



**FACULTY OF MANAGEMENT  
EXAMINATION JUNE 2016**

**DEPARTMENT OF INFORMATION & KNOWLEDGE MANAGEMENT**

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**MODULE** : WEB & INTRANET MANAGEMENT  
**CODE** : IMA8X10  
**DATE** : JUNE 2016 FINAL EXAMINATION  
**DURATION** : THREE HOURS  
**TOTAL MARKS** : 100

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**EXAMINER** : PROF T DU PLESSIS  
**EXTERNAL MODERATOR** : MS M SCHUTTE (UP)  
**NUMBER OF PAGES** : FOUR PAGES

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**INSTRUCTIONS TO CANDIDATES:**

- Please select any **FIVE** of the six questions in SECTION A.
- Please select any **TWO** of the three business case study topics in SECTION B.
- The general University of Johannesburg policies, procedures and rules pertaining to examination apply to this assessment.

...Cont...

## SECTION A

Answer any **FIVE** of the six questions in SECTION A.

### QUESTION 1

In your conceptualisation of information as a strategic resource, explain with examples the role of Web and Intranet Management as requirement for achieving business excellence.

[10]

### QUESTION 2

- 2.1 What is the link between an organisation's business strategy and its Web strategy? [1]
- 2.2 What is a Digital Dissident [1]
- 2.3 With reference to the article by Khanna in the *Harvard Business Review* (2014), explain and illustrate with examples the importance of contextual intelligence in business decision-making and problem-solving. [4]
- 2.4 In light of the current conversations of *Decolonising the South African University Curriculum*, what changes need to be made to the University of Johannesburg's current curriculum? [4]

[10]

### QUESTION 3

How would you go about using the Web and your company's intranet for creating business value? Explain in detail how you will use the Web as well as virtual private networks to enable, facilitate and/or support business processes associated with the nine elements of the business model canvas (BMC).

[10]

### QUESTION 4

Debate the reputation of information managers as expressed in the following scenario:

You are invited to a working-lunch with the CEO of Innocentrix and two IQ Business knowledge managers. IQ Business is a management consultation company, and Innocentrix is an innovation and business technology service company. You are listening to the IQ Business colleagues intensely discussing the pitfalls of information management, which boils down to information managers having a reputation of '*serving up IT as the solution*'. One of the IQ knowledge managers shares the findings of an empirical study, saying business people categorised their negative experiences in relation to IT applications in these four categories: *inconsequence*, *impermanence*, *ineffectiveness*, and

**incongruence.** The CEO of Innocentrix asks, “will it solve the problem if we are able to make it count, make it stick, make it work, and make it last?” The younger IQ Business knowledge manager chirps, “it is IT...information technology, don’t you get it...” to which the older knowledge manager only frowns. Now they’re looking at you, it is a **working-lunch** after all! Time for you to **earn** some money...because as you know: *If* you don’t earn it, *then* nobody’s going to say, “oh you poor thing, here is some money for you”. It’s up to you and your **structured thought processes**. For example, consider the penguin’s inductive reasoning skill – clearly not all logical conclusions are correct.



Debate the reputation of information managers, clearly illustrating your ability to apply inductive and deductive logic.

[10]

### QUESTION 5

Based on the premise “disruption and change are the two persistent issues any business manager has to face”, what would be the best approach to leveraging the synergy between a company’s human workforce and robotic workforce?

[10]

### QUESTION 6

Briefly explain with examples the difference between the 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> industrial revolutions and discuss in detail how you would go about adapting your company’s Web strategy aimed at positioning your organisation as a worthy competitor in the 4<sup>th</sup> industrial revolution?

[10]

**SECTION A: [50]**

...Cont...

## SECTION B

Select any **TWO** of the three business case study topics in SECTION B and answer Question 1.

### Business Case Study topics:

- Organising my company for the future with Web technology and virtual private networks
- Digital workforce platforms and mobile strategy
- Using the Web and intranet for organisational learning

## QUESTION 1

1.1 With reference to your first BCS topic selected above, explain in less than 200 words:

- What is the value of the BCS?
- What is the argument and/or claim with its two handles?
- What is the GOVERNING THOUGHT?
- How does your worldview and the company's worldview correspond/differ and how does this affect the overall value of the BCS as a decision-making/problem-solving tool?

[25]

1.2 With reference to your second BCS topic selected above, explain in less than 200 words:

- What is the value of the BCS?
- What is the argument and/or claim with its two handles?
- What is the GOVERNING THOUGHT?
- How does your worldview and the company's worldview correspond/differ and how does this affect the overall value of the BCS as a decision-making/problem-solving tool?

[25]

**SECTION B: [50]**

**SECTION A [50] + SECTION B [50]**

**Total: [100]**

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[25]

**SECTION B: [50]**

**SECTION A [50] + SECTION B [50]**

**Total: [100]**

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