

SASTRA Deemed to be University
First Year – B.Tech Computer Science and Business Systems
First Continuous Internal Assessment – March 2023
ENG138 Business Communication & Value Science – II

Duration: 90 mts

Marks: 50

I. Answer all the questions.

(5x4=20 Marks)

- 1) Explain any four types of branding.
- 2) **Correct the paragraph by adding appropriate punctuation and capitalization.**

winston is one of the most laid-back people i know he is tall and slim with black hair and he always wears a t-shirt and black jeans his jeans have holes in them and his baseball boots are scruffy too he usually sits at the back of the class and he often seems to be asleep however when the exam results are given out he always gets an A i don't think hes as lazy as he appears to be

- 3) Describe the dos and don'ts of the secret of good writing.
- 4) Write an advertising tagline and create a logo for any two electronic devices of your choice. The two devices should have separate taglines and logos.
- 5) Describe the benefits of microblogs.

II. Answer all the questions:

(2x15=30 Marks)

- 6) **Write a five-paragraph essay that answers the prompt**

Sometimes when we meet someone, we have no idea how important that person will become to us later in our lives. Describe the time you first met someone who later became very important to you.

- 7) **Write a story based on the given pointers in about 300 words. Also, give a title to your story.**

‘The man pleads for mercy.’

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ENG138 Business Communication & Value Science – II

Duration: 90 Minutes

Marks: 50

I. Answer all the questions.

(5x4=20 Marks)

- 1) Write a paragraph about the career you are considering. Explain why you are choosing that career path, and how you plan to accomplish your goals.
- 2) Explain the five personality traits of Lindgren.
- 3) Write down the differences between empathy and sympathy with examples.
- 4) State the importance of feedback in a PowerPoint presentation.
- 5) Discuss any four narrative techniques with examples.

II. Answer all the questions:

(2x15=30 Marks)

- 6) Describe Meredith Belbin's team roles with their strengths and allowable weakness.
- 7) i) **Read the following passage and answer the questions given below:**

(10 Marks)

A demonetization that delegitimizes a certain currency, or even certain denominations of it, would extinguish wealth held in that form. What we have seen, however, is a less extreme case. In this one, holders of Rs.500 or Rs.1000 notes can exchange them or pay these into their bank accounts. This does not extinguish wealth as much as it will bring the hoards into the taxman's radar when their owners draw upon them to make payments. For, as these will be bank transactions there would be a record of them. So, existing black money cannot be used to generate more of the same. To this extent,

the scheme cannot be faulted. Of course, it cannot be assumed that what is in a bank will necessarily be declared to the income tax authorities, but it will certainly come under scrutiny in a way that it was not when stashed under the mattress.

What are some reasons why we may welcome such a move? First, the concealment of income to avoid tax is a crime. So, in a constitutional democracy such as ours, those who avoid taxes deserve to be punished. Second, to evade the law, those with unaccounted wealth proceed to corrupt others, most importantly representatives of the state. This criminalizes the system further. If democracy is a way of actualizing the public will, such criminalization of the machinery of government works against the ideal. So, the practice of tax evasion needs to be rooted. To that extent, this move of the government may be welcomed.

But how significant is it likely to be in the punishment it meets out to tax evaders and in its ability to control the generation of unaccounted wealth in the future? The quantitative significance of this move depends upon the extent to which unaccounted, or 'black', wealth is held in the form of high-value currency notes of the specified denomination. If unaccounted money by Indians is held in the form of foreign bank accounts, the present scheme can do nothing about it. This speculation would suggest that if unaccounted money is not held as Rs.500 or Rs.1000 notes, the move is pretty much useless. There is, however, the separate issue of counterfeit currency. If there is a significant volume of counterfeit currency circulating in the form of Rs.500 or Rs.1000 notes, the demonetization will also extinguish unaccounted money from this source. If the counterfeit currency is used to destabilize the Indian Union, as has been claimed, deflating this route enhances its security. This would count as another reason to welcome the move.

Now to the question of whether demonetization will eliminate the black economy of the future. It should be obvious that it cannot

by itself. For this, we would need a policy that checks the generation of black incomes at the source. It would be a good surmise that much of the unaccounted money is generated in the purchase and sale of gold and property. The markets for gold and property are highly concentrated, with relatively few sellers exerting considerable control over supply. Monopoly power combined with the cultural significance of both a home and gold ornaments in India empowers these sellers to insist that they are paid in cash, leaving many ordinary people in this country to have to abet criminal activity. However, the very fact of property firms, lesser builders, and jewellers are highly visible and small in number makes it that much easier for the long arm of the law to control them. For this to take place though, action by the tax authorities alone will not suffice. It would require the Central government to step in and legislate that all transactions in gold and property go through banks. There could be hue and cry following this of course, but you can't govern crime by being sensitive to the grief of criminals.

1. Which of the following is one of the main objectives of demonetization of Rs. 500 and Rs.1000 notes?

- a) To stop the circulation of money in the economy.
- b) To identify the population living below the poverty line.
- c) To bring the hoarders of money into the taxman's radar.
- d) To increase the inflation in the economy.

2. The author of the passage is referring to the phrase 'stashed under the mattress':

- a) Plastic money
- b) Black money
- c) White money
- d) Liquid money

3. Which of the following is incorrect regarding demonetization in India?

- a) It will help in identifying the tax invaders holding the black money.
- b) Unaccounted wealth will be scrutinized.
- c) Black money will be redistributed in the economy in various forms.
- d) Income tax authorities will not be authorized to look into the bank account details of the hoarder of black money.

4. According to the author of the passage, the demonetization move is only helpful when:

- a) Black money is kept in bank accounts outside India.
- b) Black money is kept in the form of gold.
- c) Black money is kept in the form of high-value currency notes of the specified denomination.
- d) Black money is kept in the demat accounts.

5. Other than the issue of black money, which of the following issue is being addressed by the demonetization step?

- a) Increase in the population in India.
- b) Increase in the circulation of counterfeit currency in India.
- c) Increase in unemployment in India.
- d) Increase in the demand and supply of currency in India.

ii) Write a film review of the movie you have watched recently.
(5 Marks)

SASTRA Deemed to be University
First Year – B.Tech Computer Science and Business Systems
Second Continuous Internal Assessment – June 2023
ENG138 Business Communication & Value Science – III

Duration: 90 Minutes

Marks: 50

I. Answer all the questions. (5x4=20 Marks)

1) Use appropriate punctuation marks in the following sentences.

- a) Some people work best in the mornings while others do better in the evenings
- b) The following are the primary colours red, blue, and yellow
- c) Do you recall my name my address my job my passion
- d) I knew what would happen if we went there but we had to go anyway

2) Write an advertising tagline and create a logo for any two fictitious brands.

3) Describe Lindgren's five personality traits.

4) Explain the effective reading strategies to enhance students' cognitive abilities.

5) Fill in the blank spaces with the correct vocabulary.

- a) Grandfather was a ____ and hearty man. (hail, hale).
- b) He travelled over hill and ____ to see her. (veil, vale).
- c) An unmoving object is said to be _____. (stationary, stationery).
- d) Don't be impolite! Don't be such a _____. (boar, boor, bore).

II. Answer all the questions: (2x15=30 Marks)

6) Create a branding campaign for a teenagers' group who want to crowdsource funds to set up an old-age home. You need to create a presentation for your idea.

7) Write a five-paragraph essay that answers the prompt.

In our increasingly global society, many people feel that all students should be required to learn a foreign language before graduating from high school. Do you agree? Why or why not? Explain your position using specific reasons and examples.