

# **SASTRA DEEMED UNIVERSITY**

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

## **End Semester Examinations**

**JULY 2023**

Course Code: **ENG138**

Course: **BUSINESS COMMUNICATION & VALUE SCIENCE-II**

QP No. : **UF011-2**

Duration: **3 hours**

Max. Marks: **100**

### **PART- A**

**Answer all the questions in about 100 words      4 x 5 = 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. Prepare a pamphlet for the social cause 'Social Inequality.'
3. Explain Lindgren's eight-team player roles.
4. Write an advertising tagline and create a logo for any two fictitious brands.

### **PART- B**

**Answer all the questions in about 300 words      4 x 15 = 60 Marks**

5. Describe the different kinds of group discussions, their procedures, standards for assessment, and dos and don'ts.

**(OR)**

6. Write a five-paragraph essay that answers the prompt.

As online learning becomes more common and more and more resources are converted to digital form, some people have suggested that public libraries should be shut down and, in their place, everyone should be given an iPad with an e-reader subscription. Substantiate your point of view with appropriate examples.

7. Write an article on the topic 'Education and Movies.'

**(OR)**

8. Explain Dr. Meredith Belbin's nine team roles with their strengths and allowable weakness.
9. Assume that you are going to make a ten-minute presentation to the students of your class on the topic: "Consequences of deforestation." Prepare notes on the above topic. Sufficient for the preparation of fifteen slides. Audience focus, effective language, and organization are a must.

**(OR)**

10. Write a book review of a book you have recently read.
11. You are going to interview a favourite celebrity of your choice. The interview will be for 30 minutes. Frame the relevant questions for the interview. (Hint: You should have at least 15 questions ready for the interview).

**(OR)**

12. Develop the given hint into a short story:  
The house had something gothic about it....

## PART- C

**Answer the following question in about 450 to 500 words**

**1 x 20 = 20 Marks**

13. A responsible citizen has fractions of responsibilities and commitments for the development as well as prosperity and peace in the country. As a responsible citizen, explain the efforts taken by you on any social issues and write the satori moment which made you realize your duties as a responsible citizen. (15)
- Also, create a poster for the social cause you are working for with a vision, mission, value statement, tagline, and logo. (5)

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