

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Engineering
End Sem Examination May-2024
EN3HS06

Business Communication & Value Science -II

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.

- Q.1 i. Which of the following is characteristic of social problem? **1**
(a) It affects on a large section of a society
(b) Always creates frustrations
(c) It affects the psychology of society
(d) All of these
- ii. Which of these is not a punctuation mark? **1**
(a) Full stop (b) Comma (c) Colon (d) Hash tag
- iii. When you skim a text, you are trying to find out: **1**
(a) Specific facts (b) The general
(c) The author's name (d) Who draws the pictures
- iv. In an oral presentation the speaker should not _____. **1**
(a) Panic
(b) Make a pause
(c) Pay attention on non-verbal communication
(d) Inspire and motivate
- v. Which of the following is a not a type of classified advertisement____. **1**
(a) Event on annual function (b) Lost and found
(c) Tours and travels (d) Missing
- vi. According to Belbin (1981) an extroverted and enthusiastic person fits with what role? **1**
(a) Co-ordinator (b) Shaper
(c) Resource investigator (d) Implementer

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- vii. Which one of this is not a cause of poverty in India? **1**
 (a) Low level of economic development
 (b) Migration of people from rural to urban area
 (c) Income in equality
 (d) Unequal distribution of land
- viii. Which of these is a blogging platform? **1**
 (a) Word press (b) Blogger
 (c) Tumbler (d) All of these
- ix. Which of these points need not be considered for a debate? **1**
 (a) Availability of precise information
 (b) Age of opponent
 (c) Fluency in language
 (d) Body language
- x. Which of the following is NOT a resume format? **1**
 (a) Chronological (b) Portfolio
 (c) Functional (d) Combination
- Q.2 i. What are the different social issues in India? Mention any four with examples. **2**
 ii. What are the key elements of good writing skills? **3**
 iii. Discuss the challenges in points faced by women in India, including issues related to education, employment, and gender-based violence. **5**
- OR iv. Discuss the impact of globalization on Indian society, including its economic, social, and cultural implications. **5**
- Q.3 i. Elaborate the benefits of reading. **2**
 ii. Describe the scanning and skimming techniques of reading skills. **3**
 iii. What are the points to be kept in mind while giving oral presentation? **5**
- OR iv. Discuss the SQ3Rs technique of reading skills in detail. **5**
- Q.4 i. What is advertisement writing? **2**
 ii. Define script writing. **3**
 iii. What are the 8 different roles of Belbin's team? **5**
- OR iv. What are the big 5 traits of personality given by Lindgren? **5**
- Q.5 i. What are the functions of NGO? **2**
 ii. Differentiate between empathy and sympathy. **3**
 iii. Write a movie review which motivated you in life. **5**

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- OR iv. Write a blog on “Themes are used in present scenario in movies”. **5**
- Q.6 i. What is consequentialism and utilitarianism? **2**
 ii. Differentiate between GD and debate. **3**
 iii. Explain ethics and morals with examples. **5**
- OR iv. You have seen an advertisement in Times of India offering the position of Software Developer at multinational company and you would like to apply for same. Write a letter to the HR enclosing your complete resume. (Assume you obtained M.Tech. from IIT and having 5 years experience) Enclose: resume **5**

Marking Scheme

EN3HS06 (T) Business Communication and Value Science II

Q.1	i)	D	1
	ii)	D	1
	iii)	A	1
	iv)	A	1
	v)	A	1
	vi)	C	1
	vii)	B	1
	viii)	C	1
	ix)	B	1
	x)	B	1
Q.2	i.	What are the different social issues in India? Give 4 with example. Ans: half mark for each social issues	2
	ii.	What are the key elements of good writing? Ans: explanation of five key elements. 3 marks	3
	iii.	Discuss the challenges faced by women in India, including issues related to education, employment, and gender-based violence. Ans: 1 mark for discussion on each issue.	5
	OR iv.	Discuss the impact of globalization on Indian society, including its economic, social, and cultural implications. Ans: 1 mark for discussion on each issue.	5
Q.3	i.	Elaborate the benefits of reading. Ans: half mark for each benefit.	2
	ii.	Describe the scanning and skimming techniques of Reading skills. Ans: 1.5 for scanning and 1.5 for skimming.	3
	iii.	What are the points to be kept in the mind while giving oral presentation? Ans: 1 point for each key element.	5
	OR iv	Discuss the SQ3Rs technique of Reading Skills in detail. Ans: 1 mark for each heading.	5
Q.4	i.	What is Advertisement Writing? Ans: definition of advertisement 2marks.	2
	ii.	Define script writing. Ans: definition of script and elements.	3
	iii.	What are the 8 different roles of Belbin's team? Ans: description of five role of Belbin's team.	5

OR	iv	What are the big 5 traits of personality given by Lindgren? Ans: 1 mark for each trait.	5
Q.5	i.	What are the functions of NGO? Ans: half mark for each function.	2
	ii.	Differentiate between Empathy and sympathy. Ans: 1.5 for empathy and 1.5 for sympathy.	3
	iii.	Write a movie review which motivated you in life. Ans: review of movie for 5 marks.	5
OR	iv	Write a blog on “Themes are used in present scenario in movies”. Ans: 150 words for blog	5
Q.6	i	What is consequentialism and utilitarianism? Ans: 1mark for consequentialism and 1mrk for utilitarianism.	2
	ii	Differentiate between GD and debate. Ans: 1.5mark for GD and 1.5 for debate.	3
	iii	Explain ethics and morals with examples. Ans: 2.5for ethics and 2.5 for morals.	5
	iv	You have seen an advertisement in Times of India offering the position of Software Developer at multinational company and you would like to apply for same. Write a letter to the HR enclosing your complete resume. (Assume you obtained M.Tech. from IIT and having 5years experience)Enclose: resume Ans: 2marks for letter and 3 marks for structured resume.	5
