

1) Which of the following statements about cognitive limits of organizational decision makers is

true? 1) _____

A) Only top managers make decisions where cognitive limits are strained. B) All organizational decision-making requires data beyond human cognitive limits. C) Cognitive limits affect both the recall and use of data by decision makers. D) The most talented and effective managers do not have cognitive limitations.

2) Which of the following is NOT an example that falls within the four major categories of business environment factors for today's organizations? 2) _____

A) increased pool of customers B) fewer government regulations
C) globalization D) increased competition

3) All of the following may be viewed as decision support systems EXCEPT 3) _____

A) a retail sales system that processes customer sales transactions. B) a system that helps to manage the organization's supply chain management. C) an expert system to diagnose a medical condition. D) a knowledge management system to guide decision makers.

4) Which of the following activities permeates nearly all managerial activity? 4) _____

A) decision-making B) directing
C) planning D) controlling

5) In answering the question "Which customers are most likely to click on my online ads and

purchase my goods? 5) _____

A) propensity to buy B) customer attrition
C) customer profitability D) channel optimization

6) Big Data often involves a form of distributed storage and processing using Hadoop and

MapReduce. One reason for this is 6) _____

A) the processing power needed for the centralized model would overload a single computer. B) Big Data systems have to match the geographical spread of social media.

C) the "Big" in Big Data necessitates over 10,000 processing nodes.

10) The deployment of large data warehouses with terabytes or even petabytes of data has been crucial

to the growth of decision support. All the following explain why EXCEPT 10) _____

A) data warehouses have enabled the collection of decision makers in one place. B)

data warehouses have assisted the collection of data for data mining. C) data

warehouses have enabled the affordable collection of data for analytics. D) data

warehouses have assisted the collection of data from multiple sources. 11) _____

is an umbrella term that combines architectures, tools, databases, analytical

tools, applications, and methodologies. 11) _____

12) An older and more diverse workforce falls under the _____ category of business

environment factors. 12) _____

13) The desire by a customer to customize a product falls under the _____ category of

business environment factors. 13) _____

14) _____ analytics help managers understand probable future outcomes.

1) C

2) B

3) A

4) A

5) A

6) A

7) A

8) A

9) D

10) A

11) Business intelligence (BI)

12) societal

13) consumer demand

14) Predictive

15) web pages

16) Hadoop

17) detection

18) collaboration

20) dashboards

21) • Structured Decisions : Structured problems, which are encountered repeatedly, have a high level of structure. 23) • Markets

- Consumer demands

- Technology

- Societal

24) 1. Define the problem (i.e., a decision situation that may deal with some difficulty or with an opportunity). It is therefore possible to abstract, analyze, and classify them into specific categories and use a scientific approach for

automating portions of this type of managerial decision making. • Semistructured Decisions : Semistructured problems may involve a combination of standard solution procedures and human judgment. Management science can provide models for the portion of a decision -making problem that is structured.