



**FACULTY OF MANAGEMENT
JANUARY SUPPLEMENTARY EXAMINATION**

DEPARTMENT OF BUSINESS MANAGEMENT

<u>MODULE</u>	:	IT Management for Business Competitiveness
<u>CODE</u>	:	BMI9X01
<u>DATE</u>	:	JANUARY SUPPLEMENTARY EXAMINATION
<u>DURATION</u>	:	2 HOURS
<u>TIME</u>	:	08:30
<u>TOTAL MARKS</u>	:	100

<u>EXAMINER</u>	:	Prof JJ Langerman
<u>EXTERNAL MODERATOR:</u>		Prof A Leonard (UP)
<u>NUMBER OF PAGES</u>	:	2 PAGES

INSTRUCTIONS TO CANDIDATES:

- 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.

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QUESTION 1

Strategy is important as it sets the direction for any company. Different strategies drive different outcomes.

- a) Contrast Blue Oceans Strategies with Red Ocean strategies using an example of your choice. (10)
- b) Discuss the propositions on which a strategy's success hinges (5)

[15]

QUESTION 2

Controlling costs is an essential part of value driven IT Management. Discuss the seven different cost management activities that will help with cost control.

[7 x 3 = 21]

QUESTION 3

Negotiation is key to reaching beneficial agreements with customers and suppliers. Discuss some of the streetwise tactical ploys one can use in negotiation.

[9]

QUESTION 4

Diagnosing and solving organizational problems means looking not merely to structural reorganization for answers but to a framework that includes structure and several related factors. Use the 7 S model to show how you will transform an organisation to a Digital Culture.

[20]

QUESTION 5

Service Management is a critical component of any Information Technology Function. The ITIL Framework provides a framework for IT Service Delivery Best Practice.

- List the different stages of the ITIL Service Life Cycle. (5)
- List two of the benefits of ITIL [2]

[7]

QUESTION 6

You have been asked to be CEO of a Digital Studio. The business case is to develop software for many different clients. Using the Microsoft Solution Framework discuss the different roles and their key responsibilities.

[18]

QUESTION 7

Discuss any five of the different culture competencies that an organisation should have to improve continuous delivery (CALMSS, Forrester, 2015)

[10]

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