

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF INFORMATION & KNOWLEDGE MANAGEMENT



MODULE NAME : INFORMATION MANAGEMENT 3A
MODULE CODE(S) : ILK3A11/ IMA13A3
DATE : JUNE 2018 EXAMINATION
DURATION : 3 HOURS
TOTAL MARKS : 100

EXAMINER(S) : MS PT LEFIKA
INTERNAL MODERATOR : DR M DE KOCK
NUMBER OF PAGES : 2

INSTRUCTIONS TO CANDIDATES:

- Please answer **ALL** the questions in this exam question paper.
- Question papers must be handed in.
- This is a closed book assessment.
- Read the questions carefully and answer only what is asked.
- None of your answers should be more than 500 words.
- Follow the instructions provided for you in Blackboard to answer your questions.
- 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

Define Competitive Analysis. [5]

QUESTION 2

Identify and explain the steps in the Competitive Intelligence Cycle. [15]

QUESTION 3

Differentiate between Competitor Intelligence, Competitive Intelligence and Business Intelligence. [12]

QUESTION 4

Deschamp and Nayak (1995) categorise Competitive Intelligence into 3 categories. List and explain these 3 categories. [6]

QUESTION 5

Identify and explain 6 guidelines for evaluating online sources. [12]

QUESTION 6

Identify and discuss 6 advantages of scenarios. [12]

QUESTION 7

Discuss the three basic techniques to gather information for an information audit. In your discussion focus on highlighting the advantages of each technique as well as the important aspects that one should take into account when using these techniques. [9]

QUESTION 8

Identify 4 characteristics of an information policy. [4]

QUESTION 9

You have been hired as a strategic information manager for a large organisation. Your first task as strategic information manager is to implement an environmental scan. Please discuss the process that you will follow in order to successfully implement the required scan. [5]

QUESTION 10

Discuss Ornas 10 stage flow analysis for implementing an information audit. [20]

[50]

Total: [100]