



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2018/2019**

COURSE NAME : SPECIAL TOPICS IN MULTIMEDIA
COMPUTING

COURSE CODE : BIM 33603

PROGRAMME CODE : BIM

EXAMINATION DATE : JUNE / JULY 2019

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF FOUR (4) PAGES

CONFIDENTIAL

TERBUKA

- Q1 (a) Illustrate a diagram of Principled Approach to Advance Analytics and Artificial Intelligence (AI). (10 marks)
- (b) Describe FIVE (5) factors that future generation ready to evolve. (10 marks)
- (c) List FOUR (4) Industrial Revolution Slogan names. (8 marks)

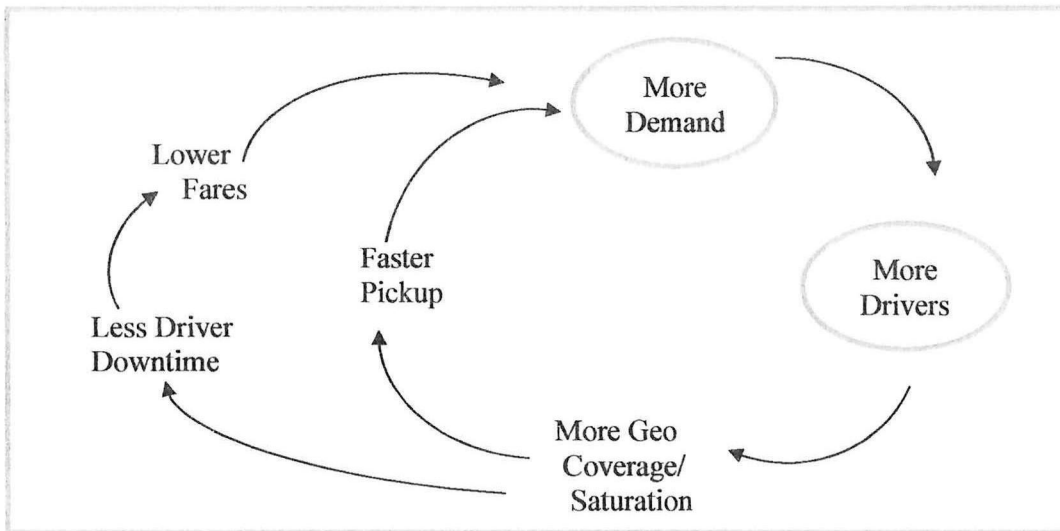


Figure Q1

- (d) Justify TWO (2) advantages to the customer and UBER driver according to David Sack's napkin sketch of UBER business model in Figure Q1. (6 marks)

Q2 Question Q2(a) - Q2(c) are based on the Figure Q2. It shows a posting on a social network with a caption "Selamat Berbuka Puasa dengan Bak Kut Teh... Wangi, enak, menyelerakan"



Figure Q2

- (a) Identify the ethical issue in Online Social Network (OSN) as shown in Figure Q2. (2 marks)
- (b) Elaborate TWO (2) specific ethical issues involve in Q2(a) with appropriate evidence that the unethical posting in OSN can harm the unity of multiple ethnics and religions in Malaysia. (6 marks)
- (c) Suggest TWO (2) actions from the admin (owner of the Facebook) to calm down the public. (4 marks)
- (d) Explain THREE (3) other ethical issues in OSN with an appropriate example. (12 marks)

Q3 Question Q3(a) – Q3(b) are based on Figure Q3(a) and Q3(b):



Figure Q3(a)

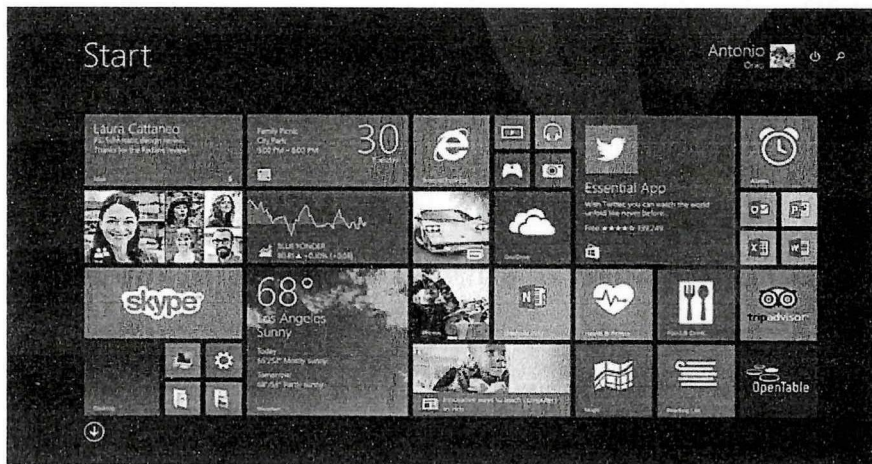


Figure Q3 (b)

(a) Justify **THREE (3)** main differences of Graphic User Interface (GUI) in **Figure Q3 (a)** and **Figure 3 (b)** using GUI rules.

(16 marks)

(b) Discuss **TWO (2)** concrete philosophies to foster the learning process of the user based on the **Figure Q3 (a)** and **Figure Q3 (b)**.

(6 marks)

-END OF QUESTION-