

SASTRA DEEMED UNIVERSITY

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

End Semester Examinations

July 2022

Course Code: ENG138

Course: BUSINESS COMMUNICATION & VALUE SCIENCE-II

Question Paper No. :U0196

Duration: 3 hours

Max. Marks:100

PART – A

I. Write short notes on the following in two or three sentences

10 x 2 = 20 Marks

1. Define Satori.
2. Punctuate the following sentences
 - (a) Bacon says reading maketh a full man
 - (b) He wants money to spend on books to read horses to ride and a palatial house to live in
3. Fill up the blanks with correct phrasal verbs
 - (a) Andrea _____ to third place when she fell off her bike.
(drop over/drop back)
 - (b) We _____ from our vacation last week. (get back, get away)
4. Rewrite the following sentences correcting the errors in the agreement of subject and verb (if any)
 - (a) Everyone on the team supports the coach.
 - (b) Neither the professor nor his assistants were able to solve the mystery of the eerie glow in the laboratory.
5. Select the right word to fill in the blank space:
 - (a) He had _____ committed the mistake.
 - (i) Conscientiously
 - (ii) Inadvertently
 - (iii) Unthinkably.

(b) This article in the newspaper was instrumental in __ interest in the local history.

(i) Rectifying

(ii) Repairing

(iii) Reviving.

6. Select the correct meaning of the word:

(a) His wound is showing signs of copious bleeding, requiring medical intervention. Copious means _____

(i) Bacterial (ii) Little (iii) Profuse (iv) Infectious

(b) The official exhibited a heedless attitude when dealing with the dignitaries. Heedless means _____

(i) Thoughtless (ii) Pleasant (iii) Friendly (iv) Bitter.

7. Choose the word that best completes the sentence:

(a) You know that _____ (it's, its) not polite to disturb someone in the middle of a discussion.

(b) _____ (It's, Its) going to take a long time to complete the entire work.

8. Define Consequentialism.

9. Identify personal beliefs and value systems.

(a) Guru's friend Mona travels long distance every day to reach college. She has a body odour problem. Others find it difficult to sit next to Mona. It is already becoming a topic of gossip in the class. What should Guru do?

(i) Guru should tolerate it. It is embarrassing to tell someone about his or her body odour.

(ii) Guru should tell Mona that body odour is unacceptable.

(iii) Guru should make Mona aware of the gossip. She will change when humiliated.

(iv) Guru should ask another girl to explain to Mona that body odour is unprofessional.

(b) Prabhu hails from a village. He communicates in his vernacular. Most of his classmates are supportive and are very patient with him. They speak to Prabhu in English. They ensure that their English isn't too fast or too complicated, but there is one group in the class who makes fun of him. What should the others do?

- (i) Help Prabhu beyond the class hours so that he picks up English faster.
- (ii) Get together and talk to the concerned group, tell them that it is not proper to tease someone.
- (iii) Involve the HOD and request him/ her to address the concern.
- (iv) Ignore the group which makes fun of Prabhu.

10. Identify individual personality types:

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

- (a) Abdul challenges openly, believes in competition and is target-driven. He is impatient and a hard taskmaster.

Abdul is a _____.

- (b) Sharma is creative and innovative, high on knowledge and intellect and thinks out of the box. He overlooks practical details, tends to be forgetful and lives in a world of imagination.

Sharma is _____.

PART - B

II. Answer the following questions in about 100 words each

5 x 4 = 20 Marks

- 11. Write an advertising tagline and create a logo for a fictitious brand of your choice.
- 12. Write a paragraph arguing your opinion on a controversial topic. Make sure to use factual information to support your opinion, and conclude with why you feel the way that you do.
- 13. "Group Discussion helps in shedding light on candidate's leadership and managerial skills, problem-solving aptitude, creative thinking and knowledge on diverse topics." – Discuss.
- 14. Explain Albert Mehrabian's Rule of personal communication.
- 15. Describe the team role, strengths and allowable weaknesses of the action-oriented role.

PART – C

III. Answer any FIVE of the following in about 300 words each

5 x 12 = 60 Marks

16. Moving can be very exciting but also a difficult time in one's life. Write the satori moment you moved and how it affected you.
17. Assume that you are going to make a ten-minute presentation to the students of your class on the topic: "Poverty & Value of Food." Prepare notes on the above topic. Sufficient for the preparation of ten slides. Audience focus, effective language. And organization are a must.
18. Consider yourself to be a member of an NGO working on the social issue 'Drugs and alcohol abuse'. Prepare a poster or pamphlet with a vision, mission, value statement, tagline and a logo.
19. "A movie review is an article describing the movie, giving critics on it. It helps the viewer's so much to let them know if it is worth watching that movie." Write a film review of the movie you have watched recently.
20. Can you frame a story in the first-person narrative based on the given situation given below?
Sometimes something negative turns out to be positive—a "blessing in disguise." Describe a time in your life when something bad turned out to be good.
21. You are going to interview your favourite sportsperson. The interview will be of 30 mints. Frame the relevant questions for the interview. (Hint: You should have at least 12 questions ready for the interview).
22. Define and explain the different types of branding.
23. Write a blog on the topic 'Non-verbal communication'. (300 words)
