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Daffodil International University

Department of Information Technology & Management

Faculty of Science & Information Technology

Midterm Examination, Fall 2026

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

Instructor: IM

Date: Time:

Duration: 1:30 Hrs Marks: 25



Dhaka Metro Rail is a modern mass rapid transit system serving Dhaka, the capital and largest city of Bangladesh. It is operated by Dhaka Mass Transit Company Limited (DMTCL) and aims to reduce traffic congestion, improve transportation efficiency, and provide a safe, comfortable, and environmentally friendly commuting experience. The first section of MRT Line 6 commenced commercial operations on December 29, 2022, followed by its second section on November 5, 2023. Currently, MRT Line 6 is the only operational metro rail line, connecting Uttara North to Motijheel. It serves important locations, including Mirpur, Agargaon, Farmgate, Karwan Bazar, Shahbagh, and Dhaka University. Additional lines, including MRT Line 1 and MRT Line 5, are under development, while MRT Line 2 and MRT Line 4 are in the planning stages. Passengers can purchase Single Journey Tickets or use rechargeable MRT Passes and Rapid Passes. Passengers using MRT Passes or Rapid Passes receive a 10% discount on ticket fares. Ticket prices depend on the distance traveled between stations. Metro Rail stations provide automated ticket vending machines, electronic entry and exit gates, elevators, escalators, security checkpoints, and passenger information displays. Dhaka Metro Rail operates according to scheduled service hours, with train frequency varying between peak and off-peak periods. Passengers can access route information, station locations, ticket fares, and train schedules through available information services. A proposed Metro Rail mobile application could further enhance passenger convenience by offering journey planning, fare calculation, real-time train tracking, digital ticketing, service notifications, and customer feedback facilities.

1.	Create Business Model Canvas for Metro rail	5	CLO 1, Level 3
2.	Develop a digital dashboard with relevant data from Metro rail using appropriate data visualization techniques	5	CLO 2, Level 3
3.	Apply the concept of a Decision Matrix to evaluate and select the most suitable logo for Dhaka Metro Rail, incorporating the evaluations of three managers.	5	CLO 1, Level 2
4.	Suggest Cost and ERP life which can be used for Metro rail	5	CLO 1, Level 1
5.	Explain how WBS and Kanban can be applied to the development of a Dhaka Metro Rail mobile application, providing relevant examples for each.	5	CLO 2, Level 2