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| Family Name | | | | | |
| Given Name/s | | | | | |
| Student Number | | | | | |
| Teaching Period | Semester 1, 2019 | | | | |

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| HIT363 – Enterprise It Management | DURATION | |
| | | |
| | Reading Time: | 10 minutes |
| | Writing Time: | 180 minutes |
| INSTRUCTIONS TO CANDIDATES | | |
| <p><i>This examination has two (2) sections:</i></p> | | |
| Section A: Suggested Time: 40 mins | Long Answer Question: This question is compulsory Marks as indicated on paper. (Total marks = 10) Please answer only on the lines in the space provided on this booklet for this question. | |
| Section A: Suggested Time: 140 mins | Short Answer Questions: Answer any 5 questions out of 7 questions. Marks as indicated on paper. (Total marks = 40) Please answer only on the lines in the space provided on this booklet for each question. | |
| EXAM CONDITIONS | | |
| <p><u>You may begin writing from the commencement of the examination session.</u> The reading time indicated above is provided as a guide only.</p> | | |
| This is a CLOSED BOOK examination | | |
| No calculators are permitted | | |
| No handwritten notes are permitted | | |
| No dictionaries are permitted | | |
| | | |
| ADDITIONAL AUTHORISED MATERIALS | EXAMINATION MATERIALS TO BE SUPPLIED | |
| None | 1 x Scrap Paper | |

**THIS EXAMINATION IS PRINTED
DOUBLE-SIDED.**

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LEFT BLANK.**

Section A: Long Answer Question

Total no of Marks for this section: 10

This section should be answered in the space provided on this exam script only.

Marks for each question are indicated. Suggested time allocation for Section A: 40 mins

Question A1 (10 Marks)

Using 'Customer Arrives' at the start of the event, draw the 'as-is' Process Model for Order Fulfilment for a typical restaurant using 'Customer Leaves' as an end point.

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Section B: Short Answer Questions
Total Number of Marks for this Section: 40
Answer any Five (5) out of Seven (7) questions.

This section should be answered on the lines in the space provided on this exam booklet only.

Marks for each question are indicated. Suggested time allocation for Section B: 140 mins

Question B1 (8 Marks)

Discuss information ethics (2 marks) and information security (2 marks) and argue whether they are important to help prevent hackers from gaining access to an organization (2 marks). Suggest (2) types of metrics an organization should gather to help identify illegal system access (2 marks).

Question B2 (8 Marks)

Organizations must formulate a strategy for entering new markets. Using Porter’s three generic strategies when entering a new market, develop a matrix using a product of your choice to illustrate the relationships among these strategies (2 marks) and provide justification for each product placement (4 marks). Finally, discuss why most organisations adopt only one of the three generic strategies (2 marks)

Draw your matrix here.

Question B3 (8 Marks)

Discuss the bullwhip effect and its impact on an organisation's profitability (2 marks). Develop three (3) Critical Success Factors (CSFs) on how IT can support Supply Chain Management (3 marks) and three specific Key Performance Indicators (KPIs) (3 marks) for each CSF.

| No. | CSF | KPI |
|-----|-----|-----|
| 1 | | |
| 2 | | |
| 3 | | |

Question B4 (8 Marks)

Suggest three (3) data analysis techniques an organisation could use to understand how the business is operating (6 marks). Explain how a marketing department could use data visualisation tools to help with the release of a new IT product (2 marks).

Question B5 (8 Marks)

Stephen Kern is the founder and CEO of Sharptooth, a small business that buys and sells comic strips to magazines and newspapers around the country. Some of Sharptooth’s artists have made it big and are syndicated in hundreds of magazines and newspaper, while others are new to the industry. Stephen started in the business as an artist and began contracting other artists when he realized he had a knack for promoting and marketing comic materials. Stephen’s artistic background is great for spotting talented young artists, but not so great for running the business.

Stephen recently began selling comics to new forms of media such as blog sites, websites, and other online tools. Stephen has hired you to build him a new system to track all online comic sales. You quickly notice that Stephen has a separate system for each of his different lines of business including newspaper sources, magazine sources, billboard sources, and now online sources. You notice that each system works independently to perform its job of creating, updating, and maintaining sales information, but you are wondering how Stephen operates his business as a whole. Create a list of issues Stephen will encounter if he continues to run his business with four separate systems performing the same operations. What could happen to Stephen’s business if he cannot correlate the details of each? Be sure to highlight and explain eight (8) issues where separate systems could cause Stephen problems (8 marks).

--- End of examination ---