



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Consumer Intelligence and Information Systems
DEPARTMENT	Applied Information Systems
CAMPUS(ES)	APK
MODULE NAME	IT Management
MODULE CODE	ITB1B01
SEMESTER	Second
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity November 2019

ASSESSMENT DATE	21 November 2019	SESSION	08:30 – 11:30
ASSESSOR(S)	Dr Mpho Raborife		
MODERATOR(S)	Mr. Koena Mabokela		
DURATION	3 hours (180 min)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	2
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INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
- There are 4 questions.
- Answer each question in a separate book.
- 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.

QUESTION 1

[4 MARKS]

1.1 Which of the following data management technologies store data that are generated by business apps and operations? (1)

- a. Data marts
- b. Data warehouses
- c. Databases
- d. Transaction-processing systems (TPS).

1.2 _____ is the control of enterprise data through formal policies and procedures to help ensure that data can be trusted and are accessible. (1)

- a. Data governance
- b. Master data management
- c. Business strategy
- d. Data standardization

1.3 Network _____ are devices that transmit _____ from their source to their destination based on IP addresses. (1)

- a. switches and routers: data packets
- b. APIs; data packets
- c. routers; digital signals
- d. firewalls; digital signals

1.4 The main cause of data breaches is _____, which is so successful because of _____ when management does not do enough to defend against cyberthreats. (1)

- A. Hacking; highly motivated hackers
- B. Hacking; negligence
- C. Malware; BYOD
- D. Malware; negligence

QUESTION 2

[32 MARKS]

2.1 What is enterprise mobility and what main networking technologies support it? Provide specific examples. Which cyber security threats need to be prioritized? (20)

2.2 Imagine that a national chain of grocery stores regularly administers customer satisfaction surveys and analyzes the results to evaluate the performance of individual store locations. Briefly discuss examples or descriptions of the data, information, and knowledge that would result from these surveys. (10)

2.3 Why are cybercriminals so successful? (2)

QUESTION 3

[24 MARKS]

- 3.1 What is a data (or information) silo? What are the primary causes of data silos and why do they interfere with effective organizational operations? (5)
- 3.2 List and explain two primary causes of information deficiencies in organizations. (4)
- 3.3 Imagine that a national chain of grocery stores regularly administers customer satisfaction surveys and analyzes the results to evaluate the performance of individual store locations. Briefly give three (3) examples or descriptions of the data, information, and knowledge that would result from these surveys. (6)
- 3.4 Why is Web 2.0 referred to as the social Web? (2)
- 3.5 What are some of the benefits or advantages that Web developers gain from using AJAX technologies? (3)
- 3.6 What are some of the most important messages for business organizations in the Cluetrain Manifesto? (4)

QUESTION 4

[40 MARKS]

- 4.1 What are the ethical issues around the use of social networking? Discuss. (20)
- 4.2** Briefly define virtualization. Draw a simple diagram of how virtualization is used to create virtual machines. Your diagram should include: an application layer, a virtualization layer, and a hardware layer. (10)
- 4.3 The digital world we live in has given people access to information, instantaneously and it has changed the way we communicate, buy things, go about our work life and manage our home life. Just about everything is connected, we are seemingly always online and our brains are constantly processing a barrage of information. Whether this is a good thing on a personal level is to be debated, but for businesses it represents a massive customer service opportunity. There is no shortage of customer data available, yet few businesses are really using it and as a result they are missing out on an opportunity to engage with customers. While many businesses are aware that this information is available, there are a number of obstacles that are hindering progress in terms of using the data to improve customer service. **Discuss the primary causes and obstacles of information deficiencies in organizations.** (10)
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