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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
(ONLINE)
SEMESTER I
SESSION 2020/2021**

COURSE NAME : WEB PROJECT MANAGEMENT
COURSE CODE : BIW 30503
PROGRAMME CODE : BIW
EXAMINATION DATE : JANUARY / FEBRUARY 2021
DURATION : 3 HOURS
INSTRUCTION : ANSWERS ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF SIX (6) PAGES

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Q1 Consider the following scenario:

The Covid-19 outbreak has forced University ABX, a private university in Kuala Lumpur to change their business nature to be a full online university. Previously, all the courses that they offered are delivered physically in campus. They need to redesign their websites in order to rebrand their university. They target to be the number one online university in Malaysia. Your company has been hired to develop the new website and you have been appointed as the project manager.

- (a) Prepare a project brief for the project that contains the following:
- (i) Title (1 mark)
 - (ii) Introduction (3 marks)
 - (iii) **THREE (3)** Success Criteria and how to measure it (3 marks)
 - (iv) Target Audience (1 mark)
 - (v) Competitors (2 marks)
- (b) Suggest **THREE (3)** stakeholders from client side that will involve in this project stating their concerns in the project. (3 marks)
- (c) When new website is launched, it is targeted to draw attention from the potential students to visit the web and become hooked with it. Propose **TWO (2)** web strategies with its details in order to achieve this. (6 marks)

- Q2** (a) Company XYZ has launched their website in January 2020. They did not have any expertise to promote their websites. The developer just developed and launched the website without doing any evaluation and maintenance for the web. In early November 2020, you have been hired to redevelop the company website to increase the number of visitors and the sales. **Figure Q2(a)** shows the statistic of webpage visitors from January 2020 to November 2020

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2020	51	65	107	570	8.73 MB
Feb 2020	58	72	78	429	6.28 MB
Mar 2020	48	78	85	204	2.47 MB
Apr 2020	39	88	89	130	1.39 MB
May 2020	34	78	130	211	2.55 MB
Jun 2020	23	62	64	104	1.13 MB
Jul 2020	25	67	75	135	1.47 MB
Aug 2020	42	92	165	206	2.81 MB
Sep 2020	29	75	81	178	2.24 MB
Oct 2020	23	75	77	88	765.13 KB
Nov 2020	10	18	19	41	547.33 KB
Dec 2020	0	0	0	0	0
Total	382	770	970	2,296	30.35 MB

Figure Q2(a)

- (i) The difference between number of visits and number of unique visitors is different for each month. For example, in January the difference is 14 while in March is 30. Explain why there is such differences by explaining what is number of visits and number of unique visitors. (2 marks)
- (ii) Explain why the Number of Hits is ten times larger than the number of Unique Visitor in January compared to only four times larger for the months of November? (2 marks)
- (iii) Explain **TWO (2)** possible reasons of declining number of visitors from January to November. (4 marks)
- (b) The following figure shows the percentage of bounce rate of a website based on the browser used by the visitors. Bounce rate represents the percentage of visitors who enter a site and then leave rather than continuing on to view other pages within the same site. You are given task to look at a website that have the following bounce rate based on web browsers.
- Chrome: 15%
 - Internet Explorer: 90%
 - Firefox: 20%

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- Others: 25%

Provide a report to the stakeholders and highlight if there is any problem and suggest a solution for it.

(4 marks)

Q3 Consider the following scenario:

You have been assigned to develop a new website for a ministry to conduct an online census. This project needs to be completed in 10 months. Before the project starts, you need to identify any risks that will prevent the project to be completed on time. The major risks for the project is the school holiday period that will occur during the final months of project. In the same period last year, a lot of staff will apply long leaves to have holidays with their family. This will cause a shortage of staff to complete the project on time.

- (a) Explain **THREE (3)** appropriate actions that can be taken to mitigate the risks of staff shortage in the final months of the project?

(6 marks)

- (b) List appropriate **THREE (3)** standard types of risk strategy that can be used to handle this risk with the example of action for each of the standards based on the scenario above.

(6 marks)

- (c) When the project has start rolling, users keep asking for changes to the requirements.

- (i) Discuss the **THREE (3)** possible reasons for this.

(6 marks)

- (ii) What might be done to address each of the reason you listed in **Q3(c)(i)**.

(3 marks)

- (d) In the middle of the project, you find out that the project is behind schedule and a lot of errors occurs in the implementation. The cause of the problem are the team members seems not interested with the project and lack of motivation. Explain way to solve this problem by.

- (i) changing the job design

(2 marks)

- (ii) management method

(2 marks)

Q4 The following are the list of the tasks for each position in your team which comprising of project manager, web programmer and web tester.

- A project manager will carry on the resources planning and user requirements.
- Web programmer will do designing, developing and testing of modules.
- A web tester tasks is the integration test.

Table Q4(a) shows the breakdown of three main tasks with other details in developing a website and **Table Q4(b)** shows the salary rate for these staff.

Table Q4(a)

Task Label	Tasks	Duration	Dependencies	Staff
A	Resources planning and user requirements	3 weeks	None	
B	Design module A	2 weeks	A	
C	Develop module A and test module A	4 weeks	B	
D	Design module B	1 week	A	
E	Develop model B and test module B	2 weeks	D	
F	Design model C	2 weeks	A	
G	Develop model C and test module C	3 weeks	F	
H	Integration testing	4 weeks	C, E, G	

Table Q4(b)

Position	Salary (per week)
Project Manager	RM 2000
Web Programmer 1	RM 1000
Web Programmer 2	RM 800
Web Tester	RM 600

- (a) Draw the activity network diagram based for the tasks in **Table Q4(a)** and identify the critical path. (5 marks)
- (b) Assign all staff to appropriate tasks as listed in **Table Q4(a)** in a way that it will minimize time taken to complete the project. (8 marks)
- (c) Based on your answer in **Q4(a)**, calculate the cost of the project by using the information provided in **Table Q4(b)**. (4 marks)

- (d) Propose how you will plan if the project manager can carry the task of designing, developing and testing the modules. Draw the table to show the new staff allocation and provide the pro and con for the new arrangement. (5 marks)
- (e) Suggest **TWO (2)** reports that the project manager can acquire from the web programmer in this project to monitor the completion of the tasks that have been assigned to them. (? marks)

-END OF QUESTIONS-

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