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Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

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

COURSE NAME : WEB PROJECT MANAGEMENT  
COURSE CODE : BIW 30503  
PROGRAMME CODE : BIW  
EXAMINATION DATE : DECEMBER 2017/JANUARY 2018  
DURATION : 3 HOURS  
INSTRUCTION : ANSWERS ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF FIVE (5) PAGES

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**Q1** State either **TRUE** or **FALSE** for each of the following statements:

- (a) Project manager is responsible to control the progress of the project against any detrimental influences on the time, cost, and quality involved in regard to the client, the place of work, market forces, other external influences, and the development team.
- (b) It is not a good practice to get support from the client's higher level management such as Chief Information Officer because they are very busy with their work.
- (c) Among the benefits of preproduction phase is it can increase understanding and commitment between team members and client.
- (d) It is better to let junior project manager to lead project clarification phase compared to their senior because there are no implementation tasks are being carried out during this phase.
- (e) Building relationships among team members are not important because each member belongs to a different group such as programmer, designer and marketer.
- (f) Project consultant usually will involve heavily in the project clarification phase.
- (g) The ability to write research report is one of the competencies that need to be possessed by a project manager.
- (h) A project brief is among the deliverables during project clarification phase which will detail the business, creative, technical and content requirements.
- (i) Maintenance phase is very crucial in assessing whether the project have achieved what have been set out to be achieved.
- (j) All tasks in web project can be done in parallel to speed up the development process.

(10 marks)

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**Q2** The following are the questions that being asked to the client during project clarification in different areas to better understand the client's requirement. Provide **ONE (1)** reason for each of the following questions based on the given area:

- (a) Content requirement area - How important is that existing staff are able to update content on the website?
- (b) Content requirement area – Do you propose to have user-generated content on the site?
- (c) Technical requirement area – Who will be the primary point of technical matters, and who will be responsible for sign-off on technical issues?
- (d) Creative requirement area – How would you describe a typical member of target audience?
- (e) Commercial requirement area – If you have e-commerce in your current site, how many sales have you made and what is the growth trend?

(10 marks)

**Q3** (a) You are the project manager of Kurus.com, a website that sells slimming product online. You are preparing the Project Specification Document (PSD). One part in the PSD is stating the Success Criteria. Develop a **TABLE** that will contain the following details:

- (i) **THREE (3)** possible success criteria for the web.
- (ii) How to measure each success criteria in **(Q3)(a)(i)**.
- (iii) Possible baselines for each success criteria in **(Q3)(a)(i)**.

(9 marks)

(b) Provide **THREE (3)** indirect benefits that can be gained by your client related with the development of Kurus.com.

(3 marks)

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- (c) Kurus.com will have the following pages:
- a main page that has dynamic content that will display new testimonies from customers every week.
  - pages that display product on sales and also list of discounted products.
  - pages to download resources such as forms and product brochures.
  - pages that display informative videos about health and the product itself.

(i) Build a suitable sitemap based on the given description. (4 marks)

(ii) Include the status of the content either static or dynamic in the sitemap you build in Q3(c)(i). (2 marks)

(iii) Include the source of the contents, either database, text file, links or embedded in the sitemap you build in Q3(c)(i). (2 marks)

**Q4** (a) When dealing with stock content provider, list out **TWO (2)** payment negotiation strategies that can be used to get the best price for the images to be purchased. (2 marks)

(b) Explain **ONE (1)** risk of having in-house content writing. (2 marks)

(c) Explain **THREE (3)** benefits on conducting meetings. (6 marks)

**Q5** (a) The following errors are found after several testing has been done to the web. Identify the category for each error either it is Fatal, Serious, Significant or Minor.

(i) There are a lot of typos in the main page of the web.

(ii) The website crashes when user wants to use the shopping cart.

(iii) When user clicks the provided link, it navigates to the wrong page.

(iv) The web unable to correctly print the right amount on the transaction receipt.

(v) User unable to download a form via the provided link.

(5 marks)

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- (b) Identify the type of testing either it is User Acceptance Testing, Functional Testing, Operational Testing, Load Testing, Security Testing or Copy Proofing based on the following scenario:
- (i) Handling the user complaint when he/she has not yet received the product ordered from the web.
  - (ii) Testing the ability of the web to handle 10,000 requests at a time.
  - (iii) Try to penetrate the database by using SQL injection.
  - (iv) Checking for the correctness of phone numbers, email addresses and other contact details.
  - (v) Testing to submit a form provided in the web.

(5 marks)

- Q6** (a) Develop a paragraph for Service Level Agreement (SLA) that will contain the following details. For each statement, include specifically the time and appointed person (if applied).

- Medium of communication between the web team and clients
- The maximum down time per year
- The training that will be provided
- The content update task
- The maintenance for the web server

(10 marks)

- (b) List **FOUR (4)** main factors that can determine a website's Return On Investments (ROI).

(4 marks)

- (c) SeventhStreet.com sells many household items online. During evaluation phase, your client asked you to provide a report to them on how they can increase sales from their web. Suggest and explain **THREE (3)** metrics that you will use from the web to support your evaluation.

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(6 marks)

**-END OF QUESTION-**