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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2021/2022**

COURSE NAME : CONTENT MANAGEMENT
SYSTEM

COURSE CODE : BIW 33003

PROGRAMME CODE : BIW

EXAMINATION DATE : JANUARY / FEBRUARY 2022

DURATION : 2 HOURS 30 MINUTES

INSTRUCTION : 1. ANSWER **ALL** QUESTIONS.
2. THIS FINAL EXAMINATION IS
CONDUCTED ONLINE AND
CLOSE BOOK .

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

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Q1 (a) Questions **Q1(a)(i)** and **Q1(a)(ii)** are based on the following case study:

A web site such as university learning management system (LMS) need frequent updates and changes of their content and structure. The corona virus pandemic has generated changes in the teaching-learning process in higher education institutions and has influenced the interaction between teachers and students. As a consequence of the pandemic, universities were constrained to carrying out their activity with students exclusively online.

Based on the given situation, answer the following questions:

- (i) Describe **THREE (3)** Content Management System (CMS) guidelines to solve the complexity of content problem in the planning of the future scalability of the e-learning LMS. (9 marks)
- (ii) Discuss **THREE (3)** criteria to be considered in selecting a suitable open-source CMS for an e-commerce solution for education business. (9 marks)
- (b) Discuss **FOUR (4)** benefits of implementing interactive education portal that offers Open and Distance Learning (ODL) by using CMS in Malaysia. (8 marks)

Q2 (a) Discuss **FIVE (5)** types of metadata field, based on example in **Figure Q2(a)**.

* Items marked with an asterisk are required

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Figure Q2(a)

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- (b) **Figure Q2(b)** shows the content access structures that use polyhierarchy style.

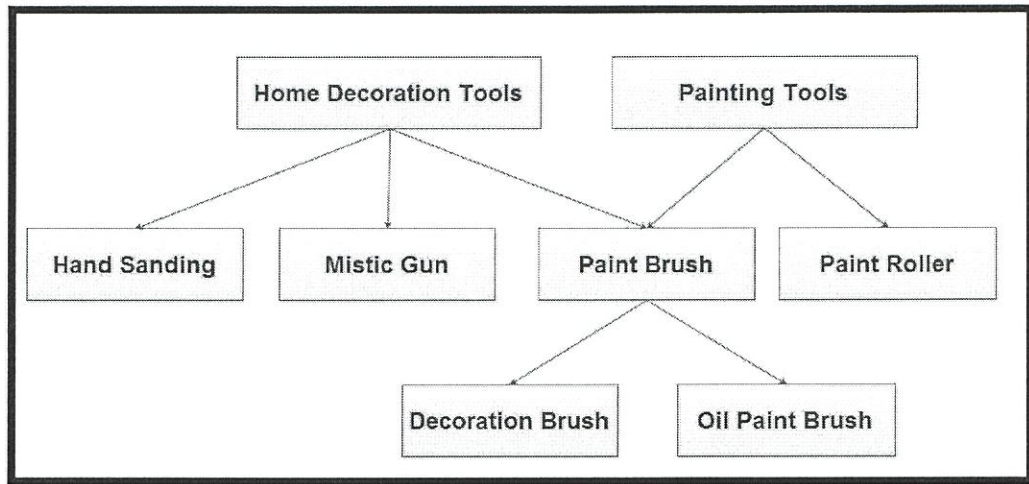


Figure Q2(b)

- (i) Analyze the structure and suggest **TWO (2)** improvements to make it better. (4 marks)
- (ii) Redraw the new structure of **Figure Q2(b)** based on your suggestions in **Q2(b)(i)**. (4 marks)

- Q3**
- (a) Suggest and explain **THREE (3)** examples in implementing personalization for e-commerce website. (6 marks)
 - (b) Draw a wireframe and describe on how to design facet in an e-commerce website that sell electronics product. (4 marks)

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Q4 Question **Q4** is based on the following scenario:

Traditional CMS such as Magento, WordPress, Joomla or Drupal that use the Content Management Platforms (CMP) are designed according to a specific business requirement. However, due to high demand of an online users and with end to end 24 hours transactions, reliable and scalable CMS approach is needed. Headless CMS is the best practice to resolve these issues.

Discuss **FIVE (5)** areas need to be considered of migrating from monolithic CMS into headless CMS.

(10 marks)

- END OF QUESTIONS -

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