



COLLEGE OF BUSINESS AND ECONOMICS
JOHANNESBURG BUSINESS SCHOOL
DEPARTMENT OF BUSINESS MANAGEMENT
SUPPLEMENTARY EXAMINATION

<u>MODULE</u>	:	IT Management for Business Competitiveness
<u>CODE</u>	:	BMI9X01
<u>DATE</u>	:	11 JANUARY 2018
<u>DURATION</u>	:	2 HOURS
<u>TIME</u>	:	08:30 – 10:30
<u>TOTAL MARKS</u>	:	100

<u>EXAMINER</u>	:	PROF JJ LANGERMAN
<u>EXTERNAL MODERATOR</u>	:	PROF KA JOHNSTON (UCT)
<u>NUMBER OF PAGES</u>	:	3 PAGES

INSTRUCTIONS TO CANDIDATES:

- Question papers must be handed in.
- This is an open 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

Strategy is important as it sets the direction for an organisation.

- a) Develop a Blue Ocean strategy using a business idea of your choice. (10)
- b) Develop a Balanced Score Card for this strategy. (10)
- c) Using one of Frederic Laloux's organizational models, discuss what you would like the culture to look like in this company. (10)

[30]

QUESTION 2

A small start-up company in Stellenbosch asked you to help them hire a new Chief Information Officer.

- a) What would the job-spec look like for this role? (10)
- b) What questions would you ask the person in the interview? (10)

[20]

QUESTION 3

You have decided to use DevOps as a methodology to roll out change in your organisation. DevOps is however not a single methodology. Describe the different streams in the DevOps movement and use examples to support your descriptions.

[20]

QUESTION 4

Your company has decided to purchase a software product that will help with content publication. The software will cost around R20m and needs to be delivered within 8 months. Using a 3D approach describe how you will drive the cost down. Make sure you use the example to illustrate your negotiation strategy.

[20]

QUESTION 5

Service Management is a critical component of any Information Technology Function. The ITIL Framework provides a framework for IT Service Delivery Best Practice. Using an example of your choice describe how you will use the ITIL framework to improve service.

[10]

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