

ISM-E1004 - Business Analytics 2, Lecture, 8.1.2024-19.2.2024

/ Exam

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Syllabus

To make sure all answers are saved
always finish your attempt before time is up!
Time left 0:27:11

Question 11

Flag questionMarked out of 9.00Complete

The figure below contains a spreadsheet model where a financier is evaluating investment projects using an additive multiattribute utility model with three attributes.

$$u(x_1, x_2, x_3) = \sum_{i=1}^3 w_i u_i(x_i)$$
$$u_1(x_1) = \sqrt{x_1/100}$$

Attribute weights		
Financial value (w ₁)	Strategic fit (w ₂)	Competence of team (w ₃)
0.5	0.25	0.25

Attribute-specific performances		
Financial value (k\$)	Strategic fit	Competence of project team
x1	x2	x3

Attribute-specific utilities		
Financial value	Strategic fit	Competence of project team
u1(x1)	u2(x2)	u3(x3)

			Overall utility				
			u(x1,x2,x3)				
x^0	0	poor	1	0.00	0.00	0.00	0.00
x^*	100	wow	5	1.00	1.00	1.00	1.00
x^A	25	poor	3	0.50	0.00	0.50	0.38
x^B	75	good	5	0.87	0.40	1.00	0.78
x^C	20	great	2	0.45	0.60	0.25	0.44
x^D	40	wow	4	0.63	1.00	0.75	0.75

When assessing the attribute weights for this model the decision maker (DM) was asked to assess **the level of financial value** x₁, such that the alternatives (x₁,good,1) and (0,good,4) are equally preferred. **What was the DM's response?** Report your answer using one decimal.

In this problem, you get three tries such that after each incorrect try, one third (33%) of the maximum points is deducted.

Answer: 14.1

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Finish attempt ...



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