Enrollment No.....................................

Faculty of Engineering
End Sem Examination Dec-2023
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.

Q.1 i. VUCA world refers to-   **1**
     (a) Versatile, Uncertain, Complex, Amicable
     (b) Volatile, Uncertain, Creative, Ambiguous
     (c) Volatile, Uncertain, Complex, Ambiguous
     (d) Volatile, Uncertain, Complex, Affectionate

ii. You wanted to look at factors out of control of the business which may affect it you would look at-   **1**
     (a) Strengths and Weaknesses   (b) Outsiders or Threats
     (c) Strengths and Threats   (d) Opportunities and Threats

iii. The objectives of Cross-Cultural communication training is to-   **1**
     (a) Generate strong cultural ties and respectful behavior
     (b) Acquire social status
     (c) Develop business etiquettes
     (d) All of these

iv. Trust most likely improves Cross-Cultural communication by _____.   **1**
     (a) Enabling managers to network effectively
     (b) Replacing formal legal contracts for global firms
     (c) Encouraging the open exchange of ideas and information
     (d) Eliminating all variables that hinder the communication process

v. What does the word 'gender' means?   **1**
     (a) Biological differences between men and women
     (b) Socially constructed roles, behaviors, and expectations associated with being male or female
     (c) Occupational differences between men and women
     (d) None of these

vi. Gender mainstreaming involves- **1**
   (a) Focusing exclusively on women's issues
   (b) Integrating a gender perspective in all policies and programs
   (c) Excluding men from the development process
   (d) None of the above

vii. Technical writing demands _____ use of language. **1**
   (a) Figurative   (b) Poetic   (c) Factual   (d) Dramatic

viii. Which of these must be avoided in technical writing? **1**
   (a) Facts
   (b) Grammar
   (c) Punctuation
   (d) Personal feelings

ix. Who is known as the "Father of Artificial Intelligence"? **1**
   (a) Alan Turing
   (b) John McCarthy
   (c) Charles Babbage
   (d) None of these

x. Which of the following is the common language for Artificial Intelligence? **1**
   (a) Java
   (b) Lisp
   (c) PHP
   (d) Python

Q.2   i. Discuss briefly the self-analysis techniques like SWOT & TOWS. Give examples from your ownself. **4**

    ii. Illustrate how SWOT Vs. TOWS becomes The Balancing Act? Give example to support your views. **6**

OR   iii. Attempt an introspective research on TOWS of your own and find out how you can turn your threat/s into opportunity/ies. **6**

Q.3   i. Differentiate between the different cultures of India. Give example in support of your views. **4**

    ii. Identify the common mistakes made in cross-cultural communication and suggest measures to overcome them. **6**

OR   iii. Discuss with examples the importance of verbal and non-verbal communication in Cross-Cultural communication scenario. **6**

Q.4   i. Define the terms Global, Glocal and Translocational citing examples for the same. **4**

    ii. What do you understand by the term 'Gender Awareness'? How far do you know about Gender Awareness Campaigns, name a few prominent ones in support of your answer? **6**

OR   iii. Distinguish between the roles and relations of different genders in the society. Give suitable examples to support your arguments. **6**

Q.5   i. Discuss the role of science in nation building. Illustrate a few prominent names of scientists and mathematicians from ancient India and their contribution to support your answer. **4**

    ii. Illustrate with examples the various applications of technical writing skills in real-life scenarios. Give examples to support your answer. **6**

OR   iii. Applying the basic rules of technical writing. Write a technical description of a mobile phone OR a Biometric voting machine. **6**

Q.6   Attempt any two:
    i. Define the concept of AI (artificial intelligence) with examples. **5**
    ii. Discuss the importance of AI in the field of Engineering. **5**
    iii. The Ultra-modern Artificial Intelligence (AI) will replace Human-brain. How far do you agree and why? **5**

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Marking Scheme

EN3HS07 Business Communication and Value Science

Q.1	i)	c) Volatile, Uncertain, Complex, Ambiguous		1
	ii)	d) Opportunities and Threats		1
	iii)	d) All of the above		1
	iv)	c) encouraging the open exchange of ideas and information		1
	v)	b) Socially constructed roles, behaviors, and expectations associated with being male or female		1
	vi)	b) Integrating a gender perspective in all policies and programs		1
	vii)	c) Factual		1
	viii)	d) Personal feelings		1
	ix)	b) John McCarthy		1
	x)	d) Python		1

Q.2	i.	SWOT	2 Marks	4
		TOWS.	2 Marks	
	ii.	Illustrate ….. Act.	3 Marks	6
		Give example to support your views	3 Marks	
OR	iii.	Attempt an…… research on TOWS .	(As per explanation)	6

Q.3	i.	The different cultures . of your views.	(1 Mark*4)	4
	ii.	Mistake	3 Marks	6
		Measures	3 Marks	
OR	iii.	The importance . .. scenario.	3 Marks	6
		Non verbal communication	3 Marks	

Q.4	i.	Global, glocal and translocational	(As per explanation)	4
	ii.	'Gender Awareness'	3 Marks	6
		About Gender Awareness	3 Marks	
OR	iii.	Differentiate ….. genders in the society.	3 Marks	6
		Give …… your arguments. ----	3 Marks	

Q.5	i.	Discuss the …your answer. ---	(1 Mark*4)	4
	ii.	Applications of technical . your answer	(As per explanation)	6
OR	iii.	A mobile . voting machine.	(As per explanation)	6

Q.6		Attempt any two:		
	i.	Concept of AI …. examples.	(As per explanation)	5
	ii.	Importance of AI in the field of Engineering.	(As per explanation)	5
	iii.	The Ultra-modern ….-brain.	3 Marks	5
		How far do you agree and why . ---200 words	2 Marks	

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