

Course No: TMIS 3308
 Course Title: **Decision Support & Intelligence Systems**
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 Total Grade: (50) Marks

University of Palestine



Final Exam
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ANSWER ALL QUESTIONS

QUESTION 1: Identify which statement is True and which is False. You have to put your final answers in the table below. (12 Marks, 1 for each)

1	2	3	4	5	6	7	8	9	10	11	12

1. _____ More information leads to worst prediction.
2. _____ A Management Support System (MSS) can include several models, each of which represents a different part of the decision-making problem.
3. _____ Graphical representations of a model is known as “model of a model”.
4. _____ First solution is the best possible solution to a modeled problem.
5. _____ One of the Heuristics limitations is: it cannot guarantee an optimal solution.
6. _____ Simulation is normally used only when a problem is too complex to be treated using numerical optimization techniques.
7. _____ One of Simulation limitations is it can guarantee an optimal solution.
8. _____ A DSS is typically built to support the solution of a certain problem or to evaluate a specific opportunity.
9. _____ Business model comprises three factors that are Pressures, Responses, and Support.
10. _____ One of the major objectives of computerized decision support is to facilitate opening the gap between the current performance of an organization and its desired performance.
11. _____ Management is a process by which organizational goals are not achieved by using resources.
12. _____ DSS directly support specific decision making, while BI provides accurate and timely information, and indirectly support decision making.

Question 2: Choose the correct answer of the following statements. You have to put your final answers in the table below. (8 Marks, 1 for each)

1	2	3	4	5	6	7	8

1. **Decision Making has the following components: _____.**

- ① Treating Certainty
- ② Uncertainty
- ③ Risk
- ④ All of above

2. _____ is a technique for conducting experiments with a computer on a comprehensive model of the behavior of a system.

- ① Linear Programming
- ② Simulation
- ③ Heuristic Programming
- ④ None of above

3. _____ is to assesses impact of change in inputs on outputs and Eliminates or reduces variables.

- ① Sensitivity
- ② What-if scenario
- ③ Goal seeking
- ④ All of above

4. _____ is to assesses solutions based on changes in variables or assumptions.

- ① Sensitivity
- ② What-if scenario
- ③ Goal seeking
- ④ None of above

5. _____ A mathematical model for the optimal solution of resource allocation problems. All the relationships are linear.

- ① Linear Programming
- ② Simulation
- ③ Heuristic Programming
- ④ None of above

6. **DSS have three basic components _____.**

- ① Data, Model, and Knowledge
- ② Data, Model, and User interface
- ③ Model, User interface, and Knowledge
- ④ None of above

7. _____ called business analytics systems.

- ① DSS
- ② Sensitivity
- ③ BI
- ④ All of above

8. _____ is an optional of DSS coponents.

- ① Model
- ② Data
- ③ User interface
- ④ Knowledge

QUESTION 3: Write the proper term for each description.*(8 Marks, 1 for each)*

1. _____ A process of choosing among two or more alternative courses of action for the purpose of attaining a goal(s).

2. _____ What should be done? When? Where? Why? How? By whom?

3. _____ is the difference between what people desire (or expect) and what is actually occurring (or outcome).

4. _____ is a simplified representation (or abstraction) of reality.

QUESTION 4: Draw one example of Models. *(5 Marks)*

QUESTION 5: What is Data Mining? Describe its goal? (7 Marks)

QUESTION 6: Describe how to apply Simon's Decision-Making Process on data from Social Media (Twitter or Facebook). You have to show all steps with details and Graphics. (10 Marks)

===== BEST WISHES =====