

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)**ORGANIZATION OF ISLAMIC COOPERATION (OIC)****Department of Computer Science and Engineering (CSE)****SEMESTER FINAL EXAMINATION****WINTER SEMESTER, 2018-2019****DURATION: 3 Hours****FULL MARKS: 100****Hum 4741: Business Communication and Law****Programmable calculators are not allowed. Do not write anything on the question paper.****There are 5 questions in Section-A and 3 Questions in Section-B. Answer any 4 (four) from Section-****A, and any 2 (two) from Section-B.****Figure in the right margin indicate Marks.****Section: A (Answer any four from this section)**

- ✓ 1. a) A job circular by Banglalink was published in "The Daily Star" on April 25, 2019 to recruit 7
some "Network Planning Specialist Engineer" under technology division. Major job
responsibilities include:
- Analyze the fault rate of power elements from field data, and other reports; consider the network growth and prepare requirements to solve the problems.
 - Align teams to allocate necessary budget for network growth and corrective measure.
 - Ensure on time ordering, work order, asset requisition of power equipment.
 - Ensure emergency stock of power elements for critical equipment for capacity sites.
 - Evaluate the new power solution and recommendation for network.
 - Provide technical specifications and relevant support to purchase equipment.
 - Manage business partners to get the most effective and efficient services.
- Required Academic Qualifications, Experiences, Knowledge & Skills
- B.Sc. in CSE/EEE/ETE/ECE from any reputed/recognized university.
 - Minimum 3 years of relevant experience.
 - knowledge of power elements inventory management, power system budget utilization, and equipment specification finalization process.
 - Analytical ability, reporting, performance and fault analysis.
 - Physical verification of equipment, work order and assets requisitions.
- Write a "cover letter" to the head of HR, Banglalink, Gulsan-1213, Dhaka assuming that you have required skills, experiences and educational qualifications.
- b) Resume is the most important first written communication with a potential employer. About 6
80% of the applications is rejected because of the non-professional and traditionally
prepared resume with cluttered information. Fortunately, there are certain guidelines to
prepare professional resume with relevant information in either reverse-chronological
format or functional format. Discuss the guidelines for writing a professional resume
keeping your qualifications and quality level in your mind.
- (c) In an interview, to get yourself differentiated from others you require to create primacy and 4
recency effect in addition to providing answers smartly based on identifying sweets spot.
How does the knowledge of business communication help you to handle an interview to
create primacy and recency effect? Explain.
- ✓ 2. a) Times are hard for Robo solutions, a small local company that creates assembly line robotics. 5
Lately, the clients have few and far between. But today, the sales staff got an encouraging
news: James Prichett, president of a nearby tool and die company, has inquired about the
possibility of the company's designing a series of computer-run robots for key processes in
the plant. There is a hitch, though: it is Sarah's turn to try to snare his business and Prichett
is known to prefer dealing with men. Do you, as Robo solution sales manager, send Sarah
anyway, or do you send one of your male salespeople to get Prichett's business, giving Sarah
a shot at the next potential client? How would you solve this communication-ethics
problem?

✓ b) Think of a recent transaction you had with a person from India. How did the contexts of communication (larger contexts, relationship between communicators, and particular context) influence the outcome of your transaction? Describe with examples. 6

c) After noticing that some workers were starting work late and finishing early, a Department Head wrote this message to subordinates: 6

It is apparent that many of you are not giving the company a full day's work. Thus, the following procedures are implemented immediately:

- After you clock in, you will proceed to your workstations and will be ready to begin work promptly at the start of the work period.
- You will not take a coffee break on the job at the beginning of the work period. You will wait until your designated break times.
- You will not participate in social gatherings at any time during the workday except during designated break periods.
- You will terminate work activities no earlier than 10 minutes prior to the end of the work period. You will use the 10 minutes to put up equipment, clean equipment, and police the work area.

The message was not well-received by the workers. In fact, it led to considerable anger and confusion. Using the discussion of communication planning process, explain where the department head's problem solving went awry. What alternative techniques he may choose?

