

**UNIVERSITI KUALA LUMPUR****MALAYSIAN INSTITUTE OF INFORMATION TECHNOLOGY****FINAL EXAMINATION****JANUARY 2016 SEMESTER**

COURSE CODE	:	IMD21603
COURSE NAME	:	INSTRUCTIONAL DESIGN
PROGRAMME NAME	:	DIPLOMA IN MULTIMEDIA
DATE	:	22 MAY 2016
TIME	:	2.00 pm – 4.00 pm
DURATION	:	2 HOURS

INSTRUCTIONS TO CANDIDATES

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1. Please **CAREFULLY** read the instructions given in the question paper.
 2. This question paper has information printed on both sides of the paper.
 3. This question paper consists of **TWO (2)** sections; Section A and Section B.
 4. Answer **ALL** questions in Section A and Section B.
 5. Please write your answers on the answer booklet provided.
 6. Answer all questions in English language **ONLY**.
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THERE ARE 5 PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A (Total: 40 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Audience Analysis is one of analysis performed during Part 1: Multimedia Needs Assessment and Front-End Analysis.

DISCUSS IN DETAIL on how to perform the audience analysis procedure.

[8 marks]

Question 2

One of the objectives in conducting Task Analysis is to be able to break down job into duties and tasks.

- a) List the **FIVE (5)** procedures of Task Analysis. [5 marks]
- b) Explain the Adult Learning Theory by Knowles in 1990. [8 marks]

[13 marks]

Question 3

Assign any **FIVE (5)** relevant tasks for the following team members;

- a) Graphic Designer [5 marks]
- b) Multimedia Instructional Designer [5 marks]

[10 marks]

Question 4

In design phase, you are required to define the media elements that will determine the look and feel of the final product.

- a) List the **SEVEN (7)** activities in the process of defining media specification. [7 marks]
- b) Describe any **THREE (3)** approaches to learning. [6 marks]

[13 marks]

Question 5

Explain in detail the stages and activities involved in Development Methodology of a Computer-based Training.

[8 marks]

Question 6

The final stage of Instructional Design is to perform the evaluation. Briefly describe the **FOUR (4)** types of evaluation paradigm.

[8 marks]

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SECTION B (Total: 60 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Based on Figure 1 below, you are required to redesign the Gelatomio website. Prior to that, you need to perform Need Assessment by analyzing the discrepancies and determining the positive areas. Identify **FIVE (5)** design problems and suggest **FIVE (5)** improvements to the website.



Figure 1: Gelatomio website

[20 marks]

Question 2

As an instructional designer in an established company, you have been awarded a project to develop a mobile application for Yoyoy Kamphora Spa. Therefore, kindly identify the following requirements.

- a) Identify whether you should undertake this project or not by calculating the cost-benefit analysis (CBA), given the anticipated benefit is 105,000 and total cost is 35,000. [4 marks]
- b) Calculate the Return of Investment (ROI) – assume the gross profit is 140,000 and total cost is still 35,000. [6 marks]
- c) Draw a storyboard of the mobile application which has at least **FIVE (5)** screens. [10 marks]

[20 marks]

END OF QUESTION