



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Consumer Intelligence and Information Systems
DEPARTMENT	Applied Information Systems
CAMPUS(ES)	APB
MODULE NAME	Business Analysis 1A
MODULE CODE	BAY01A1
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity June 2019

ASSESSMENT DATE	3 June 2019	SESSION	08:30 – 10:30
ASSESSOR(S)	Mrs. M van den Bergh		
MODERATOR(S)	Prof Kennedy Njenga		
DURATION	3 hours (180 min)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	4
---	---

INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
 - You must answer ALL questions.
 - Read the questions carefully and answer only what is required.
 - Number your answers clearly and correctly as per the question paper.
 - Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
-

CASE STUDY

The Shoprite Group of Companies

The Shoprite Group of companies was established in 1979. In 1990 Shoprite opened in Namibia. In 1991, it acquired the national Checkers chain. In 1995 the first store in Lusaka, Zambia was opened. That same year the company acquired distributor Sentra, allowing the company to expand into franchising.

In 1997 struggling "OK Bazaars" was acquired by the company from South African Breweries for one rand, adding 157 supermarkets and 146 furniture stores to the company. In 2000 the group opened its first supermarkets in Zimbabwe and Uganda. Two years later the company acquired the Madagascar stores of French chain Champion. The same year the company bought three Tanzanian supermarkets from Score Supermarket and opened its first Hypermarket outside of South Africa in Mauritius. In 2005 the Group acquired Foodworld as well as South African ticket seller Computicket, and opened the first Shoprite LiquorShop. The company also opened its first Nigerian store in the Victoria Island area of Lagos.

In 2008 the Shoprite Group was added to the JSE Top-40 Index of blue-chips. For the third year in a row, the Shoprite brand was voted South Africa's number 1 supermarket in the 2010 Sunday Times Top Brand Survey. Deloitte's Global Powers of Retailing 2014 ranked The Shoprite Group as the 94th largest retailer in the world.

In 2011 it was announced that the Shoprite Group entered into an agreement with Metcash Trading Africa (Pty) Limited. Under the terms of that agreement, the franchise division of Metcash was to be sold to Shoprite Checkers, including franchise arrangements with franchisees operating retail stores under registered trademark names such as Friendly, Seven Eleven and Price Club Discount Supermarket.

On 19 April 2012, Shoprite became the first South African retailer to enter the Democratic Republic of Congo (DRC) as it opened the doors of a new supermarket in Gombe, Kinshasa.

Shoprite Holdings announced at the company's Annual General Meeting held on 31 October 2016 that the company's Chief Executive Officer, Whitey Basson, decided to retire at the end of December 2016. The board appointed Pieter Engelbrecht, the former Chief Operating Officer, as the incoming CEO as of 1 January 2017. He has been with the company for over 20 years and played a leading role in the company's growth under Basson's leadership.

CASE STUDY QUESTIONS

QUESTION 1

[22 MARKS]

- 1.1 Who is the current CEO of Shoprite Holdings? (1)
- 1.2 Discuss why building good customer relationships would be important to the CEO (10)
- 1.3 Throughout the years, the Shoprite Group of companies, acquired many organisations and several distributors that are now incorporated into the Shoprite Group. Give a list of the organisations/distributors that were acquired. (8)
- 1.4 Typically, in an organisation such as Shoprite Holdings, there would be several IT related roles. Discuss the functions of the chief information officer and the chief technology officer. (3)

GENERAL QUESTIONS

QUESTION 2**[8 MARKS]**

Discuss the following e-policies:

- 2.1 Ethical computer use policy (3)
- 2.2 Information privacy policy (1)
- 2.3 Acceptable use policy (4)

QUESTION 3**[10 MARKS]**

Decision-making and problem-solving occur at different levels in an organization, namely operational, managerial and strategic. For decisions taking place at an **operational level**, answer the following questions:

- 3.1 Which employee type makes operational decisions? (2)
- 3.2 What is the focus of operational decisions? (2)
- 3.3 What is the time frame of operational decisions? (2)
- 3.4 What types of decisions take place at operational level? (2)
- 3.5 What is derived from operational decisions? (1)
- 3.6 What are the key performance indicators for operational decisions? (1)

