

systems? What do they have in common? What do they have that is unique?

- 8-36. Search on Facebook for your favorite company's page. How does this company present itself in the social media? How does it handle customer conversations? Is the organization's strategy effective?

- 8-37. Discuss the ethical trade-offs involved when using large databases that profile and categorize customers so that companies can more effectively market their products. Think about products that are "good" for the consumer versus those that are not.

Application Exercises

Note: The existing data files referenced in these exercises are available on the book's Web site: www.pearsonhighered.com/valacich.



Spreadsheet Application: Tracking Web Site Visits at Campus Travel

- 8-38. Campus Travel has recently started selling products on the Internet; the managers are eager to know how the company's Web site is accepted by the customers. The file *CampusTravel.csv* contains transaction information for the past three days, generated from the company's Web server, including IP addresses of the visitors, whether a transaction was completed, and the transaction amount. You are asked to present the current status of the e-commerce initiative. Use your spreadsheet program to prepare the following graphs:

- A graph highlighting the total number of site visits and the total number of transactions per day
- A graph highlighting the total sales per day

Make sure to format the graphs in a professional manner, including headers, footers, and the appropriate labels, and print each graph on a separate page. (Hint: To calculate the total number of site visits and the total number of transactions, use the "countif" function to count the number.)



Database Application: Managing Customer Relations at Campus Travel

- 8-39. Not all frequent fliers accumulate large amounts of miles. There are many who never travel for years but have frequent-flier accounts. As manager of sales and marketing, you want to find out how to target these individuals with promotions and special offers. To accomplish this task, you will need to create the following reports:
- A report displaying all frequent fliers, sorted by distance traveled
 - A report displaying all frequent fliers, sorted by the total amount spent on air travel

In the file *InfrequentFliers.mdb*, you find travel data on the members of a frequent-flier program for the previous year. Prepare professionally formatted printouts of all reports, including headers, footers, dates, and so on. (Hint: Use the report wizard to create the reports; use queries to sum up the fares and distances for each traveler before creating the respective reports.)

Team Work Exercise



Net Stats: RFID on the Rise

The market for RFID tags, those high-tech devices that let businesses keep track of certain products via radio frequency readers and tags, has been steadily increasing for the past few years. According to a recent research report, the global RFID market in 2014 is worth US\$9.2 billion, and is expected to grow to US\$30.2 billion by 2024. As RFID becomes more mainstream in more industries, the software and services segment of this industry will play an increasingly larger role to help companies better utilize the data collected by these devices. While the adoption of RFID technology may require a large startup investment for organizations, it provides a strong long-term return on investment.

Questions and Exercises

- 8-40. Search the Web for the most up-to-date statistics on the forecast and use of RFID technology.
- 8-41. As a team, interpret these numbers (or stories). What is striking/important about these findings?
- 8-42. As a team, discuss what these findings will look like in 5 years and 10 years. How are things in the U.S. market the same or different across the world? Where are things moving faster/slower? Why?
- 8-43. Using your presentation software of choice, create a brief presentation about the findings you consider most important.

Based on:
Das, R., & Hanop, P. (2014, March). RFID forecasts, players, and opportunities 2014-2024. *IDTechEx*. Retrieved May 6, 2014, from <http://www.idtechex.com/research/reports/rfid-forecasts-players-and-opportunities-2014-2024-000368.asp>.

Answers to the Self-Study Questions

8-13. C, p. 286
8-18. C, p. 303

8-14. B, p. 290
8-19. A, p. 304

8-15. B, p. 291
8-20. D, p. 306

8-16. A, p. 295
8-21. D, p. 300

8-17. D, p. 296
8-22. B, p. 310