



UNIVERSITI KUALA LUMPUR
Malaysian Institute of Marine Engineering Technology

FINAL EXAMINATION
JANUARY 2016 SEMESTER

COURSE CODE : LGB 20703
COURSE NAME : E-COMMERCE & INFORMATION SYSTEMS
PROGRAMME NAME : BACHELOR OF MARITIME OPERATION
DATE : 27 MAY 2016
TIME : 09.00 AM – 12.00 PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. Please write your answers on the answer booklet provided.
4. Answer should be written in blue or black ink except for sketching, graphic and illustration.
5. Answer FOUR (4) questions only
6. Answer all questions in English.

THERE ARE 4 PAGES OF QUESTIONS, INCLUDING THIS PAGE.

INSTRUCTION: Answer only FOUR (4) questions.

Please use the answer booklet provided.

Question 1

- (a) Describe **THREE (3)** types of Operation Support System (**OSS**) and its example.
(9 marks)
- (b) List and briefly describe **FIVE (5)** Information System Resources.
(10 marks)
- (c) As a prospective manager, business professional, or knowledge worker you will be challenged by the ethical responsibilities generated by the use of information technology (IT). Generally list down **SIX (6)** of the ethical challenges that might be considered improper, irresponsible or harmful to other people and society.
(6 marks)

Question 2

- (a) Customer-Focused Business was one of the top business strategies that can be supported by Information Technology. Describe **FIVE (5)** characteristic of Customer-Focused Business.
(10 marks)
- (b) Using a popular product or company such as Adidas, apply Porter's competitive forces model to that product or company. Which of the five generic strategies that the company using? Notes: You have to apply at least **THREE (3)** strategies.
(9 marks)
- (c) Forming virtual companies has become an important competitive strategies in today's dynamic global markets. Generally describes **SIX (6)** virtual company's strategies that can help companies become more competitive.
(6 marks)

Question 3

- (a) Software refers to computer programs and a set of instructions written by a computer programmer to control the computer's activity. There are **TWO (2)** types of computer software which are **Application Software** and **System Software**. Distinguish and give example for each of the software.

(6 marks)

- (b) Both devices below could be considered as the newest and most rapidly growing hardware technologies. Define each of the hardware and its function.

(6 marks)

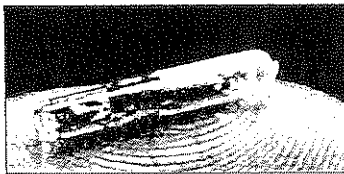


Figure 1: RFID

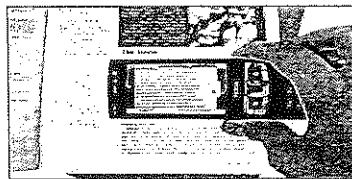


Figure 2: OCR

- (c) Describe the following **THREE (3)** main types of SW licensees and its example:
- i. **Proprietary**
 - ii. **Freeware**
 - iii. **Shareware**

(9 marks)

- (d) There are **TWO (2)** types of semiconductor memory which are **RAM** and **ROM**. Explain the main difference between both.

(4 marks)

Question 4

- (a) Data mining in data warehouse are analysed to reveal hidden patterns and trends. Discuss FIVE (5) data mining application in several industry. (5 marks)
- (b) Database Management System (DBMS) is the software interface between users and databases, which helps users easily access the data in a database. Explain FIVE (5) functions of DBMS. (10 marks)
- (c) Distinguish THREE (3) differences between Circuit Switching and Packet Switching. (6 marks)
- (d) Sketch a figure for Local Area Network (LAN) architecture/layout. (4 marks)

Question 5

- (a) Differentiate between G2C, G2B and B2E and give example for each of the transaction. (9 marks)
- (b) Targeted Marketing has becoming an important tool in developing advertising and promotion strategies to strengthen a company's e-commerce initiatives. Discuss FIVE (5) major component of targeted marketing. (10 marks)
- (c) *"Mobile Commerce (M-Commerce) offers new opportunities and additional challenges to those posed by traditional Internet based electronic commerce."* Elaborate this statement. In elaborating this statement, you should point out the characteristic, benefits, and potential problem/limitation of mobile commerce. (6 marks)

END OF EXAMINATION PAPER

