

BTM

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BBA in TM, 2nd Semester.

Date: May 05, 2023 (Morning)

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

Final Examination

Course No. : BTM 4203

Course Title : Business Communication

Summer Semester, A. Y. 2021-2022

Time : 3 hours

Full Marks : 150

Answer **all 6 (six)** 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) Why is adaptation so important in business communication? How can you adapt your messages to avoid non-discriminatory writing? 7.5 (CO1)
(PO1)
- b) Assume that your readers are at about the 10th-grade level in education. Revise these sentences for easy communication to this audience: 7.5 (CO2)
(PO10)
- i. It is imperative that consumers be unrestrained in determining their preferences.
 - ii. Our expectations are that there will be increments in commodity value.
 - iii. Requisites for employment by this company have been enhanced.
 - iv. Percentage return on common stockholders' equity averaged 23.1 for the year.
- c) Rewrite the following sentences by using concrete words: 05 (CO2)
(PO10)
- i. She makes good grades.
 - ii. If we don't receive the goods soon, we will cancel.
 - iii. Some years ago, she made good money.
 - iv. The cost of the online subscription was reasonable.
- d) Rewrite the following sentences by avoiding camouflaged verbs: 05 (CO2)
(PO10)
- i. The new policy involved the standardization of the procedures.
 - ii. We must bring about a reconciliation of differences.
 - iii. Application of the mixture was accomplished.
 - iv. Approval of all orders must be made by the chief.
2. a) One of the ways of achieving short sentences is economizing on words. How can a writer economize on words? Discuss more precisely with relevant examples. 10 (CO2)
(PO10)
- b) What cares should you take in paragraph design? Explain with examples. 7.5 (CO2)
(PO10)
- c) How can the paragraphs be made more coherent? Describe with examples. 7.5 (CO2)
(PO10)

3. a) "If you can find words, sentences, or phrases that cover a general situation, why not use them every time that general situation comes about? Using such rubber stamps would save time, and in business time is money." Discuss. 05 (CO3) (PO2)
- b) What strategies can you use to include courtesy in your messages? Explain. 10 (CO3) (PO2)
- c) Explain the five ways to create positive emphasis. Give examples. 10 (CO2) (PO10)
4. a) What are five ways to create you-attitude? 05 (CO2) (PO10)
- b) What techniques can you use when you are trying to reduce bias in business messages? 7.5 (CO2) (PO10)
- c) How should an agenda be developed for an effective meeting? 12.5 (CO3) (PO6)
5. a) What aspects must be taken into account when writing SOP? 10 (CO3) (PO6)
- b) What should we consider when writing a cover letter? 7.5 (CO3) (PO6)
- c) Write down the key strategies for professional Emails. 7.5 (CO3) (PO6)
6. Describe the most important lesson you learned from Langford's book, "The Etiquette Edge." 25 (CO4) (PO10)