

Hempstead High School

**MARKETING: Section 4**

## Lesson 5-2 Quiz A

Instructor: **Merrill Kazanjian**

Name: \_\_\_\_\_

Score:  / 100

Question 1

/1

**Which of the following is not an example of an internal information source?**

- census data
- customer records
- production reports
- sales, costs, and quality reports

Question 2

/1

**True or False: There are a number of businesses that collect, analyze, and sell data that businesses can use to meet their information needs.**

- True
- False

Question 3

/1

**The resources used to maintain information, including equipment and procedures, so that it can be used when needed is**

- analysis
- input
- storage
- output

Name: \_\_\_\_\_

Question 4

/1

**With an effective MkIS, no management attention is needed for decisions that are**

- unique
- internal
- external
- routine