

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Engineering
End Sem Examination Dec 2024

EN3HS11

Business Communication & Value Science -IV

Programme: B.Tech.

Branch/Specialisation: CSBS

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

		Marks	BL	PO	CO	PSO
Q.1	i. Header in a business letter gives information related to-	1	2	3	2	
	(a) Name of receiver					
	(b) Name of sender, their designation					
	(c) Name of receiver, their designation, organization's name					
	(d) Name of sender, their designation, organization's name, their contact number etc.					
	ii. The 10/20/30 presentation means...	1	2	3	2	
	(a) 10 slides, 20 minutes, 30 font size					
	(b) 10 presenters, 20 minutes, 30 font size					
	(c) 10 slides, 20 Font size, 30 minutes					
	(d) 10 minutes, 20 minutes, 30 slides					
	iii. What is a key step in teamwork?	1	2	4	3	
	(a) Leadership (b) Responsibility					
	(c) Organization (d) All of these					
	iv. What is the meaning of 'Win -Win Situation'?	1	2	7	3	
	(a) Self-benefits in all the way					
	(b) Each party benefits in some way					
	(c) Both (a) and (b)					
	(d) None of these					
	v. Workplace conflict can be steered out by	1	2	6	2	
	(a) Converse (b) Prepare a roadmap					
	(c) Calm yourself (d) All of these					

P.T.O.

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vi.	The investigation of ‘Who am I?’ means-	1	2	6	2
	(a) My name				
	(b) My job				
	(c) My family business				
	(d) Building a perfect self-image				
vii.	Meaning of the jargon “Core competency”	1	2	6	2
	(a) Refers to a company's or individual's main skill or area of expertise.				
	(b) An opportunity to be productive during working hours				
	(c) Method of accomplishing a task or project				
	(d) Contacting other individuals or businesses				
viii.	Buzzwords are words or terms that _____.	1	2	5	3
	(a) Have spread beyond their original field and accepted meaning				
	(b) Some people use imprecisely and pretentiously				
	(c) Words used in marketing				
	(d) Both (a) and (b)				
ix.	_____ is the process of organizing and planning how to divide your period between different activities.	1	2	5	3
	(a) Time management				
	(b) Stress management				
	(c) Emotional management				
	(d) Team management				
x.	A group of people working with common objectives or goals is known as a _____.	1	2	8	2
	(a) Team				
	(b) Group				
	(c) Club				
	(d) All of these				
Q.2	i. What do you mean by emotional intelligence?	3	3	8	4
	ii. Write a pitch to introduce your new innovation to your neighbours. The pitch would be two minutes, not more than 800 words.	7	4	7	4
OR	iii. Discuss at least five prominent traits with examples for effective public speaking.	7	5	4	

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Q.3	i. What do you understand by the term CSR? Why is it important for a business to get involve in the same?	3	3	8	2
	ii. What do you mean by teamwork? How do you apply the traits of a good team in your daily work organization? Discuss with examples.	7	4	8	3
OR	iii. Differentiate a leader from a manager. Explain any four leadership theories with prompt examples.	7	4	6	4
Q.4	i. How do you find a state of equilibrium between the work-life and personal life?	3	4	7	5
	ii. Why is it important to delegate task and duties? Does it really enhance the working efficiency?	7	4	5	5
OR	iii. What kinds of ‘stress at work’ do you identify? How do you manage it?	7	3	7	4
Q.5	i. Give meaning and usages of any two following business jargons- Per se, A resting actor, Leverage, Best practice	4	3		3
	ii. Rewrite these Indian terms into global communicative English. (a) She has left swimming (b) He is very very busy (c) She is my cousin sister (d) I and Abdul travel together (e) One should keep his promise (f) Dear Mr Shyam Sundar Nagar	6	4		3
OR	iii. Illustrate the sensitivity to diversity by analysing certain important business idioms and corporate terms of utmost usability.	6	4		4
Q.6	Attempt any two:				
	i. What are the five principles of time management?	5	3		4
	ii. “Time and Tide waits for none”. Explain the proverb in the light of professional settlement and uplift.	5	5		4
	iii. What is SWOC? How SWOC helps you in better understanding of a growing company?	5	4	7	4

Scheme of Marking

BCVS IV, EN3HSH

Q.1. OTQs Answer.

1. Name of sender, designation, organization's Name contact No. etc.
2. 10 slides, 20 minutes, 30 font size.
3. Leadership
4. Each Party Benefits.
5. Course.
6. Building self image.
7. Refers to a company's individual's main skills ---
8. Have spread beyond their original field & accepted meaning.
9. Time management.
10. Team.

Q.2 (i) Define emotional intelligence in 50 words. 3.
 (ii) Idea of the pitch - 3 + content 4 = 7
 (iii) 5 traits in details 3

Q.3 - (i) CSR define with examples 7
 (ii) Team work - 2 + Traits of team 5 = 7
 (iii) Difference - Leader & Manager 3 + Theory 4 = 7

Q.4 (i) Personal & Professional life balance - 3
 (ii) - Answer in 500 words 7
 (iii) Stress at work 3 + How to manage 4 = 7

Q.5 (i) Jargon meaning & usage

1. Per se - by or of itself + Usage - 1
2. A resting action - Unemployed man - 1
3. Leverage - To use at full advantage + Usage - 1
4. Best practice - procedure that are accepted - 1
 as being most efficient

- (ii), she has given up
 2 He is extremely busy
 3 She is my cousin
 4 Abdul and A ----
 5 one should keep one's promise.
 6. Dear Mr. Nagan

Q.6 (i) 5 principle of Time Management - 5
 (ii) Answer in 300 words - 5
 (iii) SOWC in 200 words - 5