



UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF MARINE ENGINEERING TECHNOLOGY

FINAL EXAMINATION
JANUARY 2017 SEMESTER

COURSE CODE : LGB20703
COURSE NAME : E-COMMERCE & INFORMATION SYSTEMS
PROGRAMME NAME : BACHELOR OF MARITIME OPERATIONS (HONS)
(FOR MPU: PROGRAMME LEVEL)
DATE : 06/07/2017 THU
TIME : 9.00 AM - 12.00 PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read **CAREFULLY** the instructions given in the question paper.
 2. This question paper has information printed on both sides.
 3. This question paper consists of **FIVE (5)** questions. Answer **FOUR (4)** questions only.
 4. Please write yours answers on the answer booklet provided.
 5. Write your answers only in **BLACK** or **BLUE** ink.
 6. Answer all questions in English.
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THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING 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)

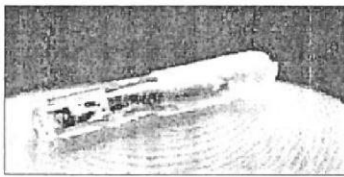


Figure 1: RFID



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