Set-A

BRAC UNIVERSITY
Department of Computer Science and Engineering

Examination: Quiz 2   Duration: 20 min
Semester: Fall 2024
Full Marks: 15

CSE 470: Software Engineering

Name: **ID:**   **Section:**

Question 1: Oni, the proprietor of an online retail store, devised a comprehensive plan to enhance his brand's visibility through an extensive advertising campaign in just four weeks. Under the guidance of project manager Saif, his marketing team, consisting of two designers, three writers, and a social media specialist, collaborated to produce captivating social media ads and compelling copy, and fostered partnerships with influential individuals. The campaign yielded successful results, attracting customers and generating increased sales, ultimately establishing Oni's store as a prominent one in the industry. Motivated to manage the project effectively, Oni embarked on a journey of scrutinising different frameworks and stumbled upon a set of guiding principles. Upon closer examination, he discovered these guidelines were specifically designed for Agile methodology. *[CO1] [10]*

a. The marketing team uses the Agile Scrum framework to manage the project. Describe each step of the framework according to the above scenario and how the team will follow this scrum from start to end. [5]
b. What would be the guiding principles Oni Followed? [2]
c. If Oni wishes to make a permanent advertising App for his store, what SDLC process he might follow to implement the project? How this model is a better choice than other existing models? [3]

Question 2: Write True or False beside the statement.   *[CO1] [05]*

1. Requirements engineering includes processes such as requirements elicitation, validation, and management.

2. Non-functional requirements can include constraints like response time and reliability.

3. Requirements elicitation is also known as requirements discovery.

4. Requirements documentation is only performed after the entire requirements engineering process is complete.

5. Volatile requirements are those that can evolve or change over time due to external factors.

Set-B

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CSE 470: Software Engineering

Name: **ID:**   **Section:**

Question 1: Rifat, the owner of an online retail store, planned to launch an extensive advertising campaign to boost his brand within four weeks. His marketing team, led by project manager Sara, consisted of two designers, three writers, and a social media specialist. Together, they created captivating social media ads, and compelling copy, and formed partnerships with influencers. The campaign successfully attracted customers and increased sales, establishing Rifat's store as a prominent player in the industry. Rifat embarks on analyzing various frameworks to effectively manage the project and discovers a set of guiding principles to adhere to. Later he finds out that these guidelines were for Agile. *[CO1] [10]*

a. Let's consider the marketing team uses the Agile Scrum framework to manage the project. Describe each step of the framework according to the above scenario and how the team will follow this scrum from start to end. [5]
b. What would be the guiding principles Rifat Followed? [2]
c. If Rifat wishes to make a permanent advertising App for his store, what SDLC process might he follow to implement the project? [3]

Question 2: Write True or False beside the statement.   *[CO1] [05]*

1. A feasibility study is conducted to determine if the system can be engineered within available technology and budget.

2. Requirements elicitation is also known as requirements discovery.

3. Requirements analysis aims to address conflicting requirements among stakeholders.

4. Requirements validation techniques include prototyping and test-case generation.

5. Enduring requirements are unstable and likely to change frequently during system development