30. a. Discuss on the basic rules of technical writing through examples. 10   3   5   5

(OR)

b. What is cloud computing and how does it work? 10   4   3   10

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19MF518MBH361T

B.Tech. DEGREE EXAMINATION, MAY 2022
Fifth Semester

18MBH361T – BUSINESS COMMUNICATION AND VALUE SCIENCE - III
(For the candidates admitted from the academic year 2018-2019 to 2019-2020)

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** should be answered in answer booklet.

Time: 2½ Hours

Max. Marks: 75

PART – A (25 × 1 = 25 Marks)
Answer **ALL** Questions

		Marks	BL	CO	PO

1. Which of the following SWOT elements are internal factors for a business?   1   1   1   2
   (A) Strengths and weaknesses   (B) Opportunities and threats
   (C) Strengths and opportunities   (D) Weaknesses and threats

2. Which of the following is false regarding why a SWOT analysis is used?   1   1   1   2
   (A) To build on the strengths of a   (B) To minimize the weakness of a
        business   business
   (C) To reduce opportunities   (D) To contract threats to a business
        available to a business

3. Who has given the hierarchy of needs theory of motivation?   1   2   2   3
   (A) Abraham Maslow   (B) David McClelland
   (C) Victor vroom   (D) Frederick Herzberg

4. Which among the following theories can be considered as an extension of   1   2   2   3
   Maslow's Hierarchy of needs?
   (A) Alderfer-ERG theory   (B) Maslow-hierarchy of needs
                                       theory
   (C) Herzberg-two factor theory   (D) Vroom's expectancy theory

5. Which among the following is the highest level need under need hierarchy   1   2   2   2
   theory of motivation?
   (A) Physiological need   (B) Social need
   (C) Self esteem need   (D) Self actualization needs

6. Which of the following dams is located in Karnataka?   1   2   3   3
   (A) Tung bhadra dam   (B) Gandhi sagar dam
   (C) Sri sailam dam   (D) Mullai periyar dam

7. River Sutlej enters India through which pass   1   2   3   3
   (A) Zoji la   (B) Nathula
   (C) Lipulekh   (D) Shipki la

8. Which of the following rivers does NOT originate in India?   1   2   3   3
   (A) Ganga   (B) Yamuna
   (C) Brahmaputra   (D) Godavari

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9. Which Indian academy is promoting dance, drama and music?
 (A) Sahitya acadamey   (B) Lalit kala acadamey
 (C) National school of drama   (D) Sangut academy

10. Dandia is a popular dance of
 (A) Punjab   (B) Gujarat
 (C) Tamil Nadu   (D) Maharashtra

11. India's first human space mission "Gaganyaan" will be lunched in which year
 (A) 2022   (B) 2023
 (C) 2024   (D) 2025

12. Which of the following is NOT a computer virus?
 (A) AIDS   (B) Anna kournikova
 (C) Brain   (D) Don

13. India's first super computer param 8000 was launched in year _____
 (A) 1990   (B) 1991
 (C) 1989   (D) 1992

14. _____establishes the technical report.
 (A) Logical conclusion   (B) Illogical conclusion
 (C) Personal prejudice   (D) Misplaced learning

15. Which is NOT a basis for a technical report?
 (A) Facts   (B) Tests
 (C) Personal prejudices   (D) Experiments

16. What is IVR?
 (A) Immediate vocal recognition   (B) Interactive voice response
 (C) Intelligent video recording   (D) Indirect voice reading

17. What is the most commonly performed function of a digital personal assistant?
 (A) Command to action   (B) Ordering lunch
 (C) Data combing   (D) Rerouting calls

18. Which metric evaluates speech technologies effectiveness?
 (A) How many chat bots a company has?   (B) How new the use case is?
 (C) How productive it makes workers?   (D) How quickly it understands are interaction?

19. What is the full form of "AI"?
 (A) Artificially intelligent   (B) Artificial intelligence
 (C) Artificially intelligence   (D) Advanced intelligence

20. Who is the inventor of artificial intelligence?
 (A) Groffrey hinton   (B) Andrew Ng
 (C) John McCarthy   (D) Jurgen Schmd Huber

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21. Which of the following are NOT the sources of secondary data?
 (a) Interview
 (b) Questionnaire
 (c) Observation
 (d) Unpublished thesis
 (A) a alone   (B) a and b
 (C) a, b and d   (D) a, b and c

22. Census data are
 (A) Primary data   (B) Secondary data
 (C) Simulated data   (D) Cross-sectional data

23. The method of collecting primary data is
 (A) Indirect oral investigation   (B) Published sources
 (C) International publications   (D) Publications of business houses

24. _____is a sequential list of questions which is used by the researcher himself to collect data from the field.
 (A) Observation   (B) Interview
 (C) Questionnaire   (D) Schedule

25. The easiest attitudinal scale which is a summated rating scale is the
 (A) Guttman scale   (B) Likect scale
 (C) Thurstone scale   (D) MLA scale

PART – B (5 × 10 = 50 Marks)
Answer **ALL** Questions

	Marks	BL	CO	PO
26. a. What is a SWOT analysis? Apply it on yourself and provide the report.	10	4	1	2
(OR)				
b. Discuss on the importance of a gender awareness campaign.	10	3	3	6
27. a. State and explain the role of science in 'Nation Building'.	10	3	3	6
(OR)				
b. Will machines control us in future? What is your opinion?	10	3	2	10
28. a. Identify a local issue of your own from a rural area and suggest a practical technology solution to the issue.	10	4	3	2
(OR)				
b. Describe the process of data collection using questionnaires.	10	3	5	4
29. a. State and explain the Maslow's theory of motivation.	10	3	2	12
(OR)				
b. What is a culture shock? Explain the ways to overcome culture shock.	10	3	3	6