

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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Mid-Semester Examination
Course No. : BTM 4203
Course Title : Business Communication

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.

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|-------|--|----|----------------|
| 1. a) | What are the components of a good problem-solving method for business communication? | 15 | (CO1)
(PO1) |
| b) | What role do conventions play in business communication? | 05 | (CO2)
(PO1) |
| c) | What are three ways to identify and develop audience benefits? | 05 | (CO1)
(PO1) |
| 2. a) | Describe the characteristics that should be considered when analyzing individuals and groups for communication. | 08 | (CO2)
(PO1) |
| b) | Explain the six questions you must ask while analyzing your audience in order to adapt your message. | 17 | (CO1)
(PO1) |
| 3. a) | Discuss the psychological barriers to effective communication. | 05 | (CO1)
(PO1) |
| b) | Why do people from monochronic cultures sometimes have trouble with people from polychronic cultures? What are some characteristics of oral communications you should consider when communicating cross-culturally? What are some cautions to consider when writing for international audiences? | 10 | (CO2)
(PO1) |
| c) | Explain the etiquette of the following issues: | 10 | (CO1)
(PO1) |
| | I. Dinning Etiquette | | |
| | II. Email Etiquette | | |
| | III. Hand Shaking Etiquette | | |