



Tutorial Letter 105/0/2022

Business Informatics IIIB

ICT3642

Year module

Department of Computer Science

IMPORTANT INFORMATION

This tutorial letter contains the final October / November examination preparation guidelines - specifically SECTION B.

BARCODE



Dear student,

you are now in the final phases of your preparation for the October/ November 2022 examinations. You will receive your examination timetable from the Examination department. This is a **ONLINE CLOSED BOOK** examination. More details on the examination date what to expect and how the invigilation will work will follow.

Before you continue with the contents of this tutorial letter, verify that you have Tut101, Tut102, Tut103 and Tut104. If not, download the documents from myUNISA, and the documents are also available in the MS Teams eTutor portal.

- Tut101 - The outcomes and assessment criteria for this module.
- Tut102 - The specification for the portfolio.
- Tut103 - Layout of the examination paper.
- Tut104 - Important feedback regarding Assignment 4 and the portfolio.
- Your Assignment 4 and the feedback that you have received.
- The recordings of the eTutor in MS Teams. Recordings are available in MS Teams → Files → Recordings.

SECTION A of the examination paper - 70 marks

Refer to Tut102, Tut103 and Tut104 for more details. View to the recordings of the eTutor (on MS Teams) as valuable information was shared with you during those sessions.

SECTION B of the examination paper - 30 marks

Refer to Tut103 for the layout of the examination paper. This section will be discussed in more detail on the eTutor site and discussions.

What to expect in Section B?

This is an **ONLINE CLOSED BOOK** exam and you are required to type your answers. One of the questions requires you to create a table with two columns. Make sure that you know how to create a table in your choice of Word processor.

The answers will follow the last section: 7 E-BUSINESS MARKETING PLAN of your portfolio.

Start on a new page.

In this course, you had the opportunity to work through the prescribed textbook, and assignments and attended various eTutor sessions to assist you in developing and implementing business strategies for an online e-commerce business to facilitate efficient e-business. (See Tut101, Section 2 for more information).

You have worked through the chapters in the prescribed textbook and implemented the concepts in your final portfolio (Section A). In Section B of the examination paper, you will reflect on what you have learned by answering questions, grounded on the outcomes, assessments and chapters that you have studied in the prescribed book. Thus, all the outcomes, assignments, and discussions that we have worked through for ICT3642, are of importance.

As a Business Informatics IIIB student, you had experience in drawing

up a business plan for an e-business. You will be presented with a case study, where you will need to give advice to a person X that is starting an e-business. You will be required to describe the different business entities that can exist in South Africa, give examples and discuss the perceived advantages and disadvantages of each type of business entity. As this is an e-business, you will need to explain to person X, the difference between an online (e-business) and a traditional business. Also, think of how e-business can support a traditional business.

Given the case study, you will have to give advice on how person X can proceed with a marketing plan for the specific e-business, what online payment options exist in South Africa and which option, with reasons, will be best for person X to pursue, what the importance is of the POPIA act and how person X will have to take this into consideration in his/her new e-business. As this is a new e-business, you will have to discuss the differences with person X between a product-oriented and service-oriented business. In the online discussions with the eTutor and the feedback for Assignment 4, we have mentioned on different occasions that it is important that sufficient research is done before you start an e-business. In this regard, there are different research instruments that can be used to conduct primary and secondary market research. As an ICT3642 student, you should be able to explain the various tools and methods for data collection, when conducting market research before starting a new e-business. As an entrepreneur has to consider risks when starting a new enterprise, the risks involved in starting an e-business should be considered as well. Specific to an e-business, you need to distinguish between business risks and financial risks and be able to discuss the advice that you can give person X to manage the risks.

When you are done, you will save the document as a PDF document, e.g. 12345678ICT3642.pdf (replace 12345678 with your student number).

All the best for the final examination. Keep an eye on your myUNISA email and myUNISA site for more information regarding the timetable and how to proceed to access the online examination portal and invigilation rules for the online examination.

We hope that you will be successful. We are looking forward to the final portfolios and marking your examination paper.

Regards

Your lecturing team.
ICT3642