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Daffodil International University

Faculty of Science & Information Technology

Department of Software Engineering

Final Examination, Summer 2025

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

Sections & Teachers: (40-A, B, C, H, I) - (AGN); (40-D, E, F, G) - (MJH)

Time: 2:00 Hrs. **Marks: 40**

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)*	Considering the SWOT factors of the company's project management tool, **evaluate** which factor will have the most significant impact on the company's future competitiveness. Justify your evaluation with clear reasoning and recommend a strategic course of action the company should prioritize.	**[Marks-5]**	**CLO-3** *Level-5*
	b)	Considering the PESTLE analysis of international expansion, **assess** which external factor will have the greatest impact on the company's success in the new market. Justify your evaluation with evidence and recommend how the company should address this factor to gain a competitive advantage.	**[Marks-5]**	
	c)	You are applying for a managerial position in a multinational company. **Justify** which CV elements (skills, experience, or achievements) would be most persuasive for this role and justify your choice. Also, assess the importance of email etiquette and recommend how to structure your email to make a professional impact.	**[Marks-5]**	
2.	*a)*	You are preparing a business proposal to secure investment for a new startup. **Design** a comprehensive proposal outline that incorporates at least five key components. Additionally, develop a strategy to create and deliver an effective presentation that clearly communicates your proposal, engages investors, and maximizes persuasiveness. Ensure your work is structured, professional, and ready for a real-world investor pitch.	**[Marks-10]**	**CLO-4** *Level-6*
	b)	You are starting a new business. **Create** a stakeholder map showing all the key stakeholders, categorize them into types (e.g., internal, external), and give an example for each. Explain how you would communicate or work with each group to help your business succeed.	**[Marks-8]**	
	c)	You have been shortlisted for a senior management interview at a global firm. **Develop** a comprehensive interview preparation plan that integrates both technical and behavioral strategies. Include specific actions, timelines, and methods you would use to maximize performance. Additionally, create a plan for an effective presentation or case discussion you might be required to deliver during the interview.	**[Marks-7]**	

Note: You may add or delete rows as per your requirements. Mention CLO's in the right side of the table as per your course outline.