FACULTY OF MANAGEMENT

DEPARTMENT OF INFORMATION & KNOWLEDGE MANAGEMENT

UNIVERSITY
— OF —
JOHANNESBURG

MODULE NAME	:	**INFORMATION MANAGEMENT 3A**
MODULE CODE(S)	:	**ILK3A11**
DATE	:	**JULY 2017 SUPPLEMENTARY EXAMINATION**
DURATION	:	**3 HOURS**
TOTAL MARKS	:	**100**

EXAMINER(S)	:	**MS. W. DINATH & MS. PT. LEFIKA**
INTERNAL MODERATOR	:	**MS M. SCHUTTE**
NUMBER OF PAGES	:	**3**

INSTRUCTIONS TO CANDIDATES:

- This exam has two sections. Please answer Section A in one answer book and Section B in a separate answer book.
- Please answer **ALL** the question.
- 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.

SECTION A

QUESTION 1
What are SCIP's code of ethics? [7]

QUESTION 2
Identify and briefly explain the **stages** of Competitive Intelligence. [8]

QUESTION 3
Identify and discuss the importance of Competitor Analysis. [8]

QUESTION 4
Discuss the FAROUT system as a means to evaluate Competitive Intelligence tools.

[12]

QUESTION 5
Identify and discuss the importance of Competitive Intelligence. [6]

QUESTION 6
Identify and discuss the objectives of Competitive Intelligence. [9]

SECTION B

QUESTION 7

Discuss the possible variables that an individual would gather information on when implementing an environmental scan. Also include in your answer practical examples of how each of these variables can either hinder or enhance the competitiveness of an organisation (Choose and introduce one organisation to apply your examples for each variable).

[25]

QUESTION 8

8.1 Identify six criteria of good scenarios. [6]

8.2 Provide a definition for strategic information management. [5]

8.3 Identify four characteristics of an information policy **[5]**

8.4 Explain the differences between the information systems (IS) strategy, information technology (IT) strategy and the information management (IM) strategy. **[9]**

Total: [100]

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