UNIVERSITY
OF
JOHANNESBURG

FACULTY OF MANAGEMENT
JUNE EXAMINATION

DEPARTMENT OF INFORMATION & KNOWLEDGE MANAGEMENT

MODULE	:	**COMPETITIVE INTELLIGENCE**
CODE	:	**ILK3A11**
DATE	:	**JUNE 2016 EXAMINATION**
DURATION	:	**3 HOURS**
TIME	:	**09:00-12:00**
TOTAL MARKS	:	**100**

EXAMINER	:	**MR C. NIEMAND & MS. T. LEFIKA**
EXTERNAL MODERATOR	:	**MS M. SCHUTTE**
NUMBER OF PAGES	:	**3 PAGES**

INSTRUCTIONS TO CANDIDATES:

- This exam has two sections. Please answer Section A in one answer book and Section B in a separate answer book.
- Section A – answer all the questions
- Section B – answer all questions.
- 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.

SECTION A

QUESTION 1
Define Competitive Intelligence as postulated by Muller.

[6]

QUESTION 2
Discuss the differences between Competitive Intelligence and Business Intelligence.

[5]

QUESTION 3
Identify and discuss the fundamental forms of Competitive Intelligence.

[8]

QUESTION 4
Identify the 12 guidelines for evaluating online resources in the Competitive Intelligence process.

[12]

QUESTION 5
Discuss the FAROUT system as a means to evaluate Competitive Intelligence tools.

[12]

QUESTION 6
Identify the elements of the SCIP Code of Ethics

[7]

SECTION B
QUESTION 7

Discuss the variables that an individual would gather information on when implementing an environmental scan. Also include in your answer practical examples of how each of these variables can either hinder or enhance the competitiveness of an organization (Choose any organization to apply your examples).

[25]

QUESTION 8

8.1 Identify 6 criteria of good scenarios. [6]

8.2 Provide a definition for strategic information management.

[5]

8.3 Identify 4 characteristics of an information policy

[5]

8.4 What is the three step process that one should follow when implementing an environmental scan? [9]

[25]