

Enrollment No.....



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

- Q.1 i. Find the error-No sooner did \_\_\_\_\_. 1  
 I. The nurse enter  
 II. The house  
 III. Then the patient died  
 IV. No error  
 (a) I (b) II (c) III (d) IV
- ii. It is necessary however to maintain a normal weight. (Choose the correct sentence). 1  
 (a) It is necessary, however to maintain a normal weight.  
 (b) It is necessary however, to maintain a normal weight.  
 (c) It is necessary, however, to maintain a normal weight.  
 (d) No change
- iii. Which amongst the following is not a type of reading? 1  
 (a) Skimming (b) Scanning (c) Intensive (d) None of these
- iv. The 4 P's of presentation skills involves Planning, \_\_\_\_\_, Practice and Present. 1  
 (a) Prepare (b) Perform (c) Pause (d) None of these
- v. Lindgren's Big 5 personality traits include Extraversion, Introversion, openness, \_\_\_\_\_ Agreeableness. 1  
 (a) Consideration (b) Conscientiousness  
 (c) Consciousness (d) None of these
- vi. Surrogate advertising is a form of advertising which is used to promote \_\_\_\_\_. 1  
 (a) Banned products (b) Duplicate products  
 (c) Both (a) & (b) (d) None of these

P.T.O.

[2]

- vii. NGO means- **1**  
 (a) Non-Government organization  
 (b) Not Generating profit organization  
 (c) Not give up organization  
 (d) None of these
- viii. Writing a Review of a movie include- **1**  
 (a) Analysis of a movie  
 (b) Comments of other critics  
 (c) Personal observation  
 (d) All of these
- ix. Maximum \_\_\_\_ no of participant can take part in GD. **1**  
 (a) 20 (b) 25 (c) 15 (d) 8
- x. Ethics can include- **1**  
 (a) Loyalty and honesty (b) Trust worthiness  
 (c) Promise keeping (d) All of these
- Q.2 i. Identify common errors and write correct sentence of the following: **4**  
 (a) I am having four brothers and three sisters  
 (b) He do not have a laptop  
 (c) Myself Suresh babu  
 (d) I cannot cope up with this pressure
- ii. Poverty is one of the biggest evils faced by India in the present scenario. Generate a report on this social issue. **6**
- OR iii. Explain the concept of Good and Bad writings with apt examples. **6**
- Q.3 i. Define Skimming and Scanning with examples in relation to reading. **4**  
 ii. Imagine yourself as a founder of 'Fight Against Child Cancer', NGO. Create Vision and Mission of it. Also design a logo and tagline for the same. **6**
- OR iii. Why is Reading a skill? What is SQ3R technique of reading? **6**
- Q.4 i. Prepare a dialogue for an advertisement of any Beauty Product. Also suggest name and tagline for it. **4**  
 ii. What does Belbin's team role mean? Explain any five roles. **6**
- OR iii. Who developed the Big five personality traits? Explain in detail. **6**

[3]

- Q.5 i. How does a movie impact one's social life? Explain with example. **3**  
 ii. Write a review of the movie, "Chhapak" or "Hindi Medium". What are your takeaway from the movie? **7**
- OR iii. Write a blog on the topic- 'Corona: A Pandemic causing fear'. **7**
- Q.6 Attempt any two:  
 i. What precautions are to be taken while framing a resume? **5**  
 ii. How GD and Debate differ in their approach? **5**  
 iii. Differentiate Morality from Ethics. **5**

\*\*\*\*\*

**Marking Scheme**  
**EN3HS06 Business Communication & Value Science -II**

|     |       |  |              |          |
|-----|-------|--|--------------|----------|
| Q.1 | i.    | Find the error-No sooner did____.  |              | <b>1</b> |
|     |       | (c) III  |              |          |
|     | ii.   | It is necessary however to maintain a normal weight. (Choose the correct sentence).                    |              | <b>1</b> |
|     |       | (c) It is necessary, however, to maintain a normal weight.   |              |          |
|     | iii.  | Which amongst the following is not a type of reading?  |              | <b>1</b> |
|     |       | (d) None of these  |              |          |
|     | iv.   | The 4 P's of presentation skills involves Planning, _____, Practice and Present.                       |              | <b>1</b> |
|     |       | (a) Prepare  |              |          |
|     | v.    | Lindgren's Big 5 personality traits include Extraversion, Introversion, openness, _____ Agreeableness. |              | <b>1</b> |
|     |       | (b) Conscientiousness  |              |          |
|     | vi.   | Surrogate advertising is a form of advertising which is used to promote _____.                         |              | <b>1</b> |
|     |       | (a) Banned products  |              |          |
|     | vii.  | NGO means-   |              | <b>1</b> |
|     |       | (a) Non-Government organization  |              |          |
|     | viii. | Writing a Review of a movie include-   |              | <b>1</b> |
|     |       | (d) All of these   |              |          |
|     | ix.   | Maximum ____ no of participant can take part in GD.  |              | <b>1</b> |
|     |       | (c) 15   |              |          |
|     | x.    | Ethics can include-  |              | <b>1</b> |
|     |       | (d) All of these   |              |          |
| Q.2 | i.    | Identify common errors   | (1 mark * 4) | <b>4</b> |
|     | ii.   | Identification of problem and introduction   | 2 marks      | <b>6</b> |
|     |       | Finding and observation  | 4 marks      |          |
| OR  | iii.  | Good writing   | 3 marks      | <b>6</b> |
|     |       | Bad writings   | 3 marks      |          |
| Q.3 | i.    | Skimming   | 2 marks      | <b>4</b> |
|     |       | Scanning   | 2 marks      |          |
|     | ii.   | Vision   | 2 marks      | <b>6</b> |
|     |       | Mission  | 2 marks      |          |

|     |      |                                      |              |          |
|-----|------|--------------------------------------|--------------|----------|
|     |      | Logo                                 | 1 mark       |          |
|     |      | Tagline                              | 1 mark       |          |
| OR  | iii. | Reading skill                        | 2 marks      | <b>6</b> |
|     |      | SQ3R technique                       | 4 marks      |          |
| Q.4 | i.   | Dialogue                             | 3 marks      | <b>4</b> |
|     |      | Name                                 | 0.5 mark     |          |
|     |      | Tagline                              | 0.5 mark     |          |
|     | ii.  | Belbin's team role mean              | 1 mark       | <b>6</b> |
|     |      | Any five roles                       | (1 mark * 5) |          |
| OR  | iii. | Big five personality traits          | 1 mark       | <b>6</b> |
|     |      | Explanation                          | (1 mark * 5) |          |
| Q.5 | i.   | Movie impact in social life          | 2 marks      | <b>3</b> |
|     |      | Example                              | 1 mark       |          |
|     | ii.  | Movie review                         | 4 marks      | <b>7</b> |
|     |      | Any three takeaway from the movie    | (1 mark * 3) |          |
| OR  | iii. | Blog writing                         | 4 marks      | <b>7</b> |
|     |      | Style of writing and correct grammar | 3 marks      |          |
| Q.6 |      | Attempt any two:                     |              |          |
|     | i.   | Any five precautions points          | (1 mark * 5) | <b>5</b> |
|     | ii.  | Any five differences                 | (1 mark * 5) | <b>5</b> |
|     | iii. | Any five differences                 | (1 mark * 5) | <b>5</b> |

\*\*\*\*\*