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Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN
MALAYSIA**

**FINAL EXAMINATION
SEMESTER I
SESSION 2017/2018**

COURSE NAME : MULTIMEDIA PROJECT
MANAGEMENT
COURSE CODE : BIM 30703
PROGRAMME CODE : BIM
EXAMINATION DATE : DECEMBER 2017/JANUARY 2018
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF FOUR (5) PAGES

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Q1 Questions Q1(a) – Q1(c) are based on **Table 1** that shows details for Mobile Application project:

Table 1

Task	Predecessors	Duration(Days)
A: Study	-	7
B: Client Meeting	-	2
C: Scheduler	-	7
D: Java HTML5	A	7
E: Microsoft Project	A	7
F: Contract	B	14
G: Revised Contract	C	7
H: Design	D	21
I: Design	E	21
J: Design	F	21
K: User Manual	F	7
L: Presentation	G	14
M: Implementation Manual	H, I, J	7
N: Algorithm	H, I, J	14
O: Input / Output	H, I, J	7
P: Coding	N	21
Q: Coding	O	14
R: Testing	P	14
S: Recode	R	7
T: Presentation	SL	7

- (a) Draw a PERT chart for the Mobile Application project. (20 marks)

- (b) Determine all possible paths in the chart, with their respective duration. (11 marks)

- (c) Discuss **TWO (2)** reasons why PERT Charts is used in Project Management. (4 marks)

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Q2 Questions Q2(a) are based on the statement below:

There are two common problems faced by the developer with their client :

- i. Staged sign-off delays
- ii. Client won't give final sign-off, project dragging on

and two common problems faced by the commissioner:

- i. Deadline/milestones are not met by the developer
- ii. Developer appears to have own agenda - creative and/or technical-so wants to push developments practices for their own sake, not for the project

- (a) Discuss **TWO (2)** possible solutions to solve the common problem by the developer and **TWO (2)** possible solutions by the commissioner.
(8 marks)
- (b) Elaborate **TWO (2)** practices to improve client-developer relationship.
(6 marks)
- (c) Explain each role involved in RACI.
(4 marks)

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Q3 Questions Q3(a) – Q3(c) are based on **Figure Q3** that shows the interface of two mobile commerce applications (Lazada and 11Street):

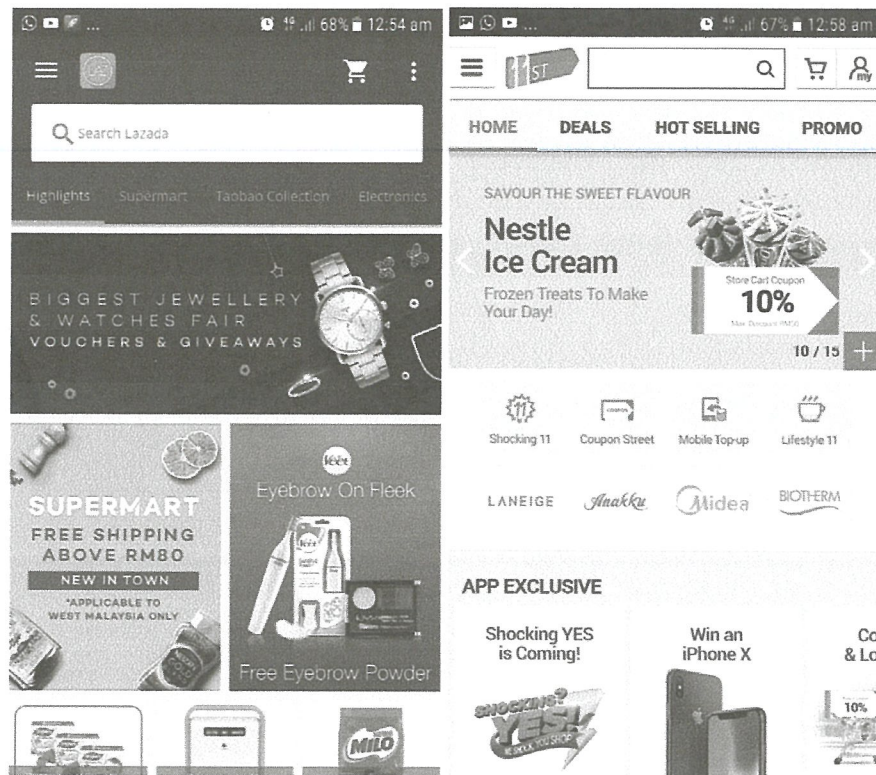


Figure Q3

- (a) Analyse **TWO (2)** look and **TWO (2)** feel aspects of usability in choosing the best m-commerce user interface. (8 marks)
- (b) Identify **TWO (2)** attributes of People At the Centre of Mobile Application Development (PACMAD) usability model which reflect the usability of the best m-commerce application in **Q3(a)**. (8 marks)
- (c) Identify **FOUR (4)** possibilities of Return Of Interest (ROI) from the best m-commerces application in **Q3(a)**. (8 marks)
- (d) Discuss **TWO (2)** reasons why usability is important to the user’s experience when interacting with the application or system. (4 marks)



Q4 Questions **Q4(a)** – **Q4(c)** are based on the following scenario:

"XYZ company is hired by Malaysia Airport Berhad to develop an interactive multimedia mobile application for KLIA2. As a project manager, you found out that your graphics designer downloaded pictures and clip-arts of an aircraft from the Internet without any permission from the content owner. The graphics designer has been using the media for the project."

- (a) Explain the Intellectual Property category involved in the scenario. (3 marks)
- (b) Discuss **THREE (3)** infringement effects of the scenario. (6 marks)
- (c) Explain **TWO (2)** important exceptions to infringement. (4 marks)
- (d) Differentiate **ONE (1)** aspect between copyright and trademark, and how to protect both of them. (6 marks)

- END OF QUESTION -

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