FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSIGNMENT 1

BUSINESS INFORMATION SYSTEMS 2A

BIS611S
CENTRE FOR OPEN AND LIFELONG LEARNING

BACHELOR OF BUSINESS AND INFORMATION ADMINISTRATION

BUSINESS INFORMATION SYSTEMS A (BIS611S)

FEEDBACK LETTER NO. 1 FOR FIRST SEMESTER 2019

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APRIL 2019
Dear Students

This was the first assignment, which will contribute towards your final semester mark. You all passed, and I congratulate you for that.

My impression upon the completion of the marking can be expressed as follows

I. Generally the answers were accurate and according to the notes in your study guide, indicating that you did study the notes as provided.

II. Please make sure to study the question and understand what is asked of you before you attempt the said question. Some of you provided a lot of generic responses, failing to take into consideration the context that they had been given.

Students are once again reminded to study the relevant chapters in your study guide.

I wish you good luck for the examination.
COMMENTS ON ASSIGNMENT 1

ASSIGNMENT 01

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1. Imagine you are hired by Air Namibia to undertake a strategic analysis of their business environment. Use Porter’s Five Forces model to undertake this analysis.

   - Rivalry among existing competitors: There is increased competition in the Air Transport industry in Namibia. Recently, we have witnessed new airlines such as Qatar, KLM, introducing flights to Namibia. Whilst Air Namibia dominates the local market, the international market is highly competitive. Hence Air Namibia has to develop strategies to better cope with the international competitors. This force is strong.

   - Threat of New Entrants: Since the airline market is highly regulated, the threat of new entrants is relatively low. However, the proposed African Open Skies Treaty raises this threat greatly. This threat may be regarded as low, currently.

   - Bargaining power of suppliers: In terms of planes, there are two major suppliers, Boeing and Airbus. Whilst it may seem like the bargaining power of Air Namibia is weak, the intense rivalry between the two suppliers means Air Namibia may be able to negotiate better deals. Furthermore, there are smaller plane makers such as COMAC, Sukhoi and Embraer who Air Namibia can consider when buying jets. Hence the bargaining power of suppliers may be regarded as weak or medium.

   - Threat of Substitute Products: Airlines provide a relatively quick mode of transport. Namibia is a large country, and planes provide a convenient and fast mode of transport. However, due to the high costs, potential customers may choose to drive, or use public transport. This force may be regarded as medium to strong.

   - Bargaining power of customers: Within Namibia, Air Namibia is the only major commercial airline, hence customers have very little bargaining power. However, on international travellers have more options to choose from, thereby giving them more power. With the increase in airlines going through Namibia, customers’ power is bound to increase. This force may be regarded as medium.

   [These are general arguments. From this you should be able to use this framework to evaluate any company]
2. What are the two elements of an Information System that differentiates it from Information Technology? [4]
   - People: people are a very important element of an Information System, perhaps the most important.
   - Procedures/Process: guidelines or manuals on how things should be done.

3. Identify what type of Information System is described below
3.1 An Information System that is defined by the fact that is found in a department, e.g., Human Resources department. [2]
   - Functional Area Information System

3.2 This Information Systems ensures that the various departmental Information Systems share information and are synchronized. [2]
   - Enterprise Resource Planning System

3.3 This Information System helps management make certain strategic decisions. [2]
   - Decision Support Systems

3.4 This Information System provides detailed and routine transaction data. [2]
   - Transaction Processing System

3.5 This Information System was created to mimic the thinking of subject area experts. [2]
   - Expert Systems (I also accepted Artificial Intelligence, although I was looking for Expert Systems).

4. List the three stages of a business process, and using KFC as an example, explain what could be happening at each stage. [6]
   - Inputs: these include the receiving and handling of raw materials such as chicken pieces.
   - Resources: resources would include such things as human capital, machines being used, etc.
   - Outputs: The final meals that are being served to the public.
   [This question was generally well answered, with different explanations...but all sensible]

5. The management of NamPort invites you to make a presentation on business pressures applicable to them. Briefly discuss three business pressures, considering their context. [6]
   These (explanations)are examples. Remember under each of the three below there is so much to discuss.
   - Market: the world is becoming more globalised, and thus more competitive. Hence it is important to ensure that NamPort is aware of trade deals and new ports in SADC being developed that could pose a threat to its business.
   - Technology: technology is dynamic, and today’s ground-breaking technology is obsolete tomorrow. Technology may improve efficiency, and but also pose a threat if ignored.
NamPort needs to ensure that they are at the forefront of technological adoption in shipping markets.

- Society: there is increased pressure on organisations to be socially responsible. For example, the Green Movement is forcing companies to be cognisant of the environmental impact of their operations.

   - Please consider the marks and do not just write everything. Your answer could have been something like this: “BPM involves the gradual improvement of business processes
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7. List five ways in which IT may impact organisations. [5]
   The list is endless. In addition to the answers in your notes, you may include the following:
   - It can enhance an organisation’s marketing efforts through channels such as social media.
   - Modern technology allows companies to keep records safe and implement systems that can only be accessed internally by the correct people.
   - It enhances flexibility in an organisation’s processes.
   - It can open up competition from distant countries.
   - Technology has improved organisation’s access to open source software, thereby reducing costs.
   - Etc.

8. It is very important for a modern organisation to have relevant IT infrastructures in place if it is to succeed. List the three elements of IT infrastructure. [3]
   - IT personnel
   - IT Services
   - IT Components
   [Many of you broke down IT components and made it three different things].

9. FNB is known as a leader in introducing ground breaking products in the market. What form of competitive strategy is it? [2]
   - This is an innovative strategy.

Advice

By now you know how you performed in this assignment. You can strive to improve or maintain your standards, depending on your mark and personal goals. Hopefully you will do even better in next assignments. Please study to understand, not only to remember.

Use this to study and prepare for the examinations. All units have to be studied. Attempt to write the first opportunity. Writing second opportunity automatically puts you under pressure.

The total marks for the examination are 100.
Your first 10 minutes after receiving the examination paper should be spent familiarising yourself with the questions. Make sure you give the answer to the question set by the examiner. Students sometimes fail because they do not answer the question. Note words like List, Discuss, Analyse, and then answer accordingly.

Start soon and follow a study plan: Develop a formal schedule allowing you to start reviewing your work well in advance of the examination date. Doing smaller sections of the work at regular intervals over a period of time aids the quality of the recall and it also lessens the stress you may experience on the day.

Should you have any further queries please contact my at the telephone or e-mail stated below.

We wish you success in the June 2019 examination session.

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