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Daffodil International University

Department of Software Engineering
Faculty of Science & Information Technology

Final Examination, Fall 2025

Course Code: GE324, Course Title: Business Analysis and Communication

Sections & Teachers: 42 (A, B, F - SJ), (C, D - FAA), (E, I - MAB), (G, H - HMB), (J - DDK)

Time: 2 Hours **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)*	A team member is consistently missing deadlines, causing frustration among colleagues. Using concepts from Organizational Behavior, evaluate the possible factors (motivation, leadership, communication, or group dynamics) contributing to this issue. **Recommend** strategies a team leader should use to resolve the conflict effectively.	**Marks: 7**	**CLO 3 Level 5**
	b)	A well-known consumer electronics company, BrightWave Electronics, is planning to launch its smart home appliance line across Bangladesh. The company is noticing shifts in consumer purchasing power, new regulatory requirements, growing competition from local brands, rapid digital adoption, and rising concerns about energy efficiency. Using a full PESTLE analysis, **justify** whether BrightWave should expand its operations in Bangladesh.	**Marks: 8**	
2.	*a)*	A company is planning a recruitment drive and must decide whether to use structured, unstructured, or semi-structured interviews to assess candidates for various roles. Justify the use of semi-structured interviews for recruiting senior management candidates. **Outline** their key advantages and possible challenges in assessing high-level roles.	**Marks: 8**	**CLO 4 Level 6**
	b)	You are pitching a mobile health-monitoring app for senior citizens. **Design** a professional business proposal using the standard Structure of a Business Proposal, including at least ten key components with clear explanations. Then, propose an effective strategy for presenting the problem, solution, and market potential to healthcare investors.	**Marks: 10**	

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	c)	A fitness startup is developing a mobile app to help users track their health and wellness. Proposed features include: W 1) Social feed to share achievements with friends M 2) Daily step and calorie tracking SC 3) In-app guided meditation and yoga sessions S 4) Integration with wearable devices As the Business Analyst, categorize each feature using the MoSCoW technique. **Explain** your reasoning for each assignment. Discuss the potential risks if the features are misprioritized and how it could affect the app's success.	**Marks: 7**	55

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