

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

MID SEMESTER EXAMINATION

WINTER SEMESTER, 2019-2020

DURATION: 1 Hour 30 Minutes

FULL MARKS: 50

HUM 4741: Business Communication and Law

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.

1. a) Business is an economic and social system. To produce and sell goods and services any business has to coordinate the activities of many groups of people such as employees, suppliers, customers, legal advisors, community representatives and government agency through communication. As an IT professional, state the importance of communication in business and identify the four interrelated trends which can influence your work and communication in business. 10
- b) "No one knows exactly what occurs inside the minds of communicators when they undertake to create a message, but researchers generally agree that the communication process includes some specific steps". Identify and discuss the steps of communication process. 6.67
2. a) Assume you are the Head of Marketing Department in Nestle Ltd. If you need to persuade your boss, you have to implement some kind of cross-cultural training in the company. What kind of evidence might help you make a convincing case? Discuss with relevant examples. 6.67
- b) Suppose you have made a recent transaction with a person from India. How did the contexts of communication (larger contexts, relationship between communicators, and particular context) influence the outcome of your transaction? Describe with examples. 5
- c) Apply the "Pareto principles" in the communication pyramid. 5
3. a) Researchers found that executives typically have a default style of decision making process that lands them in one of five categories. Explain those five categories of decision making style along with their persuasion strategy. 10
- b) Leadership, at any level, certainly is not easy — but unclear, vague, roller-coaster pronouncements make many top managers' jobs infinitely more difficult than they need to be. Why do many organizations sink into chaos? Mention the reasons. 6.67
4. a) Imagine you are the manager of a good-sized unit within your organization. Your work frequently brings you into contact with another manager call him Yan to whom you have come to dislike. No matter how much you do for him, it's not enough. Worse, he never seems to believe that you're doing the best you can for him. Resenting his attitude and his obvious lack of trust in your abilities and in your good faith, you don't spend as much time with him as you know you should; in consequence the performance of both his unit and yours is deteriorating. How do you overcome this disliking and improve your performance? 5
- b) Dr. Robert wrote a book on persuasion, it has been widely hailed as a seminal book. The most significant aspect of this book was the highlighting of Cialdini's six principles of persuasion. Explain these principles with business applications. 8
- c) It is possible to communicate with another person without using any words. Nonverbal communication may be expressed through body languages, distance, time, tone, frankness and even through your handshakes. These languages carry important impact on business relationship. Discuss the impact of nonverbal communication on business relationship. 3.67