**Portland State University**

**School of Business Administration**

**BA 301: Research and Analysis of Business Problems**

**Term: Spring 2011**

Quiz #1

Information relevant to answering these questions can be found in the text and the lectures. I will choose two of these questions on the day of the quiz. I would suggest preparing all of them. The quiz will not be open book, and notes are not allowed.

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Possible Quiz Questions

1. In your own words, what does it mean to understand the "context" of a business problem, and what types of company information would you review in order to gain this understanding?
2. What's wrong with the following problem statement – “Apple needs to improve their employee performance evaluation systems.” Discuss how you might go about improving this statement.

3) What is cognitive bias and how might it impact decision-making and problem solving? Define one specific type of cognitive bias (for example - probability bias, but don't use this.) Explain it thoroughly.

4) How would you define the differences between programmed and non-programmed decisions? Provide a specific real-world example of each type, and don't use one of the examples from class.