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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Semester Final Examination

Winter Semester, A. Y. 2022-2023

Course No. : HUM 4741

Time : 3 hours

Course Title : Business Communication and Law

Full Marks : 100

Answer all 4 (four) questions. All questions carry equal marks. Marks of each question and corresponding CO and PO are written in the right margin with brackets.

1. John, the owner of a residential property, hired a lawn care service company named Green Service Ltd., to maintain his lawn for the entire summer season. The parties discussed the terms verbally, which included mowing the lawn every two weeks, applying fertilizer monthly, and providing weed control services. The agreed-upon price was 5000 Tk. per month, and John expected the service to commence in May and continue until September. After the first two months, John noticed that Green Service Ltd. had not applied the agreed-upon fertilizer. When he raised the issue, the lawn care service claimed it was not part of the verbal agreement. Green Service Ltd. sent John an invoice for 10000 Tk. after completing 2 months. The company insists that it was not a binding contract for the sale of service and argues that without a written contract, there is no binding agreement. The absence of a written contract raises questions about the enforceability of the agreement. John refused to pay the full amount, citing the missing fertilizer application. Frustrated with the discrepancies in performance and the payment dispute, John informed Green Service Ltd. that he would terminate the contract and find an alternative lawn care service.
- Based on the case, answer the following questions:**
- a) Analyze the essential elements of a valid the contract according to Contract Act of 1872 and evaluate whether the interactions between John and Green Service Company lead to the formation of a valid contract. 15 (CO3) (PO6)
- b) Evaluate the enforceability of the contract between John and Green Service Company Ltd. and list the exceptions or circumstances where a contract must be written to be legally binding. 10 (CO3) (PO6)
2. You are a communication specialist working for a multinational company. Your manager has assigned you the task of delivering a critical presentation to the company's board of directors regarding the launch of a new product instead of submitting a written report. The success of this presentation is crucial for obtaining approval and funding for the project. The board consists of diverse individuals, including technical experts, financial analysts, and marketing executives. You have two weeks to prepare for the presentation.
- Based on the above scenario, answer the following questions:**
- a) Differentiate between oral reports and written reports in business communication. Evaluate the suitability of delivering a presentation to the board of directors instead of submitting a written report in achieving communication purpose in above circumstance. 15 (CO1) (PO10)
- b) Critically evaluate various types of presentation methods and strengths and weaknesses of each. Determine which presentation method is appropriate for the above situation and why. 10 (CO2) (PO10)

3. Mr. John is a project manager leading a diverse team working on a critical software development project. The team members are in different geographical locations and come from various cultural backgrounds. The project involves tight deadlines, complex coding, and frequent collaboration among team members. However, communication breakdowns have become a significant challenge, leading to delays and misunderstandings like misinterpretation of technical terms, ambiguity in coding instructions, and confusion over project specifications.
- a) Examine different communication barriers that a software development project team might face and suggest strategies to overcome those communication barriers among team members. 15 (CO2) (PO10)
- b) Analyze the role of various types of nonverbal communication in a virtual team and how it can either exacerbate or alleviate communication barriers. 10 (CO2) (PO10)
4. a) Getting desired effects in writing often involves emphasizing the items in the message. Every message contains several facts, ideas, and so on that must be presented. Some items are more important than others, and some will be received more positively than others. It is the responsibility of a writer to determine which items to emphasize in the message. There are several techniques of emphasizing. Elaborate on the ways a writer can apply emphasis in writing with examples. 07 (CO1) (PO1)
- b) Ms. Tuba is working in the marketing department of FastTech Corporation. She must communicate with other traders and dealers for purchase and sale of goods and services. She must communicate with her superiors to decide the objectives and directives. She must communicate with her subordinates to get their cooperation and improve the productivity. For transmitting effective oral or written messages, certain principles must be followed. These principles advocated by Francis J. Bergin provide guidelines known as "Seven C's" of effective communication for choice of content and style of presentation adapted for the purpose by the receiver of the message. Analyze "Seven C's" of effective communication and how they guide Ms. Tuba to ensure effectiveness in business communication. 10 (CO1) (PO10)
- c) Write a cover letter to apply for following position: 08 (CO2) (PO10)
- Innovate Solutions Ltd. is a cutting-edge technology company in Gazipur, Bangladesh specializing in innovative software solutions. The company looking for a talented and motivated **Software Development Engineer** to join dynamic and collaborative work environment.

Job Responsibilities:

- Collaborate with cross-functional team for high-quality software development.
- Write efficient, and well-documented code.
- Conduct thorough testing and debugging of software applications.

Qualifications:

- Bachelor's degree in computer science or related field.
- Proficiency in programming languages such as Java, Python, or JavaScript.
- Strong problem-solving and analytical skills.