

SASTRA Deemed to be University
First Year – B.Tech Computer Science and Business Systems
First Continuous Internal Assessment – Dec 2022
ENG136 Business Communication & Value Science – I

Duration: 90 mts

Marks: 50

PART - A

Answer all the questions.

5x2=10 Marks

1) Fill in the blanks using the correct form of the verbs.

- a) Everyone _____ when the earthquake hit the small town. (sleep)
- b) Unfortunately, our team _____ any games last year. (not win)

2) Each sentence given below contains an idiom/phrase. From the given alternatives, choose the one that best expresses the meaning of this idiom/phrase.

a) He has the gift of the gab.

- (i) He is gifted
- (ii) He is a chatterbox
- (iii) He is a good conversationalist

b) In the end he had to eat the humble pie.

- (i) apologize humbly
- (ii) defend himself vigorously
- (iii) adopt an aggressive attitude

3) Describe any two ways to motivate people.

4) List out the characteristics of effective communication.

5) Trace out the reasons for life skill education.

PART - B

Answer the following questions

2x5=10 Marks.

6) Draft an email on introducing a new employee to your team.

Furnish all necessary details – designation, project name and work schedule.

7) Explain the barriers to active listening.

PART – C

Answer the following questions.

3x10=30 Marks

8) Do you want to join one of the world's most admired companies? Are you looking to be part of a dynamic and growing organization? Write a job application for the given details:

Web Developer and Designer, Siechem Technologies Pvt. Ltd,
Chennai

Job description

Strong knowledge of Web development (WordPress) and SEO
Expertise in WordPress Custom Theme Development and Plugin
Development

Excellent knowledge of Search Engine Optimization process
Understands WP architecture and knows how to perform database
and code optimization for WordPress

Role - Web Designer

Industry Type - IT Services & Consulting

Functional Area - UX, Design & Architecture

Employment Type - Full Time, Permanent

Attach your challenging resume which suits the requirement.

9. Explain the internal and external factors of SWOT Analysis.

10. Mention the symptoms to recognize the stress and explain the healthy stress busters,