

*Wpaz-*

**ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)**

**ORGANISATION OF ISLAMIC COOPERATION (OIC)**

**Department of Computer Science and Engineering (CSE)**

**SEMESTER FINAL EXAMINATION**

**SUMMER SEMESTER, 2018-2019**

**DURATION: 3 Hours**

**FULL MARKS: 150**

**Hum 4249: Business Psychology and Communication**

**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) "Never mix business with personal matters—it just leads to damaged relationships, poor business decisions, or both." In what ways might this be a fair statement in case of business communication? In what ways is it an unwise advice? 8
  - b) 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. 10
  - c) 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? 7
  2. a) Why is adaptation so important in business communication? How can you adapt your messages to avoid non-discriminatory writing? 10
  - b) Body positions and movements are a major form of non-verbal communication. Explain these nonverbal first and then explain how communicating across cultures varies significantly while using these nonverbal. Use real-life examples to answer this question 10
  - c) What is strategic buffer? How can you use strategic buffer to convey negative message positively? Discuss precisely with relevant examples 5
  3. a) Apologies in refusals are negative because they call attention to what you are refusing. Thus, you should avoid using them. Discuss. 5
  - b) Suppose, you are the CEO of ABC Computer Limited. Your company is going through a very hard time. Your company could not earn any profit during the last six months due to economic instability. To survive in the market, you will have to either fire some employees or reduce salary of all employees temporarily. You think firing some employees will be very bad decision. So, you want to reduce salary of all employees temporarily. Now, you have to write a notice conveying this information in a positive way. 12
  - c) How would you write objective statement in a professional resume for software architecture engineer post in Grameen Phone (GP)? How can you write information about your education qualifications and experience to reflect professionalism in your resumes? Discuss with examples. 8

4. a) Following letter has been written by the manager of AGORA to a milk supplier at Thakurgaon. CRITICIZE the following letter. Re-write the letter in a good way. 15

Subject: Claim for Returning Supplied Milk

Dear Mr. Naeem,

I regret to inform you that I have received 10,000 packs of milk of 500 ml size pack on July 15, 2008 for my different stores in Dhaka City. Thank you for your order.

I do not understand how do you do business in this competitive market, especially in Dhaka city? Do you remember that I sent you the order of 10,000 packs of milk of 500 ml size pack? On July 2 my stores received the order. I found 10,000 packs of milk with 5,000 packs of 500 ml size pack and 5,000 packs of 250 ml size pack in this order. As you asked for advance payment, I paid you as well. I have checked the bank and bank confirmed that you took money. You people do not know how to do business, how to satisfy customers, but when the matter of money comes, you jump on the shoulder to collect money. This is ridiculous, unwanted, and unprofessional. You are not professional. Why do I take pain for your stupid work? You people are amateur business people. Your stupid staffs wrongly sent 5,000 packs of milk of 250 ml size pack. The small size packs were found in all the cartons. My store staffs had no other way than opening each carton to check whether the right size came or not.

I am sure any of your stupid workers packed the wrong order in the cartoon or sent the wrong packs in the truck. For such an activity, I force you to take back all packs of 250 ml size pack and give me 5,000 packs of milk with 500 ml size pack. You must replace it at your expense. Till, you supply these, I'll lose some customers because of shortage of right size packs of milk. Thus, I also want 5% discount on rest 5000 packs of milk of 500 ml size packs. If you cannot accept my proposal, I swear upon God, I will cancel our second order of 15,000 packs of milk of 500 ml size pack which is already under process in your factory. Then you can eat up all the milk I ordered and you will understand your bloody fault and realize the pain you gave me.

I am sure you better understand my boiling head.

Sincerely Yours,  
Kamrul Islam  
Purchase Manager  
AGORA

- b) "The entire 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" Evaluate the statement with appropriate arguments and examples. 10
5. a) Describe the decision making characteristics of five different types of boss you may have to work under in a company. How can you persuade these different types of boss? Describe with relevant examples. 12



- b) Telling story or participating in a story can strengthen collaboration and co-operation among different people of a particular organization and beyond its boundary only when its strategy matches with its objectives. Based on the statement, briefly discuss about the various purposes of telling tales along with required strategy. 13
6. a) Describe the job characteristics model of work motivation with appropriate figure. 10  
 b) Workers are motivated by a desire to be treated equitably or fairly. If workers perceive that they are receiving fair treatment, their motivation to work will be maintained. But if they feel there is inequitable treatment, their motivation will be reduced due to their perception of underpayment inequity or overpayment inequity. How can you resolve underpayment or overpayment inequity to balance the situation? 10  
 c) Briefly describe about Herzberg's two factor theory. 5
7. a) How can you master over the formal speaking like giving presentations and formal speeches? 8  
 b) There are various parts of a formal report. Briefly describe the various parts of writing a formal report. 8  
 c) One of the ways of achieving short sentences is economizing on words. How can a writer economize on words? Discuss more precisely with relevant examples. 9
8. a) What is organizational socialization? How can you learn group norms and group roles? 5  
 b) In a company conflict may arise at different level- as inter-individual, intergroup and intergroup conflict. Now describe the various conflict resolution strategies to solve those conflict 10  
 c) How would you differentiate work group and team? Describe basic group processes that an organization should have to ensure effective functioning of the work activities. 10