

WGU - Useful Information-Technology-Management - WGU Information Technology Management QGC1 Reliable Exam Answers

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fact

The confirmation or validation of an event or object

information age

A time when infinite quantities of facts are widely available to anyone who can use a computer

internet of things (IoT)

A world where interconnected Internet-enabled devices or "things" have the ability to collect and share data without human intervention

machine-to-machine (M2M)

refers to devices that connect directly to other devices

data aggregation

The collection of data from various sources for the purpose of data processing

structured data

data that has defined length, type and format and includes numbers, dates, or strings such as Customer Address

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WGU Information Technology Management QGC1 Sample Questions (Q67-Q72):

NEW QUESTION # 67

Which business layer determines which products or services are being sold and to whom?

- A. Strategy
- B. Corporate
- C. Systems
- D. Operating

Answer: A

NEW QUESTION # 68

What is a method for confirming users' identities?

- A. Authorization
- B. Authentication
- C. Information secrecy
- D. Public key encryption

Answer: B

NEW QUESTION # 69

Which basic business system serves operational level analysts in an organization?

- A. Decision support system (DSS)
- B. Executive information system (EIS)
- C. Transaction processing system (TPS)
- D. Optimization analysis system (OAS)

Answer: C

NEW QUESTION # 70

What is a customer relationship management (CRM) system used for?

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

Answer: B

Explanation:

- * Purpose of a Customer Relationship Management (CRM) System
 - * CRM systems focus on managing customer interactions to build long-term relationships.
 - * They provide tools for sales, marketing, customer service, and analytics to enhance customer satisfaction and retention.
 - * Key Objectives of CRM Systems:
 - * Increase customer loyalty: By personalizing experiences and addressing customer needs effectively.
 - * Boost profitability: Through targeted marketing, better customer insights, and optimized resource allocation.
 - * Incorrect Options Analysis:
 - * A. Decision-making support: CRM provides customer interaction insights, not fundamental decision-making tools.
 - * B. Business functions: Covers ERP systems, not CRM.
 - * C. Supplier relations: Focus is on customer relations, not suppliers.
- References and Documents of Information Technology Management:
- * "CRM Best Practices for Business Success" (Salesforce Whitepaper).
 - * ITIL 4 Service Design: CRM Integration (Axelos).

NEW QUESTION # 71

Which business impact is attributed to the creation of a knowledge-dependent global society from growth in information industries?

- **A. Information of Everything**
- B. Virtual assistant
- C. Ambient digital experience
- D. Autonomous agent

Answer: A

NEW QUESTION # 72

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