UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER I
SESSION 2022/2023

COURSE NAME   : CONTENT MANAGEMENT SYSTEM

COURSE CODE   : BIW 33003

PROGRAMME CODE   : BIW

EXAMINATION DATE   : FEBRUARY 2023

DURATION   : 3 HOURS

INSTRUCTION   : 1. ANSWER **ALL** QUESTIONS.
                        2. THIS FINAL EXAMINATION IS CONDUCTED VIA **CLOSED BOOK**.
                        3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK

THIS QUESTION PAPER CONSISTS OF **FIVE (5)** PAGES

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Q1   (a)   Explain **THREE (3)** differences between open source and proprietary Content Management System (CMS).

(6 marks)

(b)   Explain **TWO (2)** important factors of Information Architecture (IA) that will give direct impact in organizing web portal for large organization.

(4 marks)

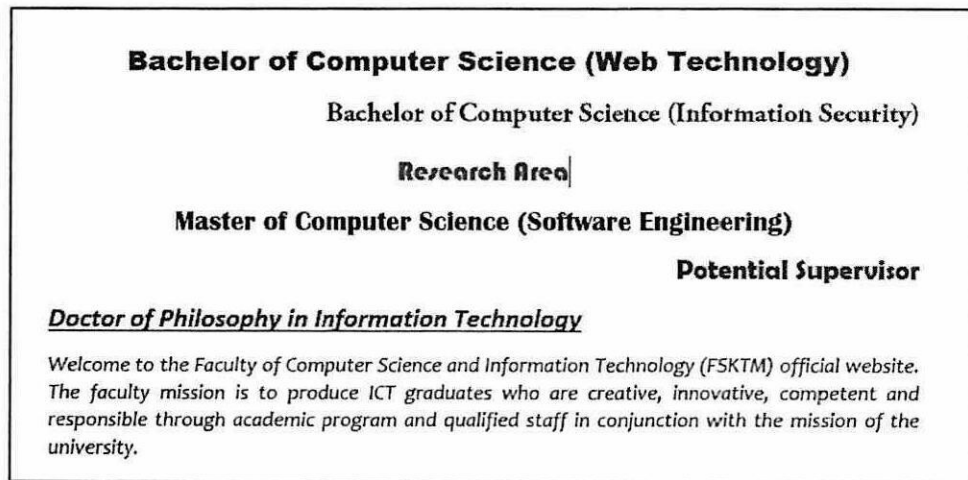(c)   Organize **Figure Q1(c)** into web content management menu.

Bachelor of Computer Science (Web Technology)

Bachelor of Computer Science (Information Security)

Research Area

Master of Computer Science (Software Engineering)

Potential Supervisor

Doctor of Philosophy in Information Technology

Welcome to the Faculty of Computer Science and Information Technology (FSKTM) official website. The faculty mission is to produce ICT graduates who are creative, innovative, competent and responsible through academic program and qualified staff in conjunction with the mission of the university.

Figure Q1(c)

(10 marks)

(d)   Question **Q1(d)(i) - Q1(d)(iii)** are based on the following scenario.

```
Customization and Personalization in e-Commerce are often
thought to be synonymous, but there are some differences
between them. Both aim to adapt marketing experiences to a
user's interest and improve their online shopping experience.
Nevertheless, at the end, both of them try to increase sales
and findability to reach optimal profit.
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(i)   Describe **TWO (2)** differences between Customization and Personalization approach in e-Commerce.

(6 marks)

(ii)   Give **ONE (1)** example for e-Commerce product that implementing Customization. Justify your answer.

(3 marks)

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(iii)   Give **ONE (1)** example for e-Commerce product that implementing Personalization. Justify your answer.

(3 marks)

Q2   Questions **Q2(a) - Q2(c)** are based on the following case study:

The current variation in the education platform, relying on the use of internet, has triggered a revolution in the education world. Many education institutions can reach large number of students and offer flexibility to students in pursuing their tertiary education. They are able to complete their studies via Open and Distance Learning (ODL) mode that utilizing Learning Management System (LMS).

Based on the given situation, answer the following questions:

(a)   Describe **THREE (3)** Content Management System (CMS) guidelines to solve the complexity of content problem in the planning of the future scalability of the LMS.

(6 marks)

(b)   Discuss **THREE (3)** criteria to be considered in selecting a suitable open-source CMS for an e-Commerce solution for education businesses.

(6 marks)

(c)   Discuss **FOUR (4)** benefits of implementing interactive education portal that offers Open and Distance Learning (ODL) by using CMS in Malaysia.

(8 marks)

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Q3 (a) Identify and explain **FIVE (5)** types of metadata field, based on **Figure Q3(a)**.

Personal Data Form

Name

| First | Last |

Phone

####

Email
Valid Company Email

Address

Street Address

Street Address Line 2

| City | Region |

| Postal / Zip Code | Malaysia ▾ |

Gender

○ Male ○ Female

Your Preferred Trasnportation

| ☐ Car | ☐ Motorcycle | ☐ Public Transport |

SEND

Figure Q3(a)

(10 marks)

(b) Identify step 1 to step 6 in CMS Project Process in **Figure Q3(b)**.
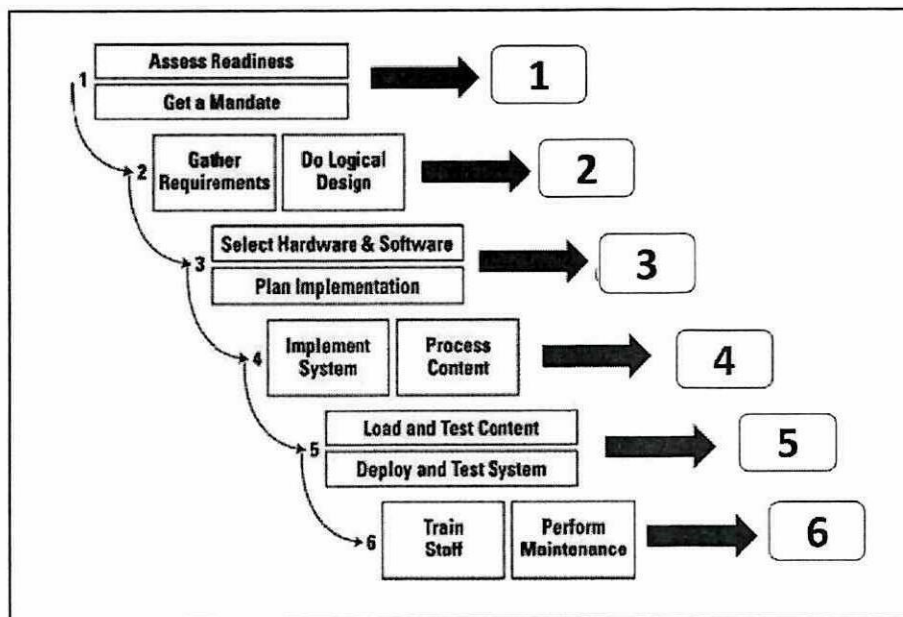

Figure Q3(b)

(6 marks)

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Q4   Question **Q4(a) – Q4(c)** are 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.

(a)   Discuss **THREE (3)** areas need to be considered for migrating monolithic CMS into headless CMS.

(6 marks)

(b)   List **THREE (3)** potential migration difficulties that will delay the process of migrating monolithic CMS into headless CMS.

(3 marks)

(c)   Why Omnichannel content delivery is important to enhanced customer experiences in e-Commerce?

(3 marks)

- END OF QUESTIONS -

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