



FACULTY OF MANAGEMENT

DEPARTMENT INFORMATION AND KNOWLEDGE MANAGEMENT

MODULE KNOWLEDGE ECONOMY

CODE IMA8X05 (ILK2207)

DATE NOVEMBER 2014 EXAMINATION

DURATION 3 HOURS

TOTAL MARKS 100

EXAMINERS A POTGIETER

EXTERNAL MODERATOR R DAGADA (WBS)

NUMBER OF PAGES 2 PAGES

INSTRUCTIONS TO CANDIDATES:

- Please answer **four (4)** questions from those given.
- Question papers must be handed in.
- This is a closed 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.

Cont...

INSTRUCTIONS

ANSWER **FOUR** QUESTIONS FROM THOSE GIVEN.

QUESTION 1

How has Social Media and the adoption of Social Media strategies, changed the way we do business?

[25]

QUESTION 2

What is the value of Intellectual Capital in the Knowledge Economy?

[25]

QUESTION 3

What are the characteristics of the workplace and the workforce in the Knowledge Economy?

[25]

QUESTION 4

Discuss "South Africa in the Knowledge Economy" (you can discuss any elements within SA related to or affected by Knowledge Economy elements).

[25]

QUESTION 5

Discuss "The use of Social Media as a marketing tool".

[25]

QUESTION 6

Discuss "The rise of specialised online marketplaces and crypto currency".

[25]

Total [100]

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