3. a) Assume, you are the head of supply chain management in Unilever Ltd. If you require to persuade your boss to implement some kind of cross-cultural training in the company, what kind of evidence might help you make a convincing case? Discuss with relevant examples. 5

b) Think of some English words that do not have precise equivalents in some other culture. What do you think may be the reasons behind these language equivalency problems? How would you attempt to explain these words to a person from that culture? 7

c) Evaluate the statements from the point of selecting words for communications: "I'm not going to simplify my writing for my readers. That would be talking down to them. Plus, if they cannot understand English, that's their problem." 5

✓ 4. a) "No one is persuaded to do something without any major reason. Based on your knowledge you have about your readers, you require to choose and develop targeted reader benefits and relate it with different types of appeals."-Evaluate the statements focusing on general advices about persuasion. 6

b) "The business communication course can be summarized in one sentence: In all way of communication, both verbal and nonverbal, focus on You-Viewpoint; whether you are choosing words, developing sentences, giving emphasis in sentences or developing persuasive paragraphs."- Discuss. 6

c) What do you mean by proposal? Discuss various types of proposals along with their advantages and disadvantages. If you were asked to write a proposal, which type of proposal would you prefer and why? 5

Solicit

✓ 5. a) Why directness is so used in internal-operational communications? Can it be overdone? When indirectness is appropriate? 4

b) Assume, you are a vice president of ABC computer limited. Today, your boss has assigned a task of responding to an email from your previous educational institution. This worthy institution has asked ABC Ltd. to be the platinum sponsor for ICT Fest-2020. The request is very persuasive. It points out that the funding is really essential to make the event successful. It creates opportunity for the undergraduates to flourish their latent talents. They have also emphasized the alumni relationship in addition to giving reference of one of your most 7

respected teachers. You have been moved by the persuasion and would like to contribute. But you cannot contribute now because ABC policy does not permit it. Each year ABC Ltd. earmarks a fixed amount for contribution purposes. Then, it sponsors this amount to that causes that a committee of its executives considers worthier. Unfortunately, all the money earmarked for 2020 has already been donated to BUET. You are forced by the situation to say no to the request, at least for now. Write an email to the educational institution refusing the request while maintaining good relationships.

6. Evaluate the statement: "it is hard to argue against courtesy. But businesspeople don't time to spend extra effort on it. Anyway, they want their documents to go straight to the point without wasting words for managing emphasis with positive effects and without sugar coating."

Section: B (Answer any two from this section)

- ✓ 6. a) What is critical information infrastructure? How does digital forensic lab ensure quality control of critical information infrastructure? 4
- b) Imagine, after completing your graduation from Islamic University of Technology, you want to launch a business along with your friends. That's why, you need to enter into a contract to share capital, profit and loss. How would you define the relationships between you and your friends? If you want your contract to be legally enforceable, what conditions will you have to fulfill? 7
- c) Critically evaluate the statement: "A minor cannot be a partner, but with the consent of all other partner, the minor can be entitled to all the benefits of the partnership with certain rights and liabilities." 5
7. a) "Receiving profit from property with common interest or receiving share of profit of a particular business may not comprise partnership." Discuss the statement with relevant examples. 4
- b) What do you mean by dissolution of a partnership firm? If you want to dissolve a partnership relationship, in how many ways you can do so? Explain. 6
- c) What do you mean by consideration in a contract? Is it possible to establish a contract without consideration? What rule do you have to remember regarding consideration if you want to enter into a contract? 6
- ✓ 8. a) Why communication skills are so important for IT professionals? Discuss with relevant examples. 5
- b) It is also possible to communicate with another person without using any words. Nonverbal communication may be expressed through body languages, distance, time, tone, frankness and even through your handshakes. These languages carry important impact on business relationship. Discuss the impact of nonverbal communication on business relationship. 6
- c) Assume that your boss, the director of marketing, has asked you to prepare an oral report for the marketing team on the status of current sales campaign. The sales messages being "pushed" to potential customers have been designated for viewing on three different technologies: PCs, tablets, and smartphones. List in order to give presentation, the contents you might include, along with any visuals that would go with it. 5