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B.Tech. DEGREE EXAMINATION, NOVEMBER 2023
Sixth Semester

18MBH362T – BUSINESS COMMUNICATION AND VALUE SCIENCE - IV
(For the candidates admitted from the academic year 2020-2021 to 2021-2022)

Note:

- (i) **Part - A** should be answered in OMR sheet within first 40 minutes and OMR sheet should be handed over to hall invigilator at the end of 40th minute.
- (ii) **Part - B & Part - C** should be answered in answer booklet.

Time: 3 hours

Max. Marks: 100

PART – A (20 × 1 = 20 Marks)

Answer **ALL** Questions

Marks BL CO PO

- | | | | | |
|---|---|---|---|---|
| 1. To what does diversity in the workplace refer to? | 1 | 1 | 1 | 2 |
| (A) The number of people employed from different ethnic groups | | | | |
| (B) Increasing the number of women employed in the organization | | | | |
| (C) The number of different religions affiliation held by employees in the organization | | | | |
| (D) The range of personal characteristics of employees in an organization | | | | |
| 2. What is the definition of inclusion in the workplace? | 1 | 1 | 1 | 2 |
| (A) The process of hiring diverse employees | | | | |
| (B) The process of creating in environment in which all employees feel valued and respected | | | | |
| (C) The process of excluding employees who don't fit into the company culture | | | | |
| (D) The process of including employees who aware of the company culture | | | | |
| 3. Which of the following is not a benefit of emotional intelligence in the workplace? | 1 | 2 | 1 | 1 |
| (A) Improved communication | | | | |
| (B) Increased teamwork | | | | |
| (C) Decreased employee morale | | | | |
| (D) Enhanced leadership skills | | | | |
| 4. How can writers ensure that their writing is clear and concise? | 1 | 1 | 1 | 2 |
| (A) By using jargon and technical terms | | | | |
| (B) By using long, complex sentences | | | | |
| (C) By avoiding unnecessary works and phrases | | | | |
| (D) By using vague and ambiguous language | | | | |
| 5. Who is considered the father of modern corporate social responsibility? | 1 | 1 | 1 | 2 |
| (A) Adam smith | | | | |
| (B) Milton Friedman | | | | |
| (C) Howard Bowan | | | | |
| (D) Peter Drucker | | | | |

6. Which of the following best describes the 'triple bottom line' approach to CSR? 1 1 1 1
- (A) Maximizing profits, (B) Focusing on social and minimizing environmental environmental impacts in impact, and meeting legal addition to financial requirements performance
- (C) Using CSR as a marketing strategy to increase revenue (D) Reducing costs by outstanding CSR initiatives to third-party organizations
7. Which of the following is not a reason why companies might choose to implement CSR initiatives? 1 2 1 1
- (A) To improve their public image (B) To comply with legal and reputation requirements and regulations
- (C) To increase profits and revenue (D) To contribute to social and environmental goals
8. Which of the following is an important attribute required for effective time management in a corporate environment? 1 2 1 1
- (A) Procrastination (B) Prioritization
- (C) Multitasking (D) Distraction
9. What is image management? 1 1 2 1
- (A) Creating and managing your digital image library (B) Designing logos, catalogues and other visual elements of an organization
- (C) The analysis and manipulation of digitized images (D) Attracting others by creating an authentic and appropriate image of your organization or an individual
10. What components make a personal branding? 1 1 2 1
- (A) Appearance + attribute + unique value proposition (B) Appearance + personality + attributes+ competencies
- (C) Attributes + competencies (D) Appearances+ attributes
11. Persons, who attribute much of the cause of what happens to them to control from within themselves are said to have 1 2 2 1
- (A) An internal locus of control (B) An external locus on control
- (C) An internal locum of control (D) An external locum of control
12. An organizations _____embraces the behavior, rituals and shared meaning held by employees that distinguishes the organization from all others. 1 1 2 1
- (A) External environment (B) Culture
- (C) Dominant culture (D) Ethics
13. The practices of a company for which it is accountable in relation to other parties in called _____ 1 2 2 1
- (A) Social responsibility (B) Code of ethics
- (C) Values (D) Culture

