

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

Department of Computer Science and Engineering (CSE)

Mid Semester Examination

Summer Semester, A. Y. 2020-2021

Duration: 75 Minutes

Full Marks: 50

HUM 4741 Business Communication & Law

There are 4 (FOUR) questions and answer 3 (THREE) questions. Question **2 & 3 are compulsory**. The examination is Online. Marks of each question and corresponding CO and PO are written in the brackets-

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1. a) Communication skills are of utmost important in managing information and technology in any organization. As an engineering background student you must be able to clearly communicate complex ideas and technical project plans to see the designs which will be implemented in future. Discuss the significance of communication skill in business sector from your standpoint. (CO1 PO5) 7
 - b) What role should social media platforms play in communicating information in a particular organization during the pandemic (Covid-19)? 5
 - c) You received a complaint from a valued customer from “Brother Furniture”, pointing out that furniture he had ordered for a special occasion has arrived in a damaged condition. Though the fault is of the transport company, you have decided to replace the damaged furniture immediately. Draft a suitable reply to the customer with consideration of communication process. 8
 2. a) “E-commerce, communication technologies, and the expansion of business-based economies throughout the world have forged new connections among countries.”- How does global nature of business lead more challenges in business communication? Explain it with example. (CO2 PO2) 5
 - b) Like every other kinds of communication, cross cultural communication involves people and people are unpredictable. In every culture, some persons are uncooperative, deceitful, prejudiced or insensitive, while others are respectful, welcoming sincere, and harmony-seeking. You can only make sure that you are as prepared as possible. You have to keep in mind some advice which will help you for cross cultural communication. Describe what one can do enhance one’s cross-cultural communications skills. 10
 3. a) You started for a local car dealership as an office clerk when you were in high school. You’re in college now, but you still work there part time, and you’ve noticed that the management of the company seems to respect your opinion and judgment a little more each day. Today you and some others were happening around coffeemaker with one of the owners, who mentioned that he’d seen a new electronic sign at one of his competitor’s sites. “I wonder how much it costs to buy one of those things?” he asks. (CO4 PO4) 5

“People can see us from the highway, so an electronic sign with changing messages might be a good investment”. After a moment of thought, he turns to you. “Will you find out what kind of electronic sign businesses usually use, and what they costs?” he asks. “And see how you change the content on the sign. Is it hard to learn how to use it once it’s set up?”

You tell him that you’ll look into the matter and send him an email about it.

Do you advocate pursuing this idea? Explain.

- b) Ricoh Ltd is a Japanese multinational imaging and electronics company. The company has office equipment, including printers, photocopiers, and fax machines. It also has a centralized structure, with the bulk of its marketing and sales operations located at corporate headquarters. Mary F, the executive vice president of sales and marketing, knows she must restructure her operations to become more customer focused. Specifically, she needs to form major-account teams at the regional level instead of at the corporate level. All national accounts and targeted marketing would be based in one of five regions (Northeast, Southeast, Midwest, Southwest, and West), each run by a different vice president. In Mary’s plan, account executives for Ricoh’s major customers (clients with revenues over \$30 million) would relocate near the headquarters of those companies and would report directly to their respective regional VP. Each region would have its own marketing team and distribution channels, leaving corporate marketing responsible just for brand development. Mary needs to persuade George, Ricoh’s CEO, to approve these changes. Consider this fictional scenario: Sales and Marketing VP, Mary knows that her company should be more customers focused. She recommends decentralizing her operations into regional account teams—but needs her CEO’s support. How she’d argue her case, if her CEO’s decision-making style is ‘Skeptic’ and/or ‘Follower’?

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4. a) Leadership, at any level, certainly isn’t easy—but unclear, vague, roller-coaster pronouncements make many top managers’ jobs infinitely more difficult than they need to be. (CO1 PO5)

Why do many organizations sink into chaos? Mention the reasons.

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- b) Dr. Robert wrote a book on “50 scientifically proven persuasion principles”, it’s been widely hailed as a seminal book. The most significant aspect of this book was the highlighting of Cialdini’s six principles of persuasion. Elucidate reciprocity and scarcity principles with business applications with relevant examples from Covid-19.

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- c) How do you establish that you are an effective communicator?

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