UNIVERSITY
OF
JOHANNESBURG

FACULTY OF MANAGEMENT
EXAMINATION JUNE 2016

DEPARTMENT OF BUSINESS MANAGEMENT

MODULE	:	**WEB MANAGEMENT**
CODE	:	**MCBK04/BMK9X04**
DATE	:	**JUNE EXAMINATION EQUIVALENT**
SUBMISSION TIME	:	**23:55**
TOTAL MARKS	:	**100**

EXAMINER(S)	:	**PROF C RENSLEIGH**
(EXTERNAL) MODERATOR:		**PROF M ERASMUS**
NUMBER OF PAGES	:	**4 PAGES**

THIS IS A FINAL ASSESSMENT OPPORTUNITY AND THE REQUIRED DOCUMENTATION MUST BE SUBMITTED BACK INTO BLACKBOARD NO LATER THAN 23:55 ON THE DUE DATE.

INSTRUCTIONS TO CANDIDATES:

- Please answer <u>all</u> the questions.
- This is an open book assessment.
- Read the questions carefully and answer only what is asked.
- All documents must be typed in MS Word and submitted into BlackBoard.
- 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.

QUESTION 1

The Internet, Web and e-mail are becoming more and more important to businesses. It is therefore very important that employees use these facilities / business tools more efficiently and effectively.

The UNIVERSITY OF THE SOUTH has contracted you as a Web Information Management specialist to assist with the optimisation and usage of their Web and Internet information infrastructures.

Included for this assignment you will find electronic copies of three policies that was originally drafted by one of the junior staff members in the University of the South's IT department:

1) Internet and E-mail policy (**Internet_Email_policy.docx**)
2) Online Social Media policy (**Online_Social_Media_policy.docx**).
3) Mobile Device policy (**Mobile_Device_policy.docx**).

QUESTION 1.1

As a Web Information Management specialist contracting with the University, your first assignment is to draft a motivation of why Internet and Web Acceptable Use policies are needed. Your final document (*not longer than 500 words*) must include the following:

1) Introduction
2) The Importance of AUPs
3) What should typically be included in an AUP
4) Conclusion

Save your answer using the following file name: **Question_1-1.docx** before uploading it into BlackBoard.

[10]

QUESTION 1.2

For this question it is required of you to critically analyse and apply cognitive thinking on the University's Internet and E-mail AUP (**Internet_Email_policy.docx**) and to add, delete and enhance points in the policy which in your professional opinion is applicable and where there should be improved on. In addition you can add comments to explain your thinking. All adding, deleting and enhancing to the policy must be done using MS Word's track changes.

The final document (*not longer than **1000** words*) should be a reflection of what in your opinion should be included in the Internet and E-mail AUP for the University of the South. Marks will be given to:
- Enhanced content: 25
- Layout & Technical: 5

Save your final version with the file name: **Question_1-2.docx** before uploading it into BlackBoard.

[30]

QUESTION 1.3

For this question it is required of you to critically analyse and apply cognitive thinking on the University Online Social Media policy (**Online_Social_Media_policy.docx**) and add, delete and enhance points in the policy which in your professional opinion is applicable and where there should be improved on. In addition you can add comments to explain your thinking. All adding, deleting and enhancing to the policy must be done using MS Word's track changes.

The final document (*not longer than **1400** words*) should be a reflection of what in your opinion should be included in this Online Social Media AUP for the University of the South. Marks will be given to:
- Enhanced content: 30
- Layout & technical: 5

Save your final version with the file name: **Question_1-3.docx** before uploading it into BlackBoard.

[35]

QUESTION 1.4

For this question it is required of you to critically analyse and apply cognitive thinking on the University Mobile Device policy (**Mobile_Device_policy.docx**) and add,

delete and enhance points in the policy which in your professional opinion is applicable and where there should be improved on. In addition you can add comments to explain your thinking. All adding, deleting and enhancing to the policy must be done using MS Word's track changes.

The final document (*not longer than 800 words*) should be a reflection of what in your opinion should be included in this Mobile Device AUP for the University of the South. Marks will be given to:
- Enhanced content: 20
- Layout & technical: 5

Save your final version with the file name: **Question_1-4.docx** before uploading it into BlackBoard.

[25]

Total: [100]

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