

SASTRA Deemed to be University
First Year – B.Tech Computer Science and Business Systems
First Continuous Internal Assessment – April 2022
ENG138 Business Communication & Value Science – II

Duration: 90 mts,

Marks: 50

Answer all the questions.

1. Rewrite the following sentences with correct punctuation and spellings: (5 Marks)

- a) montaigne wrote the following a wise man never loses anything, if he has himself
- b) There was a very interesting article entitled the new rage for folk singing in last Sunday's new york times newspaper.
- c) Most people thought that michael, an eligible bachelor, was an adorable, personible man
- d) Did you know that James agee the novelist and poet was also a film critic?
- e) The man whose face was tan said that he had spent his two weeks vacation in the mountains.

II. Choose the correct verb from the bracket to agree with the subject: (5 Marks)

- a) The dog or the cats are (is, are) outside.
- b) One of my sisters is (is, are) going on a trip to France.
- c) Eight dollars is (is, are) the price of a movie these days.
- d) There were (was, were) fifteen candies in that bag. Now there is (is, are) only one left!
- e) The committee members lead (leads, lead) very different lives in private.

III. Write an advertising tagline and create a logo and attractive visual for the following (fictitious) brands: (10 Marks)

Brand 1

Onion Hair oil

Blend of two super potent ingredients- onion and coconut

Enriched with the goodness of coconut oil

Infused with a soothing aroma to delight your senses

Target audience: Women 18+

Price range: Rs.350 to 1000.

Brand 2

All-new Echo Buds (2nd Gen)

True Wireless Earbuds with crisp and balanced sound, Active Noise Cancellation

3 mics and Alexa | Black

Comes with 4 sizes of ear tips and 2 sizes of wingtips

Price range: 8000- 10000

IV. Fill in the blank spaces with the correct vocabulary given in the brackets. (10 Marks)

a) He was an audacious leader. He was bold (timid, ruthless, bold)

b) Why do you have such a belligerent attitude? The person's attitude is hostile (benign, friendly, hostile)

c) The puritans led austere lives. They led very _____ lives. (extravagant, abstemious, honorable)

d) It was a balmy afternoon. It was _____ (warm, very hot, very cold)

e) The pirates treated their captives with barbarity. They treated them _____ (cruelly, kindly, leniently)

f) She gave him a baleful look. She gave him an evil look. (warm, cold, evil)

- g) The benign uncle tended to spoil the child. He was _____ to the boy. (kind, harsh, cold) *long winding*
- h) We took a circuitous path. We took a _____ path. (direct, shortcut, long winding) *corrosive*
- i) Acid is caustic. It is _____ (sweet, bitter, corrosive)
- j) The king loved to behave in a very ceremonial manner. He behaved in a _____ manner. (formal, liberal, informal)

V. Write a film review of a movie related to the social cause you are working for. (10 Marks)

VI. Write a five-paragraph essay on the given prompt: (10 Marks)

If it were up to you to choose one item from the twenty-first century to place in a time capsule for future generations, what would you choose? Use specific reasons and examples to support your choice, explaining both the item's significance and the reasons why it embodies the culture of the early twenty-first century.

SASTRA Deemed to be University
First Year – B.Tech Computer Science and Business Systems
Second Continuous Internal Assessment – May 2022
ENG138 Business Communication & Value Science – II

Duration: 90 mts

Marks: 50

Answer all the questions.

I. Select the correct word from the bracket: 5x1=5 Marks

- 1) The teacher walked down the _____ (aisle, isle) between the rows of desks.
- 2) It was like pulling _____ (muscles, mussels) from a shell.
- 3) He's very _____ (vein, vane, vain) and worries about his appearance all the time.
- 4) Floating _____ (boys, buoys, bouys) are used to help boats navigate.
- 5) She held the _____ (reigns, rains, reins) in her hand.

II. Consider yourself to be a member of an NGO working on the social issue of **Increasing Youth Suicides. Prepare a poster or pamphlet with an introduction, body, summary and conclusion.**

(5 Marks)

III. Assume that you are going to make a twenty-minute presentation to the students of your class on the topic: "Work from home: How effective!**" Prepare notes on the above topic sufficient for the preparation of twenty slides. Audience focus, effective language and organization are a must.**

(10 Marks)

IV. You are conducting interviews to appoint an editor for your monthly college magazine. You need a person who would be willing to work hard and within short deadlines. Can you frame the relevant questions for this interview? (Hint: You should have at least 10

questions ready for the interview. You will get 30 mins for each interview.)
(10 Marks)

V. Each question carries 1 mark. You can choose only one out of the four options. If you chose the correct option you will get 1 mark and if you choose a partially correct answer you will get 0.5 marks.
(5 Marks)

1) Ramki is one of the good performers in the class, he has a friend Saran who has been struggling with his performance lately. What should Ramki do?

