You must complete Question 1 and two of the remaining questions. Each question will represent one-third 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, May 12 by 7:30 pm. Turn in hard copy of the exam — do not email the exam to me.

1. Create a table in Oracle that includes a student’s name, id number, major, current gpa, number of hours completed and number of “honor points” earned. (Note “honor points” refers to the sum of points associated with the grades in classes completed; each class for which someone gets an A gets 4 points, etc.)

Create a web-based system (using ColdFusion, javascript and html) that will:
   a. Allow a student to enter his or her data into the table
   b. Compute the average GPA for students in his or her major
   c. Display the average GPA for students in his or her major both with and without the new data considered

Remember, I will evaluate your answer: (a) to determine if you know how to use ColdFusion and JavaScript and (b) to determine what you have learned about decision support systems.

For this question, print the url on your exam paper and email me the url.

2. The goal of Business Intelligence systems is to provide decision makers with analytics, or quantitative measures of performance, to support decision making. Yet Accenture’s study (see current page) says the majority of decisions are still supported by qualitative measures. Discuss why this gulf exists. How should you as the developer of DSS respond? Be specific in your answer.

3. In one of your recommended readings, Armstrong said, “Better predictions of how other parties will respond can lead to better decisions.” Discuss how you might build such a capability into a DSS. (See, http://www.umsl.edu/~sauterv/DSS/armstrong.html)

4. Discuss the ethical issues that face the designer of a DSS when bringing together data from a variety of sources and making those data available to a variety of decision makers. (You might look at some of the discussion of Facebook’s recent integration changes as a starting point to thinking about this question.)

5. Richard Thaler wrote in his book *Nudge: Improving Decisions About Health, Wealth, and Happiness* that small changes in how we represent information can make substantial differences in how people behave. You can read an interview with Thaler on Amazon’s website and listen to his talk on the class “current” page. Construct a specific example that shows how you might implement the concepts from *Nudge* in a DSS to help change people’s behavior.