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B.Sc. Engg. CSE 7th Sem.

Date: October 11, 2023 (Morning)

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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Mid-Semester Examination

Winter Semester, A. Y. 2022-2023

Course No. : HUM 4741

Time : 1.5 hours

Course Title : Business Communication and Law

Full Marks : 50

Answer all ² ~~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) | Define business communication and describe the process of communication with example. | 10 | (CO1)
(PO10) |
| b) | Why is effective communication crucial for business and what are the contemporary challenges that organizations face in this regard? | 10 | (CO1)
(PO10) |
| c) | "Business communication occurs in different forms depending on the purpose and parties involved." Do you agree with this statement? Analyze. | 5 | (CO1)
(PO10) |
| 2. a) | What is culture and what are the dimensions of culture? Explain. | 5 | (CO1)
(PO10) |
| b) | You are from Bangladesh and you have joined a multinational company operating in Australia. The cultural dimensions in these two countries are quite different. Analyze the differences between these two countries in respect to culture. And also determine the guidelines that you will follow for effective cross-cultural communication. | 10 | (CO2)
(PO10) |
| c) | You have joined a company and as a newly appointed employee you have participated in a training session on business communication. The trainer has emphasized that success in business communication depends on the selection of appropriate words. What suggestions have you given in selecting words that can communicate better in a particular situation? Analyze. | 10 | (CO2)
(PO10) |