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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2021/2022**

COURSE NAME : WEB PROJECT MANAGEMENT
COURSE CODE : BIW 30503
PROGRAMME CODE : BIW
EXAMINATION DATE : JANUARY / FEBRUARY 2022
DURATION : 3 HOURS
INSTRUCTION :
1. ANSWER **ALL** QUESTIONS
2. THIS FINAL EXAMINATION IS
CONDUCTED ONLINE AND
CLOSE BOOK

THIS QUESTION PAPER CONSISTS OF SIX (6) PAGES

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Q1 (a) Consider the following statements found in the Service Level Agreement (SLA) document proposed by the client to the project management team:

The service includes:

1. To address all the problems within 2 hours regardless the problem is critical, major, or minor.
2. To attend a meeting as required by the client at a minimum notification of one hour.
3. The server will be functioning with minimum disruption.

(i) Identify **TWO (2)** problems with the statements. (4 marks)

(ii) Modify the **THREE (3)** services statement to avoid the problems you mentioned in **Q1(a)(i)**. (6 marks)

(iii) Explain the purpose of the SLA document. (2 marks)

(b) You just take over a project manager position in a project that aims to develop one company's web system in the middle of its development. During your first week, you noticed that your programmers could not complete their assignments because they need to respond to new requests from different project stakeholders. Because of these interruptions, the project is at risk to be delayed as expected previously. Identify **TWO (2)** strategies to prevent your programmers from taking new requests from stakeholders that can cause the project to be delayed furthermore. (4 marks)

(c) In today's era, content marketers and businesses have to rely on good content writers to help them achieve their branding and marketing goals. Explain **TWO (2)** things that need to be considered when using an external content provider. (4 marks)

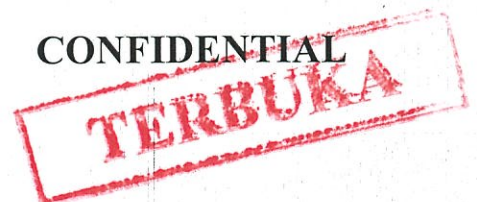
Q2 (a) Based on **Table Q2(a)**, explain why:

Table Q2(a)

Month	Unique visitors	Number of visits	Pages	Hits
Jan 2022	1100	1800	2000	20000
Feb 2022	1860	2400	2150	47100

(i) the Hits is higher than the other parameters? (2 marks)

(ii) the Pages is higher than the Number of visits? (2 marks)



(iii) the Number of visits is higher than the Unique Visitor?

(2 marks)

(b) **Table Q2(b)** shows the entry and exit page for a website at a particular time. The website consists of multiple pages that display different product categories.

Table Q2(b)

Pages-URL				
	Viewed	Average Size	Entry	Exit
Home	40	100.71kb	30	24
Login	8	20.9kb	-	-
Product	10	25.71kb	-	6

(i) What can you conclude from the Entry and Exit pattern?

(2 marks)

(ii) As a project manager, what is your concern about this pattern?

(2 marks)

(c) **Table Q2(c)** shows the statistic of web impressions, clicks, leads, and sales.

Table Q2(c)

	Impression	Clicks	Leads	Sales
Campaign 1	28,956	417	64	9
Campaign 2	87,345	2998	241	224
Campaign 3	66,784	2113	225	7
Campaign 4	17,283	635	41	22

(i) Give **TWO (2)** examples of action by the web visitor that can count as Leads.
(2 marks)

(ii) Identify which Campaign have the highest conversion rate.

(2 marks)

(iii) Choose the most successful campaign and justify your answer.

(2 marks)



- (d) **Figure Q2(d)** shows the use of bandwidth of one's website. Suggest **TWO (2)** suggestions for website future enhancement to your client.

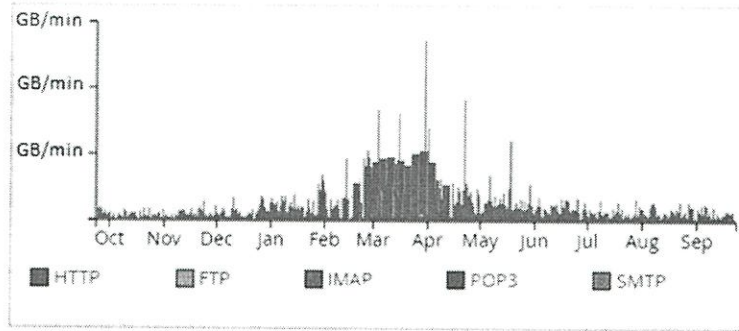


Figure Q2(d)

(4 marks)

- Q3 (a)** **Figure Q3(a)** shows a Gantt chart for the project in **Table Q3(a)**. The project starts date is 3rd January 2022 and the weekend is on Saturday and Sunday. Every task must start immediately after its predecessor is completed.

