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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Mid-Semester Examination

Course No. : HUM 4249

Course Title : Business Psychology and Communication Skill

Summer Semester, A. Y. 2022-2023

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.

1. Mr. Abdur Rahman is versatile in both individual and team roles. When working alone, he always finished tasks on time and went beyond what was expected. In team projects with people from different backgrounds, Abdur Rahman welcomed various ideas, which helped create new and innovative solutions. As a leader in diverse settings, he successfully combined input from different fields, resulting in well-rounded solutions. Abdur Rahman's ability to adapt and work well with others contributed to both his personal success and the team's accomplishments

(CO2)

(PO9)

**Questions**

- i. How did Abdur Rahman's understanding of different viewpoints and cultures help make the team project more innovative? 13
- ii. How did Abdur Rahman bring together ideas from different areas as a leader to create a complete solution? 12

2. Company X noticed a decline in employee productivity and sought to enhance it using principles of business psychology. Abdullah, the team leader, implemented a positive reinforcement strategy. He acknowledged individual and team achievements through regular recognition, creating a more motivating work environment. The employees responded positively, with increased engagement and improved performance. Abdullah also organized team-building activities to strengthen interpersonal relationships. As a result, the company experienced a significant boost in productivity.

(CO2)

(PO9)

**Questions**

- i. How can principles of business psychology be applied in other areas of the company for further enhancement? 13
- ii. What challenges might arise when implementing such strategies, and how can they be addressed? 12

3. The Board of Directors at Y Company recently convened to discuss adjustments within the staffing structure of its Norshindi plant. Following the meeting, the Managing Director casually mentioned potential changes to his secretary. Subsequently, the secretary, during a lunch break, shared the information with her friends, emphasizing the need for secrecy. Despite assurances, her friends discreetly informed some employees at the plant about the possible upcoming layoffs. This led to the employee union submitting a memorandum to the authorities and issuing a strike notice. The inadvertent disclosure of information created unrest among the employees, triggering proactive measures from the union.

### Questions

- i. Analyze the potential consequences of the secretary's informal disclosure about staffing changes at Pran Ltd.'s Norshindi plant. Consider the impact on employee morale, the role of communication in organizational changes, and possible strategies to prevent such leaks in the future. 15
- ii. Evaluate the communication breakdown within the company that led to the employee union's strong reaction. Also propose measures the company could take to rebuild trust and avoid similar incidents in the future 10