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Daffodil International University

Department of Software Engineering
Faculty of Science & Information Technology

Midterm Examination, Fall 2025

Course Code: GE324, Course Title: Business Analysis and Communication
Sections & Teachers: 42 (A, B, F - SJ), (C, D - FAA), (E, I - MAB), (G, H - HMB), (J - DDK)

Time: 1 Hour 30 Mins *Marks: 25*

Answer ALL Questions

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

1.	*a)*	A product development team at a tech company struggles with miscommunication between the developers and the marketing team, leading to missed deadlines. **Analyze** how effective interpersonal and written communication could resolve this issue and improve team collaboration.	**[Marks: 4]**	**[CLO 1, Level 4]** 15
	b)	The HR department of a multinational company has to inform employees about a new set of policies regarding working hours, vacation days, and remote work. The HR manager drafts a message intended to be sent across the organization. However, the manager realizes that the message may not be received positively due to unclear phrasing and missing context. **Explain** the principles of business communication that are being violated, and how the HR manager can strategically revise the message to ensure clarity and maintain a positive tone.	**[Marks: 4]**	27
	c)	You are a Project Coordinator for a new mobile banking app. Your project struggles because technical requirements are misinterpreted between you and the Development Team Leaders (peers), and crucial conflicts take too long to resolve with the Senior Manager (superior). **Identify** the specific communication (downward, upward, and horizontal) problems in this scenario and explain the necessary strategies to resolve them for project success.	**[Marks: 4]**	39
2.	*a)*	In 2014, Apple and IBM, once fierce competitors, formed a partnership to combine Apple's devices with IBM's enterprise software, aiming to create innovative mobile solutions for businesses. **Point out** the necessity of using the Collaborative Negotiation principles visible in this partnership that helped create a win-win outcome.	**[Marks: 4]**	**[CLO 2, Level 4]** 00

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b)	A marketing team in a retail company is working on a new campaign to promote a product. They send out a detailed email with the campaign plan and goals. However, a few team members fail to understand the main objectives due to overly complex language used in the email, leading to confusion and delays in project execution. **Analyze** the main barriers to effective business communication causing this issue, specifying strategies the marketing team can implement to overcome these obstacles.	**[Marks: 4]** 12	
c)	Zenith Technologies, a software company, faced a data breach that exposed thousands of customers' personal information. The CEO released a short statement mentioning only that the system was being fixed and told employees not to talk to the media. Because the company didn't share full details quickly, the news spread online, and people started criticizing the firm on social media. **Examine** how Zenith failed to follow the 5 C's of Crisis Management and how this affected its reputation and performance.	**[Marks: 5]** 25	

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