UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
JULY 2024 SEMESTER

COURSE CODE	:	**EAB11203**
COURSE NAME	:	**INTRODUCTION TO INFORMATION TECHNOLOGY**
PROGRAMME NAME	:	**BACHELOR IN ACCOUNTING (HONS)**
DATE	:	**24 SEPTEMBER 2024**
TIME	:	**9.00 AM – 12.00 PM**
DURATION	:	**3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. **Please CAREFULLY read the instructions given in the question paper.**
2. **This question paper has information printed on both sides of the paper.**
3. This question paper consists of **TWO (2) Sections; Sections A and Section B.**
4. Answer **ALL** questions in **Sections A** and **Section B.**
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. **This question paper must not be removed from the examination hall.**

THERE ARE EIGHT (8) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

INSTRUCTION: Answer All questions.
Please use the answer booklet provided.

QUESTION 1

Discuss how a clothing manufacturing business can benefit from information system and technology to achieve any **FIVE (5)** strategic business objective.

(10 marks)

QUESTION 2

Demonstrate with example **FOUR (4)** competitive strategies enabled by information systems that businesses can pursue.

(10 marks)

QUESTION 3

Describe any **FIVE (5)** of the most popular tools and technologies for safeguarding information resources.

(10 marks)

QUESTION 4

A. List and describe the stages in decision making process.

(4 marks)

B. Distinguish between an unstructured, semi-structured, and structured decision.

(6 marks)

SECTION B (Total: 60 marks)

INSTRUCTION: Answer All questions.
Please use the answer booklet provided.

CASE STUDY 1

Facebook – Managing Your Privacy For Their Profit

Facebook is the largest social networking site in the world. Founded in 2004 by Mark Zuckerberg, the site had over 500 million worldwide users as of October 2010, and has long since surpassed all of its social networking peers. Facebook allows users to create a profile and join various types of self-contained networks, including college-wide, workplace, and regional networks. The site includes a wide array of tools that allow users to connect and interact with other users, including messaging, groups, photo-sharing, and user-created applications.

Although the site is the leader in social networking, it has waged a constant struggle to develop viable methods of generating revenue. Though many investors are still optimistic regarding Facebook's future profitability, it still needs to adjust its business model to monetize the site traffic and personal information it has accumulated.

Like many businesses of its kind, Facebook makes its money through advertising. Facebook represents a unique opportunity for advertisers to reach highly targeted audiences based on their demographic information, hobbies and personal preferences, geographical regions, and other narrowly specified criteria in a comfortable and engaging environment. Businesses both large and small can place advertisements that are fully integrated into primary features of the site or create Facebook pages where users can learn more about and interact with them.

However, many individuals on Facebook aren't interested in sharing their personal information with anyone other than a select group of their friends on the site. This is a difficult issue for Facebook. The company needs to provide a level of privacy that makes their users comfortable, but it's that very privacy that prevents it from gathering as much information as it would like, and the more information Facebook has, the more money it earns. Facebook's goal is to persuade its users to be comfortable sharing information willingly by providing an environment that becomes richer and more entertaining as the amount of information shared increases. In trying to achieve

this goal, the site has made a number of missteps, but is improving its handling of users' privacy rights.

The launch of Facebook's Beacon advertising service in 2007 was a lightning rod for criticism of Facebook's handling of its private information. Beacon was intended to inform users about what their friends were purchasing and what sites they were visiting away from Facebook. Users were angry that Beacon continued to communicate private information even after a user opted out of the service. After significant public backlash and the threat of a class-action lawsuit, Facebook shut down Beacon in September 2009.

Facebook has also drawn criticism for preserving the personal information of people who attempted to remove their profiles from the site. In early 2009, it adjusted its terms of service to assign it ownership rights over the information contained in deleted profiles. In many countries, this practice is illegal, and the user backlash against the move was swift.

In response, Facebook's chief privacy officer, Chris Kelly, presided over a total overhaul of Facebook's privacy policy, which took the form of an open collaboration with some of the most vocal critics of the old policies, including the previously mentioned protest group's founders. In February, Facebook went forward with the new terms after holding a vote open to all Facebook users, 75 percent of whom approved. The site now allows users either to deactivate or to delete their account entirely, and only saves information after deactivation.

In late 2009, tensions between Facebook and its users came to a head when the site rolled out new privacy controls for users, but had adjusted those settings to be public by default. Even users that had previously set their privacy to be "friends-only" for photos and profile information had their content exposed, including the profile of Zuckerberg himself. When asked about the change, Zuckerberg explained that the moves were in response to a shift in social norms towards openness and away from privacy, saying "we decided that these would be the social norms now and we just went for it."

The fallout from the change and is still ongoing, and more privacy problems keep cropping up. In October 2010, Facebook unveiled new features giving users more control over how they share personal information on the site with other users and third-party applications. These include a group's feature allowing users to distinguish specific circles of "friends" and choose what information they want to share with each group and whether the groups are public or private.

Shortly thereafter, a Wall Street Journal investigation found that some of the most popular Facebook applications (apps) had been transmitting user IDs— identifying information which could provide access to people's names and, in some cases, their friends' names—to dozens of advertising and Internet tracking companies. Sharing user IDs is in violation of Facebook's privacy policies.

All these privacy flaps have not diminished advertiser interest. Facebook serves ads on each user's home page and on the sidebars of user profiles. In addition to an image and headline from the advertiser, Facebook ads include the names of any user's friends who have clicked on a button indicating they like the brand or ad. A Nielsen Co. study found that including information about individuals a person knows in an ad boosted recall of the ad by 68 percent and doubled awareness of a brand's message. To determine what ads to serve to particular people, Facebook abstracts profile information into keywords, and advertisers match ads to those keywords. No individual data is shared with any advertiser.

