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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2013/2014**

COURSE NAME : INFORMATION TECHNOLOGY
FOR REAL ESTATE

COURSE CODE : BPE 24703

PROGRAMME : 2 BPD

EXAMINATION DATE : JUNE 2014

DURATION : 3 HOURS

INSTRUCTION : ANSWER **ALL** QUESTIONS

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

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Q1 According to Global Retirement Index 2014, Malaysia is the best place to retire in Asia. Many tourists believe that Malaysia is Asia's Best Retirement Heaven and there is no sign of that changing. In the context of real estate investment, buying a property abroad in the belief that by doing so you will make more money and is one of the best real estate tactics than investing in the home country. You have been appointed by Kanzu Realty International to market its properties in Penang to a group of pensioners from United Kingdom (UK).

(a) State **FIVE (5)** benefits of buying abroad to this group of pensioners.

(5 marks)

(b) As an IT Executive for Kanzu Realty International you are also responsible to design a website to market the aforesaid properties to the pensioners. Name **FIVE (5)** quality criteria for website excellence and explain how these elements are needed to market your property internationally.

(20 marks)

Q2 Recent innovations in Geographic Information Systems (GIS) technology will have a profound effect on real estate and related industries. GIS is a computer system that can hold and use data describing places on the earth's surface. Existing GIS applications in real estate are residential brokerage, appraisal, mortgage default tracking, insurance underwriting, regulatory compliance, crime mapping, cemetery mapping and market analysis.

(a) List out **FIVE (5)** functions of Satellite and Air Photo Imagery in real estate residential brokerage.

(5 marks)

(b) Discuss **TEN (10)** features of adopting a combination of GIS data and cemetery records management software.

(20 marks)

Q3 Nowadays, Information Technology and Communication (ICT) and real estate are becoming ever more intertwined. The emergence of social media has increased RE marketing interaction globally. Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the constructing of words, pictures, videos, and audio. In real estate, social media can be a powerful tool to communicate information about properties and to promote real estate business.

(a) Define the following terminologies based on Twitter application.

(i) Do search for and follow RE twits

(ii) Tweeples

(iii) Tweetup

(iv) Twittosphere

(v) Tweets

(10 marks)

(b) Feeling the time crunch from selling a lot of properties have turned estate agents to outsource much of their administrative work to Virtual Assistants. A Virtual Assistant can really be impactful to a real estate agent and their office.

Explain **FIVE (5)** significance duties of Virtual Assistants in real estate agency.

(15 marks)

Q4 Asset management is now emerging as a professional discipline in its own right and deals with optimisation of physical assets. Radio Frequency Identification (RFID) is a small tag containing an integrated circuit chip and an antenna, and has the ability to respond to radio waves transmitted from the RFID reader in order to send, process, and store information of physical assets.

(a) Define the definition of asset management.

(5 marks)

(b) Describe **FIVE (5)** principal benefits of optimised life cycle asset management.

(10 marks)

(c) Fixed asset tracking allows you to prepare and present accurate asset reports to Asset Managers in a timely manner. Meanwhile, RFID helps to enhance the tracking system and it becomes a leading tool for Asset Tracking Solution (ATS).

State **FIVE (5)** advantages of using RFID to the real estate business and explain how it could help property managers.

(10 marks)

- END OF QUESTIONS -

