

ACADEMIC YEAR 2023 – 2024

Program	Year	Semester	Paper
LTM	4	1	MAIN 1

MODULE NAME:	BUSINESS COMMUNICATION & RESEARCH METHODS		
MODULE CODE:	PENG-IV-I	EXAM DATE:	02/01/2024
TEACHER'S NAME:	Zouhaier Slimi	DURATION:	2 hrs.

Questions to be answered on:	Allowed requirements	Number of pages
Space provided on the question paper	Pen	10

Points of Attention:

- For each question, the maximum earned points are mentioned between brackets at the end of each question.
- Write very clearly! Answers that are not readable are not marked and don't get points!
- Make sure your answers are written to the point.
- All answers should be written **in English**.
- Write all the answers **in blue or black pen only**.
- When finished, submit the question paper together with the answer scripts and the signed cover page to the invigilator.
- Any cheating/copying may result in an instant failing of the examination.

FINAL MARKS

STUDENT NAME:		60
STUDENT ID:		10

Number of answer scripts:

Invigilator:

Student's signature:

Time of receipt:

BUSINESS COMMUNICATION

[30 Marks]

QUESTION 1

[10 marks]

In approximately 150 words, identify and briefly analyse four significant areas OpenAI has impacted networking and careers. Provide an example of how OpenAI has influenced each area and discuss a potential challenge that may arise from these changes.

Rubric:

Criteria	0 - Inadequate	1 - Poor	2 - Fair	3 - Good	4 - Excellent
Identification and Analysis of Four Areas, Clarity, and Language	<i>The response is unrelated or irrelevant, lacks organisation, and contains multiple errors.</i>	<i>Identifies one area but lacks depth; response is disorganised with clarity and language issues.</i>	<i>Accurately identifies two areas with some depth; response is somewhat organised with minor clarity and language issues.</i>	<i>Accurately identifies three areas with good depth; response is well-organised with minor clarity and language errors.</i>	<i>Accurately identifies four areas with deep understanding; response is well-structured with exceptional clarity and language.</i>
Example of OpenAI Influence in Each Area	<i>No examples are given, and the response is unrelated.</i>	<i>There are no relevant examples, and the response lacks relevance and depth.</i>	<i>Vague or unclear examples, relevance is lacking.</i>	<i>Provides relevant examples with suitable illustrations.</i>	<i>Offers clear, relevant examples demonstrating impact effectively.</i>
Discussion of Potential Challenges	<i>No discussion of challenges. The response is unrelated.</i>	<i>There is no discussion of challenges. The response lacks depth.</i>	<i>Minimal discussion of challenges; lacks exploration.</i>	<i>Essential discussion of challenges with some depth.</i>	<i>Adequate discussion of challenges with a good understanding.</i>
Clarity and Organisation	<i>The response is incoherent, disorganised, and lacks clarity.</i>	<i>It is wholly disorganised, making it nearly impossible to understand.</i>	<i>Poorly organised, lacks clarity and coherence.</i>	<i>It is somewhat organised but may have minor clarity issues.</i>	<i>It is well-organised and clear, with minor room for improvement.</i>
Language and Grammar	<i>Riddled with errors, incomprehensible.</i>	<i>Contains errors impacting clarity.</i>	<i>Significant issues affecting understanding.</i>	<i>Noticeable errors affecting clarity.</i>	<i>Minor, insignificant errors do not hinder understanding.</i>

(OpenAI, 2023)

QUESTION 2

[20 marks]

In approximately 200 words essay, reflect on your journey in developing a deeper understanding of diversity, equity, and inclusion within the business communication module. Explain how this understanding can improve your proficiency in logistics and transportation management.

Rubric:

Criteria	0 - Inadequate	1 - Poor	2 - Fair	3 - Good	4 - Excellent
Understanding of DEI (diversity, equity, and inclusion) Concepts	The response lacks any understanding of diversity, equity, and inclusion concepts. It does not address the topic.	The response shows minimal understanding of DEI concepts but is inaccurate or incomplete.	The response demonstrates a basic understanding of DEI concepts, touching on key points but lacking depth.	The response exhibits a good understanding of DEI concepts, covering key aspects and offering a foundation for the discussion.	The response showcases an excellent understanding of DEI concepts, providing a comprehensive, accurate, and insightful overview.
Integration of DEI into Business Communication	The response does not discuss the integration of DEI into business communication.	The response briefly mentions DEI integration but does not explain how it enhances communication.	The response explains how DEI is integrated into business communication, with limited depth or examples.	The response clearly and adequately explains how DEI enhances business communication, with relevant examples.	The response offers a thorough and insightful explanation of how DEI integration significantly enhances business communication, supported by compelling examples.
Connection to Logistics and Transportation Management	The response does not connect DEI to logistics and transportation management.	The response makes a weak or unclear connection between DEI and logistics/transportation management.	The response establishes an essential connection between DEI and logistics/transportation management but lacks depth or specificity.	The response effectively connects DEI principles to logistics and transportation management with relevant details.	The response offers a robust, detailed, and precise connection between DEI and its impact on logistics and transportation management.
Clarity and Organisation	The response is incoherent, disorganised, and lacks clarity.	The response is disorganised, making it challenging to follow. It lacks structure and coherence.	The response is somewhat organised but may have clarity issues or minor deviations from the main topic.	The response is well-organised and clear, with minor room for improvement in organisation and flow.	The response is well-structured, logically organised, and easy to follow, ensuring exceptional clarity.
Language and Grammar	The response is riddled with errors to the extent that it is completely incomprehensible due to language and grammar issues.	The response contains language and grammar errors that make it somewhat incomprehensible, with significant clarity issues.	The response has language and grammar issues that significantly affect clarity and understanding, requiring substantial improvement.	The response uses adequate language and grammar, but noticeable errors may affect clarity and understanding.	The response demonstrates exceptional use of language and grammar; it is free from errors and exceptionally well-written.