However, it's still unclear how much money is there to be made from advertising on Facebook. The site insists that it doesn't plan to charge its users any kind of fee for site access. Facebook's 2010 revenue was expected to approach $1 billion, which is a far cry from a $33 billion private market valuation. But the site has already become a critical component of the Web's social fabric, and Facebook management insists that it's unworried about profitability in 2010 or the immediate future.

Question:

A. Describe main revenue model in the article and how does it work? Describe any **FOUR (4)** examples of revenue models beside the one mentioned.

(10 marks)

B. Explain the issues addressed over personal information.

(6 marks)

C. Describe **TWO (2)** options that Facebook have in balancing privacy and profitability.

(4 marks)

D. Discuss any **FIVE (5)** business models that are suitable for Facebook.

(10 marks)

CASE STUDY 2

Augmented Reality: Reality Gets Better

Many of us are familiar with the concept of virtual reality, either from films like Avatar and The Matrix, or from science fiction novels and video games. Virtual reality is a computer-generated, interactive, three-dimensional environment in which people become immersed. But in the past few years, a new spin on virtual reality known as augmented reality has emerged as a major focus of many companies' marketing efforts. More than just science fiction, augmented reality is an exciting new way of creating richer, more interactive experiences with users and future customers.

Augmented reality differs from traditional virtual reality because users of augmented reality (also called AR) tools maintain a presence in the real world. In virtual reality, users are completely immersed in a computer-generated environment, and often use head-mounted displays that facilitate the immersion and eliminate any interference from the real world. Augmented reality mixes real-life images with graphics or other effects and can use any of three major display techniques—head-mounted displays, just as with virtual reality, spatial displays, which display graphical information on physical objects, and handheld displays.

Almost everyone has already encountered some form of AR technology. Sports fans are familiar with the yellow first-down markers shown on televised football games, or the special markings denoting the location and direction of hockey pucks in hockey games. These are examples of augmented reality. Other common usages of AR include medical procedures like image-guided surgery, where data acquired from computerized tomography (CT) and magnetic resonance imaging (MRI) scans or from ultrasound imaging are superimposed on the patient in the operating room. Other industries where AR has caught on include military training, engineering design, robotics, and consumer design.

As companies get more comfortable with augmented reality, marketers are developing creative new ways to use the technology. Print media companies see AR as a way to generate excitement about their products in an entirely new way. Esquire magazine used AR extensively in its December 2009 issue, adding several stickers with designs that, when held up to a Web camera, triggered interactive video segments featuring cover subject Robert Downey Jr. Turning the magazine in different directions yielded different images. A fashion spread describing dressing in layers showed actor Jeremy Renner adding more layers as the seasons changed. The orientation of the magazine as held up to a Web camera determined the season.

Lexus placed an advertisement in the magazine that displayed "radar waves" bouncing off of nearby objects on the page. Again, adjusting the angle of the magazine affected the content of the ad. Lexus Vice President of Marketing David Nordstrom stated that AR was attractive to him because "our job as marketers is to be able to communicate to people in interesting ways that are relevant to them and also entertaining." User response to the magazine was positive, suggesting that AR accomplished this goal. Other companies that have pursued AR as a way to attract and entertain their customers include Papa John's, which added AR tags to their pizza boxes. These tags display images of the company's founder driving a car when triggered using a Web camera. That company's president believes AR is "a great way to get customers involved in a promotion in a more interactive way than just reading or seeing an ad."

Mobile phone application developers are also excited about the growing demand for AR technologies. Most mobile phones have camera, global positioning system (GPS), Internet, and compass functionalities, which make smartphones ideal candidates for handheld AR displays. One of the major new markets for AR is in real estate, where applications that help users access real estate listings and information on the go have already taken off. An Amsterdam-based start-up, application developer Layar, has created an app for French real estate agency MeilleursAgents.com where users can point their phones at any building in Paris and within seconds the phone displays the property's value per square meter and a small photo of the property, along with a live image of the building streamed through the phone's camera.

Over 30 similar applications have been developed in other countries, including American real estate company ZipRealty, whose HomeScan application has met with early success. While the technology is still new and will take some time to develop, users can already stand in front of some houses for sale and point their phones at the property to display details superimposed on their screen. If the house is too far away, users can switch to the phone's interactive map and locate the house and other nearby houses for sale. ZipRealty is so encouraged by the early response to HomeScan that it plans to add data on restaurants, coffee shops, and other neighborhood features to the app. Another well-known application, Wikitude, allows users to view user-contributed Web-based information about their surroundings using their mobile phones.

Skeptics believe that the technology is more of a gimmick than a useful tool, but Layar's application has been downloaded over 1,000 times per week since its launch. Being able to access information on properties is more than just a gimmick--it is a legitimately useful tool to help buyers on the go. Marketers are finding that users increasingly want their phones to have all of the functionality of desktop computers, and more AR mash-ups have been released that display

information on tourist sites, chart subway stops, and restaurants, and allow interior designers to superimpose new furniture schemes onto a room so that potential customers can more easily choose what they like best. Analysts believe that AR is here to stay, predicting that the mobile AR market will grow to $732 million by 2014.

Question:

A. Describe the difference between virtual reality and augmented reality.

(8 marks)

B. Explain why augmented reality so appealing to marketers? Provide best-case examples.

(6 marks)

C. Describe how augmented reality are used for real estate shopping applications.

(8 marks)

D. Discuss how augmented reality application were proven to be a useful tool.

(4 marks)

E. Provide an idea of other products or services that would be well suited to augmented reality application.

(4 marks)

END OF EXAMINATION PAPER