



FACULTY OF MANAGEMENT

<u>DEPARTMENT</u>	INFORMATION AND KNOWLEDGE MANAGEMENT
<u>MODULE NAME</u>	BUSINESS INTELLIGENCE
<u>MODULE CODE(S)</u>	IMA8X01 / ILK2400
<u>DATE</u>	NOVEMBER 2016 EXAMINATION
<u>DURATION</u>	3 HOURS
<u>TOTAL MARKS</u>	100

<u>EXAMINER(S)</u>	DR P LAUGHTON
<u>EXTERNAL MODERATOR</u>	PROF J A VAN DER POLL (UNISA)
<u>NUMBER OF PAGES</u>	3 PAGES

INSTRUCTIONS TO CANDIDATES:

- Please answer all the 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.

QUESTION 1

You have been requested to give guidelines to the University of Johannesburg (UJ) to develop a Business Intelligence (BI) solution for the University. You need to focus on the following areas in your guidelines:

- Data that the university needs to collect (what data to use in the BI solution?). [5]
- BI tools that could be used in the proposed BI solution for UJ. [20]
- What can this BI solution could do for the University (possible advantages of using the BI solution)? [5]

Total [30]**QUESTION 2**

- 2.1) Explain the complete process by using the diagram of converting data into useful intelligence to be used by decision makers (see Figure 1 below). [25]
- 2.2) Explain why database design and architecture is important for BI functioning. [5]

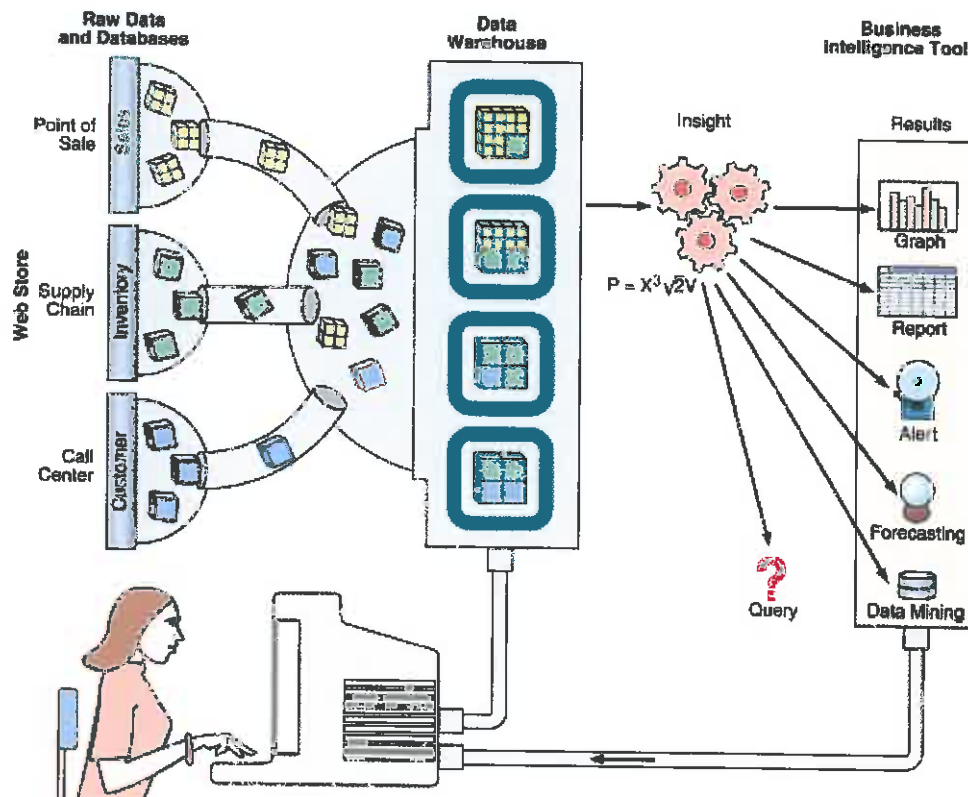


Figure 1: Converting raw data into intelligence

Total [30]

QUESTION 3

- 3.1) Define the concept BI 2.0 and explain how it differs from BI 1.0? [10]
- 3.2) What are the benefits of implementing a BI solution? [5]
- 3.3) What is a dashboard, and what is the function of a dashboard in business? [5]
- 3.4) What is the role of BI within an organisation? [5]

Total [25]

QUESTION 4

- 4.1) Why does a one fits all approach to BI not work, why is there a need for customising BI solutions for organisations? [5]
- 4.2) Explain the difference between Business Intelligence (BI) and Competitive Intelligence (CI) [10]

Total [15]

Total: [100]

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