



UNIVERSITI KUALA LUMPUR
Malaysian Institute of Marine Engineering Technology

FINAL EXAMINATION
SEPTEMBER 2016 SEMESTER

COURSE CODE : LGB 20703
COURSE NAME : E-COMMERCE & INFORMATION SYSTEMS
PROGRAMME NAME : BACHELOR OF MARITIME OPERATION
DATE : 16 JAN 2017
TIME : 02.00 PM – 05.00 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) An Information system is a set of interrelated components that collect, store, process and distribute information. Describe **FIVE (5)** activities involve in Information System.

(5 marks)

"Malaysia Airlines (MAS) are technically bankrupt"- Christoph Mueller (MAS Ex-Chief Executive)

- (b) Malaysia Airlines (MAS) has seen its losses deepen after disappearance of MH370 and crash of MH17. These two extraordinary crises have rocked the confidence of customers and left the company struggling to manage the damage. In your opinion, explain **FIVE (5)** strategies that could be done by MAS to salvage its reputation and rebuild its brand?

(10 marks)

- (c) Customer-Focused Business was one of the top business strategies that can be supported by Information Technology. Determine **FIVE (5)** characteristic of Customer-Focused Business.

(10 marks)

Question 2

(a) Convert these **Binary Code to Decimal Number**

- i. 10001011
- ii. 11010111
- iii. 11000110

(6 marks)

(b) Radio Frequency Identification (**RFID**) is one of the newest and fastest growing storage technologies. Explain **TWO (2)** function of RFID reader.

(4 marks)

(c) 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)

(d) All COTS and ASP software is licensed and involved the underlying copyright and intellectual property right under Malaysian Communication and Multimedia Commission (MCMC). Describe the following **THREE (3)** main types of SW licensees and its example:

- i. **Proprietary**
- ii. **Freeware**
- iii. **Shareware**

(9 marks)

Question 3

- (a) Define **THREE (3)** limitations of traditional file processing approach. (3 marks)
- (b) Data mining in data warehouse are analysed to reveal hidden patterns and trends. Explain **FIVE (5)** data mining application in several industry. (5 marks)
- (c) Some organization uses data warehouses to improve consumer satisfaction and the company profitability .Determine **FIVE (5)** characteristic of data warehouse that can help company to improve their performance. (10 marks)
- (d) Define **Fixed-Line Broadband** and **Mobile Broadband**. (2 marks)
- (e) Local Area Network (**LAN**) connects computers within a limited physical area such as office, classroom or building. Sketch a figure for **Local Area Network (LAN)** architecture/layout. (5 marks)

Question 4

- (a) Differentiate between **G2C**, **G2B** and **B2E** and give example for each of the transaction.
(9 marks)
- (b) Many of the legal and ethical issues related to IT apply also to e-commerce. Explain **FIVE (5)** ethical issues arising with the growing field of e-commerce.
(10 marks)
- (c) Cyber-crime encompasses any criminal act dealing with computers and networks. Point-out **THREE (3)** categories of cyber-crime and it's example
(6 marks)

Question 5

- (a) Human Resource Management functions can be classified into two categories which are Managerial Functions and Operative Functions. Describe **FIVE (5)** operative functions of HRM.
(10 marks)
- (b) Project management approach is tailored toward the design and development of information system. Analyze **FIVE (5)** project management phases and give examples of all activities involved.
(10 marks)
- (c) Data conversion is one of the key characteristic in order to implement successful new business system. Explain **FIVE (5)** elements of data conversion.
(5 marks)

END OF EXAMINATION PAPER