

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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Semester Final Examination	Summer Semester, A. Y. 2022-2023
Course No: HUM 4249	Time : 3 hours
Course Title: Business Psychology and Communication Skill	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 within brackets.

- 
1. a) 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. 15 (CO1) (PO1)
  - b) Cross cultural communication involves people and people are unpredictable. In every culture, some persons are uncooperative, deceitful, prejudiced or insensitive, while others are respectful, welcoming sincere, and harmony-seeking. You can only make sure that you are as prepared as possible. You have to keep in mind some advice which will help you for cross cultural communication. Describe what one can do to enhance one's cross-cultural communications skills. 10 (CO1) (PO9)
  2. Abdur Rahman demonstrates versatility in both independent and collaborative settings. When tackling tasks individually, he consistently meets deadlines and surpasses expectations. In team endeavors involving individuals from diverse backgrounds, Abdur Rahman fosters an environment that encourages the exploration of different perspectives, leading to the generation of innovative solutions. As a leader in heterogeneous environments, he adeptly integrates input from various disciplines, yielding comprehensive and effective outcomes. Abdur Rahman's adaptability and collaborative skills have been pivotal in driving both his individual achievements and the collective success of the team. 25 (CO2) (PO9)

Questions

- i. How did Abdur Rahman's understanding of different viewpoints and cultures help make the team project more innovative?
- ii. How did Abdur Rahman bring together ideas from different areas as a leader to create a complete solution?
3. a) What are the strategies of maintaining goodwill in a bad news message? Give an example of indirect refusal applying those strategies. 10 (CO3) (PO9)
- b) Discuss the types of conflicts that may arise in an organization. Do all conflicts create negative impacts in the organizations? Discuss it or Explain it. 15 (CO2) (PO9)

4. Arafath, a recent graduate, recognized the power of networking and etiquette in securing employment. Attending industry mixers and career fairs, he skillfully engaged professionals, demonstrating respect and professionalism. Through these interactions, Arafath forged valuable connections leading to job offers and career opportunities.
- a) How did Arafath leverage networking and etiquette to navigate the job market successfully as a recent graduate? 10 (CO1) (PO1)
- b) Explain key etiquette practices that Arafath employed to build a solid network of professionals in his field. 15 (CO1) (PO1)
5. a) Why is it crucial to understand the communication process in solving complex engineering problem? 15 (CO3) (PO10)
- b) Do different professions have distinct communication styles, and if so, what factors contribute to these differences? Explain them. 10 (CO3) (PO10)
6. 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. 25 (CO2) (PO9)

#### Questions

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