



FACULTY OF MANAGEMENT

EXAMINATION JUNE 2015

DEPARTMENT OF APPLIED INFORMATION SYSTEMS

<u>MODULE</u>	: BUSINESS ANALYSIS I
<u>CODE</u>	: BAY01A1
<u>DATE</u>	: 8 th JUNE 2015 EXAMINATION
<u>DURATION</u>	: 2 HOURS
<u>TIME</u>	: 08H30-10H30
<u>TOTAL MARKS</u>	: 100

<u>EXAMINER</u>	MRS MAUREEN VAN DEN BERGH
<u>EXTERNAL MODERATOR</u>	ME HENDA THOMAS
<u>NUMBER OF PAGES</u>	6 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.

SPORTSMANS WAREHOUSE CASE STUDY

Sportsmans Warehouse has branches in all major centres in Southern Africa and they stock the subcontinent's widest range of sports gear and outdoor equipment, plus sports clothing, outdoor clothing and footwear. All their products are sourced from major international and local brands.

Range

Customers enjoy a wide choice of brands and levels in their stores, because they cater for everyone from the small school-goer up to the pro player. They are also a dedicated one-stop shop, stocking accessories and extras, whatever your activity. Yes, sport is fun, but they offer SA's most serious choice and quality.

Expertise

They choose their staff with care. Then they train them well – and often. That's why they're bursting with up-to-the-minute information on sports technology, on the ranges Sportsmans Warehouse offer and how to match the right product to the right player. Many of their staff are also sports practitioners themselves, so their expertise is personal and their enthusiasm is infectious.

Quality

The world's most exciting sports brands fill the shelves at Sportsmans Warehouse. Whatever your level, great equipment and apparel gives you the edge. Sportsmans Warehouse also commission their own private labels, specifying designs especially relevant to their market conditions, controlling quality tightly and offering the customer unique ranges.

Service

Sportsmans Warehouse will knock-in your new cricket bat with their carefully calibrated machine. They'll deliver and set up your exercise machine, table tennis table or large trampoline. Their cycling department takes the slog out of minor bike servicing - and they'll willingly test the batteries and transmitters in your heart rate monitor.

SECTION A [CASE STUDY QUESTIONS]

QUESTION 1

List and discuss the four basic components of the Supply Chain Management (SCM) of Sportsmans Warehouse that they would have implemented to management information flows between and among stages in their supply chain.

[8 Marks]

QUESTION 2

In order for Sportsmans Warehouse to measure the success of their website, they should be measuring website metrics. List and discuss these website metrics in detail.

[16 Marks]

QUESTION 3

Discuss the responsibilities AND the functions of the Chief Information Officer at Sportsmans Warehouse.

[8 Marks]

SECTION B [GENERAL QUESTIONS]

QUESTION 4

Describe the information age and then differentiate between data, information, business intelligence, and knowledge.

[10 Marks]

QUESTION 5

Define each of the following business types: sole proprietorship, partnership and corporation and differentiate between their licencing, income and liability.

[15 Marks]

QUESTION 6

Discuss the differences between Buyer power and Supplier power in Porter's Five Forces Model.

[14 Marks]

QUESTION 7

Define the following concepts:

- a) Data warehouse
- b) Data mart
- c) Data mining
- d) Information cleansing or scrubbing
- e) Customer relationship management
- f) Operational CRM
- g) Analytical CRM

[11 Marks]

QUESTION 8

Explain the terms primary key and foreign key as it relates to a database.

[3 Marks]

QUESTION 9

List and describe the six steps in the decision-making process.

[15 Marks]

-----**Total [100]**-----