**BRAC UNIVERSITY**

**Department of Computer Science and Engineering**

Examination: Quiz 1 Duration: 15 min

Semester: Summer 2023 Full Marks: 10

**CSE 470: Software Engineering**

**Name: ID: Section:**

**Set-A**

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 discovered a set of guiding principles to adhere to. Later he finds out that these guidelines were for Agile

| **1.** | **CO1** | 1. 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] 2. What would be the guiding principles Rifat Followed?[2] 3. If Rifat wishes to make a permanent advertising App for his store, what SDLC process he might follow to implement the project? [3] | **10** |
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