Answer the following Questions:

1. What should you consider before writing any message, and is there a difference to be considered when delivering either a good, bad, or a neutral message?
2. Why are information systems such a strong component of a business today?
3. How best convey your thoughts to any audience especially if you don’t know them?
4. What is the internet and what is the Web? Why do you love them so much?
5. What steps would you use in a writing process that are crucial for you to get your point across to an audience?
6. Why are databases the basis of businesses today?
7. When delivering a message does it matter which medium you use to convey that message?
8. What is a systems thinker and why should you consider being one or are you now?
9. What are the keys/impact words in a resume or elevator speech you want the reader to see or hear immediately?
10. What do you need to understand about yourself in order for you to be a success?

Each question is worth 10 points so each value element within each question is worth 2 points. The maximum possible is a total of 100 points.

The format of this essay style is simple:

Give me a concise statement responding to each question. DO NOT RESTATE THE QUESTION. This must be a statement by you, given your understanding of the question. It should be around three sentences or more, and should not be from the text. It is your thoughts on the question! Give me at least three bullet points to back up your statement, these can be simple phrases or sentences, but no more than a paragraph, single words will not receive full credit. Then give me **a conclusion** about the question and your response. This should also be several sentences and not copied from the text but your own words.

This means that each question has five (5) value propositions and is worth so many points that the combination of questions and value points per question equal 100. So it should be easy to calculate whether or not you achieved success at answering the question. Giving me all the value proposition points does not guarantee full credit! If you give me garbage you can expect an appropriate grade for garbage. If you give me direct quotes from the text expect minimal to zero points! I want you to show me you understand the material and not just able to vomit it back to me. As with all grading there is a level of subjectivity to it.

**An example of how to answer this exam would be:** Q: What is and how does Cloud computing work?

1. **Statement:** Cloud computing is a current buzz word phrase that describes how the current technology of mainframe to terminal hardware architecture has evolved with the advent of smart phones and more useful (processor and memory enabled) technology. The current state of technology has allows us to augment our mobile life style environment with almost instant access to huge databases of materials we may find fun or necessary to our business and personal lives. It does this using the internet and the associated backbone via ISP and NSP infrastructure. The connectivity we have is the backbone of our society today.
2. **Proof or value added to the above statement is:** (Minimum of three (3))
3. Mainframe technology has gained significant capability to engage millions of users simultaneously and integrate their multiple databases into a searchable field of evidence for decision making.
4. The infrastructure of the communication’s world has granted us the ability to connect in many places within our cultural environment at a price point we can afford as well as the security level we are willing to allow. This connectivity is the one of the three keys to our level of success.
5. The massive databases we can access almost at will brings us more than just data, but information and relationships of how the interaction of the information. It is a decision process enabler that we use. However, it is our experiences that allow us a use of the information so we can make the best possible decision in a given time frame that makes this system valuable.

Examples of the above technology infrastructure are: IBM, HP, CISCO, DELL and other massive mainframe sites located in Data Centers around the country and world allow the processing of millions of data request every second, Connectivity is granted by every communications vendors at high speed and bandwidth, such as AT&T, Verizon, Cable and Wireless etc… This is done/underwritten with government funded research and endowments via organizations like DARPA and DOE, and the FCC.

1. **Conclusion:** This is a highly reliable (up-time) set of systems that is robust enough for today’s demands and flexible enough for us to evolve it as our uses expand and change over time. The Cloud is not new except as a term to characterize what we use and how we use technology and information today. The figures attached demonstrate the complexity as well as the simplicity of it. The entire Cloud based technology is a challenge to keep running and the security aspects of keeping each person’s or organization’s data clean and secure is difficult.

The above answer would get you between an 8 or 9 out of 10 depending on how good your figures were and the legend’s with them.

You might consider a template for your responses so as not miss out on an element. Such as the one below:

Question:

Your Statement:

Proofs:

1.

2.

3.

Conclusion:

You can fill it out; however, if you have more than three proofs you can add them. It is just the minimum number required.

Remember no citations, tell me what you think and not others.

Good Luck.