103428

FREDAH KIOKO (APA REFERNCING ASSIGNMENT)

# QUESTION ONE

1. Consider the following references picked from various articles. Format references in APA style of referencing:
2. Jens Dittrich, Lukas Blunschi, Marcos Antonio Vaz Salles. Dwarfs in the Rearview Mirror: How Big are they really? International Conference on Very Large Databases (VLDB), August 2008, Auckland, New Zealand. **(conference proceeding)**

**Dittrich, J., Blunschi, L., & Vas Salles, M.A. (2008, August).** ***Dwarfs in the Rearview Mirror: How Big are they really?* Paper presented at the International Conference on Very Large Databases, Auckland, New Zealand. Conference proceeding.**

1. R. Mary, C. Peter, and I. Glendon. The role of personality in adolescent career planning and exploration: A social cognitive perspective. Journal of Vocational Behavior, 73, 132-142, 2008 (**Journal)**

**Mary, R., Peter, c.& Glendon, I., (2008). *The role of personality in adolescent career planning and exploration: Asocial cognitive perspective.* Journal of Vocational Behavior, 73, 132-142, journal.**

1. Liautaud, B., and Hammond, M., e-Business Intelligence, New York: Mc-Graw Hill, (2001). **(Book-Turning Information into Knowledge into profit)**

**Liautaud, B., Hammond, M. (2001)** ***e-Business Intelligence*, New York: Mc-Graw Hill,Book.**

1. L. Peterson and T. A. Norman, “Buddy Systems,” Communications of the ACM, June 1977.  **(magazine)**

**Peterson, L., & Norman, T. A. (June 1977). *Buddy Systems* Communications of the ACM,magazine.**

1. M. Jiang, J. Li and Y.C. Tay, “Cluster Based Routing Protocol(CBRP) Function Specification,” Internet Draft, Aug 1999, work in progress, <http://www.math.nus.edu.sg/> **(Electronic Article)**

**Jiang. M, Li. J & Tay. Y. C, *Cluster Based Routing Protocol(CBRP) Function Specification*, Work in Progress, Internet Draft(August 1999),** <http://www.math.nus.edu.sg/> . **Electronic Article,**

# QUESTION TWO

1. Cite at least two of the references.

# Literature Review

For Decades, Business Intelligence has been the province of large organisations. As elaborated by Liautuad and Hammond (2001, p.100) the data analysis provided can improve the sales and marketing of a given business and catapult the profit margins. “Using mobile advertisements as a form of understanding customer needs is the future of Businesses” (Jiang &Tay,1999) by analyzing and understanding the patterns of customer satisfaction of specific products and services and their behavior in the market by using Dwarf indexes as discussed by Dittrich, Blunschi &Salles (2008) making work easier. Therefore, business intelligence pays a pivotal role in strengthening the sales and marketing of large organizations.