

BUSINESS COMMUNICATION (BA006IU-03)

MIDTERM EXAM

Date: 22/4/2020

PART A – You have to complete all questions – 60 marks (approximate 150 words per question)

- 1) Many people are concerned that privacy is increasingly rate in our hyperconnected world as our online presence leaves a lasting footprint. Do you fear that disclosing personal matters online will hamper your job search? **(15 marks)**

ANSWER: As online social networking is developing rapidly, it is apparently undeniable that online privacy is hard to obtain due to the nature of social networks and thus personal information could easily be searchable. Moreover, it has been more common that employers and employees are utilizing social sites to search for their compatible matches. By making personal information public on Internet, job seekers allow their potential employers to carry out background checks on them. Hence, certain personal information could have negative effects on job seeker's career opportunities if it is labelled inappropriate by the recruiters.

It is important to think wisely before posting any sort of information to social networks, especially the one that is controversial and vague. For example, posting abusive thoughts on Facebook could be considered an obstacle for a person's career as it can easily be traced and gives employers a general assumption about personalities of that person.

- 2) Do you consider your daily texting, Facebook updates, blog entries, emails, and other informal writing to be "real writing". How might such writing differ from the writing done in business? **(15 marks)**

Answer:

In my point of view, daily texting, Facebook updates, blog entries, emails, and other informal writing are not regarded as "real writing" because they follow informal communication style, contain acronyms and segments of personal information. Hence, they are considered private communications.

These writings are different to business documents and other writing done in business in many aspects. Firstly, plenty of writing done in business would be saved, used and accessed in future circumstances while other informal writings would be ignored and considered useless. Secondly, the writing formats used in business are certain due to laws, whereas informal writings do not have any certainty and are different from time to time. For instance, only universal acronyms are allowed in a resume while any acronyms can be used in a casual writing as long as they are understandable for the recipient.

- 3) In the tough times like what we are experiencing with corona pandemic , how can leaders inspire their employess when they don't have good new to share? **(15 marks)**

Answer:

When an organization faces a difficult occurrence like Coronavirus pandemic, a good leadership towards employees could be considered essential in tackling the any problem.

First and foremost, leaders are required to be transparent about the current situation in order to give their employees an honest look about what the organization is dealing with. Secondly, as many platforms that support remote working are available on the Internet, leaders should consider shift from office work to working from home effectively. And thus they could protect their employees' legal rights. Thirdly, leaders should be capable of expressing empathy as well as optimism, thereby, they could save their employees from anxiety, which potentially has positive effects on the yielded productivity. Last but not least, obtaining a good listening skill is a prerequisite when it comes to an effective leadership and that skill should be improved during rough times so that compromise can easily be achieved among the workers.

- 4) Do you agree that technology diminishes personal reletionships rather than bringing us closer together? **(15 marks)**

Answer: For the past few decades, the blooming of technology era has changed the way we connect with other people forever, thereby, our personal relationships have also been altered in different ways.

On one hand, virtual connection on Internet could be helpful if people have difficulties connecting in real life since it might bring people together in a more effective and less time-consuming way. For example, as friends and couples are following social-distancing policies and thus put their meetups on hold in this pandemic, such applications as Facebook Messenger and Zalo are helping a lot in maintaining a relationship.

On the other hand, Internet makes it harder for people to express emotions, develop sympathy, deep understandings and eventually leads to doubts.

In conclusion, the amount of risk put on a relationship by virtual connection is dependent on the nature of the relationship and how people balance out their method of communications.

PART B: task 2: Write a letter to Mrs. ANNA NGUYEN – head of SAVETHECHILD charity program. Explain your situation and refuse to attend a ceremony and inform that your company can't be able to donate for the program this year. You can use direct or indirect strategy to write this negative business message.

TS Corporation.

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April 22th, 2020

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Mrs. ANNA NGUYEN

Head of SAVETHECHILD program

123 Tran Hung Dao st, ward 14, district 5

HCMC – Viet Nam

Dear Mrs. Anna Nguyen,

It has been a rewarding honor to be a part of SAVETHECHILD for the past ten years and have an opportunity to dedicate a humble amount of financial support for our society. We truly appreciate your recent invitation of your annual ceremony as well as offering us another chance to partner with your organization for the upcoming noble charitable ventures.

So far, being a fellow-traveler in such meaningful events carried out by SAVETHECHILD is the most precious and unique social experience we have ever been through. However, since we are all been through plenty of economic and financial fluctuations due to the impacts of Coronavirus Pandemic, TS company is not exempted from the rapid economy downfall. Specifically, it is calculated that we are losing 70% venue compare to the previous quarter and may keep losing more if the situation deteriorates. Therefore, after discussing thoroughly with the board of managers, we have decided that we were not going have a potential to contribute to this annual fund and thus we have to deny to take part in the ceremony as a sponsor as well. It is likely that we should prioritize our employees' rights, company's maintenance and other essential needs.

Evidently, nothing is certain in this global crisis, yet we are looking forward to cooperating with SAVETHECHILD in the near future at a more stable situation. Hopefully, after going through ups and downs together, the bond between TS company and SAVETHECHILD would be strengthened and together we will contribute for a better society.

Best regards,



Giang Nguyen
Partner

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