QUESTION 4**[17 MARKS]**

- 4.1 Describe the difference and the relationship between hackers and viruses. (5)
- 4.2 Identify and discuss 6 types of hackers. (12)

QUESTION 5**[12 MARKS]**

- 5.1 In a network context, differentiate between wire and wireless media. (4)
- 5.2 Provide 2 examples of wireless media. (2)
- 5.3 Discuss the 3 most commonly used wire media. (6)

QUESTION 6**[10 MARKS]**

- 6.1 What is Business Process Reengineering (BPR)? (1)
- 6.2 Differentiate between customer-facing and business-facing processes. (5)
- 6.3 How would an organisation decide on which processes to reengineer? (2)
- 6.4 Give 2 examples of BPR. (2)

QUESTION 7**[10 MARKS]**

7.1 List and briefly discuss the 5 forces in Porter's Five Forces Model. (10)

QUESTION 8**[11 MARKS]**

Use the relational database below as your reference to answer the following questions:

8.1 Which author is identified by author ID (au_id) 172-32-1176? (1)

8.2 How many books did Marjorie Green write? What are their titles? (3)

8.3 Who is the publisher of the book titled "Cooking with Computers"? (1)

8.4 What is the title, type and price of the book identified by the title ID (title_id) "BU1111"? (3)

8.5 How many books were published by "New Moon Books" publisher and what are their titles? (3)

AUTHOR					
au_id	au_lname	au_fname	address	city	state
172-32-1176	White	Johnson	10932 Bigge Rd.	Menlo Park	CA
213-46-8915	Green	Marjorie	309 63rd St. #411	Oakland	CA
238-95-7766	Carson	Cheryl	589 Darwin Ln.	Berkeley	CA
267-41-2394	O'Leary	Michael	22 Cleveland Av. #14	San Jose	CA
274-80-9391	Straight	Dean	5420 College Av.	Oakland	CA
341-22-1782	Smith	Meander	10 Mississippi Dr.	Lawrence	KS
409-56-7008	Bennet	Abraham	6223 Bateman St.	Berkeley	CA
427-17-2319	Dull	Ann	3410 Blonde St.	Palo Alto	CA
472-27-2349	Gringlesby	Burt	PO Box 792	Covelo	CA
486-29-1786	Locksley	Charlene	18 Broadway Av.	San Francisco	CA

TITLE				
title_id	title	type	price	pub_id
BU1032	The Busy Executive's Database Guide	business	19.99	1389
BU1111	Cooking with Computers	business	11.95	1389
BU2075	You Can Combat Computer Stress!	business	2.99	736
BU7832	Straight Talk About Computers	business	19.99	1389
MC2222	Silicon Valley Gastronomic Treats	mod_cook	19.99	877
MC3021	The Gourmet Microwave	mod_cook	2.99	877
MC3026	The Psychology of Computer Cooking	UNDECIDED		877
PC1035	But Is It User Friendly?	popular_comp	22.95	1389
PC8888	Secrets of Silicon Valley	popular_comp	20	1389
PC9999	Net Etiquette	popular_comp		1389
PS2091	Is Anger the Enemy?	psychology	10.95	736

PUBLISHER		
pub_id	pub_name	city
736	New Moon Books	Boston
877	Binnet & Hardley	Washington
1389	Algodata Infosystems	Berkeley
1622	Five Lakes Publishing	Chicago
1756	Ramona Publishers	Dallas
9901	GGG&G	München
9952	Scootney Books	New York
9999	Lucerne Publishing	Paris

AUTHOR_TITLE	
au_id	title_id
172-32-1176	PS3333
213-46-8915	BU1032
213-46-8915	BU2075
238-95-7766	PC1035
267-41-2394	BU1111
267-41-2394	TC7777
274-80-9391	BU7832
409-56-7008	BU1032
427-17-2319	PC8888
472-27-2349	TC7777