

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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Semester Final Examination

Winter Semester, A. Y. 2021-2022

Course No. : Hum 4741

Time : 3 hours

Course Title : Business Communication and Law

Full Marks : 100

Answer **all 6 (six)** questions. All questions carry equal marks. Marks of each question are written in the right margin.

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1. a) What assumptions are present in transactional model of communication? Find an example of a model of communication in your workplace and provide an example for all eight components. 5
 - b) "Communication is a two-way process of exchanging ideas or information between two human beings". Explain this statement with the help of a diagram. 5
 - c) "Two most important positions in any business message are the opening and closing paragraph". Explain with example. 6.67
 2. a) Imagine, you are the manager of a company. Write an e-mail requesting an employee to gather specific information on a topic. Give directions and due date(s). 8
 - b) Draw a sketch / format of a business letter and write a detailed note on the appearance of business letter. 8.67
 3. a) Write a report on a trend in business that you've observed, and highlight the main finding. For example, from the rising cost of textbooks to the online approach to course content, textbooks are a significant issue for students. Draw from your experience as you bring together sources of information to illustrate the trend. 8
 - b) Find a job announcement with specific duties that represents a job that you will be prepared for upon graduation. Choose a type of résumé and prepare your résumé to submit to the employer. 8.67
 4. a) If you are given a piece of writing (e.g.; biology, or an excerpt on fashion design) that contains terms you are unfamiliar with and terms that may be considered jargon. How does the writer help you understand the meaning of those terms? Could the writer make them easier to understand? Explain. 8
 - b) Explain different strategies for improving verbal communication. How will you assess the audience, choose an appropriate tone, and check for understanding in an oral or written presentation? 8.67

5. a) How would you describe yourself as a public speaker? Now, five, and ten years ago? Is your description the same or does it change across time? Will business communication text and course make a difference in what you might write for the category "one year from today?" 8
- b) When you watch a film with friends, make a point of talking about it afterward and listen to how each person perceived aspects of the film and ask them each to describe it in ten words or less, do they use the same words as you do or do they present differently? Do you catch all the points, frames of reference, values, or do you miss any information? What does it say about perception? 8.67
6. a) Suppose, you have visited a business Web site that contains an "About Us" page. What kind of information does it give you about the company? 8
- b) What are the qualities of good business writing? How would you qualify a writing as "good"? Discuss your opinion. 8.65