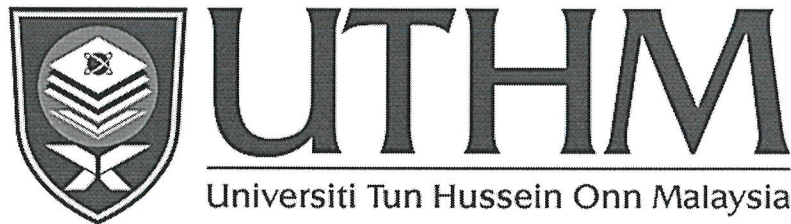


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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2018/2019**

COURSE NAME : WEB PROJECT MANAGEMENT
COURSE CODE : BIW 30503
PROGRAMME CODE : BIW
EXAMINATION DATE : DECEMBER 2018/JANUARY 2019
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **SEVEN (7)** PAGES

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

- (a) Project manager is not 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) Project manager needs to be aware any changes not only from inside organization but also from the external sources such as new government laws that can affect the project quality.
- (c) Chief Operating Officer (COO) responsible for the project scheduling instead of project manager because COO knows more about the organization.
- (d) It is not a good practice to get support from the client's higher level management such as Chief Executive Officer (CEO) because they have no time for the web project.
- (e) It is better to let junior project manager to lead the project clarification phase compare to their senior because during this phase no implementation tasks are being carried out.
- (f) Project consultant usually involves heavily in the project clarification phase.
- (g) Building relationship among team members is not important because each member belongs to different group such as programmer, designer and marketer.
- (h) Among the benefits of preproduction phase is it can increase understanding and commitment between team members and client.
- (i) Among the deliverables at project clarification phase is project brief which will detail the business, creative, technical and content requirements.
- (j) All tasks in web project can be done in parallel to speed up development process.

(10 marks)

Q2 (a) Match only one of following keywords: "what, how, where, why, who", that is suitable to represent the objective for each of the following phase:

- (i) Project clarification
- (ii) Solution definition
- (iii) Project specification

(3 marks)



(b) Identify in which category that the following questions are suited to be asked to?

commercial requirements, creative requirements, technical requirements, content requirements

- (i) How important is it for this site to generate revenue?
- (ii) What level of security are you expecting of the system?
- (iii) Do you have any products or service offering you feel would work and/or sell particularly well over the web?
- (iv) Do you have brand or corporate design guidelines that should be followed? (4 marks)

(c) Your client is Moonway College whose business is offering bachelor degree program to their students. They are asking for your proposal on how to generate income from the website that you are going to build without degrading the web’s professional looks. Provide **TWO (2)** suggestions with clear explanation on the way of generating money based on their requirements. (4 marks)

Q3 (a) Refer to **Table Q3(a)**, identify who will possibly request the changes on the following and justify your answer:

- (i) Version 1.1
- (ii) Version 1.2

Table Q3(a)

Version	Date	Author	Description
1.0	1/11/18	Faizal Tahir	First draft version
1.1	3/11/18	Nordin Ahmad	Revision to technical specification, especially on database solution
1.2	9/11/18	Nordin Ahmad	Added car loan calculator for functional specification

(4 marks)



- (b) **Table Q3(b)** shows an activity list that includes the duration and predecessor for a series of project activities.

Table Q3(b)

Activity	Duration	Predecessor
A	2	Start
B	4	A, E
C	6	A
D	3	B, C
E	7	Start
F	2	E
End	-	D, F

- (i) What is the duration of the critical path?
(4 marks)
- (ii) If activity **C** is delayed and becoming 10 days, what is the new duration for the critical path?
(2 marks)
- (c) In Project Specification Document, specify **FOUR (4)** user machine capabilities that needed to be considered when designing a web system.
(4 marks)

Q4 EX Catering is building new website to replace the old one that was build using BlogSpot. In the new website, they provide new functions where customers can order and pay for catering services online. Customer also can register accounts to get discounts on future transactions. This is as a reward for loyal customer.

