



**UNIVERSITI KUALA LUMPUR**  
**MALYSIAN INSTITUTE OF INFORMATION TECHNOLOGY**

---

**FINAL EXAMINATION**  
**JANUARY 2016 SEMESTER**

---

**COURSE CODE** : ICB 47203  
**COURSE NAME** : SUPPLY CHAIN MANAGEMENT  
**PROGRAMME NAME** : BACHELOR OF BUSINESS TECHNOLOGY (HONS.) IN  
COMPUTER ENTREPRENEURIAL MANAGEMENT  
BACHELOR OF INFORMATION  
TECHNOLOGY (HONS.) IN SOFTWARE ENGINEERING  
**DATE** : 19 MAY 2016  
**TIME** : 2.00 pm – 4.30 pm  
**DURATION** : 2 HOURS 30 MINUTES

---

**INSTRUCTIONS TO CANDIDATES**

---

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 **ONE (1) section ONLY**; Section A.
4. Answer **ALL** questions in Section A.
5. Please write your answers on this paper.
6. Answer all questions in English language **ONLY**.

---

THERE ARE 10 PAGES OF QUESTIONS, INCLUDING THIS PAGE.

---

SECTION A (Total: 100 marks)

**INSTRUCTION: Answer ALL questions.**  
**Please write your answer on this paper.**

**Question 1**

- (a) Describe the dependent demand and independent demand in detail. Support your explanation with example(s).

(10 marks)

Unikl MITT

- (b) Given the following information for an important purchased part,

Annual requirements (R) = 5,000 units

Setup cost (S) = \$100 per order

Holding rate (k) = 20%

Unit cost (C) = \$20 per unit

Lead time (LT) = 6 days

Number of days per year = 360 days

Compute the:

- i. Economic order quantity. (1 marks)
- ii. Total purchase cost. (1 marks)
- iii. Annual holding cost. (1 marks)
- iv. Annual ordering cost. (1 marks)
- v. Annual total cost. (1 marks)

vi. Reorder point.

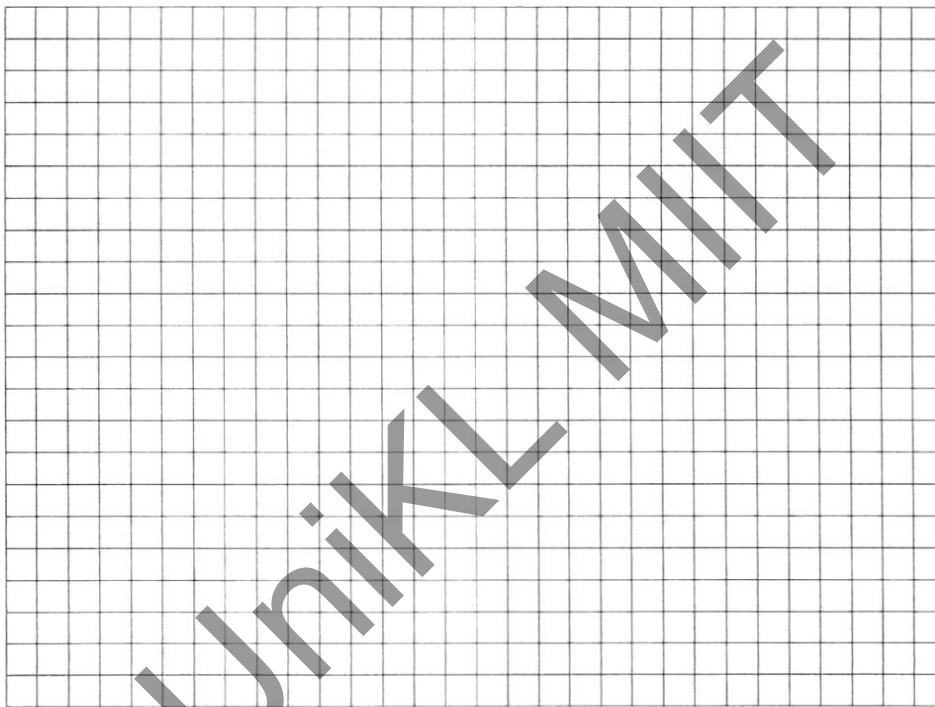
(1 marks)

vii. Number of orders placed per year.

