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B.Tech. DEGREE EXAMINATION, MAY 2023
Sixth Semester

18MBH362T – BUSINESS COMMUNICATION AND VALUE SCIENCE - IV
(For the candidates admitted from the academic year 2018-2019 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. The most important goal of business communication is
(A) Favourable relationship between sender and receiver
(B) Organizational goodwill
(C) Receiver response
(D) Receiver understanding | 1 | 2 | 3 | 10 |
| 2. Appeals and representations are used in _____ communication.
(A) Horizontal
(B) Downward
(C) Upward
(D) Grapevine | 1 | 2 | 1 | 10 |
| 3. The study of communication through touch is
(A) Chronemics
(B) Haptics
(C) Proxemics
(D) Semantics | 1 | 2 | 1 | 10 |
| 4. When working to create and maintain a favourable relationship with a receiver, a sender should
(A) Do just what the receiver expects
(B) Impress the receiver by using technical terms
(C) Stress mutual interests and benefits
(D) Use positive wording | 1 | 2 | 2 | 10 |
| 5. Which of the following terms best describes the grapevine as a communication pattern?
(A) Diagonal
(B) Informal
(C) Serial
(D) Verbal | 1 | 2 | 3 | 10 |
| 6. A memorandum is considered a brief form of written communication for
(A) Internal use
(B) External use
(C) Formal use
(D) Legal use | 1 | 1 | 2 | 10 |
| 7. Good business letters are characterized by the following personal quality of the writer
(A) Seriousness
(B) Sincerity
(C) Formality
(D) Humour | 1 | 2 | 1 | 10 |

8. Which of the following is not a barrier to effective communication? 1 1 1 3
 (A) Language (B) Defensiveness
 (C) Filtering (D) Channel richness
9. A persuasive message will fail if 1 2 1 10
 (A) It does not focus on what is in it for the reader (B) It only lists facts
 (C) It moves too slowly (D) It moves slowly, does not focus on what is in it for the reader and lists only facts
10. An example of a communication channel is 1 2 2 10
 (A) Face to face conversation (B) Feedback
 (C) Context (D) Noise
11. A creative way to brainstorm, plan and put your vision into action is to use an 1 2 1 10
 (A) Mind map (B) Visualization
 (C) Time log (D) To do list
12. The information of MIS comes from the 1 2 1 10
 (A) Internal source (B) External source
 (C) Both internal and external sources (D) Neither internal nor external resources
13. The backbone of any organization is 1 2 1 10
 (A) Information (B) Management
 (C) Employee (D) Capital
14. What writing style is usually used in sports? 1 2 2 10
 (A) Objective and detached (B) Personal and critical
 (C) Emotive and judgmental (D) Subjective and detached
15. What does haptic refers to 1 2 1 10
 (A) Communication through touch (B) Communication through words
 (C) Communication through letters (D) Communication through emails
16. Communication with shareholders can be done through meetings, letters and/or advertisements. 1 1 2 10
 (A) True (B) False
 (C) Partially true and partially false (D) Depends on the type of communication
17. The _____ is often interpreted as a lack of understanding or attention. 1 2 1 10
 (A) Noise (B) Silence
 (C) Yawning (D) Disturbance
18. A satisfied customer is the best _____ for any company's product. 1 2 2 10
 (A) Advertisement (B) Message
 (C) Propaganda (D) Opportunity
19. Using the passive voice is a technique of 1 2 1 10
 (A) Emphasis (B) Ordination
 (C) Subordination (D) Grammar

20. Readability is determined by 1 2 1 10
 (A) Handwriting (B) Length of the word/sentence
 (C) Quality of page (D) Other factors

PART – B (5 × 4 = 20 Marks)

Answer ANY FIVE Questions

- | | Marks | BL | CO | PO |
|--|-------|----|----|----|
| 21. Why diversity is good for companies? | 4 | 2 | 1 | 10 |
| 22. What do you mean by communication barriers? Brief them with suitable examples. | 4 | 2 | 1 | 3 |
| 23. How are CSR initiatives carried out in an organization? | 4 | 2 | 1 | 3 |
| 24. How is conflict resolved effectively? | 4 | 2 | 1 | 3 |
| 25. Why stress can be harmful? | 4 | 2 | 2 | 3 |
| 26. What is meant by stressors? Justify with suitable examples. | 4 | 2 | 2 | 12 |
| 27. How do you plan your work when you have multiple conflicting tasks? | 4 | 3 | 2 | 12 |

PART – C (5 × 12 = 60 Marks)

Answer ALL Questions

- | | Marks | BL | CO | PO |
|--|-------|----|----|----|
| 28. a. Bring out the salient features of diversity on work place. | 12 | 2 | 4 | 10 |
| (OR) | | | | |
| b. Identify the best practices of public speaking used in work place? | 12 | 2 | 4 | 10 |
| 29. a. Explain with examples the concept and its importance of Corporate Social Responsibility (CSR). | 12 | 2 | 3 | 3 |
| (OR) | | | | |
| b. Recognize the attributes needed to function and grow a good team in a corporate environment? | 12 | 2 | 3 | 3 |
| 30. a. Why is personal branding important in the image management to stay relevant in the corporate world? | 12 | 1 | 4 | 10 |
| (OR) | | | | |
| b. Using emotional intelligence solve a problem for startup and its initial stages of incubation? | 12 | 2 | 3 | 6 |
| 31. a. How is multiple intelligences applied in interpersonal interactions with different skills? | 10 | 2 | 3 | 3 |
| (OR) | | | | |
| b. Differentiate between business idioms and corporate terms with suitable examples. | 12 | 1 | 4 | 10 |
| 32. a. Identify the best practices to manage and overcome the stress in the real scenarios. | 12 | 1 | 4 | 10 |
| (OR) | | | | |
| b. Bring out the importance of time management and its impact on planning a new project? | 12 | 3 | 4 | 12 |
