



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	Johannesburg Business School
DEPARTMENT	Department of Business Management
CAMPUS(ES)	APB
MODULE NAME	Information Technology Management
MODULE CODE	AC1ITMT
SEMESTER	Second
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Supplementary Summative Assessment Opportunity November 2021

ASSESSMENT DATE	29 TH NOV 2021	SESSION	Online all day
ASSESSOR(S)	Prof Kennedy Njenga		
MODERATOR(S)	Dr Patrick Ndayizigamiye		
DURATION	2 hours (120 min)	TOTAL MARKS	50

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

- This is a closed-book assessment.
- Please answer all questions in Section A and Section B.
- 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.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

Data Cleansing at Coca-Cola

Data cleansing is a form of data management. Over time, individuals and businesses accumulate a lot of personal information! Eventually, information becomes outdated. For example, over 10 years you may change your address, or your name, and then change your address again! The data cleansing process is usually done all at once and can take quite a while if information has been piling up for years. That's why it's important to regularly perform data cleansing. How often you or your business should cleanse depends on a variety of factors, such as how much information you have. It's also important not to cleanse too often – or you may waste money by performing unnecessary actions. [Click here](#) to learn more about how often you should data cleanse. Individuals can accumulate a lot of personal information on their computers in just a short period of time. Credit card details or banking information, tax information, birthdates and legal names, mortgage information, and more can actually be stored on various files on your computer. For example, if you have a digital copy of your T4, that is a lot of information on just a few pages!

Coca- Cola

In 1985, Coca-Cola released a new version of their iconic Coca-Cola drink. They called it "New Coke". All the data that Coca-Cola had collected suggested that New Coke would be a great success. They ran multiple taste tests, focus groups, and surveys and concluded that customers preferred the sweeter taste of New Coke. When announcing the new product, the director of Coca-Cola said, *"I've never been as confident about a decision as I am about the one we're announcing today."* Strong words. Unfortunately, the release of New Coke is often considered one of the greatest business failures of all time. Consumers hated the new branding and Coca-Cola was regularly mocked for the introduction of New Coke.

Why did this happen when the data suggested that customers would prefer New Coke to the original formula? The answer comes down to poor data quality. The only thing that Coca-Cola collected data regarding was the taste of New Coke, but this isn't the only thing that consumers care about. Branding is vital to Coca-Cola's success – it's why so many consumers buy their drinks over cheaper cola brands. The data collected about New Coke was not high quality as it did not accurately answer the question: will customers be happy buying New Coke rather than "Old Coke"? Ensuring that your data is high quality is vital to many aspects of your business. From customer relations to predicting product trends, more and more companies are relying on data for decision-making. For example, a study by McKinsey & Company suggests that data-driven companies are 23 times better at acquiring new customers. The New Coke story reminds us that before you use data to launch an exciting new product or initiative (and kick off the virtual celebrations), ensuring the quality of data is up to scratch is a must.

Importance of Data cleansing

Data cleansing is so important for individuals and businesses because eventually, all this information can become overwhelming. It can be difficult to find the most recent paperwork. You may have to wade through dozens of old files before you find the most recent one. Disorganization can lead to stress, and even lost documents! Businesses generally hold on to a lot of personal information – business info, employee info, and

often even customer or client information. Unlike individuals, businesses must ensure that the personal information of many different people and organizations is kept safe and organized. Having accurate information is important for everyone. It's important to have accurate employee information. It's great to have accurate customer information, so you can get to know your audience better and contact customers if needed. Having the newest, most accurate information will help you get the most out of your marketing efforts. Data cleansing is also important because it improves your data quality and in doing so, increases overall productivity. When you clean your data, all outdated or incorrect information is gone – leaving you with the highest quality information. This ensures your team do not have to wade through countless outdated documents and allows employees to make the most of their work hours.

SECTION A [CASE STUDY QUESTIONS]**[30 MARKS]****Question 1**

Given the problem of New Coke, discuss in brief how Business Intelligence is able to support decision making in the Coca-Cola's environment. **(10)**

Question 2

Describe the importance of the CIO role and the kinds of attributes that would be recommended for this role in an organisation such as Coca-Cola. **(10)**

Question 3

Discuss and provide examples of three key IT principles for protecting customer information in Coca-Cola. **(10)**

SECTION B**[20 MARKS]****Question 4**

List and explain the four components essential for any project, necessary to ensure a high chance of project success. **(10)**

Question 5

Compare core enterprise resource planning components and extended enterprise resource planning components. **(10)**