

**ICT2641**

May/June 2011

BUSINESS INFORMATICS 2A

Duration 2 Hours

100 Marks

EXAMINERS

FIRST

SECOND

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Use of a non-programmable pocket calculator is permissible

This examination paper consists of four (4) pages.

INSTRUCTIONS

- 1 Answer all the questions.
- 2 All rough work must be done in the answer book.
3. The mark for each question is given in brackets next to the question.
4. Please answer the questions in order. If you want to do a question later, leave a blank space for it.

QUESTION 1**[18]**

In 2007 FIFA awarded a tender to a South African company, ITAfrica to design and develop a ticket management system for the 2010 FIFA Soccer World Cup. The system was effective with the pre-sales of the tickets, but as soon as the normal ticket sale rush started, the system crashed. FIFA was unimpressed with the efficiency of the system, because it could not handle the massive amount of ticket sales. In your answer, explain why an effective IT system is not necessarily an efficient IT system.

QUESTION 2**[35]**

The following figures were taken from the statements of SciTech Productions.

Owner's equity	R2 500 000
Long-term loans	R1 500 000 @ 15% interest
Current liabilities (creditors plus overdraft)	R 1 200 000
Fixed assets (land, buildings, plant and equipment)	R 2 000 000
Current assets (stock plus debtors)	R 3 200 000
Annual sales	R 2 700 000
Cost of sales	R 1 200 000
Operating expenses	R 540 000
Tax rate	35%
Owner's expected return on his investment	30%

- 1.1 Compile a simple balance sheet and income statement

(queue for cash). (26)

- 1.2 From the financial statements that you have compiled in question 1.1, calculate

1.2.1 ATO # {3}

1.2.2 ROS % {3}

1.2.3 ROAM {3}

(9)

[TURN OVER]

QUESTION 3**[17]**

In an attempt to increase the asset productivity, an analyst can examine the different levers in the ROAM model

- 3.1 What levers are being referred to and what can be done with the different levers to increase the asset productivity? (12)
- 3.2 Why is it so important that the IT system provides valuable information with regard to ROAM and ATO? (5)

QUESTION 4**[6]**

Read the following section and answer the question that follows

Business analyst as business consultant.

In a large banking corporation of South Africa, business analysts are removed from the IT function. The analysts form part of the business operations and report to a business manager. When a need for improvement arises the business analyst takes over and studies the business case for improvement. The analyst also involves experts from IT to assist with technology assessments. When the solution is ready for implementation a project manager from IT is appointed who reports to the business analyst for the course of the project. The role of the business analyst during implementation is to ensure that the project stays aligned with what the business needs.

The above case illustrates the transition from technology expert to business consultant. What shifts in thinking and behaviour must the business analyst make to enable the transition from technology expert to business consultant?

QUESTION 5/....**[TURN OVER]**

QUESTION 5**[2]**

Read the following section and answer the question that follows.

Analyst to client: "I need to form a clearer picture of your problem. I propose a survey of your situation after which I will provide you with my insights. The survey will highlight what we need to do. My team and I can then implement the technology solution."

Which conventional analyst role is depicted in the example above?

QUESTION 6**[6]**

What steps does the business analyst take to examine a business from a business perspective?

QUESTION 7**[10]**

Discuss the five fatal flaws of conventional consulting which Robert H Schaffer mentions in his book, High-Impact Consulting. In each instance, you need to discuss how he reverses the flaws of conventional consulting.

QUESTION 8**[6]**

Even though getting the consultants to share accountability with the client managers reduces many of the risks of failure in consulting, there are some reasons why the client may resist focusing on results. Name and discuss the reasons why clients resist focusing on results.

TOTAL: 100