

FINAL
Examination Paper

(COVER PAGE)

Session : April 2019

Programme : Diploma In Mass Communication (DMCN)

Course : **COM2131: Digital Media Communication**

Date of Examination : 31 July, 2019 (Wednesday)

Time : 2.00pm – 4.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** questions in the answer booklet provided.

SECTION B: Answer any **TWO (2)** questions in the answer booklet provided.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Edi Hezri Bin Hairi**

Moderator : Esaline Marie Spykerman

This paper consists of 4 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2131: DIGITAL MEDIA COMMUNICATION
FINAL EXAMINATION: APRIL 2019 SESSION

Section A

Instructions: Answer any **THREE (3)** questions out of **FIVE (5)** questions in the answer booklet provided. All questions carry equal marks (**20 marks per question**).

Questions 1

- (a) Explain **FIVE (5)** main characteristics of “New Media”.
(10 marks)
- (b) List **FIVE (5)** types of “New Media” platforms which are available today.
(10 marks)

Question 2

- (a) Explain **FOUR (4)** main characteristics of “Media Convergence”.
(10 marks)
- (b) List down **FIVE (5)** advantages of “Media Convergence”.
(10 marks)

Question 3

- (a) Define the term “Big Data Technology” in detail.
(10 marks)
- (b) List down **THREE (3)** in details characteristics of “Big Data”.
(10 marks)

Questions 4

- (a) List **FOUR (4)** advantages of citizen journalism in detail.
(10 marks)
- (b) Compare **FIVE (5)** characteristic differences between “Traditional Media” and “New Media”.
(10 marks)

Question 5

- (a) Explain **FIVE (5)** advantages of having social media account for a business.
(10 marks)
- (b) List down **FIVE (5)** social media platforms that you have experienced.
(10 marks)

Section B

Instructions: Answer any **TWO (2) questions** out of **THREE (3)** essay questions in the answer booklet provided. All questions carry equal marks (**20 marks per question**).

Question 1**Case Study - “Cybercrime – Online Scam”**

LABUAN: Cybercrimes involving losses of RM67.6 million in 2,207 cases were reported in the first three months of this year, according to a senior officer of the Communications and Multimedia Ministry (KKMM) Tuesday.

Its Deputy Secretary-General (Policy), Shakib Ahmad Shakir (pic), said the Ministry and agencies under it were concerned over the large amounts of money lost through such scams.

The three most common types of cybercrimes were cheating via telephone calls which recorded 773 cases with RM26.8 million in losses, cheating in online purchases with 811 cases totalling RM4.2 million and “African Scam” with 371 cases totalling RM14.9 million.

E-financial fraud recorded 212 cases involving losses of RM21.5 million, he said, when opening a Labuan-level briefing on awareness to combat cybercrimes and human trafficking, here.

(Source: The New Straits Times, 2019)

Based on the case study above, discuss **EIGHT (8)** potential solutions to prevent online money scam.

(20 marks)

Question 2**Case Study – “Over 50% of Malaysians use e-Commerce Platforms: MCMC Survey.”**

Digital News Asia (DNA): The e-Commerce Consumers Survey 2018 (ECS 2018), released by the Malaysian Communications and Multimedia Commission (MCMC) on June 3 revealed that 51.2% of Malaysians used e-commerce platforms to shop and sell online in the past 12 months.

Despite the high awareness of e-commerce, ECS 2018 also found that more than half of online shoppers are concerned about security and privacy when shopping online. Concerns regarding security have emerged in terms of credit card fraud, fake online retailers, banking details theft, identity theft, and trust issues. Among these threats, fraudulent activities including credit and debit card fraud appear to be the highest concern according to 63.9% of online shoppers. In terms of privacy, 82.7% of shoppers indicated that they are very concerned about the exposure of their personal details while 70% are worried about their personal data being misused for marketing purposes.

MCMC chief corporate officer Mohd Ali Hanafiah Mohd Yunus said that managing consumer trust and privacy in every part of the e-commerce value chain is very important to sustain the sector. Apart from strengthening cyber-security and risk policies to manage security and privacy risks perception, smart delivery options and customer-centric return policies will also instil confidence and encourage e-commerce adoption. (Source: Digital News Asia, 2019)

Based on the case study above, discuss **EIGHT (8)** ways on how to protect yourself from digital identity theft.

(20 marks)

Question 3

Discuss the **FOUR (4)** common challenges when applying “Big Data Technology” for a business.

(20 marks)

-The End-

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