

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BBM 2043
COURSE	: BUSINESS ANALYSIS
SEMESTER/SESSION	: 1-2023/2024
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

We live in a global, interconnected economy. Shifting market conditions, customer demands, and evolving technologies mean that businesses constantly have to change to keep up. Now, thanks to the change forced upon businesses by the COVID-19 pandemic, organizations are having to adapt quickly to survive.

- a) Describe **FIVE (5)** ways business analysis contribute to organizational change. (10 marks)
- b) Describe **FIVE (5)** essential skills for a business analyst. (10 marks)

QUESTION 2

- a) Propose **FIVE (5)** roles of business analyst in software development of a company. (10 marks)
- b) Business analysts use a variety of professional techniques to gather, analyze, and communicate information throughout the business analysis process.
Analyze **FIVE (5)** commonly techniques used by Business Analyst. (10 marks)

QUESTION 3

- a) Propose **FIVE (5)** benefits of strategic management. (10 marks)
- b) Achieving competitive advantage over the long term means that strategic management activities must be performed within the context of continuous improvement.
Illustrate **FIVE (5)** strategic control and continuous improvement. (10 marks)

QUESTION 4

- a) Effective stakeholder management is absolutely crucial to the success of any business analysis project. Knowing who the stakeholders and understanding what they expect from the project and solution, is vital if they are to remain involved and supportive of the undertaking. Identifying and managing stakeholders is essential for the success of a tuition center.

Identify **FIVE (5)** stakeholder and their expectation.

(10 marks)

- b) The SARAH model is a tool that can help leaders and change agents understand and navigate the emotional journey individuals go through during a period of change. By recognizing and addressing emotions at each stage, leaders can implement strategies to support individuals through the process and facilitate a smoother transition.

Based on Figure 1 below, outline each step of SARAH model.

(10 marks)

The SARAH model

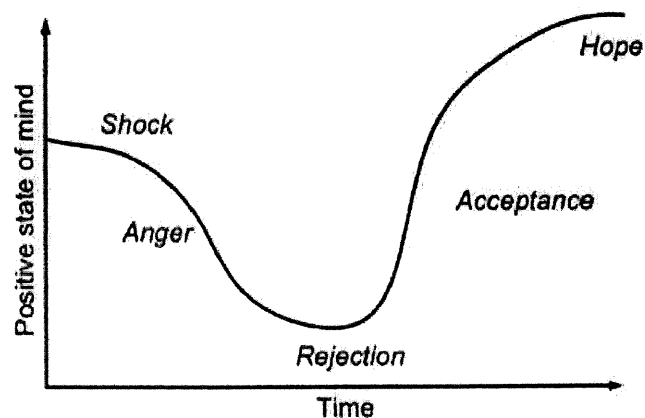


Figure 1

QUESTION 5

A famous White House Kopitiam was established since 1935. It is a small but well-known coffee shop with an easy-to-remember name, White House. This coffee shop where all the Kelantanese and tourist knows and loves to hang out. However, I was told by the locals that this place is also quite popular for the Sultan and the Royal family of Kelantan. It's been there for a long time and the food there remains as delicious as ever, with its famous Roti Bakar (Toast bread) and smooth Kaya (Coconut Jam). Located at Jalan Sultanah Zainab, White House Kopitiam is found in front of the Masjid Muhammadi Kota Bharu, Kelantan. The shop owner is a Kelantanese Chinese man, but this is a halal dining place, their workers are 100% Malays and the majority of his customers are Malays. Apparently, this kopitiam serve coffee and foods at very low price.

- a) New entrants may want to move into the market because of its attractiveness. Discuss **FIVE (5)** barriers to entry of this type of business. (10 marks)
- b) Analyze the strengths, weakness, opportunities, and threats to assess the strategic position of White House Kopitiam. (10 marks)

-----End of question-----