Task 1:

Refer to the following **Starbucks' Loyalty Reigns case study** that illustrates the digital marketing tools and social media platform and write down the answers for the following questions.

Murray, M., 2016. Starbucks's Loyalty Reigns. Darden Business Publishing Cases.

A. Introduction **(suggested length: 100-200 words)**   **[10 Marks]**

      i. Give a brief summary explaining what is happening in this case.

      ii. What are the issues/opportunities facing Starbucks Corporation?

      iii. What were the actions being considered to address the issues/opportunities?

B. Analysis (suggested length: 200- 300 words)   **[10 Marks]**

      i. According to the case, what types of digital marketing tools and social media platform technologies does Starbucks currently use?

      ii. How these digital marketing tools and social media platforms managed customer loyalty and increased growth?

      iii. Has Starbucks used the correct digital marketing tools and social media platforms? Explain.

C. Recommendations (suggested length: 200-300 words)   **[10 Marks]**

      i. How would you drive customer loyalty and increase customer base using the digital marketing tools and social media platforms differently?

      ii. For example, explain why these digital marketing tools would be beneficial if your research and analysis shows that the company would benefit from using specific mobile apps other than its own or a social media platform it is not

      currently using.

Task 2:

Introduction

ABC company has decided to set up a new computer support department in-house. As a Senior Support Technician you are responsible for setting up new procedures. These include producing acceptance plans for hardware and software, the production of security policies, health and safety requirements and setting standards for user documentation.

A. Produce a test plan (What, When, Where, How, Who) for the main hardware
    components, and explain what is white box testing and black box testing, based on your experience which

strategy would be more beneficial to a programmer and which would be more suited to an end user. **[10 Marks]**

B. Produce a user guide to explain how to make use of the following system tools in

operating system: **[10 Marks]**

       i. Back-up

      ii. Disk clean up

     iii. Disk derangement

     iv. System restore

C. Produce a security policy for the stand-alone PCs in the company.   **[10 Marks]**

Task 3:

Refer to the following paper that illustrates the Data-Intensive Super-computing and write down the answers for the following questions.   **[20 Marks]**

Bryant, R.E., 2007. Data-intensive super-computing: The case for DISC.

The answer should be between 500-1000 words. In the write-up, highlight and explain the major points that you comprehend from the paper, What are the advantages and disadvantages of the presented technology? What are the new challenges for this new computing model?

Task 4

Refer the following paper and write down the Answers for the following questions.

[20 Marks]

Pawlish, Michael J., Aparna S. Varde, and Stefan A. Robila. "The greening of data centers with cloud

technology." International Journal of Cloud Applications and Computing (IJCAC) 5.4 (2015): 1-23.

The answer should be between 500-1000 words

A. What business and social problems does data center power consumption cause?

B. What solutions are available for these problems?

C. What are the business benefits and costs of these solutions?