

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

**MID SEMESTER EXAMINATION****SUMMER SEMESTER, 2018-2019****DURATION: 1 Hour 30 Minutes****FULL MARKS: 75**

**HUM 4249: Business Psychology and Communication**

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.

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1. a) Why do you think business communication skills are so important for IT professionals? If you want to launch a new software in the market, what kinds of communication challenges might you face? Discuss. 9
  - b) Think of English words that probably do not have precise equivalent in some other culture. What do you think are the reasons behind those language equivalency problems? How would you attempt to solve such language equivalency problems? 8
  - c) Describe the formal network of communication in an organization with which you are familiar. Discuss why you think the communication network has taken this form and how successfully it seems to meet the business's needs. 8
  2. a) "Using precise language with the right shades of meaning, is essential for generating clear meaning and right emotional tone." - Explain the statement with relevant examples. 9
  - b) Explain how you would apply the basic principles of adaptation to your choice of words for each of the following writing tasks. 10
    - i. An article in a company newsletter.
    - ii. A message to company executives requesting approval to purchase new computer hardware.
    - iii. A message to employees explaining a change in pension benefits.
    - iv. A progress report to the chief engineer explaining how the development of a new software is going.
    - v. A letter to company stockholders explaining a change in company reporting dates.
  - c) Discuss the statement: "long, involved sentence tend to be difficult to understand. Therefore, the shorter, the better." 6
  3. a) Skillful paragraphing is very important for clear communication. Composing paragraphs that are short and unified, use topic sentences effectively and communicate coherently. How would you take care of your paragraph design to ensure clear and skillful communication? 12
  - 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. 8
  - c) What is "rubber stamps"? How can the rubber stamps convey negative impressions to your readers? 5

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

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- i. You-viewpoint
- ii. Readable formatting
- iii. Strategic buffer
- iv. External operational communication

b) Imagine you are a vice president of ABC Computer Ltd. Early in the morning today you received an e-mail from the director of AB bank limited, a new customer whom ABC computer limited has been trying to attract for months. He placed an order of 500 PCs for his Bank. You usually acknowledge orders with routine messages, but this case is different. You feel the need to welcome this new customer and to cultivate him for future sales. After checking your current inventory and making certain that the goods will be on the way to the Mr. Abdur Rahim, director of AB Bank limited, today.

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Write an email to the Mr. Abdur Rahim with a special acknowledgement and thanking him for his business.