UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020

COURSE NAME	:	WEB PROJECT MANAGEMENT
COURSE CODE	:	BIW 30503
PROGRAMME CODE	:	BIW
EXAMINATION DATE	:	DECEMBER 2019/JANUARY 2020
DURATION	:	3 HOURS
INSTRUCTION	:	ANSWERS **ALL** QUESTIONS

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THIS QUESTION PAPER CONSISTS OF **EIGHT (8)** PAGES

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

(a)   The only key elements that need to be focused by each project manager are cost and time.

(b)   Communication is not one of the skills that are needed by project manager because most of the communications are based on documentations and meetings.

(c)   Not all the tasks in web project can be done in parallel to speed up development process.

(d)   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.

(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)   Working practices in the client organization should not be in the project manager interest as the team has their own working practices.

(g)   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.

(h)   Project clarification, solution definition and project specification are three stages that involves in Preproduction phase.

(i)   Building relationship among team members is important although each member belongs to different group such as programmer, designer and marketer.

(j)   Among the benefits of preproduction phase is it can increase understanding and commitment between team members and client.

(10 marks)

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

Table Q2(a)

Month	Unique visitors	Number of visits	Pages	Hits
Jan 2019	140	178	215	1176
Feb 2019	186	240	215	871

    (i)   the Hits are higher than the other parameters?

    (ii)   the Pages are higher than Number of visits and Unique visitors?

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

                                              (6 marks)

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

Table Q2(b)

Pages-URL				
	Viewed	Average Size	Entry	Exit
Home	40	100.71kb	24	24
Login	8	20.9kb	-	-
Product	10	25.71kb	-	5

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

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

                                               (4 marks)

  (c)   **Figure Q2(c)** shows the use of bandwidth of one's website. Identify the importance of this information for the website future decision.
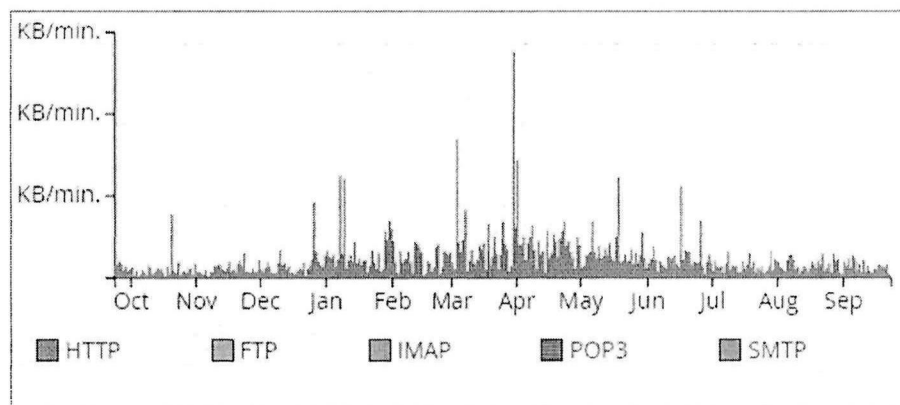

Figure Q2(c)

                                              (2 marks)

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(d) Suggest **FOUR (4)** ways of doing qualitative analysis on a website.

(4 marks)

(e) Explain **TWO (2)** benefits of conducting evaluation phase.

(4 marks)

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

Table Q2(f)

	Impression	Clicks	Leads	Sales
Campaign 1	28,956	417	64	8
Campaign 2	87,345	2998	241	23
Campaign 3	66,784	2113	225	6
Campaign 4	17,283	635	41	21

(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?

(3 marks)

Q3 (a) Identify the type of testing based on the following statements:

(i) Measuring the time consumed to take the product to be delivered to the customer.

(ii) Testing the ability of the web to handle one million requests at a time.

(iii) Attacking website database to get customer data.

(iv) Checking the spelling on the website.

(v) Testing to submit a form provided in the web.

(5 marks)

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(b) Prior to the launching day, the following preparation need to be taken in details. Identify the importance of:

(i) Search engines

(ii) Legal/compliance

(iii) Warn Internet Service Provider (ISP)

(iv) Staff Training

(4 marks)

(c) Rearrange the following incidents from the most critical to the less critical:
- The site aesthetic qualities are affected
- Server issues at the ISP that prevent the site from functioning correctly
- Stop external users from accessing non-vital areas of the site

(2 marks)

(d) In the maintenance phase, project manager should be first point of contact for the client for any site servicing and updates as defined in the Service Level Agreement (SLA). Explain **TWO (2)** reasons.

(4 marks)

Q4 (a) Refer to **Table Q4(a),** identify who will possibly request the changes on the following and justify your answer:

Table Q4(a)

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

(i) Version 1.1

(ii) Version 1.2

(4 marks)

(b) In Project Specification Document, specify only **TWO (2)** user machine capabilities that needed to be considered when designing a web system.

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(2 marks)

(c) **Table Q4(c)** shows an activity list that includes the duration and predecessor for a series of project activities.

Table Q4(c)

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?

(2 marks)

    (ii)   Identify the critical path?

(2 marks)

    (iii)   If activity **C** is delayed and becoming 10 days, what is the new duration for the critical path?

(2 marks)

Q5   (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 states that he has forgotten the name of the document, but he remembers it contained some of the followings:

- 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 is the project sponsor requesting?

(2 marks)

    (ii)   The document in **Q5(a)** is introduced in which work stage?

(2 marks)

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

      (i)   Discuss **TWO (2)** strategies that can be taken in avoiding your programmers from being interrupted with new requests from stakeholders.

                (4 marks)

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

                (2 marks)

Q6   You are the project manager of Innovator.com, a website that promotes and organize an innovation competition that will be held in a month time. The website is responsible to promote the competition to public, attract participant and providing the registration form, request for sponsorship, and also announce all the events occurred before, during and after the competition. 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:

(a)   **THREE (3)** possible success criteria for the web.

                (3 marks)

(b)   Provide **TWO (2)** examples of risk description for each of the following category that might be happening to EX Catering new website?

      (i)   Catastrophic

      (ii)   Undesirable

      (iii)   Tolerable

                (6 marks)

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

                (3 marks)

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Q7 (a) Consider the following statements that found in the SLA proposed by the client to the project management team:

```
The service includes:
1. To address all the problems arise within 30 minutes regardless
   the problem is critical, major, or minor.
2. To attend meeting as required by the client at any time.
3. The server will be functioning with a minimum disruption.
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   (i) Identify **TWO (2)** problems with the given statements by giving example.

   (4 marks)

   (ii) Modify all statements to avoid the problems you mentioned in **Q7(a)(i).**

   (6 marks)

   (b) List **FOUR (4)** main factors that determine a website's Return on Investment.

   (4 marks)

-END OF QUESTIONS-

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