

Daffodil International University
Faculty of Business and Entrepreneurship
Department of Business Administration
Program: BBA

Semester: Fall-2025

Time: 2 hours

Course Code:0413-126

LAB

Section: 67(A,B,C,D,E,F,G)

Examination: Final

Full Marks: 40

CourseTitle:ManagementInformationSystems with

Teacher's Name: MI/DFZS/NAK/SWT

Instructions:

1. Answer all the questions.
2. Any kind of unfair means is strictly prohibited.
3. Read the question attentively, then answer to the point, relevant examples will carry greater marks.

Question No. 1: [CLO 3, Level 4]

[Marks: 10]

LearnSphere360 is an online education platform offering digital courses, e-books, microlearning videos, and career guidance content. The platform uses a dual-access system: a free section with basic articles and intro tutorials, and a premium tier called LearnSphere360 Plus that offers live mentoring, project-based learning, and advanced skill-tracking analytics. The company partners with instructors and industry experts who publish courses on the platform. These creators earn royalties for every enrolment. LearnSphere360 also collaborates with corporate brands that sponsor specialized courses and advertise job openings. In addition, the platform hosts freelance tutors who provide paid sessions, for which LearnSphere360 charges a commission on each booking. To expand reach, the company relies on affiliate promoters who earn commissions for bringing in new students.

Discover the different business and revenue models that LearnSphere360 employs in its e-commerce operations, and explain them with proper justifications.

Question No. 2: [CLO 3, Level 4]

[Marks: 10]

TechNova Ltd. recently shifted many of its daily operations online. Employees now access company data from office computers, home Wi-Fi, and personal mobile devices. Within a short time, the company faced phishing emails sent to staff, several software errors that disrupted work, and the loss of an employee's laptop containing customer information. Because TechNova has no structured security framework, management is worried about data leaks, legal consequences, and the overall weakness of their system.

Analyze the scenario and **examine** why TechNova's systems are vulnerable. **Classify** the major security issues and **explain** how a proper security framework can function to protect the organization.

Question No. 3: [CLO 3, Level 4] 10]

[Marks:

ShopSphere is an online shopping platform where customers place multiple orders, each order contains several order items linked to products, every product belongs to one category, and customers store multiple addresses (one used per order).

As the database designer for ShopSphere, **examine** and **classify** the entities involved, **distinguish** their functions, **inspect** the relationships among them, and draw a complete ERD showing all entities, primary/foreign keys, and correct cardinalities.

Question No. 4: [CLO 2, Level 3]

[Marks: 10]

Information systems now play a crucial role in the real-time operations and decision-making processes of large organizations. Over the past decade, they have reshaped organizational economics and expanded the ways work can be structured and managed.

Identify and explain the economic impacts of information systems on organizations, supporting your answer with relevant examples.