

University of Dhaka
Institute of Information Technology
Bachelor of Science in Software Engineering

Final Examination

Course Code: BUS 503
Total marks: 30

Course Title: Business Communication
Time: 75 minutes

1.	a) "To be successful, a proposal must be persuasive." Discuss. <i>[4]</i> b) Write short note on the following: <i>[3+3]</i> (i) AIDA model (ii) Nonverbal communication
2.	a) State the five-part general indirect plan that is helpful for most negative-news situation. <i>[5]</i> b) Describe the purpose and form of memos. <i>[5]</i>
3.	a) Will hard-copy letters diminish in importance as email continues to grow? Become obsolete? Vanish? <i>[3]</i> b) What can you do to improve your listening skills? <i>[4]</i> c) Delineate the effects of culture on cross-cultural communication. <i>[3]</i>