(1 marks)

(c) Based on question (b), plot the cost curves (annual holding cost, annual ordering cost, and annual total cost) on the vertical-axis, and the order quantity on the horizontal-axis. Explain the cost curves and the order quantity.

(8 marks)



Question 2

(a) Describe the profit-leverage effect based on Table 1 below.

Table 1: The profit-leverage effect

	SIMPLIFIED PROFIT & LOSS STATEMENT	REDUCE MATERIAL COSTS BY \$20,000
<b>Gross Sales/Net Revenue</b>	\$1,000,000	\$1,000,000
– Cost of Goods Sold (Materials + Manufacturing Cost)	–\$500,000	–\$480,000
<b>Gross Profits</b>	\$500,000	\$520,000
– General & Administrative Expenses (45%)	–\$450,000	–\$450,000
<b>Profits Before Taxes</b>	\$50,000	\$70,000

(5 marks)

(b) You are given the following information.

Table 2: Make-Buy Option Data

Cost	Make Option	Buy option
Fixed Cost	RM50000	RM3800
Variable Cost	RM10	RM20

i. Find the break-even quantity.

(2 marks)

ii. Find the total cost of the break-even point.

(2 marks)

iii. If the requirement is 8500 units, is it more cost-effective for the firm to buy or to make the components?

(2 marks)

iv. What is the cost savings for choosing the cheaper option?

(2 marks)

v. If the requirement is 3500 units, is it more cost-effective for the firm to buy or to make the components?

(2 marks)

vi. What is the cost savings for choosing the cheaper option?

(2 marks)

vii. Provide the break-even analysis cost curve.

(8 marks)



Question 3

The Bill of Materials (BOM) for finished product (chair), inventory status, and other relevant information are given below. Compute the planned order releases and projected on-hand inventory balances for chair, top assembly, legs and leg brackets. Write your answer in the following tables.

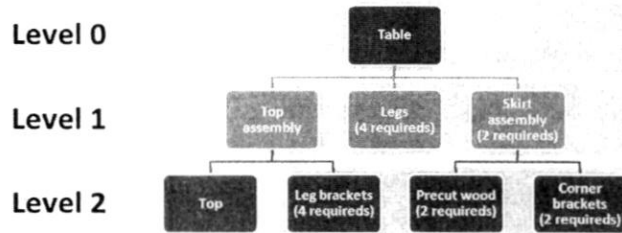


Figure 1: The Bill of Material (BOM)

Table – Level 0		1	2	3	4	5	6	7	8
Gross requirements		20	15	10	10	20	30	10	20
Schedule receipts		20							
Project on hand inventory	20								
Planned order releases									

Q=20, LT=1, SS=20

Top assembly – Level 1		1	2	3	4	5	6	7	8
Gross requirements									
Schedule receipts			20						
Project on hand inventory	25								
Planned order releases									

Q=10, LT=2, SS=5

Legs – Level 1		1	2	3	4	5	6	7	8
Gross requirements									
Schedule receipts									
Project on hand inventory	90								
Planned order releases									

Q30, LT=1, SS=10

Leg Brackets– Level 2		1	2	3	4	5	6	7	8
Gross requirements									
Schedule receipts									
Project on hand inventory	80								
Planned order releases									

Q=LFL, LT=1, SS=30

(25 marks)



Question 4

A buyer received bids and other relevant information from two suppliers for a vital component part for its latest product. Given the following information, use a total cost analysis to determine which supplier should be chosen. Late delivery of the component results in 70 percent lost sales and 30 percent back orders of finished goods.

