



# SASTRA

INTEGRATED UNIVERSITY

DELHI TO BE UNIVERSITY



Information Technology Park, Kumbakonam, Tamil Nadu, India

## School of Computing First CIA Exam -Feb 2024

Course Code: ENG212

Course Name: Business

Communication & Value Science III

Duration: 90 minutes    Max Marks: 50

### PART A

5x2=10 Marks

#### I. Answer the following questions

1. Expand VUCA and VUCA 2.0
2. Name two strategies to strengthen customer relationship in business ambience
3. Differentiate Global and Glocal value systems.
4. Give two examples for translocational impact in the business world
5. Define Culture Shock with examples.

### PART -B

2x5=10 Marks

#### II. Answer the following questions

6. Differentiate Multiculturalism and Pluralism with adequate example
7. Give 5 tips to enhance Effective Cross Cultural Communication.

### PART -C

3x10=30 Marks

#### I. Answer the following questions

8. Analyse a SWOT to achieve your goals. Identify your strengths and weaknesses, leverage opportunities and counteract the threats/Challenges in the Business Era.
9. Elevate the thoughts of VUCA to VUCA 2.0 in the perspective of Higher Studies.
10. Discuss on an application of artificial intelligence in everyday life -their advantages and limitations.



# SASTRA

SAKSHI ANTHEM OF SOUTH INDIAN UNIVERSITY

DEEMED TO BE UNIVERSITY

EST. 1983

THINK RIGHT / THINK TRANSPARENCY / THINK SASTRA



**School of Computing**  
**Second CIA Exam – March 2024**  
Course Code: ENG212  
Course Name: Business  
Communication & Value Science III  
Duration: 90 minutes    Max Marks: 50

## PART A

**Answer any 4 of the following questions in about 300 words:**

**(3x10=30 Marks)**

1. Produce a user manual for any gadget, you have recently purchased. Include Logo, Caption, safety guidelines, functions and capabilities of the product, variants, instructions for installation, use & troubleshooting and warranty statement.
2. Motivation causes you to act in a way that gets you closer to your goals - substantiate with adequate example and pictorial representation.
3. Draft a Feasibility Report to start a organic products manufacturing unit. Organic production is a system that integrates cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity.. Your report should contain- terms of reference, work done, findings, recommendations and conclusion.
4. The influence of river in culture – Substantiate with adequate examples

## **Part B**

**Answer the following question in about 400 words    (1x20=20 Marks)**

5. Design your University in 2035 anticipating the future, embedded with modern digital technology.





# SASTRA

SAVITHRI AMMAL ENGINEERING COLLEGE

DEEMED TO BE UNIVERSITY

ESTABLISHED IN 1983

THINKWIDE | THINKTRANSPARENCY | THINKSASTRA



School of Computing

Third CIA Exam – April 2024

Course Code: ENG212

Course Name: Business

Communication & Value Science

III

Duration: 90 min Max Marks: 50

## PART A

Answer any three of the following in about 200 words 3x10=30

1. Produce a user manual for any gadget, you have recently purchased. Include Logo, Caption, safety guidelines, functions and capabilities of the product, variants, instructions for installation, use & troubleshooting and warranty statement.
2. Motivation causes you to act in a way that gets you closer to your goals - substantiate with adequate example and pictorial representation.
3. Draft a Feasibility Report to start a Organic Dairy Products manufacturing unit. Organic products are not harmful to the body, these products are made from organic and all-natural ingredients. They also come in recyclable compostable or biodegradable packaging. Your report should contain- terms of reference, work done, findings, recommendations and conclusion.
4. Human Machine communication encourages us to focus on how relationships between human and machine partners unfold through social processes, perceptual dynamics, and interaction- Justify with relevant evidences.

## PART B

Answer the following in about 300 words

1x20=20

5. Technology plays a fundamental role in wealth creation, improvement of the quality of life, real economic growth and transformation in any society. Elucidate with reference to Nation Building.