School of Consumer Intelligence & Information Systems

SUPPLEMENTARY EXAM

College of Business and Economics

UNIVERSITY
JOHANNESBURG

MODULE	:	**IT MANAGEMENT 1B**
CODE	:	**ITB1B01**
DATE	:	**January 2018**
DURATION	:	**2 HOUR**
TOTAL MARKS	:	**100**
EXAMINER	:	**Mr L. Khoza**
MODERATOR	:	**Mr S Mamorobela**
NO OF PAGES	:	**3 PAGES**

INSTRUCTIONS TO CANDIDATES:

- 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 [20]

1.1 What is the goal of business process reengineering (BPR)? Explain why simply applying IT to manual or outdated processes -- instead of reengineering those processes -- will not optimize them.
[5]

1.2 Explain why this statement is true: What companies can do depends on what their information technology and data management systems can do. [6]

1.3 What are the benefits of cloud computing? [3]

1.4 Explain the Internet of Things. [2]

1.5 List and explain two primary causes of information deficiencies in organizations. [4]

QUESTION 2 [20]

2.1 Imagine that a national chain of grocery stores regularly administers customer satisfaction surveys and analyzes the results to evaluate the performance of individual store locations. Briefly give three (3) examples or descriptions of the data, information, and knowledge that would result from these surveys. [6]

2.2 List four service factors to consider when evaluating cloud vendors or service providers. For each service factor, give an example of a question to be addressed with the vendor or service provider.
[8]

2.3 Briefly define virtualization. Draw a simple diagram of how virtualization is used to create virtual machines. Your diagram should include: an application layer, a virtualization layer, and a hardware layer. [6]

QUESTION 3 [20]

3.1 Describe the characteristics of dirty data. Explain three negative consequences of dirty data. What is the general formula showing the costs of poor quality data? [5]

3.2 The value of data analytics depends on these factors: high-quality data and human expertise and judgment. Assume that management believes the data analytics depends solely on the technology—that is, the data analytics tools. Compose a response to management explaining why data analytics is not simply a technology issue, but depends on data quality, human expertise, and the data analytics.

[5]

3.3 What is a business process? Give three examples. [10]

QUESTION 4 [20]

4.1 Explain why electronic records management (ERM) is a senior management issue and not simply an IT issue? What does the success of ERM depend upon in the private and public sectors? List 3 situations when a company might have to produce business records. [6]

4.3 List three of the basic functions of business networks and briefly describe what each function provides.

[6]

4.3 List and explain the four factors to consider when evaluating a mobile network? [8]

QUESTION 5 [20]

5.1 Define social engineering. Describe two ways in which social engineering could be used to obtain credentials from a user in order to gain access to an account or network. [4]

5.2 Why are internal threats a major challenge for organizations? How can internal threats be minimized? [3]

5.3 Describe spear phishing. How does spear phishing work? [5]

5.4 What are 2 metrics used by PPC (pay per click) to gauge the effectiveness of their campaigns? Briefly describe each metric. [6]

5.5 Explain IT consumerization. [2]