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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESI 2012/2013**

COURSE NAME : INFORMATION TECHNOLOGY
FOR REAL ESTATE

COURSE CODE : BPE 24703

PROGRAMME : 2 BPD

EXAMINATION DATE : JUNE 2013

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

- Q1**
- (a) You are the owner of 5 units of Terrace Houses located in various housing estates in Parit Raja. As a property investor, you buy a place that is not your main home in order to make money by renting it out or, alternatively, you bank on the property making a huge capital gain in a few years and rent it out to make it pay for itself in the meantime. This Buy-to-let tactics has become by far one of the most popular methods of investing in real estate.
- (i) Explain how you are going to market these properties over the internet.
(10 marks)
- (b) Kanzu Realty bought 50 units of services apartments that would be letting out in August 2013. These units were then named as Kanzu Straits Residence. As an IT Executive for Kanzu Straits Residence your are responsible to design a website to market the aforesaid units.
- (i) Explain **FIVE (5)** quality criteria for website excellence.
(ii) Explain how these elements are needed in the operation of Kanzu Straits Residence's website.
(15 marks)
- Q2**
- (a) The emergence of real estate IT application has transformed the RE professionals patchwork of property management solutions across the globe. In fact, in the property management cloud, RE databases can be accessed in anytime and anywhere over the internet.
- (i) Describe **FIVE (5)** benefits of managing property using cloud computing by the RE professionals.
(5 marks)
- (ii) Describe **FIVE (5)** challenges of managing property using cloud computing by the RE professionals.
(5 marks)
- (b) Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the constructing of words, pictures, videos, and audio. In RE, social media can be a powerful tool to communicate information about properties and to promote real estate business.
- (i) Explain **FIVE (5)** "DONTs" for effective Facebook (Fb) sites in RE marketing.
(15 marks)

Q3 (a) The high cost of manual appraisal of large numbers of properties led to the use of Computerised Automated Mass Assessment (CAMA). Integration between CAMA and Geographical Information System (GIS) provides in depth property information of the subject properties.

(i) SPATIALEST is one of the CAMAs that is capable to assist mass RE appraisal.

Name **FIVE (5)** CAMA's capabilities available in SPATIALEST.
(5 marks)

(ii) Explain the benefit of integrating GIS into CAMA.
(5 marks)

(b) Geographical Information System (GIS) is a computer system that can hold and use data describing places on the Earth's surface. Combination of five basic GIS components known as software, people, data, procedures and hardware will produce GIS-Geodemographic database to assist RE marketing, property management as well as CAMA operation.

(i) Describe **SIX (6)** functions of GIS and their benefit to real estate professional practices.
(15 marks)

Q4 (a) Managing assets involve the management of primarily, physical assets in determining the operational performance and profitability of RE sector that operate assets as part of their core business. Its common objective is to minimise the whole life cost of assets. Radio Frequency Identification (RFID) helps to enhance asset tracking system in many ways.

(i) Describe **FIVE (5)** benefits of fixed asset tracking to the RE business using RFID.
(5 marks)

(b) A Computer Aided Facilities Management (CAFM) system is defined as any combination of CAD and/or database software designed specifically for Facilities Management (FM) functions. Existing CAFM systems in the market are categorised along two dimensions named as Automated Functionalities and Application Areas.

(i) Name **FIVE (5)** major CAFM systems that can be obtained by Facilities Managers available in Malaysia or overseas.
(5 marks)

(ii) Explain **FIVE (5)** areas/tasks that should have received substantial attention to date by RE and FM professionals.
(15 marks)

-END OF QUESTION-