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|---|---|---|---|---|
| 14. The set of rules, forms and practices established for behavior in a polite society or in official or professional life. | 1 | 1 | 2 | 1 |
| (A) Etiquette | | | | |
| (B) Business etiquette | | | | |
| (C) Ethics | | | | |
| (D) Netiquette | | | | |
| | | | | |
| 15. _____ describes good internet behaviour. | 1 | 1 | 1 | 2 |
| (A) Etiquette | | | | |
| (B) Business etiquette | | | | |
| (C) Ethics | | | | |
| (D) Netiquette | | | | |
| | | | | |
| 16. When two business people communicate, how far apart should they stand? | 1 | 1 | 1 | 2 |
| (A) 10 feet | | | | |
| (B) 3 feet | | | | |
| (C) 1 foot | | | | |
| (D) 10 inches | | | | |
| | | | | |
| 17. What is the first step in managing stress? | 1 | 2 | 1 | 2 |
| (A) Avoiding stressful situations | | | | |
| (B) Recognizing the signs of stress | | | | |
| (C) Seeking medical attention | | | | |
| (D) Ignoring the symptoms of stress | | | | |
| | | | | |
| 18. What is the first step in effective time management? | 1 | 1 | 1 | 2 |
| (A) Setting goals and priorities | | | | |
| (B) Creating a to-do list | | | | |
| (C) Scheduling tasks | | | | |
| (D) Identifying time-wasting activities | | | | |
| | | | | |
| 19. What is the purpose of time tracking in time management? | 1 | 2 | 1 | 1 |
| (A) To increase stress levels | | | | |
| (B) To waste time | | | | |
| (C) To enhance productivity | | | | |
| (D) To decrease productivity | | | | |
| | | | | |
| 20. What is the role of time blocking in time management? | 1 | 1 | 1 | 2 |
| (A) To waste time | | | | |
| (B) To increase stress levels | | | | |
| (C) To promote procrastination | | | | |
| (D) To schedule specific times for certain tasks | | | | |

PART – B (5 × 4 = 20 Marks)

Answer **ANY FIVE** Questions

- | | Marks | BL | CO | PO |
|--|-------|----|----|----|
| 21. Write some benefits of diversity in workplace. | 4 | 2 | 2 | 2 |
| 22. What are the challenges in increasing diversity in workplace? | 4 | 2 | 2 | 3 |
| 23. Brief the role of CSR in a company. | 4 | 2 | 2 | 3 |
| 24. Discuss three strategies to increase emotional intelligence. | 4 | 3 | 2 | 2 |
| 25. Describe the steps to resolve conflicts. | 4 | 2 | 2 | 3 |
| 26. How do you deal with distractions? Mention any example. | 4 | 3 | 2 | 2 |
| 27. What are the legal implications if CSR is not done by company? | 4 | 2 | 3 | 2 |

PART – C (5 × 12 = 60 Marks)

Answer **ALL** Questions

- | | Marks | BL | CO | PO |
|--|-------|----|----|----|
| 28. a. What do you mean by multiple intelligence and how do you apply those in creating a better and efficient work place? | 12 | 3 | 2 | 3 |

(OR)

- b. Explain how corporate etiquette influence branding of the organization. Bring any two examples of corporate etiquette. 12 2 3 2
29. a. How business idioms and corporate phrases play a part in business communication? Explain with four such idioms and phrases. 12 3 2 2
- (OR)**
- b. What are stressors? How will you overcome stress in business? 12 2 3 2
30. a. What do you mean by inclusive work place? How will you manage it effectively? Discuss with examples. 12 3 2 2
- (OR)**
- b. Discuss the qualities of a good team. 12 3 2 2
31. a. Identify one corporate giant involving in corporate social responsibility. How they transfer the life and society of underprivileged? 12 3 2 2
- (OR)**
- b. Discuss the legal and mandatory norms of executing CSR, as per CSR Act 2013. 12 2 3 3
32. a. Discuss the role of public speaking skills and its impact towards creating a successful career path. 12 3 2 2
- (OR)**
- b. What is emotional intelligence? Analyze its impact on professional and personal life. 12 2 3 2

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