/ Exam







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

Course feedback

Quizzes

Resources

To make sure all answers are saved always finish your attempt before time is up! Time left 0:50:48

Question 10 Flag question Marked out of 9.00 Complete

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

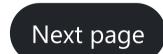
	3			Attribute weights			
	$u(x_1, x_2, x_3) = \int_{0}^{x_1} u_1(x_1) = \sqrt{2}$		$\frac{\sum_{i=1}^{\infty} w_i u_i(x_i)}{x_1/100}$	Financial value (w <sub>1</sub> )	Strategic fit (w <sub>2</sub> )	Competence of team (w <sub>3</sub> )	
				0.5	0.25	0.25	
	Attribute-specific performances			Attribute-specific utilities			
	Financial value (k\$)	Strategic fit	Competence of project team	Financial value	Strategic fit	Competence of project team	Overall utility
Project proposals	x1	x2	x3	u1(x1)	u2(x2)	u3(x3)	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

What is the the **overall utility** of the project  $x^E = (35, good, 2)$ ? Report your answer using two decimals.

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

Answer: 0.46

Previous page



# Aalto-yliopisto Aalto-universitetet Aalto University

### **Tuki / Support Opiskelijoille / Students**

- MyCourses instructions for students
- email: mycourses(at)aalto.fi

#### **Opettajille / Teachers**

- MyCourses help
- MyTeaching Support form

#### **Palvelusta**

- MyCourses rekisteriseloste
- Tietosuojailmoitus
- Palvelukuvaus
- Saavutettavuusseloste

#### **About service**

- MyCourses protection of privacy
- Privacy notice
- Service description
- Accessibility summary

#### Service

- MyCourses registerbeskrivining
- Dataskyddsmeddelande
- Beskrivining av tjänsten
- Sammanfattning av tillgängligheten

