



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2016/2017**

COURSE NAME : INFORMATION TECHNOLOGY  
FOR REAL ESTATE

COURSE CODE : BPE 24703

PROGRAMME : BPD

EXAMINATION DATE : JUNE 2017

DURATION : 2 HOURS AND 30 MINUTES

INSTRUCTION : ANSWER ALL QUESTIONS

**TERBUKA**

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

**Q1** Nowadays, real estate agents work longer hours trying to secure client especially during global economic downturn. Feeling the time crunch from selling a lot of properties have turned estate agents to outsource much of their administrative work to virtual assistants.

(a) Explain **FIVE (5)** benefits of having virtual assistant in helping real estate professionals to market their properties.

(10 marks)

(b) Norah Forrester Associates has set to maximise its profit by delegating 50 real estate virtual marketing activities to a team of virtual assistants in the third quarter of 2017 starts on July 1st.

Recommend **FIVE (5)** virtual real estate marketing tasks to be best delivered by the appointed team of virtual assistants on behalf of Norah Forrester Associates.

(15 marks)

**Q2** Yesterday, the value of real estate was all in location. Tomorrow, much of it will be in the form of “information”. Internet of Things (IoT) is a suite of technologies and applications that equip devices and locations to generate all kinds of information and to connect those devices and locations for instant data analysis and, ideally, “smart” action. The IoT- enabled building management systems (BMS) will make building performance more efficient and also use sensor-generated data to enhance building user experience.

(a) Provide **FIVE (5)** examples demonstrating how IoT technologies can help property owners to increase their profitability in today’s competitive real estate market.

(10 marks)

(b) Define the following technologies that enable the application of IoT in real estate township development.

- (i) Sensor
- (ii) Network
- (iii) Standards
- (iv) Augmented Intelligence
- (v) Augmented Behavior



(15 marks)

**Q3** 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. The emergence of social media has increased real estate marketing interaction and activities globally. In real estate, social media can be a powerful tool to communicate information about properties and to promote real estate business.

(a) Explain the following terminologies by applying Twitter application as your real estate marketing tool.

- (i) Twitterstream
- (ii) Tweepie
- (iii) Tweetup
- (iv) Twittosphere
- (v) Tweets

(10 marks)

(b) Social media marketing continued to grow especially among real estate professionals. More agents and brokers are seen started their own Facebook, Twitter, and other social media accounts.

Describe **FIVE (5)** common social media marketing mistakes agents and brokers must avoid.

(15 marks)



**Q4** Story Map is a web map that has been thoughtfully created, given context, and provided with supporting information so it becomes a stand-alone resource. It integrates maps, legends, text, photos, and video and provides many additional functionalities. Interactively, Story Map is created with ArcGIS Online, ESRI's cloud-based mapping and Geographic Information Systems (GIS).

(a) State **FIVE (5)** functions of Story Maps as one of the real estate marketing tools in promoting higher education institution (HEI).

(5 marks)

(b) Anano Premium Outlet (APO) has just launched its retail business last week in Parit Raja.

Analyse **TEN (10)** benefits of using Story Map in helping APO's shoppers to be more informed about APO retail and business operation.

(20 marks)

**-END OF QUESTIONS-**