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Set Code: 25B



Daffodil International University
Faculty of Science & Information Technology
Department of Information & Management Technology
Final Examination, Summer-2025
Course Code: ENG 102, Course Title: Business English
Level:1 Term:2

Exam Duration: 2 Hours

Marks: 40

Answer ALL Questions [Optional]

[The figures in the right margin indicate the full marks and corresponding course outcomes. All portions of each question must be answered sequentially.]

3	1.	a)	Discuss any two of the following topics: Annual General Meeting (AGM), Statutory meetings, General English vs Business English, Types of Meeting Minutes, Memo vs Email.	Marks 2x2.5=5	CLO3
		b)	Read the given meeting scenario carefully, and develop a meeting agenda for the scenario. Use clear, professional, and concise business English. Meeting Scenario: On 10th August 2025, the Marketing Department of ABC Electronics held a meeting to discuss the upcoming product launch for their new smartphone model, the ABC SmartX. The meeting was chaired by the Marketing Manager, Ms. Rahman, and attended by the sales team leaders, advertising team members, and product designers. The meeting will start with a review of the preparation work for the new smartphone launch, making sure the planned date matches the production and delivery schedule. After that, Mr. Hasan, the Advertising Team Lead, will give a short report on the progress of advertisements and media arrangements. The team will then look at the marketing materials, both printed and online, to check if they clearly show the product's features and match the company's style. Budget plans will be discussed, especially how to divide the money between traditional ads, online promotions, and events in different cities. The members will also share ideas to attract more customers during the launch events. Lastly, the meeting will consider giving a special offer to early buyers, with advice from the sales and finance teams.	Mark 07	
		c)	Read the discussion provided from the meeting carefully. Using the information, develop the meeting minutes in the proper format. Make sure to include the agenda items and accurately reflect what was discussed in the meeting. The meeting began with a review of the preparation work for the new smartphone launch. The team confirmed that the planned launch date of September 15 aligns with the production and delivery schedules, though minor adjustments in logistics were suggested. Following this, Mr. Hasan, the Advertising Team Lead, presented a report on the progress of advertisements and media arrangements, confirming that all materials are ready and media placements have been booked, keeping the launch campaign on track. The team then examined the	Mark 07	

5		marketing materials, including printed brochures and online banners, and suggested minor revisions to enhance clarity and visual appeal. Budget allocation was discussed in detail, resulting in 40% for online promotions, 35% for traditional advertisements, and 25% for launch events in different cities. Members shared several ideas to attract more customers, such as interactive social media contests, influencer collaborations, and demo events at stores. Finally, the finance team proposed offering a 10% discount to early buyers, which the team approved.		
	d)	Compose a formal memo addressed to all members who attended the meeting, informing them of the confirmed smartphone launch date . Include the date clearly, a brief reference to the meeting discussion, and any immediate actions or reminders related to the launch. Use a professional tone and proper memo format.	Mark 06	
3	2. a)	Read the following conversation between an operator and a customer. Then, examine the errors made in the following telephone conversation. Prepare a more effective telephone conversation according to what should have been said instead. Operator: Khan Brothers, hello. Customer: I'd like to speak to Shafiq Khan, the Senior Sales Executive, please. Operator: Who's this? Customer: This is Raihan Islam and I want to talk to him about one of the products that I purchased from your company on November 10. Operator: Sorry he's not in. Customer: Really? Can you tell me when will he be back? Operator: Actually, he went out for lunch 2 hours ago and I was expecting him back ages ago. Customer: Would you please pass on a message that I called? Operator: Yap! Hang on, I'll find a pen. OK, fire away. Customer: My number is 4537876. Operator: Okey dokey. I'll pass it on. Cheers. Customer: Thank you. Goodbye.	Mark 05	CLO2
	b)	Explain briefly the Six steps of the business negotiation process.	Mark 05	
2	3. a)	Transform the following informal expressions into formal English. Rewrite each sentence or phrase using appropriate formal language. 1. Can you tell me what you think about this matter by Friday? 2. Sorry, we don't have it right now. 3. Are you free for the meeting? 4. Good news — you're approved. 5. Hope to hear back from you soon.	Mark 05	CLO2