UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
ONLINE

SEMESTER II
SESSION 2019/2020

COURSE NAME	:	SPECIAL TOPIC IN MULTIMEDIA
COURSE CODE	:	BIM 33603
PROGRAMME CODE	:	BIM
EXAMINATION DATE	:	JULY 2020
DURATION	:	3 HOURS
INSTRUCTION	:	1. ANSWER **ALL** QUESTIONS.
		2. PLEASE MAKE SURE TO CLICK "SAVE ANSWER" BUTTON FOR SUBJECTIVE QUESTIONS. OBJECTIVE QUESTIONS ARE SAVED AUTOMATICALLY.

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

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Q1   Question **Q1(a)** and **Q1(b)** are based on the following scenario:

The new media communication create new job for many people.

(a)   Justify **TWO (2)** advantages and **TWO (2)** disadvantages of new media communication.

(8 marks)

(b)   Discuss **FOUR (4)** new jobs and their scope of works

(8 marks)

Q2   (a)   Justify whether security is a negative right or a positive right and give **TWO (2)** example of your justification..

(6 marks)

(b)   List **FOUR (4)** Industrial Revolution Slogan names and explain the Industrial Revolution 4 0

(8 marks)

Q3   Question **Q3(a) – Q3(b)** are based on **statement below:**

There was a major political scandal in early 2018 when it was revealed that Cambridge Analytica had harvested the personal data of millions of people's Facebook profiles without their consent and used it for political advertising purposes. The emails were uncovered as part of a Federal Trade Commission (FTC) investigation that began after the Guardian reported that the personal data of 50 million Facebook users had been improperly harvested by Cambridge Analytica, a data firm that worked on Donald Trump's election team and the winning Brexit campaign. CEO Mark Zuckerberg is taking personal responsibility for letting third parties access Facebook user data without permission and says the company will embark on a three-year push to prevent it from happening in the future. No one has been fired at Facebook due to the Cambridge Analytica data leak scandal. While it may incrementally get better over time, Zuckerberg doesn't expect it will be fixed anytime soon

(a)   Discuss **TWO (2)** privacy and **TWO (2)** security issues related to the scenario.

(8 marks)

(b)   Discuss **TWO (2)** privacy and **TWO (2)** security precaution steps.

(8 marks)

Q4   Question **Q4(a)** are based on **statement below:**

In September 2016, Yahoo announced it had been the victim of biggest data breach in history. The cyber-attack compromised the name, email address, dates of birth and telephone numbers of 500 million users. A couple months later, it revealed that another breach had happen earlier in 2013 which involved different group of hackers had compromised 1 billion accounts. Besides the entire person data stated above, security questions and answers were also compromised In October of 2017, Yahoo had concluded that all 3 billion user accounts had been compromised.

The hack began with a phishing email that was sent to many unknown people in Yahoo. When targeted people clicked on the link provided inside the email, the malware will be downloaded automatically to their computer This action allows the hacker to access the person's network. This was a cyber-attack that conducted by a hacker named Alexsey Belan and aligned with the Russian state security service Aleksey accessed the Yahoo's user database then copied and exported a backup of the database to his own computer He also installed a backdoor on Yahoo server that would allow him to access. Most data collected in this incident were sold in black market by the hackers. This was a complicated case and it took the FBI agents 2 years to resolve the case.

(a)   Discuss **TWO (2)** advantages and **TWO (2)** disadvantages from the user's data privacy infringement to the user and to the Yahoo as OSN service provider in the scenario.

(16 marks)

Q5   Question **Q5(a) – Q5(b)** are based on **statement below:**

We must limit global warming to 1.5 Degree Celsius to minimize the impact of climate change suggests a 2018 Intergovernmental Panel on Climate Change (IPCC) report.

(a)   Discuss **THREE (3)** possibilities of digital transformation that can help save our world according to the statement above with appropriate example.

(9 marks)

(b)   Discuss **THREE (3)** elements that "Green environmental" is good for business. Support your discussion with appropriate example.

(9 marks)

-END OF QUESTION-

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