

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	