



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **CSC5104 GLOBAL INFORMATION & COMMUNICATION  
 TECHNOLOGY MANAGEMENT**  
 Trimester & Year : September 2018 - December 2018  
 Lecturer/Examiner : Mr. LIEW CHENG SIANG  
 Duration : 3 Hours

#### INSTRUCTONS TO CANDIDATES

1. This question paper consists of TWO (2) parts:

**PART A (20 marks) : FOUR (4) short answer questions. Answers are to be written in the Answer Sheet provided.**

**PART B (80 marks) : FOUR (4) 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.

**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.**

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1. Explain **FIVE (5)** factors that are leading to a growing emphasis on collaboration in the firm. (5 marks)
  
2. Elaborate **FIVE (5)** organizational factors in planning a new system. (5 marks)
  
3. Explain **FIVE (5)** types of internet threats faced by a company. (5 marks)
  
4. Identify **FIVE (5)** values of using supply chain management systems to businesses. (5 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS (80 marks)**

**INSTRUCTION(S) : Answer ALL the essay questions in this section.  
Write your answers in the Answer Booklet(s) provided.**

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1. Discuss the **EIGHT (8)** factors influencing the rapid growth of e-commerce. (20 marks)
  
2. Using the Porter's five forces framework, evaluate a competitive environment of your choice. (20 marks)
  
3. You have been appointed by Sony to evaluate their current accounting software that the company been using it for the past 5 years. Discuss with example the steps you used in evaluating the software. (20 marks)
  
4. As a general manager for Samsung, you have been appointed to review on company's activities. Discuss using the Business Value Chain Model how information systems can improve the primary and support activities. (20 marks)

**END OF PART B**