Order lot size	2,000
Requirements (annual forecast)	240,000 units
Weight per engine	40 pounds
Order processing cost	\$200/order
Inventory carrying rate	20% per year
Cost of working capital	10% per year
Profit margin	15%
Price of finished goods	\$10,500
Backorder cost	\$120 per unit

Unit Price	Supplier 1	Supplier 2
1 to 999 units/order	\$205.00	\$198.00
1,000 to 2,999 units/order	\$190.00	\$192.00
3,000 + units/order	\$185.00	\$190.00
Tooling cost	\$10,000	\$15,000
Terms	1/15, net 30	1/10, net 20
Distance	100 miles	150 miles
Supplier quality rating	1%	2%
Supplier delivery rating	1%	2%

(25 marks)

Unikl MIT

END OF EXAMINATION PAPER

Unikl MIT



## UNIVERSITI KUALA LUMPUR

MALAYSIAN INSTITUTE OF INFORMATION TECHNOLOGY

---

### FINAL EXAMINATION

JANUARY 2016 SEMESTER

---

COURSE CODE	:	IMB 20503
COURSE NAME	:	MULTIMEDIA INSTRUCTIONAL DESIGN
PROGRAMME NAME	:	BACHELOR IN MULTIMEDIA TECHNOLOGY (HONS) IN INTERACTIVE MULTIMEDIA DESIGN
DATE	:	19 MAY 2016
TIME	:	2.00 pm – 4.00 pm
DURATION	:	2 HOURS

---

### INSTRUCTIONS TO CANDIDATES

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.

---

THERE ARE 4 PAGES OF QUESTIONS, INCLUDING THIS PAGE.

---

Unikl MIT

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

A systematic and careful media selection decision is crucial to successful and cost effective resolution of a multimedia project.

- a) List the **SEVEN (7)** Media Analysis Procedure. [7 marks]
- b) Elaborate any **FOUR (4)** advantages and **THREE (3)** disadvantages of instructor-led media delivery. [7 marks]

**[14 marks]****Question 2**

The major outcome for design phase is to produce a Course Design Specification (CDS) document that detail out how the project will look like when it is completed.

Explain in detail the **FIVE (5)** elements of CDS.

**[10 marks]****Question 3**

During the production of a multimedia project, there are stages common to Computer-based, Web-based and Interactive Distance Broadcast solutions. Explain in detail the components and activities involved in the development of Interactive Distance Learning.

**[8 marks]****Question 4**

The final stage of a Multimedia Instructional Design is to perform the evaluation. Any kind of evaluation is guided explicitly or implicitly by a set of beliefs, which are often under-pinned by theory. These beliefs and the methods associated with them are known as an 'evaluation paradigm'. **ELABORATE** the **FOUR (4)** types of evaluation paradigm.

**[8 marks]**

SECTION B (Total: 60 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Referring to figure 1 below, you are required to evaluate Kek Afrina website by identifying any FIVE (5) design problems and giving FIVE (5) recommendations on how to improve the identified problems.

