**Questions taken from** [**Chapter 1 of *Data Management* by Richard Watson**](https://www.richardtwatson.com/open/Reader/_book/managing-data.html)

Q9 from the text: What do you think is the most important attribute of organizational memory? Justify your answer.

Q10 from the text: What is the difference between transaction processing and decision making?

Q11 from the text: When are data relevant?

Q13 from the text: How can you measure the quality of a decision? What is organizational culture? Can you name some organizations that have a distinctive culture?

Q15 from the text: What is hypertext? How does it differ from linear text? Why might hypertext be useful in an organizational memory system?

**Case:** Dawn Johnson, an advertising executive for a shampoo company, is a very busy lady. She has two young children and a knack for getting involved with too many things. As she sat at her desk on Monday, she jotted out her **to-do list** and reviewed her **appointment calendar**. She realized she needed to order birthday party supplies for her two-year-old. She looked up the party supply number in her **personal phone book** and gave it a call. The operator asked for Dawn’s last name and phone number and retrieved her account information from the **customer database**. Dawn ordered the train birthday party set for eight guests. The operator asked if she would like it sent to her home address, which was on file, and if she wanted to use the credit card number on file. She said yes to both and hung up the phone.

Next, she looked at her work. She needed to find a hard copy of a memo she had stored in her **filing cabinet** the previous week. This memo discussed the fact that the company had just signed a contract with a new customer who owned 55 haircutting salons in the northwest and was planning to start selling the firm's shampoo. Dawn needed to find out who this new client was and create a memo to let it know how to make orders for the shampoo. She pulled out the company’s **policy manual** to make sure she had all the relevant details about the various options for making orders, the speed at which the company tried to fill such orders, and the various shipping options customers had for receiving orders. Dawn entered some parameters (i.e., location of operations, type of business, month of the year) into the company’s **decision support system** to determine the probable amount of shampoo the client should order (based on orders made by similar customers).

**Question:** For the 7 highlighted data management systems identify their type per ideas from Watson Chapter 1. For instance, the to-do list is an individual data management system.