



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 1
MODULE CODE	BAY01B1
SEMESTER	Second
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Summative Assessment Opportunity Supplementary

ASSESSMENT DATE	Supplementary Exam	SESSION	
ASSESSOR(S)	Dr G Barlow-Jones		
MODERATOR(S)	Dr P Ndayizigamiye		
DURATION	2 hours (120 min)	TOTAL MARKS	80

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	5
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INSTRUCTIONS:

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- Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
 - Read the questions carefully and answer ALL QUESTIONS.
 - Number your answers clearly.
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QUESTION 1: Creating Innovative Organisations

Match the Column

Choose the best letter that fits the statement. Please answer the question e.g. 1) = C.

- A. Web 1.0
- B. Web 2.0
- C. Web 3.0
- D. The Internet
- E. Information reach
- F. Mass customisation
- G. Intermediaries
- H. Disintermediation
- I. Identified visitor
- J. Unique visitor
- K. Hit
- L. Stickiness

1. The length of time a visitor spends on a website.
2. When visitors reach a website their computer sends a request to the sites computer server to begin displaying pages. Each element of a requested page is recorded by the websites server log file as a _____.
3. The term refers to the WWW during its first few years of operation.
4. Agents that provide a trading infrastructure to bring buyers and sellers together.
5. One who can be recognised and counted only once within a given period of time.
6. An ID is available that allows a user to be tracked across multiple visits to a website.
7. The next generation of internet use with a more mature, distinctive communications platform characterised by new qualities.
8. The ability of an organisation to tailor its products or services to the customer's specifications.
9. Measures the number of people a firm can communicate with all over the world.
10. A massive network that connects computers all over the world and allows them to communicate with one another.

QUESTION 2: Ebusiness

- 2.1** An ebusiness model is a plan that details how a company creates, delivers and generates revenue on the Internet. Discuss FOUR categories of ebusiness models. (4)
- 2.2** Although the benefits of ebusiness are enticing ebusinesses still face challenges. Discuss FOUR ebusiness challenges. (8)
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QUESTION 3: Creating Collaborative Partnerships

- 3.1** Social networking and collaborating are leading businesses in new directions. Describe THREE business 2.0 communication and collaboration tools. (6)
- 3.2** Discuss FOUR characteristics of Business 2.0. (4)
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QUESTION 4: Integrating Wireless Technology in Business

- 4.1** In many networked environments today, users are both wireless and mobile; For example: a mobile user commuting to work on a train can maintain a VoIP call and multiple TCP/IP connections at the same time. Describe the FOUR different wireless communication network types (categories). (4)
- 4.2** RFID uses electronic tags and labels to identify objects wirelessly over short distances. Discuss SIX innovative uses of RFID. (6)
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QUESTION 5: Developing Software to Streamline Operations

- 5.1** The SDLC is the overall process for developing information systems. The SDLC is the foundation for all systems development methods and hundreds of different activities are associated with each phase. (7)

Identify which phase of the SDLC the following activities fall.

1. Prioritise and choose projects for development.
2. Build a help desk to support the system users.

3. Perform system testing.
4. Provide training for the system users.
5. Gather the business requirement for the system.
6. Develop the project plan.
7. Write the test conditions.

5.2 Case Study - Flying Fish Trucking

Flying Fish specializes in shipping fresh seafood up and down the coast. To improve services, the company wants to develop an in-house application called S3 (Super Shipping System). When S3 is operational, shippers and consignees will be able to track their shipments in real time, from departure point to destination.

Name and explain what forms of testing should be performed on the new system before implementation. **(12)**

QUESTION 6: Managing Organisational Projects

6.1 Case Study: Bayside Financial

At Bayside Financial, where you work as a project manager, you have been asked to conduct user training sessions for a new information system. You must develop a specific schedule for the tasks (the estimated task duration for each is shown in brackets).

First, confirm arrangements for the training facility you plan to use (1 day).

After you have confirmed the training facility, two tasks can begin at the same time: you need to send an email message to all department managers announcing the training sessions (1 day) and you can develop the training material (2 days).

As soon as the training material is complete, you can work on two tasks at once: arrange to have copies of handout material printed (2 days) and develop a set of PowerPoint slides (2 days).

When the PowerPoint slides are ready, you conduct a practice training session with the instructor who will assist you (2 days).

Finally, when the practice session is over and the handout material is ready, you can conduct the user training sessions (2 days).

Tasks

Create a GANTT CHART that shows the project. Your start date will be Monday, 20 January 2019. Your Gantt Chart should include the following headings:

(7)

Project Task	Start Date	End Date	Date 20	Date 21	Date 22	Date 23	Date 24	Date 25	Date 26	Date 27	Date 28	Date 29	Date 30
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6.2 Discuss THREE forms of outsourcing options available for a project.

(6)

6.3 Discuss SIX main reasons why projects fail.

(6)
