**Chapter 1 Why Mobile Apps?**

1.1 True/False Questions

1. Mobile devices have most of the same features as traditional computing devices.

Answer**:** True

2. The usability of mobile devices is typically worse than a traditional computing device, such as a desktop computer.

Answer: False

3. Smartphone sales are far behind the number of traditional PCs sold.

Answer: False

4. Mobile devices can be used to increase customer loyalty and brand awareness.

Answer: True

5. Drastic changes in technology enable new business processes and can have profound implications for how business is conducted.

Answer: True

6. The cheaper a technology is, the less impact it will likely have on business processes.

Answer: False

7. Mobile technology may cause an aggressive approach to business process engineering when implementing the mobile technology.

Answer: True

8. Most business apps are sold for much higher prices than consumer apps.

Answer: True

9. One of the major challenges for mobile app developers is distributing their apps and managing payments from customers.

Answer: False

10. Developing a mobile app has the potential to make significant amounts of money for its creator.

Answer: True

11. App developers have to be very creative in coming up with a good strategy for making significant money from apps that are available in the app stores.

Answer: True

1.2 Multiple Choice Questions

1. Which of the following is NOT a way that a mobile device can communicate with other devices and networks?

A. Wi-Fi

B. Bluetooth

C. Cellular data

D. GPS

Answer: D

2. Which of the following is most appropriate to use for communication when the mobile device is a few feet away from another device?

A. Wi-Fi

B. Bluetooth

C. NFC

D. Cellular

Answer: B

3. Introduction of smartphones and tablets in a business means that

A. Most businesses can keep doing business as usual.

B. Mobile devices will not have profound impact in many business sectors, but a few, such as computer companies, will have to adjust.

C. Some companies that like to take advantage of new technology will have added capabilities.

D. Most businesses will have to reexamine their products and processes to survive and thrive.

E. Only tech-savvy companies will have to consider the implications for their business.

Answer: D

4. The best way to engage customers on a mobile device is by implementing which of the following?

A. A mobile version of the organization’s website

B. A mobile app

C. A way to allow customers to pay with NFC

D. Advertising sent by text message (SMS)

Answer: B

5. Which of the following is NOT an advantage of a mobile app over a mobile version of the company’s website?

A. Full access to device hardware

B. Capability to interact with the service when disconnected from the network

C. Easier to update the content

D. More responsive and richer user interface experience

Answer:C

6. Which of the following is NOT an approach that companies use to engage users on mobile devices?

A. Interacting with their brand in a positive way through a game

B. Letting customers purchase products or services through an app

C. Giving customers access to their customer data

D. Using the device’s hardware sensors, such as a camera, to let customers interact with the company’s offerings

E. All of the above

Answer: E

7. In some situations, organizations were investing a significant amount of money in information technology without recognizing corresponding significant increases in productivity. This phenomenon is known as The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A. Technology Productivity Limit

B. Productivity Paradox

C. Productivity Equilibrium

D. Cost of Doing Business

Answer: B

8. Which of the following is NOT an advantage for small businesses in adopting mobile technology compared to traditional computing platforms?

A. Less costly

B. Less complex

C. Easily available to all employees

D. Able to reduce the number of employees.

Answer: D

9. When insurance customers are able to submit claims from their smartphone using a dedicated app developed by the insurance company, the benefit to the insurance company would NOT include:

A. More detailed and accurate descriptions of the event

B. Lower processing costs

C. Lower insurance payouts

D. Timelier reports of claims

Answer: C

10. Which of the following is NOT a service handled by Apple and Google through their app stores?

A. Billing

B. Support for end users

C. Distribution of apps

D. Returns

E. Marketing of apps

Answer: B

11. Which of the following is NOT a common way for app developers to make money from their apps through an app store?

A. In-App purchases

B. Merchandising

C. Have users pay for the app up front

D. Advertising within the app

E. Subscriptions

Answer: B

12. How does mobile technology facilitate process innovation?

A. By providing capabilities on a mobile computing platform that are not available on traditional computing devices

B. By providing a broad set of development and implementation tools

C. By having a moveable technology that is available to everyone in the organization

D. By bringing technology to the source of the process rather than the finish of the process

Answer: A

13. Which of the following is NOT a reason identified by the chapter for mobile technology being more than a fad?

A. Mobile technology allows businesses to reach their customers in new ways.

B. Mobile technology automates the business process.

C. Mobile technology enables business process change.

D. Mobile technology provides a marketplace for people to easily sell their apps.

Answer: B

14. Which of the following is NOT a reason that mobile devices are considered transformative?

A. They are easily transportable and becoming ubiquitous.

B. They are aware of their environment.

C. They have the capability to communicate with other computing devices through a variety of mechanisms.

D. They have the capability to allow data input by the user.

Answer: D

15. Why is mobile technology potentially disruptive?

A. Mobile technology provides many new services.

B. Mobile technology is becoming ubiquitous in the business and personal world.

C. Mobile technology has the potential to invalidate underlying process assumptions.

D. Mobile technology is available on a variety of platforms and devices that can be tailored to any business situation.

Answer: C

1.3 Matching Questions

1. Match the following terms with their explanation.

Mobile device \_\_\_\_\_\_

Bluetooth \_\_\_\_\_\_

Mobile app \_\_\_\_\_\_

Sensors \_\_\_\_\_\_

Business Process Reengineering \_\_\_\_\_\_

Productivity Paradox \_\_\_\_\_\_

App stores \_\_\_\_\_\_

In-App purchase \_\_\_\_\_\_

NFC \_\_\_\_\_\_

Disruptive \_\_\_\_\_\_

A. A mechanism built into apps that allows the user to buy additional features.

B. A communications protocol that allows for communicating with other devices in distances measured in feet.

C. Virtual places where consumers can purchase mobile apps created by different developers.

D. Hardware features of a mobile device that allows it to get information about its physical environment.

E. An approach to changing business processes.

F. A smartphone or tablet capable of running apps and connecting to a network.

G. The notion that implementing information technology into an organization often didn’t produce any improvements in productivity.

H. Any technology that invalidates previous assumptions about what can be done in a business process.

I. A program written to run on a mobile device.

J. A communication protocol that allows for communicating with other devices in distances measured in inches.

Answer: F, B, I, D, E, G, C, A, J, H