

**ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)**  
**ORGANISATION OF ISLAMIC COOPERATION (OIC)**

**Department of Computer Science and Engineering (CSE)**

**MID SEMESTER EXAMINATION**

**DURATION: 1 Hour 30 Minutes**

**SUMMER SEMESTER, 2014-2015**

**FULL MARKS: 75**

**Hum 4831: Business Communication and Law**

**Programmable calculators are not allowed. Do not write anything on the question paper.**

There are **4 (four)** questions. Answer any **3 (three)** of them.

Figures in the right margin indicate marks.

- |     |   |     |
|-----|---|-----|
| (a) | Describe Communication situation.   | 5   |
| (b) | Give five examples that constitute communication situation. Give another five examples that do not constitute communication situation.  | 5+5 |
| (c) | Video conferencing can replace personal meetings. Executives can now hold conferences without undertaking long, uncomfortable journeys that also prove to be expensive both in terms of time and money. This facility offers all the advantages of a conference without any of the executives stepping out of their offers. | 10  |

A video conference was organized between the World Bank team and the Dhaka WASA (DWASA) team. Discussions were held on progress of activities in terms of time frame, budget and standard of performance. In the World Bank team there was one Chinese one from UK. One from Malaysia. Every officer talked in their mother tongue. DWASA team spoke in English. Review the effectiveness of communication of the conference.

Analytically examine the following terms:

5×5

- i. Fostering an open communication climate leads to effective communication
- ii. Committing to ethical communication increases business reputation.
- iii. Understanding the difficulties involved in intercultural communication for getting into international business. Whether intercultural communication is needed.
- iv. Becoming proficient in communication technology
- v. Creating and processing messages efficiently.

Because message is one of the key factors in communication and as such it must be developed and processed efficiently and effectively.

Explain the following terms (any five):

5×5

- i. Grapevine
- ii. Upward communication
- iii. Encoding
- iv. Decoding
- v. Memo
- vi. Channel
- vii. Feedback



4. Difference between Social Communication and Business Communication is based on the following factors:

- Definition
- Nature
- Purpose
- Content
- Use of Slang and Grammar
- Rigidity

Answer the followings:

- (a) Slang is used in social communication and grammar is not used in this communication- explain.
- (b) Mention the reasons of using different contents in social and business communication.
- (c) Rigidity is used in business communication and flexibility is used in social communication- explain.
- (d) Business communication is objective and impartial as every care is taken to send information accurately- explain.