



School of Consumer Intelligence & Information Systems

MAIN EXAM– 2017

College of Business and Economics

<u>MODULE</u>	:	IT MANAGEMENT 1B
<u>CODE</u>	:	ITB1B01
<u>DATE</u>	:	15 November 2017
<u>DURATION</u>	:	2 HOUR
<u>TOTAL MARKS</u>	:	100
<u>EXAMINER</u>	:	Mr L. Khoza
<u>MODERATOR</u>	:	Mr S Mamorobela
<u>No. OF PAGES</u>	:	4 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.
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QUESTION 1

[20]

- 1.1 Explain the characteristics of big data. Describe three sources of big data collected by enterprises. [5]
- 1.2 List and explain the five industry (market) forces in Michael Porter's competitive forces model. [10]
- 1.3 List and briefly explain three of the IT directions for the late 2010s [5]

QUESTION 2

[20]

- 2.1 What is machine-to-machine (M2M) technology? Give an example of a business process that could be automated with M2M. [6]
- 2.2. What is a data (or information) silo? What are the primary causes of data silos and why do they interfere with effective organizational operations? [5]
- 2.3 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]
- 2.4 Explain Information management [3]

QUESTION 3

[20]

- 3.1 List and describe three key benefits of virtualization. [6]
- 3.2 Identify the primary functions of a database and data warehouse and explain why enterprises need both of these data management technologies. [4]
- 3.3 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]
- 3.4 Describe spear phishing. How does spear phishing work? [5]

QUESTION 4

[20]

- 4.1 Describe each of the four V's of data analytics: variety, volume, velocity, and veracity. [8]
- 4.2 List three of the basic functions of business networks and briefly describe what each function provides. [6]
- 4.3 What are 2 metrics used by PPC (pay per click) to gauge the effectiveness of their campaigns? Briefly describe each metric. [6]

QUESTION 5

[20]

5.1 What causes or contributes to data breaches?

[2]

5.2 How are phishing attacks done?

[8]

5.3 Why is group work challenging?

[4]

5.4 Why are internal controls needed?

[6]