



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
(ONLINE)  
SEMESTER I  
SESSION 2020/2021**

COURSE NAME : CONTENT MANAGEMENT SYSTEM  
COURSE CODE : BIW 33003  
PROGRAMME CODE : BIW  
EXAMINATION DATE : JANUARY / FEBRUARY 2021  
DURATION : 2 HOURS 30 MINUTES  
INSTRUCTION : ANSWER ALL QUESTIONS  
PLEASE MAKE SURE TO CLICK  
"SAVE ANSWER" BUTTON FOR  
SUBJECTIVE QUESTIONS.  
OBJECTIVE QUESTIONS ARE SAVED  
AUTOMATICALLY

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THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

**Q1 Answer Q1(a) – Q1(d) based on the given scenario**

ChanteqPlus Women's Wear is an offline retail store specializing in selling women's clothing and accessories. The business was originally started in 2017 and focuses on selling plus size clothing to women. Their web site [www.chanteqplus.com.my](http://www.chanteqplus.com.my), provides an information about the store. In 2020, ChanteqPlus had decided to move to an online business strategy due to the COVID19 pandemic. Their primary customer base before their online operations existed, is within 30 km radius of the store. The primary reason for moving the business online is to reach more customers and attract different customer segments.

Currently ChanteqPlus performing the following tasks in their business:

- It handles about 100 clothing of 10 types.
- Each month, at least 25 new design will be added to the fashion line in various categories.
- In addition to its web site, which needed to be redesign 3 times per year, ChanteqPlus plans to produce a printed catalog and a set of data sheets.
- They wants to personalize broad user segments by promoting the cloth and accessories and predicted each of 4 audiences will be interested in.
- ChanteqPlus has 15 authors and 14 complex sources of information

- (a) Design the data array for the ChanteqPlus based on the task listed above. (10 marks)
- (b) Calculate the complexity value for the ChanteqPlus. (4 marks)
- (c) Justify whether ChanteqPlus needs to implement e-commerce Content Management System (CMS) based on your answer in Q1(b). (4 marks)
- (d) Propose **THREE (3)** areas where CMS administration should be implemented. (12 marks)

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Q2 (a) Explain a method used in **Figure Q2** to increase sale.



Figure Q2

(2 marks)

(b) Suggest **THREE (3)** other sentences that can be used for a method in **Q2(a)**.  
(6 marks)

Q3 (a) Explain **TWO (2)** differences between open source and proprietary Learning Management System (LMS).  
(8 marks)

(b) Propose and explain **ONE (1)** activity to increase the scalability of LMS.  
(4 marks)

- END OF QUESTION -

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