



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **CSC5104 GLOBAL INFORMATION & COMMUNICATION TECHNOLOGY MANAGEMENT**
 Semester & Year : Jan 2021 – Apr 2021
 Lecturer/Examiner : Goh Poh Kim
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of TWO (2) parts:
 PART A (20 marks) : Answer all the short answer questions; answers are to be written in the Answer Booklet provided.
 PART B (80 marks) : Answer all the essay questions; answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (20 marks)
INSTRUCTION(S) : Answer all the short answer questions in this section.
Write your answer in the Answer Booklet(s) provided.

1. As a project consultant hired by ABC Health Services, whose business processes are all manual, paper-based processes. Discuss the benefits of a Customer Relationship Management system.

(10 marks)

2. Multinationals are using Enterprise applications at the heart of their massive operations. Identify and describe **TWO (2)** major enterprise applications and their benefits.

(10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (80 Marks)

INSTRUCTION(S) : Answer all the essay questions in this section.

Write your answer in the Answer Booklet(s) provided.

1. As the senior project manager for a web development company with upwards of 100 current client projects. You have been assigned to evaluate two upcoming projects. One project is to develop a time-tracking solution that would allow your 20 freelancers to submit daily time sheets and would report on the time spent on each project. The other project is to redesign the client interface to the company extranet to make it easier to use. The extranet allows clients to log in and view their current websites under development, as well as view project statistics, documents, and progress reports.

Compare the two projects in terms of size, structure, users involvement and technical expertise risk factors.

(20 marks)

2. Information systems are essential for running and managing a business. Explain with appropriate examples, **FIVE (5)** factors why businesses are investing in information systems to achieve business objectives.

(20 marks)

3. Information technology (IT) has been widely utilised by organisations. Discuss with appropriate examples the **FIVE (5)** key technology trends that have raised many ethical issues.

(20 marks)

4. Consider a cafe scenario:

The cafe owner would probably believe that the business system is there to provide a profitable cafe business to generate profits for my shareholders and for also for investment for the business.

However a cafe customer might believe that the cafe should provide me with a comfortable environment for having my lunch at a reasonable price.

Now it's not difficult here to see that these perspectives might be a source of conflict by placing an emphasis on profit the cafe owner might be at odds with the customers' requirements to have a good lunch at a reasonable price.

Using a CATWOE analysis, propose a root definition in the perspective of the owner.

(20 marks)

END OF EXAM PAPER