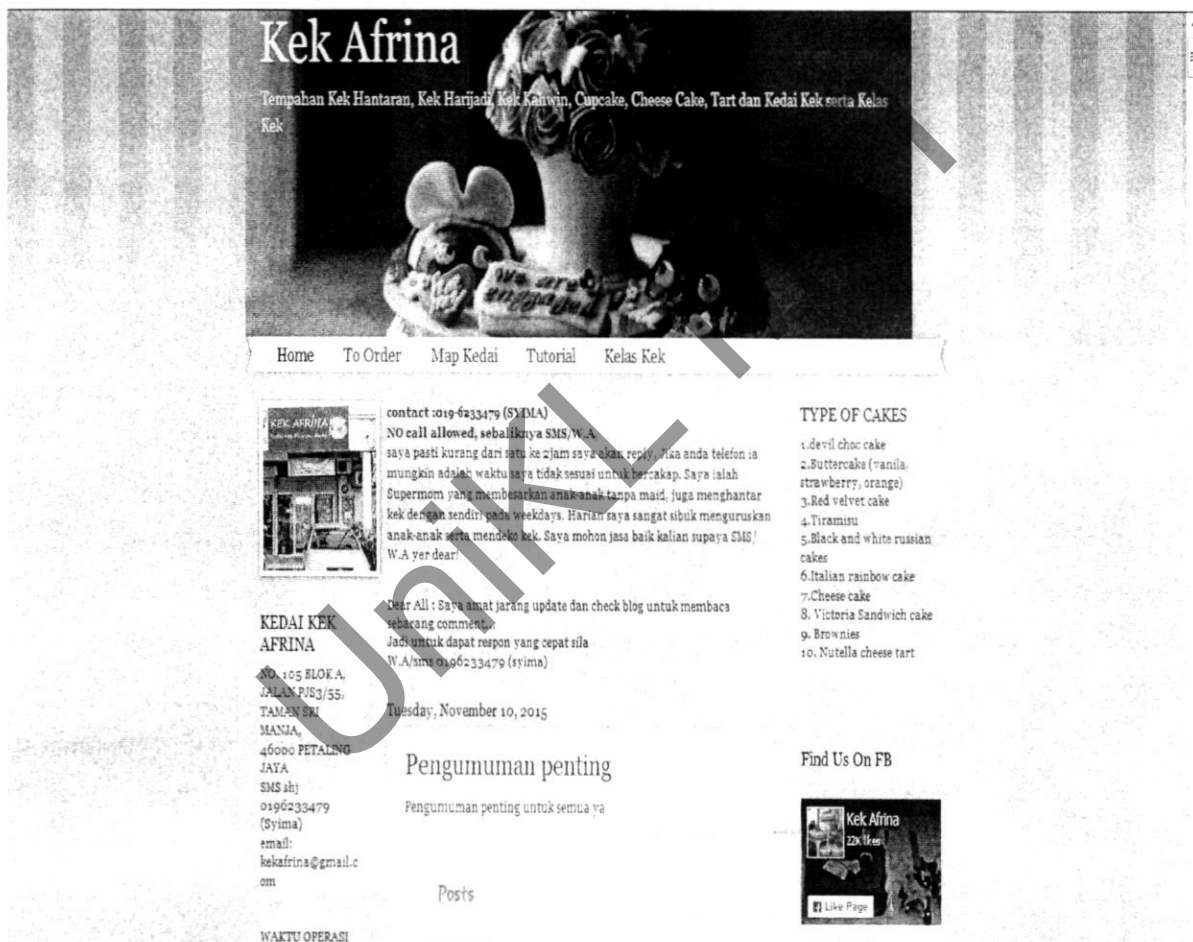


Figure 1 : Kek Afrina website

[20 marks]

**Question 2**

Your company has been awarded a project to develop a mobile application for Batrisya Muslimah Boutique. As an instructional designer, you have been assigned a few roles and responsibilities to commence the project successfully.

- a) Draw a Task Analysis Diagram to illustrate your duty and task. [4 marks]
- b) Your next job is to conduct Critical Incident Analysis. Discuss in detail the procedure of conducting the analysis. [8 marks]
- c) Next, produce the Cost Analysis report by calculating the cost-benefit analysis (CBA), given the anticipated benefit is 60,000 and total cost is 15,000. [4 marks]
- d) Calculate the Return of Investment (ROI) – assume the gross profit is 90,000 and total cost is still 15,000. [4 marks]
- e) Once the cost analysis is accepted, your next task is to define the suitable content. Identify and elaborate any **FIVE (5)** main modules / buttons for the mobile application. [10 marks]
- f) Draw storyboard which has at least **FIVE (5)** screens. [10 marks]
- [40 marks]

**END OF QUESTION**



Unikl MIT