

Enrollment No.....



Faculty of Engineering  
End Sem Examination Dec 2024  
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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

		Marks	BL	CO	PO	PSO
Q.1	i. Who usually conducts a SWOT Analysis for a business?	1	2	1	9	
	(a) Buyer					
	(b) Seller					
	(c) Manager					
	(d) None of these					
	ii. _____ is/are needed for individuals in an organization.	1	1	1	9	
	(a) Food and Shelter					
	(b) Intrinsic and extrinsic motivation					
	(c) Insurance					
	(d) Salary					
	iii. Members of a society who value _____are more concerned with their careers than with the good of the firm.	1	2	2	10	
	(a) Pluralism					
	(b) Surrealism					
	(c) Egoism					
	(d) Individualism					
	iv. Use of gestures in communication is a/an _____ communication.	1	2	2	10	
	(a) Internal					
	(b) Non-verbal					
	(c) Verbal					
	(d) Informal					

[2]				
v.	Where does the holy river Narmada originate?	<b>1</b>	1	3 7
	(a) Amarkantak			
	(b) Jabalpur			
	(c) Gujarat			
	(d) Bay of Bengal			
vi.	What does the word "Gender" mean?	<b>1</b>	1	3 9
	(a) Social ideas about what it means to be masculine or feminine			
	(b) A grade			
	(c) A philosophy			
	(d) None of these			
vii.	Ted talk of Sheikh AL Mayassa was conducted in-	<b>1</b>	1	4 11
	(a) Arab			
	(b) India			
	(c) Japan			
	(d) None of these			
viii.	In which of the ancient book of 1000 B.C. deals with health, hygiene, longevity etc?	<b>1</b>	1	4 10
	(a) Atatharvaveda			
	(b) Samveda			
	(c) ARigvaveda			
	(d) AYajurveda			
ix.	What are the Advantages of Artificial Intelligence?	<b>1</b>	3	5 12
	(a) High Accuracy with less errors			
	(b) Digital Assistant			
	(c) Prompt reply			
	(d) All of these			
x.	What is Prolog in AI?	<b>1</b>	1	5 12
	(a) In AI, Prolog is a programming language based on logic.			
	(b) A gadget			
	(c) Carry forward			
	(d) None of these			
Q.2	i. What notion confirms Maxi-Maxi approach in the TOWS Matrix?	<b>4</b>	2	1 9
	ii. While researching on TOWS and how can you find out that your threat turn into opportunity.	<b>6</b>	4	1 10

[3]				
OR	iii.	“First we make our habits and then our habits make us” Explain the quotation given by John Dryden.	<b>6</b>	2 1 10
Q.3	i.	How can we identify pluralism in cultural spaces and how to deal with it?	<b>4</b>	3 2 11
	ii.	Elucidate some prominent non-verbal aspects in cross-cultural communication.	<b>6</b>	3 2 11
OR	iii.	What qualities does one require for balance the cultural gap if one lives amongst diverse community?	<b>6</b>	4 2 10
Q.4	i.	Differentiate between gender equality and gender equity.	<b>4</b>	4 3 9
	ii.	What are the social responsibilities of a budding engineer?	<b>6</b>	4 3 9
OR	iii.	How media is playing a great role in breaking the silence against gender discrimination?	<b>6</b>	5 3 10
Q.5	i.	What is technical writing? Define Abstract, Synopsis and Hypothesis.	<b>4</b>	1 4 11
	ii.	Elaborate the contribution of Homi Jahangir Bhabha to Indian Atomic research.	<b>6</b>	4 4 10
OR	iii.	Write a technical description of electronic voting machine.	<b>6</b>	4 4 10
Q.6	Attempt any two:			
	i.	Artificial intelligence tool is a good servant and a bad master. Discuss.	<b>5</b>	4 5 11
	ii.	Enlist some AI tools commonly used in everyday life.	<b>5</b>	3 5 10
	iii.	Describe any one AI tool which is based on natural language processing techniques.	<b>5</b>	2 5 10

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**Marking Scheme**  
**EN3HS07 Business Communication and Value Science III**

Q.1	i)	c) Manager	<b>1</b>
	ii)	a) B intrinsic and extrinsic motivation	<b>1</b>
	iii)	d) individualism	<b>1</b>
	iv)	b) Non verbal	<b>1</b>
	v)	a) Amarkantak	<b>1</b>
	vi)	social ideas about what it means to be masculine or feminine	<b>1</b>
	vii)	a) Arab	<b>1</b>
	viii)	a) Atatharvaveda	<b>1</b>
	ix)	d. All above	<b>1</b>
	x)	a) In AI, Prolog is a programming language based on logic.	<b>1</b>

Q.2	i.	in 100-150 words
	ii.	in 250-350 words
	iii.	in 250-350 words
OR	iv.	in 250-350 words

Q.3	i.	2+2 marks 100-150 words
	ii.	in 200-250 words
OR	iii.	in 200-250 words

Q.4	i.	100-150 words minimum 4 points
	ii.	200-250 words
OR	iii.	200-250 words
Q.5	i.	2+2 marking -100-150 words
	ii.	200-250 words
OR	iii.	200 words
Q.6		
	i.	200 words
	ii.	minimum 5 tools 200 words
	iii.	200 words

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