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Student ID (last 2 digits):_____ Batch_____ COM

10th batch
5th sem.

Daffodil International University

Faculty of Science & Information Technology

Department of Information Technology & Management

Mid-Term Examination, Spring 2026

Course Code: ITM 202; Course Title: Business Communication

Sections: A **Teacher's Initial : DEH**

Time: 1 Hr 30 mins **Marks: 25**

1.	a)	**Define** Business Communication and explain why the "You-Attitude" is considered a core principle for winning reader cooperation	2.5	1	CLO-1 L-2
	b)	**Differentiate** between Direct and Tentative language. Provide one business-related example for each style	2.5	2	
2.	a)	**Compare** Oral Communication and Written Communication based on their advantages and limitations in a professional setting.	2.5	2	CLO-1 L-4
	b)	**Define** Non-verbal communication (Body Language)? Briefly **explain** how non-verbal cues like "eye contact" and "posture" influence the effectiveness of a presentation.	2.5	1	
3.	a)	A report is often described as a "Communication with a Purpose." **Differentiate** between a Business Report and a subjective Essay	2.5	3	CLO-3 L-2
	b)	**Identify** the primary objectives of a report and list at least four essential elements that constitute the "front matter" of a full formal report	2.5	2	
4.	a)	In the context of Effective Presentations, explain the importance of Audience Analysis. What three questions should a presenter ask to understand their audience's needs?	2.5	3	CLO-2 L-4
	b)	**Discuss** the "Rules of Design" for visual aids. Why is it recommended to put only one main point per slide and limit the number of lines?	2.5	3	
5.	a)	**Describe** the three Ego States (Parent, Adult, and Child) in Transactional Analysis. How does identifying these states help in managing business conversations?	2.5	2	CLO-2 L-2
	b)	**Define** Conversation Control? **Differentiate** between Parallel Conversation and Sequential Conversation in a meeting environment.	2.5	1	