

Total No. of Questions: 6

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Enrollment No.....



Faculty of Engineering
End Sem (Even) Examination May-2022
EN3HS07

Business Communication & Value Science -III
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.

- Q.1 i. A SWOT analysis looks at: 1
(a) The internal factors only
(b) The external factors only
(c) Both (a) and (b)
(d) None of these
- ii. Abraham Maslow gave Motivation theory in the year _____. 1
(a) 1942 (b) 1943 (c) 1944 (d) 1945
- iii. Who composed an Indian song Mile Sur Mera Tumhara? 1
(a) Ashok Patki (b) Louis Banks
(c) Piyush Pandey (d) Bhimsen Joshi
- iv. Which of the following statement is correct? 1
(a) Culture is a way of life which is created by human beings and necessarily includes dimensions of both material or objective and symbolic or subjective.
(b) Culture is a way of life shared by certain groups of people within certain value system and norms and does not necessarily include material or objective dimension.
(c) Culture is a way of defining human body through its physical features.
(d) None of these
- v. How many attributes of leaderships discussed by Eleanor Tabi Haller-Jordan at TEDx Zurich? 1
(a) 12 (b) 13 (c) 14 (d) 15

P.T.O.

[2]

- vi. What does the word "stereotype" mean? **1**
 (a) A popular belief about a group of people, based on assumptions that are often extreme and inaccurate.
 (b) An image or character that represents a person online.
 (c) Biological differences between boy and girl.
 (d) Social ideas about what it means to be masculine or feminine.
- vii. "Globalizing the local, localizing the global" is _____. **1**
 (a) Tom Friedman's analogy (b) Richard Wilk's analogy
 (c) Sheikha Al-Mayassa (d) All of these
- viii. Who discovered Pi value in India? **1**
 (a) Bramhagupta (b) Aryabhatta
 (c) Kanada (d) Sushruta
- ix. What is the name of antagonist in Space Odyssey? **1**
 (a) Hal 9000 (b) Cortana
 (c) Pandora Skynet (d) Tesla Car
- x. Who is known as the father of AI? **1**
 (a) John McCarthy (b) Fisher Ada
 (c) Alan Turing (d) Allen Newell
- Q.2 i. What is full form of VUCA world? **2**
 ii. What is role of motivation at workplace? **2**
 iii. Assume you are manager of an IT company, discuss the SWOT of your company and suggest the ways to increase opportunities for your firm. **6**
- OR iv. Discuss Maslow's hierarchy of needs, from bottom to top. **6**
- Q.3 i. Define cultural pluralism. **3**
 ii. What are do's and don'ts of cross-cultural communication? **7**
- OR iii. Discuss with examples verbal and non-verbal communication of various cultures in the world. **7**
- Q.4 i. Define gender equality. **3**
 ii. Elaborate the term "Think global and act local" with suitable examples. **7**
- OR iii. Suggest the ways to bring gender awareness in the society. **7**

[3]

- Q.5 i. What is the role of science in nation building? **4**
 ii. Discuss the contribution of ancient scientists in India. **6**
- OR iii. Elaborate the inventions of scientists of post-independence period. **6**
- Q.6 Attempt any two:
 i. What are the advantages of artificial intelligence? **5**
 ii. Mention the uses of Alexa. **5**
 iii. Discuss the goals of artificial intelligence. **5**

Marking Scheme

EN3HS07 Business Communication & Value Science-III

Q.1	i.	A SWOT analysis looks at:	1
		(c) Both (a) and (b)	
	ii.	Abraham Maslow gave Motivation theory in the year _____. (b) 1943	1
	iii.	Who composed an Indian song Mile Sur Mera Tumhara? (d) Bhimsen Joshi	1
	iv.	Which of the following statement is correct? (b) Culture is a way of life which is created by human beings and necessarily includes dimensions of both material or objective and symbolic or subjective.	1
	v.	How many attributes of leaderships discussed by Eleanor Tabi Haller-Jordan at TEDx Zurich? (b) 13	1
	vi.	What does the word "stereotype" mean? (a) A popular belief about a group of people, based on assumptions that are often extreme and inaccurate.	1
	vii.	"Globalizing the local, localizing the global" is _____. (b) Richard Wilk's analogy	1
	viii.	Who discovered Pi value in India? (b) Aryabhatta	1
	ix.	What is the name of antagonist in Space Odyssey? (a) Hal 9000	1
Q.2	i.	Full form of VUCA	2 marks
	ii.	Importance of motivation	2 marks
	iii.	SWOT Analysis	6
		As per explanation	6 marks
OR	iv.	Stages of Maslow's theory of motivation	6
		As per explanation	6 marks

Q.3	i.	Cultural pluralism	3 marks	3
	ii.	As per explanation	7 marks	7
OR	iii.	As per explanation	7 marks	7
Q.4	i.	Definition of Gender equality	3 marks	3
	ii.	Think global and act local with examples	7 marks	7
OR	iii.	Any seven ways (1 mark * 7)	7 marks	7
Q.5	i.	Importance of science	4 marks	4
	ii.	Any six contribution (1 mark * 6)	6 marks	6
OR	iii.	Any six inventions of scientists (1 mark * 6)	6 marks	6
Q.6		Attempt any two:		
	i.	Any five advantages of AI (1 mark * 5)	5 marks	5
	ii.	Any five uses of Alexa (1 mark * 5)	5 marks	5
	iii.	Any five goals of AI (1 mark * 5)	5 marks	5
