1. Jeff Bezos, CEO of Amazon.com, says, "The trouble with most corporations is that they make judgment-based decisions, when data-based decisions could be made." Do you agree or not? Explain. (20%)

2. The business applications of information systems have expanded significantly over the years. Until the 1960s, the role of most information systems was simple: electronic data processing. Then another role was added, as the concept of management reporting systems was conceived. By the 1970s, the concept of decision support systems was born. Please describe the trends in information systems during the last 40 years. Give definitions and examples to illustrate your answer. (30%)

3. What are the advantages and disadvantages of a pure online business model and a clicks-and-mortar business model? (25%)

4. "Information technology can't really give a company a strategic advantage, because most competitive advantages don't last more than a few years and soon become strategic necessities that just raise the stakes of the game." Do you agree or disagree? Discuss. (25%)