- a) Ramki should speak to Saran to understand his needs and guide him accordingly to improve his performance.
- b) Ramki should not worry about Saran as the teacher will look into his performance.
- c) Ramki should share a few techniques, to help Saran.
- d) If Ramki shares her techniques, she will not have an edge over others when it comes to appraisals.

2) While entering the college the security guard requests you to display your ID card and show it to him. You have forgotten the ID card but you have an important class which you do not want to miss. What will you do?

- a) Use another friend's ID card to enter the college.
- b) Tell him to not bother about something as small as a fading picture.
- c) Go home and get your ID card without wasting any time
- d) Call the professor and request him/her to sign the register to let you enter because it is an important class.

3) Tejasree, is your professor. She is single and stays with a friend. Some of the students pass comments about her lifestyle.

Objectionable comments are posted in your friend's group. How would you react?

- a) See the comments and ignore them.
- b) Post some comments to add some spice.
- c) Discuss with some of the friends that this needs to be stopped.
- d) Request the Class Representative to call a meeting and send a strong message that this should be stopped.

4) Alex has joined the Commerce section. He appears a bit effeminate. He is a very good student but the class makes fun of him whenever they get a chance. Are they doing the right thing?

- a) No, it could be his natural behaviour and everyone needs to accept it.
- b) Yes, it could be his natural behaviour, but it appears very funny.
- c) We need to respect his identity and also educate others about the same.
- d) Alex can be told that he comes across as a laughing stock so he should change his ways.

5) Anandita has recently relocated from Nagpur. She is sharing accommodation with a group of students. She finds that there is no caretaker in the apartment, which is causing a delay in finding solutions to problems. The group regularly cribs and complains about the same. What can Anandita do?

- a) Anandita has no other option but to join the group and complain. After all, what can one person do?
- b) Anandita can passively support her flatmates by listening to their complaints patiently.
- c) Anandita can request Gita, a senior, to discuss the issue with the flat owner.
- d) Anandita can approach the flat owner on behalf of the group and request him/her to take proper actions and also appoint a caretaker.

VI. Read the instruction and fix their team players' roles given in the bracket: (5 Marks)

(Builder, Analyst, Visualizer, Controller, Organizer, Networker, Guide, Innovator)

a) Tarun adapts, cares, observes, cooperates, avoids conflict and supports the team. She feels uncertain in times of crisis. Tarun is

b) Roshan is calm, composed, knows his priorities, practical in nature, not very creative and at times others find him a bit manipulative. Roshan is

c) Anamika is logical, impartial, realistic, and critical. A little slow in decision making, she fails to motivate others. Anamika is

d) Kamala is an accurate, conscientious, perfectionist, good at follow-up, scared of failure, unwilling to delegate, and finicky. Kamala is

e) Raju is disciplined and effective, practical and loyal. He is extremely organized, not flexible, and lacks the spirit of adventure. Raju is

VII. Write a blog on the topic "Self-sustaining lifestyle (grow your own food/ use solar power etc.)" (10 Marks)

SASTRA Deemed to be University
First Year – B.Tech Computer Science and Business Systems
Third Continuous Internal Assessment – June 2022
ENG138 Business Communication & Value Science – II

Duration: 90 mts

Marks: 50

Answer all the questions.

I. Write an advertising tagline and create a logo and attractive visual for any fictitious brands. (5 Marks)

II. Choose the correct verb from the bracket to agree with the subject: (5 Marks)

- a) High levels of pollution _____ damage to the respiratory tract. (cause / causes)
- b) A driver's license or credit card _____ required. (are / is)
- c) Some of our luggage _____ lost. (were / was)
- d) The board of trustees _____ in Denver twice a year. (meet / meets)
- e) *Lost Cities* _____ the discoveries of many ancient civilizations. (describes / describe)

III. Explain Dr. Meredith Belbin's team roles including its strengths and weaknesses (any five). (5 Marks)

IV. Write a paragraph describing a recent vacation that you took with your family. Be sure to describe the paragraph in detail, and conclude with what you loved most about your trip. (5 Marks)

V. Write a book review of a book you have recently read.

(OR)

You are given a chance to interview the chief minister of Tamilnadu. The interview will be of 15 mins. Frame the relevant questions for the interview. (Hint: You should have at least 10 questions ready for the interview).
(10 Marks)

VI. Assume that you are going to make a ten-minute presentation to the students of your class on the topic: **"How are minorities represented in the media?"** Prepare notes on the above topic, sufficient for the preparation of ten slides. Audience focus, effective language and organization are a must.
(10 Marks)

VII. Can you frame a story in the first-person narrative based on the given situation given below?

"The way a person handles disappointment reveals a great deal about what is important to him or her. Tell about a time in your life when you confronted disappointment and how you handled it."

10 Marks)