

25. Peter says, 'I fail because I am stupid, and that means I will always fail'. 1 3 1 6
This is a case of _____
(A) Divergent thinking (B) Self actualization
(C) Achievement motivation (D) Learned helplessness

PART – B (5 × 10 = 50 Marks)

Answer **ALL** Questions

Marks BL CO PO

26. a. Analyse the importance of emotional intelligence in personal and professional lives. 10 2 4 10

(OR)

- b. Show the best practices of public speaking. 10 2 4 10

27. a. Explain the concept of corporate social responsibility and highlight why it is important. 10 2 3 3

(OR)

- b. Relate with the attributes required for work and life of successful entrepreneur. 10 2 3 3

28. a. Point out the best practices for achieving self-awareness. 10 1 4 10

(OR)

- b. Analyse the importance of personal branding to stay relevant in the corporate world. 10 1 4 10

29. a. Apply the knowledge of multiple intelligences in interpersonal interactions. 10 2 3 6

(OR)

- b. Explain the key features of corporate etiquette. 10 2 3 6

30. a. Point out the best practices to manage stress. 10 3 4 12

(OR)

- b. Explain the best time management practices. 10 3 4 12

Reg. No.

B.Tech. DEGREE EXAMINATION, MAY 2022

Sixth Semester

18MBH362T – BUSINESS COMMUNICATION AND VALUE SCIENCE – IV

(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

- The concept that focuses on the availability of jobs to all the individuals without any discrimination is classified as
(A) Equal employment opportunity (B) Nondiscrimination opportunity
(C) Opportunity of equality (D) Discrimination opportunity 1 2 2 10
- The competence of an effective communicator can be judged on the basis of
(A) Personality of communication (B) Experience in the field
(C) Inter activity with target audience (D) Meeting the needs of target audience 1 2 1 10
- Three key features that are critical to successful business writing are
(A) Clarity, conciseness and correctness (B) Composition, correctness and concreteness
(C) Correctness, criticism and clarity (D) Concreteness, clarity and composition 1 2 1 10
- Emotional intelligence is characterized by
(A) Proficient in problem solving (B) Better interpersonal relationship
(C) High abstract thinking ability (D) Good sense thinking ability 1 2 1 10
- The primary purpose of public speaking is to
(A) Display your knowledge about a topic (B) Gain a desired response from listeners
(C) Enhance the audience's self-concept (D) Promote your ethical standards 1 2 1 10
- What are the four generic strategies of social responsiveness?
(A) Proaction, defensive, reinvestment, reaction (B) reaction, defence, reinvestment, proaction
(C) Reaction, defence, investment, withdrawal (D) Reaction, defence, accommodation, proaction 1 2 1 3

7. When business firms use eco-friendly method of production, then they are performing social responsibility towards _____ group. 1 2 1 3
 (A) Customer (B) Shareholder
 (C) Employees (D) Community
8. What proportion is required for companies like alpha-beta, to spend on activities related to social causes? 1 2 1 3
 (A) 5% of the average net profit for past 3 years (B) 2% of the average net profit for past 3 years
 (C) 3% of the average net profit for past 5 years (D) 5% of the average net profit for past 5 years
9. Characteristics of organizational culture include all but which one of the following? 1 2 1 3
 (A) Common language, terminology and norms of behavior (B) Sustainability policies
 (C) Preference for formed or informal communication (D) Rulebook of do's and don't's staff
10. What is the term for the set of behaviours and tasks that a member of the group is expected to perform because he or she is a member of the group. 1 2 1 3
 (A) Group roles (B) Virtual teamwork
 (C) Synergy (D) Role making
11. Basic career success skills include all of the following, EXCEPT: 1 1 1 3
 (A) Speaking (B) Writing
 (C) Listening (D) Programming
12. Why do you need a personal brand when searching for a job? 1 1 1 3
 (A) Group all like-minded candidates together (B) Distinguish yourself from your competition
 (C) Differentiate yourself from a company's brand (D) Group all unlike - minded candidates together
13. What components make up a personal brand? 1 1 1 3
 (A) Appearance + attributes + unique value proposition (B) Appearance + personality + attributes + competencies
 (C) Attributes + competencies (D) Appearance + competencies
14. In order to describe your feelings, an effective strategy is to 1 1 1 3
 (A) Identify what triggered the feelings, identify the particular emotion, use "I feel" to name the emotion (B) Blame the person who triggered the feelings, identify the particular emotion, use "I fell" to name the emotion
 (C) Save up all of you feelings for years (D) Write it down

15. Emotional intelligence is different from other intelligences in that 1 1 1 3
 (A) It is a set of skills (B) It can be measured using tests easily
 (C) The focus is on emotional reasoning, ability and knowledge (D) It is a new type of intelligence
16. Through which processes would creative/ experiential intelligence emerge 1 2 2 12
 (A) Reconstruction or confabulation (B) Insight or automaticity
 (C) Deductive reasoning or trial and error (D) Algorithms or inductive reasoning
17. Which of the following is NOT a characteristics of conflict? 1 2 2 12
 (A) Expressed struggle (B) Independent parties
 (C) Perceived incompatible goal (D) Perceived interference for outside
18. In business, when you fail to recall the name of a person met earlier, you can ask him or her: 1 2 2 12
 (A) To excuse you for forgetting his or her name (B) For his or her surname
 (C) For his or her initials (D) For his or her business card
19. Which of the following is NOT direct method to solve intergroup conflict? 2 3 2 12
 (A) Problem solving (B) Removing key person in conflict
 (C) Persuasion (D) Domination by the management
20. A real or perceived threat or challenge that causes the body to produce a response is a _____. 1 2 2 12
 (A) Injury (B) Frustration
 (C) Stressor (D) Phobia
21. The physical and mental response that our bodies go through when exposed to challenges or perceived threats is _____. 1 3 1 6
 (A) Stress (B) Trauma
 (C) Distress (D) Eustress
22. After being exposed to a crisis, the body tries to return to homeostasis, this is referred to as a _____.
 (A) Reactive response (B) Overload
 (C) Challenge (D) Adaptive response
23. Which of the following is best strategy for effectively planning out your time? 1 3 1 6
 (A) Prioritize all your tasks (B) Ignore all the unexpected work
 (C) Delay any unnecessary work (D) Take your time to finish a task
24. Motivation is 1 3 1 6
 (A) Our ability to understand and perceive emotions (B) An internal state that guides our behavior to attain the goal
 (C) Our ability to understand cultural norms and values (D) Our ability to adopt to our environment