- (i) Identify **THREE (3)** errors in the Gantt chart in **Figure Q3(a)**. (3 marks)
- (ii) Identify the exact project finish date based on the information given in **Q3(a)**. (2 marks)

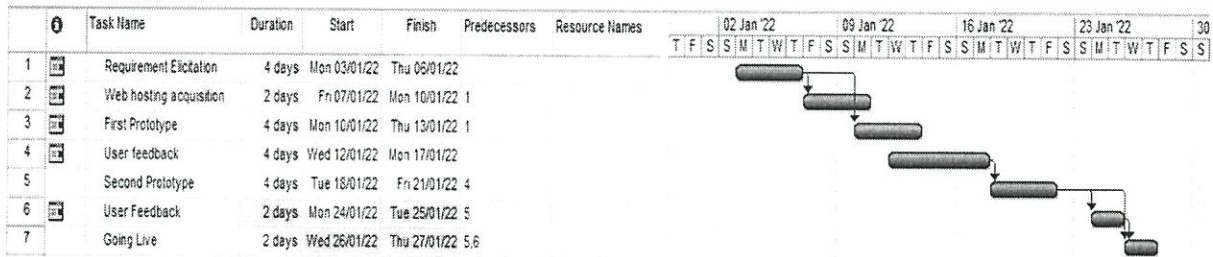


Figure Q3(a)

Table Q3(a)

Activity	Duration (days)	Dependent on
A. Requirement elicitation	4	None
B. Web hosting acquisition	2	A
C. First prototype	4	A
D. User feedback	4	C
E. Second prototype	4	D
F. Second User feedback	4	E
G. Going Live	1	F,B

- (b) A web project has been running well for 6 months. The project manager then notices a decrease in the efficiency and performance of the project team. There are rumors that the team is now divided into two teams and having difficulties cooperating. Outline the actions that could be taken to solve this problem step by step.

(5 marks)

- (c) MyKedai has contacted you to develop a new website that will host thousands of sellers that sell a variety of items. The specialty of MyKedai is it will guarantee the shipping of the item purchased within three days. The seller can be from outside Malaysia, provided he/she can guarantee the items will be couriered in three days as stated. There is a rating system not only for the seller but there is also a rating for the courier company. There is no limitation on the type of items sold as long it doesn't breach the law. MyKedai will collect a small percentage from a seller when they successfully sell the item. MyKedai will be accessible from a web browser and also mobile apps. The payment of the item can be made via online banking.

Based on the scenario above, identify **FIVE (5)** stakeholders that will be directly involved in this project and describe the concerns or stakes for each of them.

(10 marks)

- Q4** (a) Match the following task with suitable work stage: project clarification, solution definition, project specification, content, design and construction, testing, launch and handover, maintenance, review and evaluation.

- (i) Contacting media to inform about the website is going live.
- (ii) Setting up a workspace in the client's office.
- (iii) Proposing new modules to make the website more attractive to the users.
- (iv) Adding network bandwidth capacity after getting the real data.
- (v) Sit with clients to define what is success criteria for the project.

(5 marks)

- (b) Identify the type of testing based on the following scenario:

- (i) Testing the ability of the web to handle 100,000 requests at a time.
- (ii) Try to penetrate the database by using SQL injection.
- (iii) Checking for the correctness of phone numbers, email addresses, and other contact details on the web.
- (iv) Measuring the time taken to deliver a product from the time when the order is confirmed.
- (v) Testing to submit a form provided on the web.

(5 marks)

- Q5** You have been assigned to develop a new system that can conduct online polls by using blockchain technology. This project needs to complete in 10 months. The major risk for the



project is the school holiday period that will occur during the final months of the 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) One of the general types of risk strategy is “Accept”. Identify the other **FOUR (4)** types of risk strategy. (4 marks)
- (b) Provide plans that can be taken using the best **THREE (3)** of the risk strategies that you have listed in **Q5(a)** based on the scenario given above. (6 marks)

-END OF QUESTIONS-