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Daffodil International University

Department of Information Technology & Management
Faculty of Science & Information Technology
Midterm Examination, Summer 2026
Course Code: ITM 301; Course Title: Management Information System
Sections & Teachers: MRK (A)

Time: 1:30 Hrs **Marks: 25**

Answer ALL Questions

[The figures in the right margin indicate the full marks and corresponding course outcomes. All portions of each question must be answered sequentially.]

1.	Explain the functional steps of MIS and describe the purpose each step serves in managing an organization for competitive advantage.	**[Marks-5]**	**CLO-1** *Level-2*
2.	**Apex Footwear Limited**, one of Bangladesh's largest shoe manufacturers and exporters, operates retail outlets across Dhaka, Chittagong, and Sylhet. **At the retail counter:** Sales staff scan the barcode at checkout. The system instantly records the product code, price, size, and time of sale, and updates inventory. If a customer asks "Do you have this shoe in size 42?", staff get an immediate yes/no answer from the same system. **At the regional office:** Every Monday, the Regional Sales Manager receives a report showing last week's total sales, top 5 best-selling models, and slow-moving inventory. Using this, the manager increases stock orders for top sellers and runs discounts on slow movers. **At the head office:** Apex's Board is deciding whether to open 15 new outlets over the next 3 years. Their system combines historical sales data, Bangladesh Bank interest rates, competitor data (Bata, Walkers), and BBS population data to model expected returns for different expansion plans.		**CLO-2** *Level-4*
	(a) Identify which type of information system is being used at each of the three levels, justify your answer by referring to specific details from the scenario.	**[Marks-4]**	
	(b) Explain the relationship between the retail counter system and the regional office system specifically, how does the output of one become the input of the other.	**[Marks-2]**	

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3.	**10 Minute School**, a leading Bangladeshi EdTech platform, offers live classes, recorded video lessons, and practice quizzes for school, college, and skill development students. To build and run its web application, 10 Minute School uses a cloud platform that provides programming languages, databases, and testing tools the company focuses only on application development and does not manage its own servers.		
	a. Describe how virtualization allows 10 Minute School's cloud provider to deliver multiple logical computing environments from a single set of servers.	**[Marks-2]**	**CLO-2** *Level-5*
	b. Identify the cloud service model used by 10 Minute School and justify your answer	**[Marks-2]**	
	c. Prepare a complete Business Model Canvas (BMC) for 10 Minute School.	**[Marks-5]**	
4.	Explain how cookies are used to identify and track web visitors.	**[Marks-5]**	**CLO-3** *Level-2*

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