ourdiu.com | Shared by MD. SOUROV HASAN

Student ID (last 2 digits):_____ Batch_____ COM

Daffodil International University

Faculty of Science & Information Technology

Department of Information Technology & Management

Final Examination, Spring 2026

Course Code: ITM 202; Course Title: Business Communication

Sections: A Teacher's Initial: AUA

Time: 2 Hr **Marks: 40**

1.	*a)*	Using the **"Iceberg" analogy**, why is it a mistake for a consultant to focus only on visible **symptoms** (like low productivity) instead of looking below the water for the **root problem**?	5	**CLO 3 L-2**
	b)	ITM graduates need to know both business well and technology. Why ITM graduates must be proficient in both **Business Reports** (The Architect) and **Social Media** (The Connector)	5	
2.	*a)*	If you are in an interview and you are asked a question you **don't know the answer to**, why is it safer to admit it clearly rather than getting flustered or guessing poorly?	5	**CLO 2 L-4**
	b)	In a **Group Discussion**, why is it considered more mature to use "Constructive" language (like "I think differently") instead of "Aggressive" language (like "You are wrong")?	5	
3.	*a)*	In the world of **Web 2.0**, you are not just a reader but also a **creator** of content. How does this change the way a company has to listen to its customers compared to the old days?	5	**CLO 3 L-4**
	b)	Why is social media described as a **"Double-Edged Sword"** for a business if one unhappy customer's public feedback can instantly reach millions of people?	5	
4.	*a)*	If you are writing a report for a manager who needs to make a quick decision, why would you use **numbered headings and observed facts** instead of writing a personal, continuous story like an academic essay?	5	**CLO 3 L-4**
	b)	Since executives are very busy, why is the **Executive Summary** placed at the absolute beginning of a report, even though it is usually the last part you write?	5	
5	*a)*	Negotiation is a complex process and there are many things to work at together if you are to make it go well. ***Explain*** the key Do's and Don'ts for better negotiation.	5	**CLO 1 L-4**
	b)	Distinguish between **Theoretical** and **Factual** cases with their purposes and nature with proper example.	5	