

# SASTRA DEEMED UNIVERSITY

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

## End Semester Examinations

March 2021

Course Code: ENG136

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

Question Paper No. : U018

Duration: 3 hours

Max. Marks:100

### PART – A

Answer all the questions

10 x 2 = 20 Marks

1. Put in semicolons, colons, dashes, quotation marks, and parentheses where ever they are needed in the following sentences.
  - (a) There's no room for error, said the engineer so we have to double check every calculation.
  - (b) Montaigne wrote the following A wise man never loses anything, if he has himself.
2. Choose the correct phrase to complete the sentence.
  - (a) If you are calling someone and you can't get through it means \_\_\_\_\_
    - (i) their number is always busy. (ii) you're connected but they can't hear you.
  - (b) If you apply for a job that you want, you hope they will \_\_\_\_\_.
    - (i) take you on (ii) pick you up.
3. Complete each sentence using a preposition (to/at/in) +one of these words.(work, university, hospital, bed)
  - (a) When Sara leaves school, she wants to study economics \_\_\_\_\_.
  - (b) Balu ever gets up before 9'o clock. It's 8.30 now, so he is still \_\_\_\_\_.

4. **Use the given idioms in the sentences of your own.**

- (a) Barking up the wrong tree.
- (b) Bite off more than you can chew.

5. **Choose the correct pronoun in each sentence.**

- (a) Since the doctor went to medical school, \_\_\_\_\_ should know what treatment you need.  
(i) they (ii) she.
- (b) If you need help with your grammar, \_\_\_\_\_ may want to take advantage of this online writing lab.  
(i) they (ii) you.

6. **Choose the correct modal verb in parenthesis and complete the sentences.**

- (a) You don't \_\_\_\_\_ pick me up at the station. I can get a taxi.  
(can, have to, must)
- (b) This is impossible, it \_\_\_\_\_ be a mistake!  
(must, might, shouldn't)

7. **Correct common errors in sentences.**

- (a) She doesn't know nothing
- (b) It's right time to decide if he wants to continue.

8. **Revise the run-on sentence using a technique that you find effective.**

- (a) Joe was an honest and hard working man. Basically, he never gave much consideration to sitting idly about, doing nothing constructive.
- (b) At what point in time will a downturn in the stock market have a really serious effect on the social life of people as a whole?

9. **Select the right word to fill in the blank space.**

- (a) He had \_\_\_\_\_ committed the mistake.  
(Conscientiously, unthinkably, inadvertently)
- (b) This article in the newspaper was instrumental in \_\_\_\_\_ interest in the local history. (rectifying, reviving, repairing)

10. **Put in 'each' or 'every'**



- (a) I understood most of what they said but not \_\_\_\_\_ word.  
 (b) I called the office two or three times, but \_\_\_\_\_ time it was closed.

## PART - B

Answer all questions

5 x 4 = 20 Marks

11. Fill in the blank spaces with **QUIT / QUIET / QUITE**.

- (a) This workbook is \_\_\_\_\_ good.  
 (b) My grandfather is \_\_\_\_\_ old now.  
 (c) Our manager is \_\_\_\_\_ upset with Sam and has asked him to \_\_\_\_\_.  
 (d) I had a long day, now I want some peace and \_\_\_\_\_.

12. Create a branding campaign for *any one* of the following. You need to create a presentation for your idea:

- (a) A teenagers' group who want to crowd source funds to set up an old-age home.  
 (b) What is World schooling?  
 (c) How to live as a digital nomad.

13. Amit is a person with impaired hearing. He is a good student. However, the class is not happy to have him around as they find it difficult to communicate only through sign language. Should Amit be moved to a different section?

There are two correct options. The most appropriate answer carries 4 marks and the second best answer carries 3 marks.

Yes. Amit is very good but he should allow to study from home.
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Amit can be allowed to come for only some mandatory classes and excused from other classes.
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No. Amit should be encouraged to use a hearing aid so that others can communicate verbally with him.
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Others should accept Amit and adjust to his written communication.
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14. Complete the sentences appropriately, based on your understanding of the situation. Use the verbs in brackets.
- Traveling improves your health. From cutting down on stress, to lowering your chances of developing a heart disease, the health benefits of traveling are huge. You may stay sitting on a chair all day long at the workplace: including some walking to your trip is sure to make your body feel better.
- (a) As a matter of fact, traveling \_\_\_\_\_ (cut) a lot of stress lowering the risk of heart diseases.
- (b) Idleness all day long \_\_\_\_\_ (stagnate) your energy.
15. Sketch a product review for an electronic device of your choice. The review can be similar in form to those found in ecommerce websites.

### PART -C

**Answer any five in not more than 250 words each**

**5 x 12 = 60 Marks**

16. Write a formal letter to the talent head of TCS, requesting to deliver a lecture on the topic 'IOT.'
17. Write a review of your favourite book or movie.
18. Position yourself as a fresh Engineering graduate, write a concise Resume, highlighting your HR and Technical skills.
19. Frame an article to reveal your experience, involving the challenge and the success you accomplished in 'Business Communication and Value Science' course this semester.
20. Write a report on your recent visit to an NGO.
21. Summarize the following.
- In today's fast moving world of technology many people find themselves trapped with no time to do all the things they want to. That



is the reason why all services offered through the Web are constantly gaining more popularity. Many students prefer to take different courses online, communicate with friends online and as a result spend most of their time in front of the computer exploring the vast world online and everything it offers.

Online education is attractive for many, as it is convenient and saves a lot of time and money. Making a research is similar to online education in many ways. A constantly increasing number of students tend to use online articles, databases and libraries in order to save time and to be able to access more cost-free information from all over the world in a few mouse clicks.

The research conducted on the topic "Online education" is based on articles and journal entries, published on the Internet. Some professors and scientists are reluctant to accept the validity and reliability of the internet sources due to the risk of plagiarism and the overuse of not cross-checked articles, low quality or false information. Despite all these facts, the use of electronic sources was chosen to save time and resources. Finding any information concerning any topic is extremely fast and easy, but finding reliable information online demands more time, a lot of patience and evaluation skills to determine the sources that can be used and cited. However, compared to the old fashioned library based research is much faster, but tricky at the same time. Knowing how to make use of the online sources saves costs, because ordering books or paying registration fees is not needed.

22. Construct a story on the theme "Circle of Life."

23. Draft advertisements for the following products.

(a) Brand 1

- Shampoo called Triss.
- It is targeted at people who have very little time to take care of their hair.
- USP (unique selling proposition) is that it maintains hair volume and keeps the scalp clean in all seasons.
- The price is Rs. 300 for a 650 ml bottle. It will also be available in 150 ml, 300 ml and sachet sizes.

(b) Brand 2

- An NGO run by college students wants to launch an initiative called 'Prays'. The aim is to spread digital literacy among children in the streets.
- They are looking at a campaign tagline that they can use across all social platforms (Twitter, Facebook and LinkedIn) to crowd source ideas and funds for the initiative.

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