- (a) List **THREE (3)** direct success criteria that can be measured for EX Catering new website.
(3 marks)
- (b) List **THREE (3)** indirect benefits that can be gained by your client from the new EX Catering website.
(3 marks)

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(c) Provide **ONE (1)** example of risk description for each of the following category that might be happening to EX Catering new website?

- (i) Catastrophic
- (ii) Undesirable
- (iii) Tolerable

(3 marks)

Q5 (a) Your client suggests that the content of the website will follow the current company brochure. As a concerned project manager, give your opinion on this matter?

(2 marks)

(b) Your client decides to update the web content by themselves. Based on this requirement, prepare **TWO (2)** questions for Content Requirements Elicitation session to get further clarification on this matter.

(2 marks)

(c) Explain why you want to ask each of the questions listed in **Q5(b)**?

(2 marks)

(d) **Figure Q5** shows a draft for your client website’s sitemap. For each of the following submenu, identify the suitable storage source and provide the reason:

- (i) Blog
- (ii) Events
- (iii) About Us
- (iv) Join Us

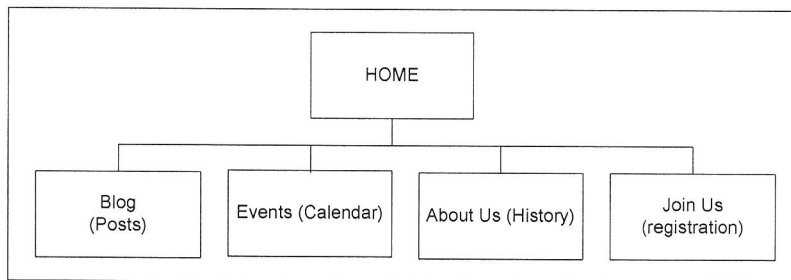


Figure Q5

(8 marks)



Q6 (a) A project manager is leading the construction of new portal news. The project sponsor asks the project manager to email him a project document that was presented during the recent project status meeting. The project sponsor has forgotten the name of the document, but he remembers it contains on the followings information:

- If business is halted, it must be resolved in 15 minutes. The responds from client must be within 5 minutes.
- For non-critical issue, resolve time given is 8 hours and client must respond within 4 hours.

(i) Which project document requested by the project sponsor? (2 marks)

(ii) What is the current phase of the project? (2 marks)

(b) You have just taken over a project in the middle of company's web system development. During the first week, you noticed that your programmers could not complete their assignments because they need to respond to the new request from different project stakeholders. The project is in risks to be delayed because of these interruptions.

(i) Suggest **TWO (2)** strategies to avoid your programmers from being interrupted with new requests from the stakeholders. (4 marks)

(ii) The previous project manager should take a proactive step during one of the early work stage to avoid this situation from happening. Identify the work stage. (2 marks)

Q7 (a) **Figure Q7** shows the statistic of visitors on your client website after a month it is being launched.

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2018	226	307	394	2,755	77.54 MB

Figure Q7

(i) Your client is very happy with the high number of hits that the web's has gathered. However, he did not understand why there is a very big gap between number of Hits and the number of Unique visitors. Provide an explanation to him. (2 marks)

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- (ii) By using data in **Figure Q7**, explain what is the drawback of Unique Visitors metric?
(2 marks)
- (iii) By using data in **Figure Q7**, explain the relation between Pages and Number of visits.
(2 marks)
- (b) There are 1,000 visitors arrived to your sites from Boogle Ads, and 75 of them made purchase. On the other side, there are 1,500 visitors coming from Fastbook, and 75 of them made a purchase.
- (i) Calculate the conversion rate for Boogle Ads.
(2 marks)
- (ii) Calculate the conversion rate for Fastbook.
(2 marks)
- (iii) Which one is more effective in getting sales? Justify your answer. Assume the conversion rate is still the same.
(2 marks)

-END OF QUESTIONS-