FACULTY OF MANAGEMENT

UNIVERSITY
JOHANNESBURG

DEPARTMENT	INFORMATION AND KNOWLEDGE MANAGEMENT
MODULE NAME	WEB AND INTRANET MANAGEMENT
MODULE CODE(S)	IMA8X10 / ILK2607
DATE	MAY 2017 EXAMINATION
DURATION	3 HOURS
TOTAL MARKS	100

EXAMINER(S)	DR P LAUGHTON
EXTERNAL MODERATOR	MARIETJIE SCHUTTE (UP)
NUMBER OF PAGES	2 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

1.1   What is the difference between an Intranet and the Web?   (10)

1.2   Identify the reasons for having a website.   (8)

1.3   Identify the reasons for having an intranet.   (5)

   [23]

QUESTION 2

2.1   You have been tasked by your company to develop a website for the launch of a new product, please identify and discuss the stages of the website lifecycle to ensure the development is a success.   (25)

   [25]

QUESTION 3

3.1   What are some of the basics that one needs to consider when designing a website?   (10)

3.2   What are the similarities between a website lifecycle and a web strategy?   (12)

3.3   Identify and discuss the stages in an Internet Commerce Cycle (ICC).   (10)

   [32]

QUESTION 4

4.1   Give your opinion on the use of Online Social networks in an enterprise   (20)

   [20]

Total: [100]

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