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Daffodil International University

Faculty of Science & Information Technology

Department of Software Engineering

Midterm Examination, Fall 2026

Course Code: GE 324; Course Title: Business Analysis & Communication

Sections & Teachers: 43 A, B (TRK), 43 C (SK), 43 D, L, M, N (MTH), 43 E, F, G (HTS), 43 H, I, J, K (FTJ)

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 university introduces a new attendance policy requiring all faculty members to maintain at least 80% student attendance. The Head of the Department sends an official email to all faculty members explaining the policy and instructing them to implement it from the next semester. Later, a faculty member holds a meeting with the Head of the Department to share students' concerns about the policy and suggest possible improvements. **Analyze** the types of communication used in the given scenario, highlighting the advantages and disadvantages of each type.	**CLO 1, Level 4 Marks: 4**
	b) A bank officer told a customer, "Your KYC is pending due to an EDD hold and AML flag." The customer did not understand but nodded politely and left the bank. A week later, his account was frozen. i) **Identify** the barrier to communication in the case and explain how it happened, ii) **Explain** how the officer could have avoided the problem.	**CLO 1, Level 4 Marks: 4**
	c) The Department of Software Engineering at Daffodil International University (DIU) receives frequent complaints from students about delays in academic advising, course registration support, and responses to administrative queries. The department proposes a centralized online support system to address these issues. However, the initial requirement - *"The department needs a fast, user-friendly, and efficient online student support system"* - is vague and lacks measurable performance criteria. As a requirements analyst, **transform** the initial requirement into a clear, measurable, and usable SMART requirement.	**CLO 1, Level 4 Marks: 4**
2.	a) Suppose you are a Project Manager at ABC Software Solutions Ltd. A client has requested several additional features for a software application currently under development. However, these features are beyond the scope of the original contract and cannot be implemented within the agreed deadline without additional resources and costs. **Articulate** a professional email informing the client that the requested features cannot be included in the current release, using an appropriate negative-news strategy to communicate the decision tactfully, maintain a positive client relationship, and suggest a possible alternative.	**CLO 2, Level 4 Marks: 5**

SMART

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	b) A fintech company has just released a new version of its mobile application that includes an upgraded payment feature. Within a few hours of the release, several users report that payments are failing or getting stuck, while others are unable to complete transactions at all. As a result, the customer support inbox and social media channels are flooded with angry complaints and refund demands. Senior management is concerned about customer trust, brand reputation, and operational coordination. You have been assigned the responsibility to handle both external crisis communication and internal coordination to manage the situation effectively. **Analyze** the situation and draft a customer-facing crisis communication plan.	**CLO 2, Level 4 Marks: 4**
	c) Suppose you work in the Operations and Strategy Department at the head office of Padma Software Solutions Ltd., a Dhaka-based software company with four development teams that build products for banking, healthcare, and e-commerce clients. Four separate situations have come to you in the same week. **Situation A:** The CEO wants the delivery metrics of all four development teams (sprints completed, open bugs, and client tickets resolved) at the end of every month, in the same format each time, so that she can compare one month with the next. need routine. **Situation B:** The Board is thinking of entering the AI-based fintech product market. This will require a large investment. They have asked your department to study the market, the cost, the demand, and the risk, and to tell them whether the company should go ahead. **Task** As a business analyst, **classify** the two situations above by identifying the recommended report type, its nature and length, and the underlying justification for each choice.	**CLO 2, Level 4 Marks: 4**