

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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Mid-Semester Examination

Summer Semester, A. Y. 2022-2023

Course No. : BTM 4821

Time : 1.5 hours

Course Title : Business Communication Skill

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. Abdullah showcased versatility in individual and team roles. As an individual, he consistently met deadlines and exceeded expectations. In a diverse team project, Abdullah embraced different ideas and backgrounds, fostering innovation. Later, as a leader in multi-disciplinary and cultural settings, he effectively integrated inputs from various fields, leading to a comprehensive solution. Abdullah's adaptability and collaborative skills enhanced both personal and team achievements. 25 (CO2) (PO9)

**Questions:**

- i. How did Abdullah's ability to appreciate diverse perspectives and cultures contribute to the innovation within the team project?
- ii. In what ways did Abdullah successfully integrate insights from multiple disciplines as a leader, leading to a comprehensive solution?

2. a) The Board of Directors of Pran Ltd. met and decided to make certain adjustments in the existing staff of its Norshindi plant. After the meeting, the Managing Director informally told his secretary that there may be changes in the staffing pattern of Norshindi plant. The Secretary told her friends during lunch break that the plant would soon be laying off employees. Even though, she took a promise that they will not tell anybody, her friends sounded some employees of the plant about the impending danger. The employee's union not only presented memorandum to the authorities but served a notice to go on strike also. 15 (CO2) (PO9)

**Questions:**

- i. Identify the barriers of communication in the case.
- ii. What lessons do you draw from the issue by assuming that you are the Managing Director of Pran Ltd?

- b) Why do we need to use you-view point in writing a business letter? Give several examples of we view point and you-view point to write in a positive way. 10 (CO1) (PO10)

3. a) Listening well is a skill that everyone needs, as it is required in nearly all work activities. 10 (CO1)  
Listening is harder than "Speaking and Writing". Being able to listen well is crucial to  
workplace communication skills in any job role. (PO10)

Explain why listening is so important in business communication.

- b) Mr. Sharfaraj, a project manager, received urgent instructions during a team meeting. 15 (CO3)  
Despite distractions, he employed active listening by maintaining eye contact and  
paraphrasing the instructions. Finally, Mr. Sharfaraj successfully executed the tasks. (PO10)

How did Mr. Sharfaraj use active listening to receive clear instructions quickly?