You must complete each of the following 3 questions. Each question will represent 33% of the credit for the exam. Answer each question clearly and neatly. Type (wordprocess) the answers, with no more than 2 pages each, double spaced with 1” margins. If I cannot read your answer or understand your grammar, or if you provide multiple answers, the answer will be wrong.

You may have notes, books or other reference materials that you desire. However, you must do the exam alone.

This exam is due on Wednesday, March 1. Turn in hard copy of the exam — do not email the exam to me.

1. Why do we care about Big Data and Analytics? Address this question both from the perspective of a decision maker in an organization and as an individual.

2. The book, Blink (a review is at http://www.umsl.edu/~sauter/DSS/intuitive_time11005.gif) suggests that snap decisions can be better than slow, thoughtful ones. This idea was also promoted by Iyengar. Discuss the implications for DSS if decision makers make decisions so quickly and without much information.

3. Identify a specific feature for a DSS (of your choice) that would be driven by the decision making style issues discussed by Dreyfus and Dreyfus. Identify the feature, how you would operationalize it, and how it illustrates Dreyfus and Dreyfus' model.