ourdiu.com | Shared by SUPAN ROY

Daffodil International University
Faculty of Science & Information Technology
Department of Software Engineering
Midterm Examination, Summer-2025
Course Code: GE-324, Course Title: Business Analysis & Communication
Level: 3 Term: 2 Section: All
Instructor: AN, MJH

Duration: 1 Hour and 30 minutes **Marks: 25**

Answer all the questions

Question 1: **Marks: 4 [CLO 1, Level 4]**

The administration of a marketing department of a university, has introduced a new digital attendance system. As part of the implementation process, The Vice Chancellor sends a formal message explaining the importance and timeline of the new system. You, as the team leader, report your team's feedback and technical challenges to the administration. Besides, you also coordinate with the IT Department to resolve technical issues collaboratively.

Based on the scenario, **analyze** each type of communication (downward, upward, and horizontal) with advantages and drawbacks.

Question 2: **Marks: 4 [CLO 1, Level 4]**

A Business Analyst at a Dhaka-based software company is working with a team to develop a custom ERP solution for a local garments manufacturer. During a client meeting, the system's workflow was presented and discussed. However, a week later, the client submitted a complaint stating that several key features were missing from the final project plan. Upon investigation, it was discovered that the client's feedback during the meeting had not been properly documented, leading to misinterpretation by the development team due to unclear communication.

Illustrate this situation by applying the principles of business communication.

Question 3: **Marks: 5 [CLO 2, Level 4]**

You are the Sales Manager at TechSoft Solutions Ltd., a Dhaka-based software firm that recently completed the development of a custom inventory management system for Maya Garments Ltd., a leading textile exporter in Bangladesh. The system was delivered on time, and initial feedback from the client was positive. Now, your company wants to formally express appreciation for the collaboration and encourage future business opportunities.

Write a formal business letter **analyzing** different parts in favor of TechSoft Solutions Ltd. to Maya Garments Ltd., thanking them for their cooperation, expressing satisfaction in the successful completion of the project, and expressing interest in future partnerships.

Contd...

ourdiu.com | Shared by SUPAN ROY

Question 4: **Marks: 4 [CLO 1, Level 4]**

Due to significant budget cuts and organizational restructuring, the Megaton Company has decided to downsize one of its departments. Unfortunately, as a manager, you are required to lay off one of your top-performing team members, with whom you have worked closely and whom you deeply respect. The decision is not based on the employee's performance but purely due to strategic changes in the company's structure.

Analyze how you would deliver negative news while maintaining professionalism and empathy, applying key principles of effective negative news communication.

Question 5: **Marks: 4 [CLO 2, Level 4]**

You are working as a Business Analyst for a Bangladeshi software company developing a mobile app for a local e-commerce platform. The client wants features that help users track orders, receive promotional alerts, and complete purchases smoothly. To ensure clarity and successful implementation, your team uses the **SMART** technique to write the project requirements.

Write one clear project requirement for the mobile app using the SMART technique. And briefly **identifying** how your requirement satisfies each element of SMART.

Question 6: **Marks: 4 [CLO 2, Level 4]**

Mr. A is a Project Manager at a mobile app development company in Dhaka. He recently had a meeting with a key client who explained new requirements for their e-commerce app. After the meeting, he drafted an email summarizing their requests and forwarded it to his development team. Unfortunately, the team misunderstood some of the instructions due to ambiguous wording and missed a critical feature in the application. During a project review meeting, the client expressed disappointment. He later discovered that team members didn't ask for clarification and that no feedback loop was established.

Examine this situation using the **process of business communication**.