(OpenAI, 2023)

RESEARCH METHODS

[30 Marks]

QUESTION 1

[10 marks]

In 2 paragraphs (evaluations, and recommendations) of 150 words, evaluate this abstract and recommend improvements or clarifications using the matrix below to enhance its quality and effectiveness.

Abstract

"An intelligent inland transportation system in GCC has been included in transportation systems among the visions of these countries. Therefore, work and investment in these systems have been started and applied in some GCC countries such as KSA and UAE. They will contribute to facilitating the transportation of goods and passengers. This research aims to determine how such smart systems are used in transportation to improve the conditions of the Gulf Cooperation Council countries and make them one of the strongest economies of the countries. In the focus group method used in this research paper, responses were intelligent systems used in transportation to facilitate work procedures and avoid mistakes. Six people were asked in this way, divided into two companies, three from each company and three experts in this field from each company. The results showed the success of these systems in the GCC in developing the transport sector. In conclusion, this paper presents a topic common in the market in terms of the market's need for such smart systems to facilitate its operations" (IMCO, 2022).

Matrix to be used:

Criteria	Evaluations	Recommendations
Background/Introduction		
Objectives/Purpose		
Methodology		
Results/Findings		
Conclusion/ Implication		

Rubric:

Criteria	0 - Inadequate	1 - Poor	2 - Fair	3 - Good	4 - Excellent
Background /Introduction	Severely lacking context and significance, with no clear overview.	Minimal context lacks a clear overview.	It offers some context but is not fully comprehensive.	Reasonable context and clear overview.	It is exceptionally well-written and has vital context, clear relevance, and a compelling overview.
Objectives /Purpose	Not defined or unclear.	Unclear and not well articulated.	It is somewhat defined but lacks clarity and articulation.	Well-defined and articulated, providing guidance.	Exceptionally robust and objectives and purposes.
Methodology	Absent or insufficient explanation.	Minimal description and lacking critical details.	Some details need further elaboration and clarity.	Well-detailed and reasonably clear.	Comprehensive, exceptionally clear, no ambiguity.
Results/Findings	It is not presented or too vague to understand.	The minimal presentation lacks clarity.	Presented but requires more elaboration and clarity.	It is well-presented and reasonably clear.	Exceptionally well-presented, no ambiguity.
Conclusion /Implication	Missing or lacking a clear connection to the objectives.	Vague and does not effectively summarise key findings or implications.	It is somewhat clear but needs strengthening to connect to the objectives.	It is well-structured and summarises key findings and implications effectively.	An exceptionally well-structured, solid and clear summary of key findings and implications.

QUESTION 2

[20 marks]

In approximately 200 words essay, critically discuss Albert Einstein's quote, 'If we knew what we were doing, it would not be called research, would it?' What does this quote imply about the nature of research? Share your perspective on whether you agree or disagree with this statement and provide examples or insights to support your viewpoint.

Rubric

Criteria	0 - Inadequate	1 - Poor	2 - Fair	3 - Good	4 - Excellent
Understanding of the Quote	The student demonstrates a lack of comprehension of the quote and its implications.	Limited understanding of the quote; explanations are vague or incorrect.	Adequate understanding of the quote, but may lack depth in explanations.	Demonstrates a clear understanding of the quote and its significance.	Exceptional understanding of the quote, with profound insights and depth in explanations.
Critical Analysis	Fails to analyse the quote or provide a well-reasoned perspective critically.	Provides minimal critical analysis with limited supporting arguments.	Presents a reasonable critical analysis with some supporting arguments.	Offers a well-reasoned critical analysis with strong supporting arguments.	Delivers an exceptionally insightful and well-structured critical analysis.
Relevance of Examples	Fails to provide relevant examples or insights to support the viewpoint.	Offers limited or weak examples that do not effectively illustrate the perspective.	Provides relevant examples but lacks depth or variety in supporting points.	Presents robust and relevant examples that effectively support the viewpoint.	Provides exceptionally relevant, diverse, and illustrative examples.
Coherence and Organisation	The discussion lacks coherence and is poorly organised.	The discussion is somewhat coherent but lacks a clear structure.	The discussion is moderately coherent and reasonably organised.	The discussion is well-organised and maintains good coherence.	The discussion is exceptionally well-structured and highly coherent.
Depth of Reflection	Superficial or absent reflection on the topic.	Limited depth of reflection with minimal insights.	Shows moderate reflection with some insights into the topic.	Demonstrates substantial depth of reflection with meaningful insights.	Reflects deeply on the topic, providing profound insights and self-awareness.

(OpenAI, 2023)

References:

IMCO. (2022). Student GP submitted as part of the Graduation project. Teams. Retrieved from [One drive Teams]

OpenAI. (2023). GPT-3.5 [Computer software]. Retrieved from <https://openai.com/>

MLO & Bloom's Level of Complexity

Q #	MLO Addressed	Complexity Level	Mark	Remark
B.C Q1	MLO1 MLO2	• Understand • Apply	10	
B.C Q2	MLO1 MLO3 MLO5	• Understand • Reflect • Synthesis	20	
R.M Q1	MLO4 MLO6	• Evaluate • Create	10	
R.M Q2	MLO2 MLO3 MLO4	• Apply • Analyse • Evaluate	20	