

(13)

Bsc in EEE, 8th Sem.

Date: February 17, 2023 (Afternoon)

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)
DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Mid-Semester Examination

Course No. : Hum 4821

Course Title : Business Communication Skill

Summer Semester, A. Y. 2021-2022

Time : 1.5 hours

Full Marks : 75

Answer **all 3 (three)** questions. All questions carry equal marks. Marks of each question and corresponding CO and PO are written in the right margin with brackets. Be precise to your answer.

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|-------|---|----|---------------------------------|
| 1. a) | Describe the difference between formal and informal communication network. | 05 | (CO1)
(PO9,
PO10) |
| b) | “To generate good and effective communication, you need to think about your audience and the context of communication”- Describe the statement. | 10 | (CO1)
(PO9,
PO10) |
| c) | “Never mix business with personal matters- it just leads to damaged relationships, poor business decisions, or both.”- In what ways might it be a fair statement? In what ways is it unwise advice? | 10 | (CO1)
(PO9,
PO10) |
| 2. a) | Think of some English words that probably do not have precise equivalents in some other culture. How can you explain each of these words to a person from that culture? | 07 | (CO1)
(PO9,
PO10) |
| b) | Describe the reasons behind language equivalency problem. What can you do to enhance your cross-cultural communication skills? | 10 | (CO1)
(PO9,
PO10) |
| c) | Evaluate the comment: “I am not going to simplify my writing for my readers. That would be talking down to them. Plus, if they can’t understand English, that’s their problem.” | 08 | (CO2)
(PO9,
PO10) |
| 3. a) | “Writing is thinking on paper. Anyone who thinks clearly should be able to write clearly about any subject at all.”-Evaluate this statement. | 05 | (CO2)
(PO9,
PO10) |
| b) | “Etiquette is the best way to show your professionalism at work and not knowing proper etiquette may lead to miscommunication.” -Based on this statement, describe the various danger zones of etiquette. | 10 | (CO2)
(PO8,
PO9,
PO10) |
| c) | Describe about various dynamics of non-verbal communication. | 10 | (CO1)
(PO9,
PO10) |