



MALAYSIAN INSTITUTE OF INFORMATION TECHNOLOGY

FINAL EXAMINATION
JANUARY 2014 SEMESTER

SUBJECT CODE : IMB20503
SUBJECT TITLE : MULTIMEDIA INSTRUCTIONAL DESIGN
LEVEL : BACHELOR
TIME / DURATION : 9.00 am – 11.00 am
(2 HOURS)
DATE : 30 MAY 2014

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consists of TWO (2) parts. Part A and B.
4. Answer ALL questions in Part A and Part B.
5. Please write your answers on the answer booklet provided.
6. Answer all questions in English.

THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

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

Situational Analysis is one of analyses performed during Part 1: Multimedia Needs Assessment and Front-End Analysis. Discuss in detail the procedure of conducting Situational Analysis.

[9 marks]**Question 2**

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 **THREE (3)** advantages and **THREE (3)** disadvantages of instructor-led media delivery. **[6 marks]**

[13 marks]**Question 3**

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 4**

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

[8 marks]

PART B (Total: 60 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Referring to figure 1 as below, you are required to evaluate Pangkor Beach Chalet website by identifying any **FIVE (5)** design problems and give **FIVE (5)** recommendations on how to improve the identified problems.



Figure 1 : Pangkor Beach Chalet website

[20 marks]

Question 2

Your company has been awarded a project to redesign IKEA Malaysia website. 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. [5 marks]
- b) Then, your job is to submit Technology Analysis report to the board of directors. List the steps involve in conducting Technology Analysis procedure. [7 marks]
- c) Next, produce the Cost Analysis report by calculating the cost-benefit analysis (CBA), given the anticipated benefit is 75,000 and total cost is 25,000. [4 marks]
- d) Calculate the Return of Investment (ROI) – assume the gross profit is 100,000 and total cost is still 25,000. [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 IKEA Malaysia digital catalogue. [10 marks]
- f) Draw storyboard which has at least **FIVE (5)** screens. [10 marks]

[40 marks]

END OF QUESTION