



**FACULTY OF MANAGEMENT
EXAMINATION JUNE 2012**

DEPARTMENT OF BUSINESS MANAGEMENT

MODULE : **BUSINESS INTELLIGENCE**
CODE : **MCBK03**
DATE : **JUNE 2014 EXAMINATION**
DURATION : **3 HOURS**
TIME : **09:00 – 12:00**
TOTAL MARKS : **100**

EXAMINER(S) : **PROF ASA DU TOIT**
(EXTERNAL) MODERATOR: **PROF P VENTER (UNISA)**
NUMBER OF PAGES : **THREE PAGES**

INSTRUCTIONS TO CANDIDATES:

- Read the following situation.
- Please answer all the questions.
- Question papers must be handed in.
- This is an open book assessment.
- Read the questions carefully and answer only what is asked.

- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

Your industry is facing impending deregulation. Your company historically held an exclusive service franchise in exchange for a fully regulated business environment. Now the landscape is changing. In response to pressure from customers and emerging customers, regulators are beginning to restructure and open the market. Products and services previously seen as value-added are now increasingly viewed as commodities. You need to know whom your competitors will be and how well positioned your company is to operate in this increasingly competitive area. Your company's Manager: Strategy does not know how to formulate Key Intelligence Needs but does acknowledge that too little is known about the changed competitive environment and the new competitive forces including competitors and customers.

QUESTION 1

Formulate five Key Intelligence Needs (KINs) based on the above situation.

[15]

QUESTION 2

Put together a cross-functional team comprising company personnel that you think will best assist you in answering the Key Intelligence Needs (KINs). Explain the composition of this team.

[10]

QUESTION 3

You are going to perform an initial scan of secondary sources to obtain a broad overview of whom your competitors are. Name and describe three secondary sources that you intend accessing.

[12]

QUESTION 4

Name five aspects of the key competitors that you would need to know in order to answer the Manager Strategy's key intelligence needs (KINs).

[20]

QUESTION 5

Choose three analysis techniques you are most likely going to use to analyse and interpret the information and provide a description of each. For each of the three analysis techniques, provide two related tools and techniques.

[25]

QUESTION 6

Intelligence created is worthless unless it is communicated to the right people at the right time and in the right format. How do you intend reporting the intelligence (type of intelligence product/packaging your findings) and what do you regard as important elements of effective intelligence reporting?

[18]

Total: [100]

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