

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?		1	1	3	7							
	(a) Amarkantak												
	(b) Jabalpur												
	(c) Gujarat												
	(d) Bay of Bengal												
vi.	What does the word "Gender" mean?		1	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 Sheikha AL Mayassa was conducted in-		1	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?		1	1	4	10							
	(a) Atatharvaveda												
	(b) Samveda												
	(c) ARigvaveda												
	(d) AYajurvaveda												
ix.	What are the Advantages of Artificial Intelligence?		1	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?		1	1	5	12							
	(a) In AI, Prolog is a programming language based on logic.												
	(b) A gaget												
	(c) Carry forward												
	(d) None of these												
Q.2	i. What notion confirms Maxi-Maxi approach in the TOWS Matrix?		4	2	1	9							
	ii. While researching on TOWS and how can you find out that your threat turn into opportunity.		6	4	1	10							
							[3]						
							OR	iii.	"First we make our habits and then our habits make us" Explain the quotation given by John Dryden.	6	2	1	10
							Q.3	i.	How can we identify pluralism in cultural spaces and how to deal with it?	4	3	2	11
								ii.	Elucidate some prominent non-verbal aspects in cross-cultural communication.	6	3	2	11
							OR	iii.	What qualities does one require for balance the cultural gap if one lives amongst diverse community?	6	4	2	10
							Q.4	i.	Differentiate between gender equality and gender equity.	4	4	3	9
								ii.	What are the social responsibilities of a budding engineer?	6	4	3	9
							OR	iii.	How media is playing a great role in breaking the silence against gender discrimination?	6	5	3	10
							Q.5	i.	What is technical writing? Define Abstract, Synopsis and Hypothesis.	4	1	4	11
								ii.	Elaborate the contribution of Homi Jahangir Bhabha to Indian Atomic research.	6	4	4	10
							OR	iii.	Write a technical description of electronic voting machine.	6	4	4	10
							Q.6		Attempt any two:				
								i.	Artificial intelligence tool is a good servant and a bad master. Discuss.	5	4	5	11
								ii.	Enlist some AI tools commonly used in everyday life.	5	3	5	10
								iii.	Describe any one AI tool which is based on natural language processing techniques.	5	2	5	10

Marking Scheme

EN3HS07 Business Communication and Value Science III

Q.1	i) c) Manager	1	Q.4	i. 100-150 words minimum 4 points ii. 200-250 words
	ii) a) B intrinsic and extrinsic motivation	1	OR	iii. 200-250 words
	iii) d) individualism	1	Q.5	i. 2+2 marking -100-150 words ii. 200-250 words
	iv) b) Non verbal	1	OR	iii. 200 words
	v) a) Amarkantak	1		
	vi) social ideas about what it means to be masculine or feminine	1	Q.6	
	vii) a) Arab	1		i. 200 words
	viii) a Atatharvaveda	1		ii. minimum 5 tools 200 words
	ix) d. All above	1		iii. 200 words
	x) a) In AI, Prolog is a programming language based on logic.	1		*****

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