INSTRUCTIONS TO CANDIDATES:

- Please answer **ALL** multiple choice questions from Section A on Edulink.
- Please answer **ALL** questions from Section B & C in the answer booklet.
- This is a closed book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
SECTION A

INSTRUCTIONS
ANSWER ALL QUESTIONS FROM SECTION A ON EDULINK

SECTION B

QUESTION 1

The application of Web-based technologies in support of their various knowledge management (KM) functions nowadays greatly determines the success of businesses in the knowledge-based economy. Companies are now investing in sophisticated Web Content Management Systems (CMS), intranet and portal technologies. Considering the current competitive business environment, discuss the following:

1.1 What is a content management system and briefly discuss the three categories of content to be managed?

1.2 What is the difference between Delivery Management and CM systems?

1.3 Explain with an example the role of an extranet portal in business decision-making.

1.4 Identify any two new media sources not previously included in the 'bibliographic chain model'. Specifically discuss the business application of these new links in the so-called 'new idea channel' to explain the role of these technologies in a company's corporate memory.

QUESTION 2

Discuss, in your opinion, how each of the following is supported by technologies associated with the Virtual Learning Environment within the 'communication, collaboration and content' spaces of an organisation:

2.1 Organisational learning [2]
2.2 Knowledge acquisition [2]
2.3 Interpretation of learning content [2]
2.4 Knowledge distribution [2]
2.5 Organisational memory, [2]

[10]
[25]
SECTION C

QUESTION 1

Name and explain the different classifications of World Wide Web (WWW) search engines. [10]

QUESTION 2

Discuss the guidelines for getting your website listed and properly ranked. [10]

QUESTION 3

Discuss the guidelines for the use of graphics on websites. [5] [25]

Total: [100]

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