FACULTY OF MANAGEMENT
DEPARTMENT OF APPLIED INFORMATION SYSTEMS

EXAMINATION NOVEMBER 2014

MODULE	: BUSINESS ANALYSIS I
CODE	: BAY01B1
DATE	: 7 NOVEMBER 2014
DURATION	: 2½ HOURS
TIME	: 08H30 – 11H00
TOTAL MARKS	: 85

EXAMINER	MRS MAUREEN VAN DEN BERGH
EXTERNAL MODERATOR	MR TE NENZHELELE
NUMBER OF PAGES	3 PAGES

INSTRUCTIONS TO CANDIDATES:

- Please answer all questions from **Section A** and **Section B**.
- This question paper remains the property of the university and must be handed over to the invigilator before leaving the examination venue.
- 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.

PICK n PAY HOLDINGS LIMITED CASE STUDY

Pick n Pay Holdings Limited and Pick n Pay Stores Limited are investment holding companies listed on the JSE since 1968. Pick n Pay Holdings Limited's sole purpose is the holding of the controlling shareholding in Pick n Pay Stores Limited. Pick n Pay Stores Limited, through its subsidiaries and associates, operates in the retail sector on the African continent.

Pick n Pay is the quintessential family store focused on the customer. Since 1967 when consumer champion Raymond Ackerman purchased the first few stores, the Ackerman family's vision has grown and expanded to now encompass stores in South Africa, Namibia, Botswana, Zambia, Mozambique, Mauritius, Swaziland and Lesotho.

Their offer to customers focuses on groceries, clothing and general merchandise, but also includes additional value-added services to cater for their customers' expectations and evolving needs. To ensure a convenient and accessible shopping experience the Group operates across multiple store formats, both franchised and owned.

For the past 5 years the Group's core focus has been to strengthen its strong South African retail businesses under the Pick n Pay and Boxer brands, while adopting a systematic approach to expanding into adjacent areas, including geographical growth through the African continent.

As a major retailer in Africa, the Group strives to address socio-economic challenges through the supply of high-quality, affordable food for all customers, while providing significant employment and economic opportunities across its value chain. The growth and success of Pick n Pay is attributable to 3 basic principles, which form the cornerstone of the business: Consumer sovereignty; Doing good is good business; and maximising business efficiency.

Pick a Pay also operates online via the following: Pick n Pay Mobi; Pick n Pay Mobile Money; Online Shopping; Pick n Pay Entertaining; Pick n Pay Investor Relations; Pick n Pay Travel and Pick n Pay Tickets.

SECTION A [CASE STUDY QUESTIONS]

QUESTION 1

As a Click-and-mortar business, Pick n Pay operates in both physical stores and on the Internet. Explain this by using examples from the case study. **[10 Marks]**

QUESTION 2

Pick n Pay already has an online shopping website. They decide to improve this website by adding new features. List and describe six reasons why this project could fail.

[12 Marks]

QUESTION 3

Outsourcing is an arrangement by which one organization provides a service for another organization that chooses not to perform them in-house. Pick n Pay is considering the option to outsource their IT department. List six benefits for Pick n Pay in going this route.

[6 Marks]

SECTION B [GENERAL QUESTIONS]

QUESTION 4

An E-business model is a plan that details how a company creates, delivers, and generates revenues on the internet. Explain the following E-business models:

(a) B2B;
(b) B2C;
(c) C2B;
(d) C2C.

[8 Marks]

QUESTION 5

The Internet is a massive network that connects computers all over the world and allows them to communicate with one another. Define each of the following terms as they relate to the Internet:

(a) WWW
(b) HTML
(c) Web browser
(d) HTTP
(e) URL

[10 Marks]

QUESTION 6

List and describe the seven phases of the systems development life cycle.

[14 Marks]

QUESTION 7

Technology has shaped the education and training industry into 21st century organizations. List and discuss specific technology tools that are available to you as a student at the University of Johannesburg that assists you with your education.

[9 Marks]

QUESTION 8

In Operations Management, the transformation process is the actual conversion of inputs to outputs. Use the following table as an example to list four additional examples.

Industry	Inputs	Transformation	Outputs
Example: Restaurant	*Hungry customers, food and waiters*	*Well prepared food, well served*	*Satisfied customers*

[16 Marks]