



Daffodil International University
Department of Business Administration
Faculty of Business and Entrepreneurship
Mid-Term Examination, Spring - 2026
Course Code: 0415-212, Course Title: Business Communication
Batch: 68 (A, B, C, D), Teacher initials: RIR, DRN

Time: 1.5 Hrs

Marks: 25

Answer ALL Questions

Question 1 (CLO 1 Level 2) - 5 Marks

Compare rich communication and lean communication with real-life business examples.

Question 2 (CLO 2 Level 3) - 10 Marks

Scenario: You are an HR Officer at ABC Ltd., Dhaka. The company has scheduled a mandatory training session on “Workplace Ethics and Professional Conduct” for all employees of the Marketing Department. Details are as follows:

- *Date: 25 March 2026*
- *Time: 10:00 AM – 1:00 PM*
- *Venue: Conference Room, Level 5, Head Office*
- *Trainer: External corporate trainer from BRAC Institute of Governance*
- *Attendance is compulsory*

You have been instructed to:

- *Send the email to all Marketing Department employees (marketing@abc.com)*
- *CC the Head of Marketing (hmo@abc.com)*
- *BCC the HR Director (hrdirector@abc.com)*
- *Maintain a professional and positive tone*
- *Clearly mention that attendance is mandatory*
- *Request confirmation of attendance by 20 March 2026*
- *Keep the email clear, concise, and well-structured*

Construct a complete and professional email based on the above scenario.

Question 3 (CLO 3 Level 4) - 5 Marks

Scenario: During a class, a lecturer announces a surprise quiz verbally. Some students at the back of the classroom are talking and do not clearly hear the instructions. A few students misunderstand the date and think the quiz will be held next week instead of today. After noticing confusion on students' faces, the lecturer repeats the instructions more clearly and writes the details on the board.

Identify all the elements of the Human Communication Process from the above scenario.

Question 4 (CLO 3 Level 4) - 5 Marks

Read the following business email carefully:

Subject: Pertaining to Your Recent Reservation Cancellation Request

Dear Madam/Sir,

We are in receipt of your communication expressing a desire to cancel your upcoming booking.

An examination of the circumstances has been duly conducted by our reservations department, and a determination has been arrived at by the authorized personnel.

Currently, we are engaged in the assessment of applicable policies and conditions.

The supervisor will be liaising with the front office staff, following which the front office staff will be communicating the ultimate decision to the guest.

Please be advised that owing to procedural and system-related constraints, the processing timeframe is unable to be accelerated at the present juncture.

Your kind understanding and continued patience in this regard would be greatly appreciated.

List all ten communication mistakes (camouflaged verb, passive voice, rubber stamp expression, cluttering phrase, we-viewpoint, unnecessary repetition, use of technical words, lack of concrete language, gender-biased word, long sentence, etc.) in the above message by clearly underlining each mistake using appropriate business communication terminology.