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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : CONTENT MANAGEMENT
SYSTEM
COURSE CODE : BIW 33003
PROGRAMME CODE : BIW
EXAMINATION DATE : DECEMBER 2019 /JANUARY 2020
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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

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Q1 (a) What is the functionality of metadata in Content Management System (CMS)? (2 marks)

(b) Describe FIVE (5) types of metadata field in the web form shows in Figure Q1(b). (10 marks)

Pizza Form

Personal Info

First Name: _____

Last Name: _____

Phone: _____

Pizza

Size:

Small

Medium

Large

Toppings (check all that apply):

Extra Cheese Pepperoni Sausage

Mushrooms Black Olives Green Peppers

Tomatos Onions Anchovies

Enter my information

Figure Q1(b)

(c) Figure Q1(c) shows the content access structures that use polyhierarchy style.

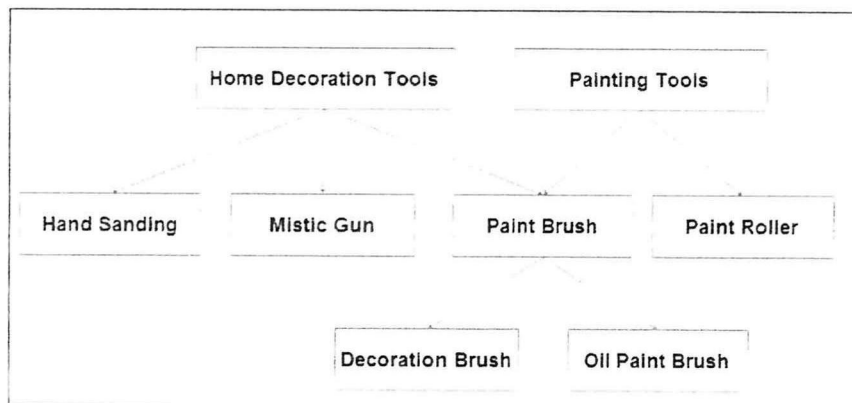


Figure Q1(c)

(i) Analyze the structure and suggest TWO (2) improvements to make it better.

(2 marks)

- (ii) Redraw the new structure of **Figure Q1(c)** based on your suggestions in **Q1(c)(i)**.

(3 marks)

- Q2** (a) Propose **THREE (3)** examples of personalization in developing e-commerce portal.

(3 marks)

- (b) Draw an example of wireframe and describe on how to design facet in an e-commerce website for cinema.

(4 marks)

- (c) Differentiate job responsibilities between content manager and project manager in CMS.

(4 marks)

- (d) Discuss **THREE (3)** types of users and their parts for an e-learning solution in a college.

(9 marks)

- Q3** (a) Answer the following questions based on case study:

Recently, the industrial sector has been given full focus as the nation's economic generator. But without realizing it, the traditional industry, especially the food industry, could also boost the country's economy. This industry has the potential to grow and is expected to contribute significantly to the national economy. Do-Dodol is a local food company that selling various traditional local cakes especially *dodol*. On average Do-Dodol produces as many as five craters in a day. Each crater is capable of producing 15 kilograms of *dodol*. Traditionally, demand for goods will increase during the festive season. Do-Dodol continue to thrive in its traditional food business and further expand his existing plant and will considering online selling through a proper web based system that easy to manage. Do-Dodol wanted to continue their market thrust and decided they needed a strategy that would broaden their customer base. Their strategy consisted of moving the business online to attract more customers from a broader geographic region.

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Propose **THREE (3)** areas where CMS administration should be implemented and relate those areas with the CMS Do-Dodol website development.

(10 marks)

(b) Answer the following questions based on case study:

Woodblock is one of local companies with major international interests in producing raw material wood based product. It is a wood manufacturer which produces a wide variety of products such as plywood, compress wood, rolled wood and wood board. It has annual sales amounting to RM 1.2 billion and depends on trading relationship with more than 1000 suppliers as well as more than 5000 customers, which vary from small to large companies.

The use of information technology with computers and their applications have been important to Woodblock. These computer applications were being used within departments such as marketing, which only shared the information with key customers. The use of computers for business transactions or e-commerce with appropriate standardised documents created for Woodblock in late 1990s when the company realised that electronic trading could provide it with additional efficient and productive way of trading.

Online e-commerce system that provided by Woodblock should support variations in load without human intervention. As more and more supplier or user join the internet, more users attempt to access the website and request information simultaneously and they must be serviced without fail.

(i) Identify and explain **FIVE (5)** areas in the system that need to be highly secured.

(10 marks)

(ii) Discuss **FIVE (5)** activities to increase the scalability of the Woodblock CMS e-commerce portal.

(15 marks)

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- Q4** (a) CMS is a Graphical User Interface (GUI) that makes interacting with a website's database user friendly. CMS allow user to manipulate database information without having to understand code or how a database works. This is done through the user interface. However, storing large size of media into database sometime reduce accessibility performance of the website. Assuming a media is a photo of an employee that will store together with employee personal information in relational database. The option of storing the photo is either store the image in database or store a reference to the file that contains the image.
- (i) Describe the storing strategy to store the image in database and store a reference to the file that contains the image.
(6 marks)
- (ii) Discuss **TWO (2)** advantages and **TWO (2)** disadvantages of implementing the storing strategy mention in **Q4(a)(i)**
(10 marks)
- (b) Discuss the current trend of an e-commerce in Malaysia associated to the following issues:
- (i) Malaysia market size
- (ii) Malaysian government support
- (iii) The growth of e-marketplace
- (iv) Global competition
- (v) Courier services
(10 marks)

- END OF QUESTION -

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