Reg. No.:_____   **Date: 08/11/2023**

Time : 1 ½ hrs   **Marks: 25**

An insurance company wants to start campaigns for its new products to be sold to the prospective customers. Campaign means advertising the products through channels like Tele marketing, letters, signboards, TV Commercials, etc. There are different campaigns for different products and there is a specific period for each campaign.

Before the campaign starts, estimates are made on sales to be achieved, budget allocation for each campaign and variance allowed (%) both for sales and budget. When the actual data is captured, the actual variance (%) is calculated. The difference between the actual and the estimated variance gives the insurance company an insight into their estimation and it helps in making strategic decisions about budgets and campaign periods.

After selecting the products, the customers may have complaints about the products. They will be given an email id for each product, where they can send an email when they have a complaint to register. The emails will get converted to complaints and get assigned to the persons handling that product. The complaints can be assigned to different persons and will get tracked to closure. The person handling the complaint will have the facility to communicate with the customer via emails through the system.

For the above campaign Information System which captures the above functionality, draw the following diagrams.

1. Identify the actors, use cases and draw the primary use case diagram. (7)   **CO2**

2. Draw the class diagram with attributes and methods for the system. (8)   **CO3**

3. Draw an activity diagram for registering and handling a complaint. (5)   **CO3**

4. Draw a sequence diagram for calculating the variance for sales to be achieved. (5) **CO3**

Department of Computer Science and Engineering
Anna University, Chennai-25.
B.E (CSE) - V Semester
CS6110-OOAD Lab Assessment
July-Nov 2023

Reg. No.: _____

Evaluation:

	Full	Partial
Actors , Use cases identified and drawn		
Class diagram with notations		
Drawn the activity diagram		
Drawn the sequence diagram		