



INDEPENDENT UNIVERSITY, BANGLADESH
Department of Computer Science & Engineering
CSE451/CSC445/CSC545/CNC618/SEN545C/EN445
Software Engineering Concept, Spring -2022
Mid Assessment, TIME-180 minutes, Mark-50

NAME:

ID:

Read the following Case s and answer the attached questions

Scenario 1: (Marks 30)

The Digital Bangladesh Ltd. Company has developed and launched their IPTSP based dialer (voice & video) and instant messaging platform named “MyTalk”. For the commercial launch they have defined a process which includes registration and download of the App and then the regular use. At the very beginning of the process, prospective consumers will express his/her interest to get MyTalk services. The sales executive person will collect basic information of the customer through CIF (Customer Information Form) from the customer and submit it to the CRM.

If the customer is already a subscriber, and his information is already saved in the CRM. Existing CIF will be used for registering the customer as an IPTSP subscriber. For new customers, all the information needs to be captured. The required parameters (Name, address, contact number, email) will be ingested from CRM.

Sales executives will provision the subscriber through CRM by adding all mandatory fields for accounts (account number, passwords, service package). Subscriber may request for a special number and CRM will have that provision for providing the special number to subscriber. Sales people will have access to CRM to get IPTSP numbers. After completing the registration process, payment needs to be collected based on the purchased package (if prepaid). Payment gateway will be integrated with CRM. A notification like Email/SMS will be sent to the customer providing the Google play store link to download the “My Talk” dialer App. After getting the link from mail/SMS customer will be downloading “MyTalk” dialer App from Google play store.

Then tap on “Use MyTalk account” to provide a registered mobile number which is already provided in the CRM. Upon receiving the request from the app, CRM will validate the mobile number with two factor authentications (2FA) to avoid any kind of forged activity. If the number is matched and 2FA validation is successful, CRM will ingest account credentials (username/password) to that MyTalk App. It was created

by a sales person in the CRM described in the previous section. If 2FA is not validated successfully, users will not be able to use IPTSP services. After successful 2FA, customers are ready to enjoy IPTSP services. In the App, there should be an option in the account page where users can recharge or check account balance.

Questions

1. Draw a process flow diagram by identifying process name, phases/steps, activities, actors with Cross functional Swimlane diagram. **(Marks 20)**
2. Identify the 10 elements with brief description for the process **(Marks 10)**

Scenario 2: (Marks 10)

As a part of Uberization initiative of Razor Power plant, in-plant vehicle movement are being restricted to minimize the use vehicle in the plant area. Here vehicles will be used for movement of materials, usage of the logistics and to give a critical support in unplanned shutdowns. In order to control the use of vehicle and to control the situation it was decided to make an online booking of vehicles as a form of mobile app solution. A mobile app will be created and data will be stored on cloud.

Technology used is J2ME and oracle and Google app used to know the location and shortest path between source and destination. Uber kind of app will be prepared for users along with vehicle booking, cancel booking and fixed payment for the first phase. Once the first phase will be implemented successfully then in the 2nd phase booking in advance, critical booking, bill generation, vehicle types, user rating, discount, promotion will be implemented.

Questions:

Which development life cycle method is suitable for the below mentioned case study please describe with pros and cons. **(Marks 10)**

Scenario 3: (Marks 10)

“Bang-western Lines” is an e-commerce phenomenon: Its ladies and kinds wear are sourced and produced in Bangladesh with a touch of western fashion into Bangladeshi outfit and sold only via the web internationally. The products are very comfortable, western and trendy with a fervent fan base in Bangladeshi Canadian and American. The CMO “David Ronald” says its business has doubled in last 3 years. The company’s products routinely sell out and can be back-ordered for weeks and it was decided last year to open 2 big outlets to showcase and sell in America and Canada. They have recently launched a new product which is designed, produced and positioned as the primary product for upcoming Eid and promotional theme of this products is “Chad Rate Deshi Shaje ..Bongo Hoodie Saree’r Shathe.” with “Bongo Hoodie” this is a concept to launch Saree with the Hoodie .They have targeted to sell this product to the western market with a reasonable pricing mainly for the Bangladeshi’s who wants to wear Saree in the winter weather .

Questions:

Describe each element of the “**MARKETING MIX**” (**5Ps**) within the marketing strategy of Bangladeshi Trends to have a sustainable and substantial growth in the Canadian and American market. (**Marks 10**)

.....**Thanks**