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Daffodil International University

Faculty of Science & Information Technology

Department of Software Engineering

Mid-term Examination, Fall 2025

Course Code: SE 442/ SWE 412, Course Title: Management Information System

Level: 3 Term: 2 Section: 40 (A-H)

Instructor: IM , NYK, AZ

Duration: 1:30 Hrs **Marks: 25**

LinkedIn is the world's largest professional networking platform, empowering individuals and organizations to connect, share, and grow professionally. With over 900 million users globally, it serves as a digital resume, a talent marketplace, a knowledge hub, and a platform for career development. Professionals use LinkedIn to showcase their skills, experience, and accomplishments while engaging in meaningful conversations through posts, articles, and comments. Employers and recruiters leverage its powerful search and filtering tools to identify and attract top talent, while job seekers benefit from tailored job recommendations, networking opportunities, and insights into company cultures. Beyond recruitment, LinkedIn is also a space for learning and leadership. It offers micro learning through LinkedIn Learning and fosters thought leadership by enabling professionals to share insights and perspectives on trends shaping their industries. For entrepreneurs and businesses, LinkedIn provides tools for branding, lead generation, and community engagement. The platform's ability to merge content sharing, professional development, and strategic networking makes it an essential tool for anyone aiming to stay relevant and competitive in today's fast-paced digital world. Whether you're a student, a mid-career professional, or a senior executive, LinkedIn is your gateway to global opportunities and lifelong learning.

Please answer the following questions:

1.	**Illustrate** an ERRC Grid for **LinkedIn App**.	**Marks- [5]**	**CLO 1, Level - 3**
2.	**Provide** example of WBS and Kanban for any project of **LinkedIn**.	**Marks- [5]**	
3.	**Outline** Business Model Canvas for **LinkedIn**.	**Marks- [5]**	**CLO 2, Level - 4**
4.	**Lay out** a digital dashboard (bar, line, waterfall, pie, tree map) with the relevant data from **LinkedIn.**	**Marks- [5]**	
5.	If LinkedIn management decides to implement an Enterprise Resource Planning (ERP) system, **Identify** the Cost and ERP Life.	**Marks- [5]**	