



UTHM

Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION SEMESTER I SESSION 2022/2023

COURSE NAME	: WEB APPLICATION
COURSE CODE	: BIW 10203
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 FOUR (4) PAGES

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TERBUKA

Q1 State **TRUE** or **FALSE** for the following statements.

- (a) Affiliate marketing is where you refer customers to other businesses via links to their website from your web site or emails and receive commissions for each customer you refer to the other business. (1 marks)
- (b) Digital Right Management (DRM) refers to technical and legal means to protect digital content from piracy issue. (1 marks)
- (c) There are four major trends in e-Commerce, which is business trends, technology trends, societal trends, and environmental trends. (1 marks)
- (d) e-Publishing platforms help you deliver print content to the digital community. (1 marks)
- (e) Three components in cloud architecture are service value nets, platform as a service and infrastructure as a service. (1 marks)

- Q2** (a) Describe how you think e-Marketing could improve an existing marketing plan. (3 marks)
- (b) Online Customer Relationship Management (e-CRM) is packed with fundamental common-sense principles. Define **THREE (3)** control issues that might influence e-CRM. (6 marks)
- (c) Your friend, Mahmud, launches an unprofitable website, *souvenirtoyou.com*. Mahmud requests your assistance in increasing traffic. You might assist your friend in generating traffic by offering **THREE (3)** recommendations. (6 marks)

- Q3** (a) E-commerce technologies offer numerous new marketing and sales opportunities, which could have a significant impact on business. Discuss **THREE (3)** unique features of e-commerce technology. (6 marks)
- (b) Social e-commerce is e-commerce that is enabled by social networks and online social relationships. The growth of social e-commerce is being driven by a number of factors. Discuss **THREE (3)** factors of the expansion of the social e-commerce. (6 marks)
- (c) Draw a diagram with a correct label to illustrate how unsuccessful credit card online transaction (failed transaction) processing works in retail online store. Explain your diagram. (10 marks)
- Q4** (a) Due to Pandemic COVID-19, e-learning become the prime option in teaching and learning medium. Based on that situation, discuss **TWO (2)** benefits and **TWO (2)** challenges of e-learning compared to the traditional classroom approach. (8 marks)
- (b) Learning Management System (LMS) is software that deploys, manages, tracks and reports on interaction between learner and content and also between learner and instructor. LMS performs student registration and some other tasks. Discuss **FOUR (4)** tasks that are delivered in LMS. (8 marks)
- Q5** (a) Explain **TWO (2)** security solutions for electronic cash to increase the security in electronic payment processes. (4 marks)
- (b) Describe threat modelling and explain why it is one of the most important steps in developing secure web applications. (4 marks)
- (c) One of the unsolicited electronic advertisements challenges is email spamming, which is the use of email to send unwanted advertisements. Discuss **TWO (2)** prevention method to avoid spam email. (4 marks)

Q6 Cloud-based software and cloud-based applications are apps that run in a cloud environment and are able to interact with web browsers that will increase agility and accelerate quickly in respond to the business needs with greater flexibility and control over the web applications.

(a) Based on the above scenario, discuss **THREE (3)** advantages of cloud-based application development.

(6 marks)

(b) Discuss **TWO (2)** key differences between cloud and web application.

(4 marks)

- END OF QUESTIONS -