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 Monday, April 5 by 5 pm. Turn in hard copy of the exam — do not email the exam to me.

1. Suppose the problem for which you provided decision support required the decision maker to utilize t-tests to determine if part time employees were as productive as full time employees in a call center. Specifically, the decision maker compared the average time on a call and the average number of calls that were handled. What specific decision support would you provide to the decision maker?

2. Consider the decision making theories associated with Piaget and discuss how these theories will impact the how you will design your DSS this semester. In particular, identify a specific feature for the DSS that would be impacted by the decision making style issues discussed by Piaget. It might be an issue with the user interface, how the modeling, or the data component. Identify the feature, how you would operationalize it, and how it illustrates Piaget decision making model.

3. Malcom Gladwell published a book in 2005 called Blink: The Power of Thinking without Thinking, in which he claimed that frequently the intuitive, first impression decision (made in the first seconds) is a better decision than better-informed decisions. Under what conditions do you believe this to be true? Defend your position. If it is true (or when it is true), how would you provide decision support?