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Date: 10/12/2025

Daffodil International University	Course Code: SE 442 | Course Title: Management Information System
	Quiz 3 | Time: 30 Mins | Marks: 15 | Batch: 40 | Section: H | Instructor: AZ

Set Sun (ID's last digit is 0, 1, 2, 3, 4)

Biman Bangladesh Airlines is the national flag carrier of Bangladesh, established in 1972 after the country's independence. It plays a major role in connecting Bangladesh with the rest of the world through domestic and international flights. Biman operates from its main hub at Hazrat Shahjalal International Airport in Dhaka, with additional operations from Chattogram and Sylhet. The airline flies to destinations in Asia, the Middle East, and Europe, serving millions of passengers every year. Its fleet includes modern aircraft such as the Boeing 787 Dreamliner, Boeing 777, and Boeing 737. Biman offers services like passenger flights, cargo transportation, Hajj flights, and special chartered flights. Over the years, the airline has worked to improve its safety, service quality, and efficiency. Biman Bangladesh Airlines holds a symbolic importance as it represents the country's identity, culture, and global presence in international aviation.

Q1. **Discover** strategies how *self paced e-learning online*, and *groups based e-learning asynchronous* can support **Biman Bangladesh Airlines users or employees** *[Marks 5]*

Q2. **Express** with example for the followings as social media metrics for **Biman Bangladesh Airlines**.

- Followers
- Conversion Rate
- Story Views
- Traffic Referrals
- Post Frequency *[Marks 5]*

Q3. **Analyze** how **Biman Bangladesh Airlines** could implement two types of e-commerce services – *dropshipping* and *private labelling*. You may think of new services that can be created in **Biman Bangladesh Airlines**. *[Marks 5]*

Set Moon (ID's last digit is 5, 6, 7, 8, 9)

Bangladesh Road Transport Corporation (BRTC) is a state-owned public transport agency responsible for providing safe and affordable bus and truck services across the country. Established in 1961, BRTC plays an important role in improving road transport, reducing traffic pressure, and supporting the mobility needs of millions of people. The corporation operates a wide range of services, including city buses, inter-district buses, and international routes to neighboring countries. BRTC also runs special services during emergencies, national events, and school or college transportation. Besides passenger transport, BRTC manages a large fleet of trucks that support government logistics and goods movement. It operates several training institutes to develop skilled drivers and mechanics, contributing to road safety and employment. As a government organization, BRTC aims to ensure reliable, comfortable, and accessible transportation for the people of Bangladesh.

Q1. **Discover** strategies how *self paced e-learning offline*, and *groups based e-learning synchronous* can support **BRTC users or employees** *[Marks 5]*

Q2. **Express** with example for the followings as social media metrics for **BRTC**.

- *Engagement Rate*
- *Hashtag Performance*
- *Unfollows*
- *Cost Per Click (CPC)*
- *Event Attendance* *[Marks 5]*

Q3. **Analyze** how **BRTC** could implement two types of e-commerce services – *subscription model* and *white labelling*. You may think of new services that can be created in **BRTC**. *[Marks 5]*