

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

Department of Computer Science and Engineering (CSE)

MID SEMESTER EXAMINATION

WINTER SEMESTER, 2018-2019

DURATION: 1 Hour 30 Minutes

FULL MARKS: 50

Hum 4741: Business Communication & 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 including Question No. 4.

Figures in the right margin indicate marks.

1. a) How does business communication serve as a problem-solving tool? If you want to launch a new software in the market, what kinds of communication challenges will you face? 7
- b) Think of English words that probably do not have precise equivalent in some other culture. How would you attempt to explain each of these words to a person from that culture? 5
- c) Is conversational style of communication appropriate to write for non-native readers? Discuss. 5

2. a) Evaluate the comment: "It is hard to argue against courtesy, but business people do not have time to spend extra effort on it. Anyway, they want their documents to go to the point without wasting time and without sugar coating." 6
- b) Identify and explain the various steps in the writing process with appropriate figure. 6
- c) Point out the shortcomings in the following email message from a sports celebrity declining an invitation to speak at a kickoff meeting for workers in a fund-raising campaign for a charity. 5

"Subject: Your Request for Free Lecture
Ms. Chung:
As much as I would like to, I must decline your request that I give your membership a free lecture next month. I receive many requests to give free lectures. I grant some of them, but I simply cannot do them all. Unfortunately, yours is one that I must decline.
I regret that I cannot serve you this time. If I can be of further service in the future, please call on me.
Sincerely yours,"

3. a) Explain what is wrong with this sentence: "This procedure is different than the one we use." How would you correct it? Can you think of other examples of this kind of error? 5
- b) "Using short words makes the writing sound too simple and non-professional and using the short sentences too much creates choppy and elementary sounding effect." Discuss the statement with relevant examples. 6
- c) Discuss ways to give more or less emphasis in your sentences. How can you manage emphasis for a positive effect? Illustrate with examples. 6

Mandatory to Answer

4. a) Write short notes on the following terms:

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- i. You-viewpoint
- ii. Rubber stamps
- iii. Strategic buffer
- iv. Particular contexts

b) Imagine, you are an assistant director of operation of ABC Computer ltd. You find on your computer an email from an unhappy customer named Mr. Rahim. He is upset that some of the 80 PCs he ordered arrived in damaged condition with broken motherboard. He writes "obviously because of poor packaging". He wants the adjustment. Now, you will have to write a return email saying that the goods are on the way and at the same time, you will try to regain lost confidence with honest explanation of the problem.

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