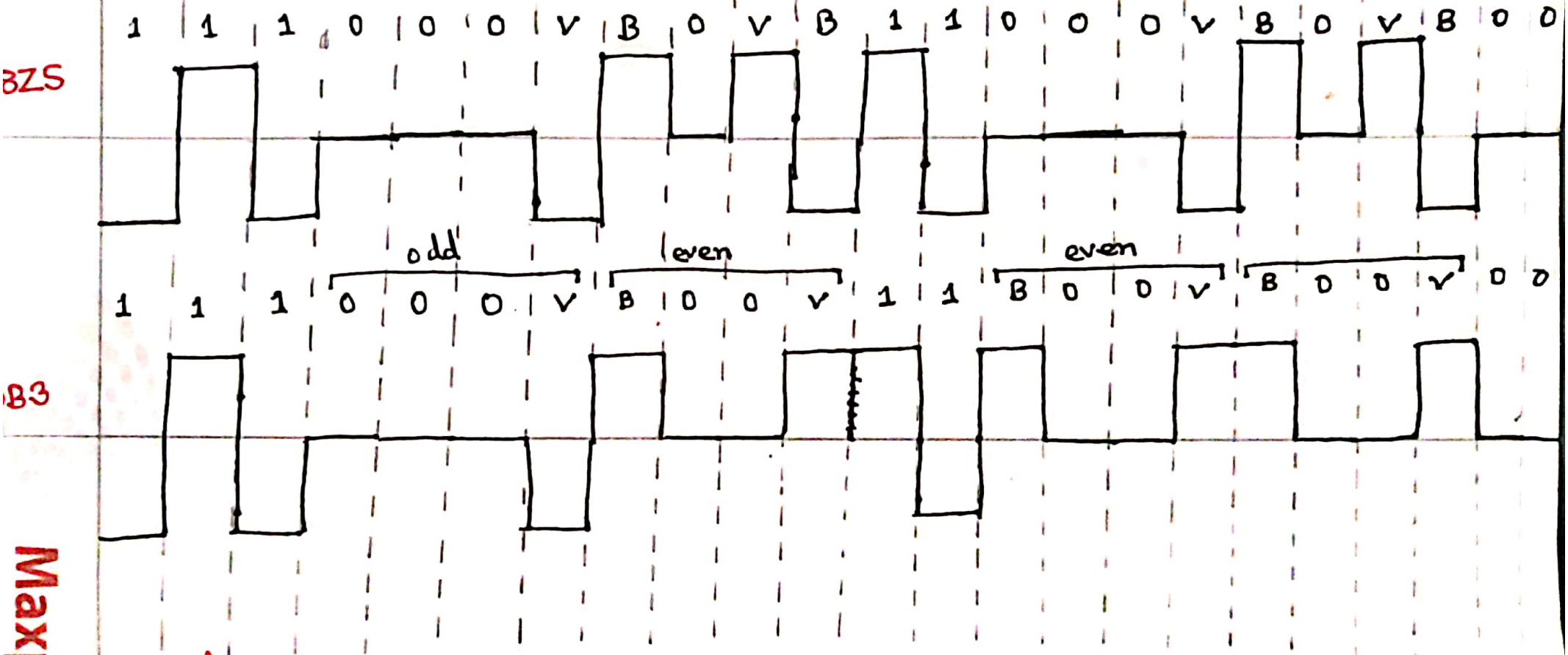
1 1 1 0 0 0 0 0 0 0 0 1 1 0 0 0 0 0 0 0 0 0 0



Read the last line of the question. It says - "Assume the last non zero signal level has been positive". Non-zero means → "1". So, last 1 was positive, then in this sequence which is given to us, the ~~first~~ level of first "1" will be ~~a~~ negative.