

Daffodil International University (DIU)
Faculty of Business and Entrepreneurship
Department of Business Administration
Program: BBA

Semester: Spring-2023
Time: 1.5 Hours
Course Code: BUS
Section: All

Examination: Mid-Term
Full Marks: 25
Course Title: Business Communication
Teacher's Name: DAM, DTA & TSC

Student ID: _____

Instructions:

YOU MUST RETURN THESE EXAM QUESTIONS AT THE END OF THE EXAM

Please write your ID NUMBER in the blank on the top of this page.

At the end of the exam, you **MUST** turn in the exam questions and your answer sheet.

ANSWER ALL OF THE FOLLOWING QUESTIONS

1. Business communication is exchanging information between employees and those outside the organization. Employees and management interact with one another through effective communication to accomplish organizational goals. It aims to reduce errors and enhance organizational procedures. Do you agree with this statement and can you explain it with a real life example?
[CLO01L01] **5 Marks**
2. Discuss this comment: "Long, involved sentences tend to be difficult to understand. Therefore, the shorter the sentence, the better." Illustrate with an example. [CLO03L05] **5 Marks**
3. Analyze the following paragraphs and rewrite the same paragraph by removing redundancies.

[CLO02L04] **5 Marks**