

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)
Department of Computer Science and Engineering (CSE)

SEMESTER FINAL EXAMINATION

SUMMER SEMESTER, 2017-2018

DURATION: 3 Hours

FULL MARKS: 150

Hum 4831: Business Communication and Law

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

There are 8 (eight) questions. Answer any 6 (six) of them.

Figures in the right margin indicate marks.

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1. a) "Communication is an exchange of facts, ideas, opinions and emotions by two or more persons." Explain the statement and discuss the role of feedback in communication. 10
 - b) The board of directors of M/S Bajaj Auto Ltd. met and decided to make certain adjustments in the existing staff of its Akurdi plant. After the meeting, the managing director informally told his secretary that there may be some changes in the staffing pattern of Akurdi plant. The secretary told her friends during lunch break that the plant would soon be laying off employees. Even though, she took a promise that they will not tell anybody, her friends sounded some employees of the plant about the impending danger. The employees' union not only presented memorandum to the authority but served a notice to go on a strike as well. 15
 - Answer the following questions:
 - i. Identify the barriers of communication in this case.
 - ii. Was there any encoding and decoding of messages?
 - iii. What lessons do you draw from the issue by assuming you are the managing director?
 2. a) "Choose words with right strength and vigor to make written communication more effective." – Explain the statement. 8
 - b) "Body languages play an important role in oral communication." Do you agree with this statement? Give your opinion. 7
 - c) How do you establish that you are an effective communicator? 10
 3. a) Leadership, at any level, certainly is not easy — but unclear, vague, roller-coaster pronouncements make many top managers' jobs infinitely more difficult than they need to be. Why do many organizations sink into chaos? Mention the reasons. 10
 - b) Mention the important parts of report writing. 10
 - c) Which of the preparatory pages of reports appear to be related primarily to the length of a report? Which one of this is necessary for formality? 5
 4. a) You started for a local car dealership as an office clerk when you were in high school. You are in college now, but you still work there part time, and you have noticed that the management of the company seems to respect your opinion and judgment a little more each day. 15
- Today you and some others were around the coffeemaker with one of the owners, who mentioned that he'd seen a new electronic sign at one of his competitor's sites. "I wonder how much it costs to buy one of those things?" he asks.
- "People can see us from the highway, so an electronic sign with changing messages might be a good investment". After a moment of thought, he turns to you. "Will you find out what kind of electronic sign businesses usually use, and what they cost?" he asks. "And see how you change the content on the sign. Is it hard to learn how to use it

once it's set up?"

You tell him you'll look into the matter and send him an email about it.

- Do you advocate pursuing this idea? Explain.
- b) Using a seven steps problem solving method that will make case study solving easier and increase your learning benefits. Briefly describe these steps of case study analysis. 10
5. a) The more effectively you listen, the more effectively you communicate about engineering risk and cost. However, only about 25% of listeners grasp the central ideas in business communications. To improve listening skills, which issues will you consider? 10
- b) The National Research Council (NRC) defines risk communication as "an interactive process of exchange of information and opinion among individuals, groups, and institutions." The definition includes "discussion about risk types and levels and about methods for managing risks". Listening to the voice of customers and the public is central to effective communication about topics of high concern. How to listen to voices of customers about risk? 10
- c) Listening is harder than "Speaking and Writing". What causes listening to fail? 5
6. a) New ideas are not generally new-to-the-market. Only about 5-10 % of new market offerings are truly new, the rest are just differentiated. How do you examine your business is new? 10
- b) The basic idea is that a marketer or R&D starts with many business ideas that need to be examined and winnowed down, then shaped into concepts and tested until a final market offering is selected and launched. The innovation funnel provides a solution for explicitly defining the information requirements for managing the innovation process from idea to launch. Briefly describe about "innovation funnel" for generating new business idea. 10
- c) There are many ways to develop a new idea for a market offering. Identify the different possibilities for developing new ideas. 5
7. a) What do you understand by rule of law? "All are equal in the eyes of law"- Justify the statement. 10
- b) "All agreements are not contracts, but all contracts are agreement." Discuss the statement explaining essential elements of a valid contract. 10
- c) "An offer is made when and not until, it is communicated to the offeree." - Explain with illustrations. 5
8. a) Define partnership. Briefly describe different types of partners. 12
- b) X was a minor admitted to the benefits of a partnership. After attaining majority he decided not to continue as a partner. He did not give any public notice of the same. Is he liable for the acts of other partners after his retirement? 3
- c) Peter, John, and Oliver are partners in PJO & Co. - a partnership firm. Peter and John know that Oliver has been keeping erroneous accounts for many months. He has also not heeded to their requests of entering receipts in time. Can they file a case against Oliver? Also, what stand can the court take? 10