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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Final Semester Examination

Course No. : HUM 4249

Course Title : Business Psychology and Communications.

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) | What role do conventions play in business communication? | 05 | (CO1)
(PO1) |
| b) | What are three ways to identify and develop audience benefits? | 05 | (CO2)
(PO10) |
| c) | Explain the six questions you must ask while analyzing your audience in order to adapt your message. | 15 | (CO2)
(PO10) |
| 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) | 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) |
| 4. 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) |

5. Discuss the following questions in the context of book "Good to great":
- a) What do we understand so far about our Hedgehog Concept—what we are fanatically passionate about, what we can (and cannot) be the best at, and what drives our economic or resource engine? 06 (CO3) (PO6)
 - b) Where should we place our big bets, based on the principle "Fire Bullets, then Cannonballs"—blending creativity and discipline to scale innovation? 06 (CO3) (PO6)
 - c) Do we show any signs of How the Mighty Fall, and do we have enough Productive Paranoia to stay far above the Death Line? 06 (CO3) (PO6)
 - d) Do we passionately embrace the Genius of the AND—especially the fundamental dynamic of "Preserve the Core AND Stimulate Progress"? 07 (CO3) (PO6)
6. According to the book "Why CEOs Fail," there are 11 behaviors that can derail your climb to the top of the organizations or corporations. Using examples, describe 11 behaviors and explain how to manage them. 25 (CO4) (PO10)