

### **1. Name the criteria that are used in assessment of arguments?**

The question is good because it was one of the main points of Coursera course, the criteria for assessing arguments, to understand if it has grounds or not. These criteria were: clarity, evidence – credibility and relevance, logic - mistakes in logic.

### **2. Explain, what big data analyses assist to uncover?**

The question is essentially check student's understanding on that big data analyses uncover correlations and assist us to understand what happens in what conditions, but the big data analyses will not explain causation, why something occurs in definite conditions.

### **3. Explain using examples, how companies can find value from big data?**

For example, MasterCard could be one example. The company uncovers value by accumulating huge amounts of data that it analyses and sells further to others. The company accumulates Big Data on consumers' consumption: where they buy, what they buy, when, their behavior patterns etc.

### **4. Name eight rules to achieve commercially successful Killer Apps?**

The question covers essential points of the book and students understanding of them. Student should shortly be able to describe:

- the importance of information-technology environment understanding
- understanding of the threats
- importance of leaving behind all assumptions and take a fresh look to the business
- understanding that early financial analyses might be misleading
- understanding that organizational culture cannot be changed overnight and everybody should agree for the change
- the importance of investment in the range of innovations
- importance of demo and testing
- importance of somebody in the organization to criticize