is employee training important in an ethical IT use policy?

- A. To reduce sensitivity to the accuracy of company communications
- B. To eliminate information management risks
- C. To create automatic updates of software patches
- D. To make employees understand the company's culture and ethical boundaries

Answer: D

NEW QUESTION # 76

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