

SASTRA DEEMED UNIVERSITY
(A University under section 3 of the UGC Act, 1956)

End Semester Examinations

February 2023

Course Code: ENG136

Course: BUSINESS COMMUNICATION & VALUE SCIENCE - I

QP No. :U013R-1

Duration: 3 hours

Max. Marks:100

PART – A

I. Answer all the questions

10 x 2 = 20 Marks

1. List out the ten core life skills as laid down by the World Health Organization.
2. Mention any four differences between general and business communication.
3. Identify the part of speech of the underlined words:
 - a) My mom will be leaving for Bangalore tomorrow.
 - b) Sheena and her sister dance well.
4. Fill in the blanks using the correct form of the verbs:
 - a) Everybody will be at the office at about 08:30 tomorrow as the meeting _____ (start) at nine o'clock.
 - b) I was very surprised when he accepted to eat meat since I _____ (always / assume) that he was a vegetarian.
5. Change the following voices accordingly:
 - a) The police arrested the smugglers. (in to Passive)
 - b) We were enthralled by the marvellous performance delivered by the children. (in to Active)

6. Rewrite the following sentences into impersonal passive:

- a) People believe that nuclear power stations are dangerous.
- b) She knew that our enclave was protected by magic keys.

7. Fill in the blanks with a word that expresses the same idea as the word in the sentence:

- a) Saran was an audacious leader. He was _____. (timid, ruthless, bold)
- b) Why do you have such a belligerent attitude? The person's attitude is _____ (benign, friendly, hostile)

8. Choose the correct idiom from the choices given:

- a) Getting my car fixed is going to cost me _____ as the engine has completely blown, but I have no choice. I need it for work. (a drop in the ocean, chip on the shoulder, an arm and a leg, jumping the gun)
- b) The interview for that new job was _____. They asked me really easy questions. (a blessing in disguise, a piece of cake, jumping the gun, over the moon)

9. Give any four tips to manage ambiguity at the workplace.

10. Explain any two ways to develop your leadership skills.

PART – B

II. Answer the following questions in about 100 words each.

5 x 4 = 20 Marks

11. Imagine yourself as the student representative of your department. Your department has conducted a two-day workshop on the topic "**Cyber & Technology Risk Management Forum.**" As the student representative, write a newspaper report.

12. Explain the barriers to effective communication.

13. Draft an email seeking information regarding Post Graduate Certificate in Software Engineering for Data Science Course Details in IIT Hyderabad. Furnish all necessary.
14. Write the summary of the given passage. Give an apt title.

Crime is a word used for a wrong deed or offence, but when it comes to cybercrime then, it can be defined as a crime done by the internet to cause an immeasurable loss to the individual, organization, or government. Cybercrime is a punishable offence committed by cybercriminals.

Cybercrime is a criminal act which takes place over the internet through computers as tools or targets or other smart devices meant for making our work easier. Hackers or criminals are having various motives for the crime. They may be involved to cause a loss to an individual, some organization or a government.

Several examples of cybercrime include fraud, identity theft, cyberstalking, and creating and sending malware like viruses for destroying systems or stealing data to make money. People involved in such activities find them an easy way of making money. Even well-educated and knowledge full persons are involved in such activities. Instead of using their mind in a positive way they employ themselves in cybercrime activities. Day by day this is becoming a great threat to our society and nation.

Cybercrime is the most prevailing crime in the present scenario, done through the internet. It causes a severe loss to the victim. Therefore some measures should be taken by us to avoid such crimes. Vigilant behaviour and following safety protocols are only helping aids which can reduce the occurrence of cybercrime.

15. Discuss how to inspire and encourage others under adversity.

PART – C

III. Answer any five of the following in about 300 words each.

5 x 12 = 60 Marks

16. "Business Communication is a type of communication where business-related information is passed between businesspeople to foster

organizational objectives, goals, and activities, improving the company's profit." – Elucidate.

17. "Stress management is a wide spectrum of techniques and psychotherapies aimed at controlling a person's level of stress, especially chronic stress, usually for the purpose of and for the motive of improving everyday functioning." Explain the steps to recognize stress and the stress management activities to overcome the stress.
18. "Listening enhance your ability to understand better and make you a better communicator." – Substantiate the reference and explain the qualities of an active listener.
19. Discuss the internal and external factors of SWOT Analysis.
20. Write a cover letter and a short resume, in response to a job advertisement that appeared in "The Hindu" Newspaper on January 25, 2022.

B Tech Computer Science Fresher

Prayastech, Bangalore

Experience: 0 - 1 years

Salary: ₹ 2, 50,000 - 4, 25,000 P.A.

Job description

Hiring B Tech Computer Science Fresher for one of the leading IT services company

Candidates should willing to work for at least 2 years

Great opportunity for candidates who wants to learn

Role: Software Development - Other

Industry Type: IT Services & Consulting

Functional Area: Engineering - Software & QA

Employment Type: Full-Time, Permanent

Role Category: Software Development

Education: UG: B.Tech/B.E. in Computers

21. Can you frame a story in the first-person narrative based on the given situation given below?

The way a person handles disappointment reveals a great deal about what is important to him or her. Tell about a time in your life when you confronted disappointment and how you handled it.

22. Describe the most crucial leadership traits and abilities to look for in a successful leader.

23. "Multiple intelligences theory states that everyone has all eight intelligences at varying degrees of proficiency and an individual's learning style is unrelated to the areas in which they are the most intelligent." – Discuss.
