

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 : BTM 4821

Time : 3 hours

Course Title: Business 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.

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|-------|--|----|-----------------|
| 1. a) | Evaluate the role of non-verbal communication in virtual collaboration. How do subtle cues such as eye contact and facial expressions contribute to or hinder team dynamics? | 10 | (CO2)
(PO8) |
| b) | Describe possible technological solutions that leverage non-verbal cues to enhance virtual team communication and foster a sense of connection among team members. | 09 | (CO1)
(PO1) |
| c) | "Informal communication network is not just for idle rumors and may be useful in many ways". Do you agree with this statement? Why or why not? | 06 | (CO2)
(PO9) |
| 2. a) | Why do we need to use you-view point in writing a business letter? Give some 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 how to enhance his/her cross-cultural communications skills. | 10 | (CO1)
(PO9) |
| 3. a) | "Listening is harder than "Speaking and Writing." Do you agree with this statement? Explain why listening is so important in business communication. | 10 | (CO2)
(PO8) |
| b) | Mr.Sharfaraaj, a project manager, received urgent instructions during a team meeting. Despite distractions, he employed active listening techniques and successfully executed the tasks. How did Mr.Sharfaraaj use active listening to receive clear instructions quickly? | 15 | (CO2)
(PO8) |
| 4. | Imagine you're applying for a prestigious internship at a leading technology firm specializing in renewable energy solutions. Write a cover letter and CV tailored to showcase your skills, experiences, and passion for EEE, highlighting how they align with the company's goals and values. In your cover letter, address why you're interested in the internship, what unique contributions you can bring to the team, and how this opportunity fits into your career aspirations. In your CV, emphasize relevant coursework, projects, internships, and extracurricular activities that demonstrate your technical proficiency, problem-solving abilities, and teamwork skills in the field of electrical and electronic engineering. | 25 | (CO4)
(PO10) |
| 5. 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 you think that all conflicts create negative impacts in the organizations? Give your opinion. 15 (CO2)
(PO8)
6. Arafat, a recent graduate of EEE, 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, Arafat forged valuable connections leading to job offers and career opportunities.
- a) How did Arafat leverage networking and etiquette to navigate the job market successfully as a recent graduate? 10 (CO1)
(PO1)
- b) Explain key etiquette practices that Arafat employed to build a solid network of professionals in his field. 15 (CO1)
(PO1)