



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 3B
MODULE CODE	BAY03B1
SEMESTER	Second
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Supplementary Summative Assessment Opportunity, December 2019

ASSESSMENT DATE	December 2019	SESSION	2
ASSESSOR(S)	Dr Elizabeth Mkoba		
MODERATOR(S)	Mr. Mandlakayise SJ Thabethe		
DURATION	3 hours (180 min)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	3
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INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
- There are 6 questions. **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.

Please read the case study **carefully** and answer **all** the questions below the case study.

Case Study: VidTech Video Streaming

In 2007, two UJ computer science majors, Morton Schmidt and Greg Jenko, started a video distribution platform which allowed on campus students to share and stream videos. The platform grew so fast that it required continuous development and upgrades to maintain stability. Schmidt and Jenko realised the platform's potential and after graduation in 2008 opened the startup VidTech, a streaming video platform for an entire nation. Multinational companies Vodacom, MTN and Multichoice all invested in the startup to enable a video streaming service not only for South Africa but for Africa and the world. The company continued to grow and in 2010 large production houses such as Disney, Warner Bros, Sony and multiple others, began to license content on the platform. The demand for high definition content became a necessity and the platform had to grow accordingly. VidTech also had to start catering for the mobile boom of tablets and smartphones after 2010. This required significant development and resources to ensure all users could access their content. VidTech listed on the Johannesburg Stock Exchange (JSE) in 2012 and Financial Times Stock Exchange (FTSE) in 2014 to much fanfare and excitement. Fast forward to 2017 and VidTech is now the leading streaming service in Africa and competing with international competitors such as Netflix and Hulu. Morton Schmidt serves as the CEO while Greg Jenko serves as the Chief Operations Officer (COO) as VidTech strives to realise a new initiative: streaming quality educational content to rural areas around Africa. Collaborating with Vodacom and MTN, VidTech aims to provide zero-rated video streaming of educational content to rural Africa as this would facilitate economic growth and socio-political improvement within the continent.

SECTION A: CASE STUDY QUESTIONS**Question 1**

You are a business analyst working on the educational streaming content project and VidTech wants to have its external environment analysis report. Perform a PESTEL analysis for VidTech. **[6*3=18 marks]**

Question 2

Being a business analyst at VidTech, you are required to conduct a stakeholder analysis for VidTech's educational streaming content project. Identify the various stakeholders for each category and briefly describe why they are a stakeholder within a category. **[8*3=24 marks]**

Question 3

Concerns-Based Adoption model (CBAM) is a very useful tool when planning for a business change and support that people need as they adapt to change. Discuss **all** stages of the Concerns-Based Adoption model (CBAM) and provide a detailed discussion regarding the concerns that the various stakeholders could have with the rollout of VidTech' educational streaming content to rural South Africa.

[7*2 = 14 marks]

SECTION B: GENERAL QUESTIONS**Question 4**

Similar to implementing a new **IT business system**, introducing the digital classroom will have many consequential effects. Discuss the effects that users may experience when introducing this new IT business system. **[8*2=16 marks]**

Question 5

Once the requirements have been defined, attention shifts to considering how they will be delivered. Describe **FOUR** factors to consider when delivering requirements.

[4*3=12 marks]

Question 6

Prototyping is a powerful technique for developing information systems. Discuss what prototyping is and its advantages and disadvantages. **[2+7+7=16 marks]**

Total: 100 Marks