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Daffodil International University

Department of Information Technology & Management

Final Examination, Summer 2025

Course Code: ITM 302 , Course Title: Business and Web Analytics

Instructor: IM

Date: 23-04-25 Time: 3:00-5:00

Duration: 2:00 Hrs Marks: 40

Bdjobs.com Ltd. is Bangladesh's premier online employment platform, founded in July 2000 by eight young IT and business professionals. It was established with the vision of integrating internet technology into mainstream business and economic activities, aiming to streamline the job search and recruitment processes in the country . As the first and leading career management site in Bangladesh, Bdjobs.com has revolutionized the job market by providing a comprehensive platform for both job seekers and employers. The website hosts over 4,500 active job listings at any given time and boasts a resume database exceeding 4 million entries. To date, more than 45,000 employers have recruited over 1 million professionals through Bdjobs.com .In 2014, the company expanded its reach by selling a 25% stake to SEEK International, an Australian job portal, for Tk 38.5 crore, valuing the company at approximately Tk 150 crore at that time . Bdjobs.com also operates Bdjobs eLEARNING, the largest professional training provider in Bangladesh, offering over 300 courses annually across various fields such as IT, finance, HR, and project management .

1	A. Provide example with formula for the followings	[CLO1, Level 1]	10
	• Engagement rate • CTR • CPC • Conversion rate • ROI		
2	A. Apply ERRC grid to improve the apps of Bdjobs.com	[CLO2, Level 3]	5
	B. Apply Box-plot, Venn Diagram and Sieve Diagram for Bdjobs.com with example		5
3	For Bdjobs.com	[CLO3, Level 4]	
	A. Analyze how WBS can be used		5
	B. Analyze how KANBAN can be used		5
4	Create a table with three rows of data	[CLO4, Level 6]	
	A. Formulate 3 Hypothesis for independent sample t-test for Bdjobs.com		5
	B. Formulate 3 Hypothesis for one sample t-test for Bdjobs.com		5