

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

Semester: Fall-2025  
Time: 1 hour30minutes  
Course Code:0413-126  
LAB  
Section: 67 (A,B, C, D,E,F,G)

Examination: Midterm  
Full Marks: 25  
CourseTitle:ManagementInformationSystems with  
Teacher'sName: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 1, Level 2]**

**[Marks:**

**10]**

TheFourth Industrial Revolution (4IR) represents a newera whereadvanced digital technologies arereshapinghow people live,work, andinteract. how ent**Explain** technologies such as Artificial Intelligence(AI), Machine Learning (ML), Cloud Computing, Cognitive Computing, and Blockchain contribute to achieving the goals of 4IR.Support your discussion with relevant real-world examples from different business sectors.

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

**[Marks: 10]**

Considering the diverse needs of top-level executives, middle managers, andoperational staff, different information systems are dedicated to them within a business firm. **Identify** how these systems are **organized, developed, and utilized** to support both decision-making and daily operations. Analyse how these systems **solve** managerial challenges, and contribute to achieving overall business objectives, providing practical examples from real-world contexts.

**Question No. 3: [CLO 2, Level 3] 5]** Consider a company that is facing complex **Marksdue** to using a mix of diverse Information systems, hindering seamless collaboration and communication. In such a scenario, **select** an Information system that will integrate the core functional areas by focusing on executing business processes across the business firm to solve the current problem.