

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.

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)**

"Effective communication is the bridge between confusion and clarity." Critically analyse the role of active listening, non-verbal cues, and concise messaging in achieving effective business communication. Write a 150-word essay.

2.5 Marks	2.0 Marks	1.5 Marks	1.0 Marks	0 Marks
Active Listening	Insightful explanation with clear examples showcasing how active listening enhances communication.	Good understanding with examples, but lacking depth.	Basic understanding with minimal examples.	Limited understanding; vague or irrelevant response.
Non-Verbal Cues	Comprehensive analysis of non-verbal cues' impact, supported by relevant examples.	Good explanations with examples but lack variety or depth.	Basic understanding with limited examples.	Weak analysis with vague examples.
Concise Messaging	Clear analysis of how concise messaging improves clarity and professionalism.	Adequate explanation but missing depth or examples.	Basic understanding with minimal examples.	Weak explanation with vague or unclear examples.
Language and Grammar	Exceptionally well-written response with minimal errors.	Clear and organised with minor issues.	Understandable but noticeable grammar issues.	Disorganised with significant grammar problems.

(OpenAI, 2024)

Question 2.**(20 marks)**

"In the digital era, the soul of business communication is not technology, but the authenticity of the message conveyed through it." Write a 250-word essay.

Criteria	5.0 Marks	4.0 Marks	3.0 Marks	2.0 Marks	1.0 Mark
Critical Reasoning	Strong, well-structured argument critically reflecting authenticity as the essence of business communication, with clear evidence.	Good reasoning addressing authenticity, with minor gaps in depth or nuance.	Basic understanding of authenticity, with limited depth or relevance.	Weak response, minimally addressing the concept of authenticity.	Vague or irrelevant response with no clear reasoning or critical engagement.
Evidence and Examples	Detailed and highly relevant examples illustrating the importance of authenticity in digital communication.	Relevant examples provided, but limited in variety or depth.	Basic examples, some relevant but lacking depth or connection to the argument.	Minimal or partially irrelevant examples provided.	No relevant examples or evidence provided.
Analysis of Technology's Role	Insightful and balanced analysis of technology's role, showing how it supports or detracts from message authenticity.	Good analysis, addressing the role of technology but missing critical depth.	Basic analysis, touching on technology's role but lacking nuance.	Weak or superficial analysis of technology's impact on authenticity.	Minimal or no analysis of technology's role, lacking relevance or clarity.
Originality and Depth	Comprehensive, unique insights into the interplay of technology and authenticity; demonstrates critical thought.	Adequate discussion, engaging with principles but lacking originality.	Basic understanding with limited depth or originality.	Weak or vague engagement with the topic, offering little critical insight.	Minimal or no engagement with the topic, lacking depth or originality.
Language and Grammar	Exceptionally well-written, with a clear academic tone, logical organisation, and minimal errors.	Clear and organised response with minor grammatical or clarity issues.	Understandable response with noticeable grammar or organisational issues.	Disorganised response with significant grammar or clarity issues.	Poorly written response with major errors impeding comprehension.

(OpenAI, 2024)

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

"Critical thinking and ethical considerations are cornerstones of valid research." Evaluate this statement concerning research problem identification, data collection, and reporting. Write a 150-word essay.

Marks	2.5 Marks	2.0 Marks	1.5 Marks	1 Marks
Problem Identification	Comprehensive analysis with clear examples of ethical considerations.	Good explanation with examples but lacks depth.	Basic understanding with minimal examples.	Weak analysis with vague examples.
Data Collection	An insightful discussion of ethics in data collection with examples.	Good understanding but limited depth.	Basic discussion with minimal insight.	Weak explanation with vague points.
Reporting	Robust analysis of ethical reporting practices with examples.	Adequate explanation but missing examples or depth.	Basic understanding with minimal examples.	Weak explanation with vague points.
Language and Grammar	Exceptionally well-written and clear response.	Clear and organised with minor issues.	Understandable but with noticeable grammar problems.	Disorganised with significant errors.

(OpenAI, 2024)

Question 2.

(20 marks)

"I use AI in research; therefore, I am." Reflect on how AI affirms your academic and professional identity in research while preserving autonomy, integrity, and creativity." Write a 250-word essay.

Criteria	5.0 Marks	4.0 Marks	3.0 Marks	2.0 Marks	1.0 Mark
Critical Reasoning	Strong, well-structured argument reflecting AI's role in identity, addressing autonomy, integrity, and creativity with clear evidence.	Good reasoning, addressing most aspects but with minor gaps in depth or clarity.	Basic understanding, attempting to address aspects but lacking depth or relevance.	Weak and underdeveloped response with minimal critical engagement.	Vague or irrelevant response with no clear reasoning.
Evidence and Examples	Detailed and highly relevant examples illustrating AI's role while preserving autonomy, integrity, and creativity.	Good examples, relevant but limited in variety or depth.	Basic examples, some relevant but lacking depth or connection to the argument.	Minimal or partially irrelevant examples.	No relevant examples provided.
Originality and Academic Integrity	Comprehensive discussion critically engaging with originality, integrity, and creativity; demonstrates unique perspective.	Adequate discussion, engaging with principles but missing depth or critical insight.	Basic understanding with limited insight into originality and integrity.	Weak or vague engagement with principles of academic integrity and originality.	Minimal or no engagement with academic integrity or originality.
Language and Grammar	Exceptionally well-written, demonstrating academic tone, clear organisation, and minimal errors.	Clear and organised response with minor grammatical issues not impeding meaning.	Understandable response with noticeable grammar or organisational issues.	Disorganised response with significant grammar or clarity issues.	Poorly written response with major errors impeding comprehension.

(OpenAI, 2024)

MLO and Bloom's Level of Complexity

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

Reference:

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