



مدونة المناهج السعودية

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الموقع التعليمي لجميع المراحل الدراسية

في المملكة العربية السعودية



6- The ability to offer individually tailored products or services using the same production resource production is known as

- A) customized response.
- B) size customization.
- C) magnitude customization.
- D) dimension customization.
- E) mass customization.



7- The strength of patent protection is that it

- A) puts the strength of law behind copyright.
- B) allows protection from Internet theft of ideas put forth publicly.
- C) is easy to define.
- D) provides a clear distinction between software and books.
- E) grants a monopoly on underlying concepts and ideas.

8- Which level of the organization are ESS specifically designed to serve?

- A) operational
- B) end-user
- C) middle management
- D) senior management
- E) knowledge workers

9- the use of computers to assemble data from different sources to create electronic information about individuals is called

- A) Profiling
- B) Phishing
- C) Spamming
- D) Targeting
- E) Spyware

10- The function is responsible for identifying customers is

- A) finance and accounting
- B) human resources
- C) manufacturing and production
- D) sales and marketing
- E) distribution and logistics

