

FINAL EXAM
PENG-IV-I
BUSINESS COMMUNICATION & RESEARCH METHODS
Fall-2024

Points of attention:

- For each question, the maximum earned points are specified in the question.
- Write clearly! Answers that are not readable are not marked and do not earn marks!
- All answers should be written in English using **blue or black pens** only.
- When finished, submit and sign the question paper to the invigilator.
- Any cheating/copying will result in examination failure.

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Exam Duration: ○ 2 hours
Instructor's Name: Zouhaier Slimi
Exam Date: 06/01/2025
Program: LTM

	60
	10

Student Information

Name: ID:
Signature:

Invigilator

Initials: Student ID checked
Time received:

Business Communication**[30 Marks]****Question 1.****(10 marks)**

Critically analyse how communication shapes professionalism, authenticity, and credibility perceptions in a business context. Write a 150-word essay.

Criteria	2.5 Marks	2.0 Marks	1.5 Marks	1.0 Mark	0 Mark
Professionalism	Comprehensive analysis of how language demonstrates professionalism, supported by robust examples.	Good analysis of professionalism, but lacking depth or critical examples.	Basic explanation of professionalism with limited examples.	Weak understanding of professionalism, vague or irrelevant response.	No attempt or irrelevant content.
Authenticity	A clear and insightful explanation of how language fosters authenticity is supported by relevant examples.	Good explanation of authenticity, but examples are limited or unclear.	Basic understanding of authenticity with minimal examples.	Weak explanation of authenticity with vague or irrelevant examples.	No attempt or irrelevant content.
Credibility	Robust analysis of how language establishes credibility, with evidence-based examples.	Adequate explanation of credibility but lacking depth or variety in examples.	Basic explanation of credibility with limited evidence or clarity.	Weak explanation of credibility, vague or unclear examples.	No attempt or irrelevant content.
Language and Grammar	Exceptionally well-written and coherent response with minimal errors.	Clear response with minor language issues that do not affect comprehension.	Understandable response but with noticeable grammar or clarity issues.	Disorganised response with significant language and grammar issues.	Incoherent response riddled with errors.

(OpenAI, 2024)

Question 2.

(20 marks)

Critically evaluate how the integration of AI shapes networking dynamics in business communication, focusing on its ethical implications, benefits, and challenges in building professional relationships. Write a 250-word essay.

Criteria	5.0 Marks	4.0 Marks	3.0 Marks	2.0 Marks	1 Mark
Analysis of AI Benefits and Challenges	Comprehensive and insightful analysis of benefits and challenges, clearly relevant to networking.	Good analysis of both benefits and challenges but missing full depth or nuance.	Satisfactory analysis of either benefits or challenges but lacking depth or breadth.	Limited analysis of benefits or challenges, with vague or unclear connections to networking.	There is no meaningful analysis; the response is irrelevant or incoherent.
Examples of AI Impact	Clear, relevant, and well-explained examples demonstrating AI's influence on networking dynamics.	Relevant examples are provided and explained, but depth or variety may be limited.	Limited examples are provided; explanations may lack relevance or clarity.	Minimal or irrelevant examples; poorly connected to the topic.	No examples were provided or entirely unrelated to the topic.
Discussion of Potential Challenges	Detailed discussion of challenges, showing a critical understanding of ethical and practical concerns in AI networking.	Adequate discussion of challenges, with some critical insight but limited depth or variety.	Limited discussion of challenges with little critical insight or relevance.	Minimal discussion of challenges, lacking depth or critical thinking.	There is no discussion of challenges; the response is irrelevant or incoherent.
Language and Grammar	Exceptionally well-written and coherent response with minimal errors.	Clear and organised response with minor language or clarity issues.	Understandable response but with noticeable grammar or clarity issues.	Disorganised response with significant language and grammar issues.	Incoherent response riddled with errors.

(OpenAI, 2024)

Research Methods**[30 Marks]****Question 1.****(10 marks)**

Critically discuss this statement: "The value of research is not merely in the answers it provides, but in the new questions it inspires for future generations." Write a 150-word essay.

Criteria	2.0 Marks	1.5 Marks	1 Mark	0.5	0 Mark
Understanding of the Quote	Demonstrates a deep and insightful understanding of the quote, linking its meaning to research practices.	Shows a good understanding of the quote with relevant connections to research.	Basic understanding of the quote, with limited analysis or connection to research.	Minimal understanding of the quote, with vague or unclear explanations.	No attempt to address the quote or completely misunderstand it.
Critical Analysis	Critically evaluates how research generates new questions, offering thoughtful and insightful examples.	Provides a good analysis with relevant examples, though lacking in depth or variety.	Provides basic analysis but lacks examples or depth in exploring new questions in research.	Superficial or general analysis with no meaningful examples or insights.	No critical analysis or relevant content.
Examples and Evidence	Provides highly relevant and well-selected examples to illustrate how research inspires future questions.	Includes relevant examples but lacks variety or depth in their explanation.	Examples are basic, limited, or loosely connected to the argument.	Offers vague or irrelevant examples with minimal connection to the topic.	No examples or evidence provided.
Structure and Organisation	Exceptionally well-organised response with a clear introduction, logical progression, and strong conclusion.	Well-structured response with minor lapses in organisation or flow.	Adequate structure but lacks smooth transitions or a logical progression of ideas.	Poorly organised response, with disjointed ideas and weak transitions.	Disorganised and incoherent response.
Language and Grammar	Uses precise, academic language with minimal grammatical or stylistic errors.	Language is clear and academic, with minor grammatical or stylistic issues.	Language is understandable but has noticeable grammar or clarity problems.	Language is unclear or disorganised, with frequent grammar issues.	Language is incoherent with pervasive errors.

(OpenAI, 2024)

Question 2.**(20 marks)**

Refute the claim with ethical reasoning and critical analysis: "Students are Machiavellian; they believe the end justifies the means when using AI in research." Write a 250-word essay.

Criteria	5.0 Marks	4.0 Marks	3.0 Marks	2.0 Marks	1 Mark
Ethical Reasoning	Strong and well-structured ethical refutation supported by clear reasoning and examples.	Good ethical reasoning with some gaps in examples or depth.	Basic reasoning with minimal examples.	Weak and underdeveloped response.	No attempt or irrelevant content.
Critical Analysis of AI	Detailed critical analysis of AI use, with precise evaluation of students' ethical practices.	Good analysis but has limited examples or depth.	Basic understanding with minimal critical insight.	Weak response with little relevance.	No attempt or irrelevant content.
Academic Growth and Integrity	A comprehensive discussion on how students use AI responsibly to enhance learning and integrity.	Adequate discussion but missing examples or depth.	Basic understanding of general ideas.	Weak and underdeveloped response.	No attempt or irrelevant content.
Language and Grammar	Exceptionally well-written and coherent response with minimal errors.	Clear response with minor language issues that do not affect comprehension.	Understandable response but with noticeable grammar or clarity issues.	Disorganised response with significant language and grammar issues.	Incoherent response riddled with errors.

(OpenAI, 2024)

MLO and Bloom's Level of Complexity

Q #	MLO Addressed	Complexity Level	Mark	Remark
1	2, 3 and 5	Analyse	10	
2	3 & 5	Evaluate	20	
3	3, 5 and 6	Analyse & Evaluate	10	
4	5 and 6	Create & Evaluate	20	

Reference:

OpenAI. (2024). ChatGPT [Large language model]. OpenAI. <https://www.openai.com/chatgpt>