



**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF APPLIED INFORMATION SYSTEMS**

**EXAMINATION NOVEMBER 2015**

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**MODULE** : BUSINESS ANALYSIS I  
**CODE** : BAY01B1  
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**DURATION** : 2 HOURS  
**TOTAL MARKS** : 80

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**EXAMINER** MRS MAUREEN VAN DEN BERGH  
**EXTERNAL MODERATOR** ME HENDA THOMAS  
**NUMBER OF PAGES** 4 PAGES

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**INSTRUCTIONS TO CANDIDATES:**

- Please answer all questions.
- 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.

## GENERAL QUESTIONS

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### QUESTION 1

As a pure-play or virtual business, Amazon.com operates only on the Internet. List and describe five advantages of being an E-business.

**[10 Marks]**

### QUESTION 2

There are three common forms of service providers, namely ISPs, OSPs and ASPs. Give the full name of each of the abbreviations, and then describe the type of services provided by each of the three service providers.

**[9 Marks]**

### QUESTION 3

Use the example listed in the table below as a reference, and then list another three differences between Web 1.0, Web 2.0 and Web 3.0.

Web 1.0	Web 2.0	Web 3.0
Crawl	Walk	Run

**[9 Marks]**

### QUESTION 4

- What does the abbreviation “wi-fi” stands for? **(1)**
- How does it work? **(1)**
- Give three examples of wireless devices that make use of wi-fi. **(3)**
- The terms “mobile” and “wireless” are often used synonymously, but actually denote two different technologies. Differentiate between these two terms. **(2)**

**[7 Marks]**

**QUESTION 5**

The “Waterfall” and “Agile” methodologies are two types of software development methodologies:

- a. Discuss the Waterfall methodology. (4)
- b. Discuss the Agile methodology. (4)
- c. When developing software, why is it important to find errors early on? (2)

**[10 Marks]**

**QUESTION 6**

In project management, what is “The Triple Constraint?”

**[5 Marks]**

**QUESTION 7**

You are a project manager in an organization and it is your responsibility to inform management about the fundamentals of project management. Explain to management the consequences of failed projects. List at least four consequences.

**[4 Marks]**

**QUESTION 8**

Outsourcing is an arrangement by which one organization provides a service for another organization that chooses not to perform them in-house:

- a. Why do companies outsource? Give at least five reasons. (5)
- b. Differentiate between onshore outsourcing, nearshore outsourcing and offshore outsourcing. (3)

**[8 Marks]**

**QUESTION 9**

21<sup>ST</sup> century organizations recognize the immense power of technology and have learned to operate in an entirely different way. Discuss how technology has changed the automotive industry.

**[4 Marks]**

**QUESTION 10**

Operations Management (OM) is the management of systems or processes that convert or transform resources into goods and services:

- a. In the context of OM, what is “production?” (1)
- b. In the context of OM, what is “production management?” (1)
- c. In the context of OM, what is “value-added?” (2)
- d. How would a restaurant transform inputs such as hungry customers, food and waiters into an output of satisfied customers? (1)
- e. How would a hospital transform inputs such as patients, medical supplies, doctors and nurses into an output of healthy individuals? (1)
- f. How would a university transform inputs such as students, books, lecturers and classrooms into an output of educated individuals? (1)

**[7 Marks]**

**QUESTION 11**

Business intelligence (BI) is applications and technologies used to gather, provide access to, and analyze data and information to support decision-making efforts:

- a. What does the statement “data rich, information poor” means? (1)
- b. What is operational BI and with what kind of data do the primary users of operational BI work with? (2)
- c. What is tactical BI and with what kind of data do the primary users of tactical BI work with? (2)
- d. What is strategic BI and with what kind of data do the primary users of strategic BI work with? (2)

**[7 Marks]**