



**PROGRAM** : BACHELOR OF ENGINEERING TECHNOLOGY [**BEng Tech**] IN ELECTRICAL ENGINEERING. B6ELEQ & B6ELXQ

**MODULE** : INFORMATION TECHNOLOGY 3B

**CODE** : TMGELB3

**DATE** : WINTER/SUMMER **MAIN** EXAMINATION  
NOVEMBER 2019

**DURATION** : 3 HOURS

**CALCULATION CRITERIA** : 40 [SEMESTER]: 60 [EXAM]

**NQF** : 7

**TOTAL MARKS** : 100

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**EXAMINER** : MR N.S MADONSELA

**MODERATOR** : DR S. THAKUR

**NUMBER OF PAGES** : 2 PAGES

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**INSTRUCTIONS** : QUESTION PAPERS MUST BE HANDED IN.

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**INSTRUCTIONS TO CANDIDATES:**

1. 100 MARKS = 100%.
  2. ATTEMPT ALL QUESTIONS.
  3. ANSWER QUESTIONS CONSIDERING THE MARK ALLOCATION.
  4. QUESTIONS MAY NOT BE ANSWERED IN ANY ORDER AND **ALL PARTS OF A QUESTION MUST BE KEPT TOGETHER.**
  5. ALL DIAGRAMS AND SKETCHES MUST BE DRAWN NEATLY AND LABELED CLEARLY.
  6. ALL WORK DONE IN PENCIL EXCEPT DIAGRAMS AND SKETCHES WILL BE CONSIDERED AS ROUGH WORK.
  7. **MARKS WILL BE DEDUCTED** FOR WORK WHICH IS POORLY PRESENTED.
  8. ANSWER ALL THE QUESTIONS.
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**QUESTION 1**

- 1.1 Compile the value and benefits of big data analytics in tactical and strategic decision making. (10)
- 1.2 Validate the five forces of competitive advantage and evaluate how they are reinforced by IT. (15)
- 1.3 Justify the importance of having the right architecture within an organisation (8)
- 1.4 Design a model that shows how major types of Information Systems (ISs) relate to each other and how data flow among them. (18)

**[51 MARKS]**

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**QUESTION 2**

- 2.1 Assess how IT adds value to your career path and performance, and the positive outlook it may have for IT management careers. (6)
  - 2.2 Many social media marketing efforts are either poorly planned or not managed on an ongoing basis. Based on what you have learned, how you would use this to develop a strategic approach for building social media programs? (12)
  - 2.3 Construct the three organismal levels, their concerns, and strategic and tactical questions, planning, and control. (12)
  - 2.4 Express the role of data governance and how data quality determines system success or failure. (10)
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- 2.5 In your opinion, how would you justify customer relationship management (CRM) systems and their role in customer acquisition and retention? (9)

**[49 MARKS]**

**TOTAL: 100**

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