**Questions taken from Chapter 2 of *Data Management* by Richard Watson**

Q5 from the text: What is the difference between rich and lean information exchange?

Q6 from the text: What are three major types of information connected with organizational change?

Q8 from the text: What is gap information?

Q13 from the text: Describe an incident where you used information satisficing.

Q14 from the text: Give some examples of common information delivery systems.

**Case:** Brian, a manager at a missile company, has realized he needs to figure out a better way to collect and access a variety of data. He wants to keep a diary of rumors he hears about rivals in the industry. He also wants to maintain the share price data for companies in the industry and keep track of his company’s budget and competitors’ financial statements (unaudited and audited). Finally, for planning, he would like to get daily e-mails from e-mogul, which forecasts military growth. Brian wants a robust system that tracks details about the missiles for whose production he is responsible. The system should include complete specifications (e.g., numbers and types of nuts and bolts used, types of detonator, etc.) and a CAD/CAM system that allows engineers to visualize missiles from a variety of perspectives during the design stage. It should also simulate the effects of wind and rain on a missile’s flight.

**Question:** Rate the following types of information on their softness or hardness (i.e., a number from 1 to 10) providing a justification for your rating.

rumors

forecasts

budget numbers

unaudited financial statements, missile models, and simulations

audited financial statements

part specifications

share price