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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr A.P. J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

Course B. Tech Branch CSBS

Semester IV Sessional Examination I Year- (2021 - 2022)

Subject Name: Business Communication and Value Science III

Time: 1.15 Hours

[SET- A]

Max. Marks:30

General Instructions:

- This Question paper consists ofpages &questions. It comprises three Sections, A, B, and C
- **Section A** - Question No- 1 is objective type questions carrying 1 mark each, Question No- 2 is very short answer type carrying 2 mark each. You are expected to answer them as directed.
- **Section B** - Question No-3 is short answer type questions carrying 5 marks each. Attempt any two out of three questions given.
- **Section C** - Question No. 4 & 5 are long answer type (within unit choice) questions carrying 6 marks each. Attempt any one-part a or b.

		<u>SECTION – A</u>	[08Marks]	
1.		All questions are compulsory	(4×1=4)	
	a.	According to the “SWOT Analysis” reading, the external environment may create ____ and ____ for a company. a. opportunities; threats b. strengths; weaknesses c. threats; strengths d. weaknesses; opportunities e. strengths; opportunities	(1)	CO1
	b.	What is the full form of VUCA?	(1)	
	c.	TOWS appears to be just the reverse order of SWOT but it helps in generating a) strategic options (actions) b) Business c) Opportunities	(1)	
	d.	Last or final stage of Maslow’s hierarchy is _____ a) Physiological Needs b) Safety needs c) Social needs d) Esteem needs	(1)	

		e) Self-actualisation needs		
2.	All questions are compulsory		(2×2=4)	
	b.	What do you understand by esteem needs?	(2)	CO1
	c.	How can one survive in a VUCA world?	(2)	
SECTION – B			[10Marks]	
3.	Answer any <u>two</u> of the following-		(2×5=10)	
	a.	What do you understand by TOWS and how is it different from SWOT?	(5)	CO1
	b.	What do you understand by motivation? What are the factors that motivate you?	(5)	
	c.	How do you relate Maslow's hierarchy of needs in relation to your life?	(5)	
SECTION – C			[12Marks]	
4	Answer any <u>one</u> of the following-		(1×6=6)	
	a.	Next week you have an interview for the position of a software developer at AZNEC Associates. Do a SWOT analysis for yourself. What makes you suitable for this job?	(6)	CO1
	b.	Describe any instance where you began doing something besides your regular course/ work and continued without giving up?	(6)	
5.	Answer any <u>one</u> of the following-		(1×6=6)	
	a.	Explain how knowing oneself contributes to the job performance?	(6)	CO1
	b.	Do a SWOT analysis and design strategies for growth for the following: <u>AMMA's Café</u> The Café has been serving tea, coffee, snacks, and bakery items such as muffins, cupcakes, cookies etc. for the last 20 years. The owners are planning to introduce new things in their café to attract varied customers. They are keen on developing a scalable business model which will make it easy to expand quickly.	(6)	