**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-B**

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 scrutinizing different frameworks and stumbled upon a set of guiding principles. Upon closer examination, he discovered that these guidelines were specifically designed for Agile methodology.

| **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 Oni Followed?[2] 3. 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] | **10** |
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