

B.Tech DEGREE EXAMINATION, NOVEMBER 2023

Fifth Semester

18MBH361T - BUSINESS COMMUNICATION AND VALUE SCIENCE - III

(For the candidates admitted during the academic year 2020 - 2021 & 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** and **Part - C** should be answered in answer booklet.

Time: 3 Hours

Max. Marks: 100

PART - A (20 × 1 = 20 Marks)

Marks BL CO

Answer all Questions

- | | | | | |
|---|--|---|---|---|
| 1. Who is the world champion of public speaking?
(A) Malala Yousafzai
(C) D. Hettiarachchi | (B) W. Shakespeare
(D) Sigmund Freud | 1 | 1 | 1 |
| 2. SWOT vs. TOWS is a / an _____ act.
(A) balancing
(C) educational | (B) business
(D) public | 1 | 1 | 1 |
| 3. What is the expansion of 'A' in VUCA?
(A) Almighty
(C) Acceptability | (B) Ambiguity
(D) Achievement | 1 | 1 | 1 |
| 4. Find out the growth needs available in Maslow's hierarchy of needs.
(A) Physiological needs
(C) Esteem needs | (B) Safety needs
(D) Self-Actualization needs | 1 | 2 | 1 |
| 5. "Red River" is the nickname of the _____.
(A) Ganga
(C) Cauvery | (B) Brahmaputra
(D) Narmada | 1 | 2 | 2 |
| 6. The _____ was built by the Chola in the second century AD.
(A) Sathanur Dam
(C) Mattur Dam | (B) Mirukandanathi Dam
(D) Kallanai Dam | 1 | 1 | 2 |
| 7. India's Ministry of Culture recognizes _____ classical dance styles in India.
(A) 8
(C) 12 | (B) 10
(D) 13 | 1 | 1 | 2 |
| 8. Cross-Cultural Communication is a process of respecting and engaging with people from _____.
(A) Other cultures
(C) both | (B) own culture
(D) none | 1 | 2 | 2 |
| 9. Who is the author of the treatise "Charaka Samhita"?
(A) Sushruta
(C) Charaka | (B) Kanad
(D) Nagarjuna | 1 | 1 | 3 |
| 10. Father of Surgery is _____.
(A) Varahamihira
(C) Patanjali | (B) Bhaskara II
(D) Sushruta | 1 | 1 | 3 |

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|---|---|---|---|
| 11. _____ served as president of the 'Association for Women in Mathematics' from 1981 to 1983. | 1 | - | |
| (A) Raman Parimala | | | |
| (B) Shakuntala Devi | | | |
| (C) Renuka Ravindra | | | |
| (D) Bhama Srinivasan | | | |
| 12. Repair manuals, owner manuals, engineering specifications, and reference works are examples of _____. | 1 | 2 | |
| (A) technical review | | | |
| (B) technical reports | | | |
| (C) technical documentation | | | |
| (D) technical acceptance | | | |
| 13. Siri, Google Assistant and Amazon Alexa are integrated into _____. | 1 | 2 | 4 |
| (A) Smart phones and smart speakers | | | |
| (B) smart watches | | | |
| (C) smart televisions | | | |
| (D) smart home appliances | | | |
| 14. Point of sale software is used in _____. | 1 | 2 | 4 |
| (A) Design and photography | | | |
| (B) Healthcare | | | |
| (C) Architecture | | | |
| (D) Retail and Food | | | |
| 15. The wheel was introduced in the _____ BC. | 1 | 1 | 4 |
| (A) 1 st millennium | | | |
| (B) 2 nd millennium | | | |
| (C) 4 th millennium | | | |
| (D) 6 th millennium | | | |
| 16. Expansion of IOT is _____. | 1 | 2 | 4 |
| (A) Internet of Teaching | | | |
| (B) Internet of Technology | | | |
| (C) Internet of Techniques | | | |
| (D) Internet of Things | | | |
| 17. _____ is an organizational initiative to achieve certain outcomes within a timeframe and a budget. | 1 | 2 | 5 |
| (A) Project | | | |
| (B) Conference | | | |
| (C) Workshop | | | |
| (D) Agenda | | | |
| 18. _____ is / are essential to provide a clear, unambiguous picture. | 1 | 2 | 5 |
| (A) Verbal communication | | | |
| (B) Diagrams | | | |
| (C) Non-verbal communication | | | |
| (D) Signals | | | |
| 19. Social issues can be easily and effectively solved through _____. | 1 | 1 | 5 |
| (A) creating unemployment | | | |
| (B) creating jobs | | | |
| (C) unethical support | | | |
| (D) violating a system | | | |
| 20. Facts and statistics collected together for reference or analysis are defined as _____. | 1 | 1 | 5 |
| (A) case study | | | |
| (B) data | | | |
| (C) article | | | |
| (D) seminar | | | |

PART - B (5 × 4 = 20 Marks)

Answer any 5 Questions

- | | | | |
|---|---|---|---|
| 21. Explain the characteristics of the internal factors of the SWOT analysis. | 4 | 3 | 1 |
| 22. Define Cross-Cultural Communication and write the importance of it. | 4 | 3 | 2 |
| 23. Discover the gender roles in family life. | 4 | 3 | 3 |
| 24. Write the achievements of Bhaskara II. | 4 | 3 | 4 |
| 25. Explain the Mobile App Integration and Voice-Tech Healthcare in AI. | 4 | 3 | 5 |
| 26. Write shortly on the concept of maintaining a smart home through IOT. | 4 | 3 | 1 |
| 27. Explain any two types of projects. | 4 | 3 | 2 |

PART - C (5 × 12 = 60 Marks)

Answer all Questions

Marks BL CO

Marks BL CO

- | | | | | |
|-----|---|----|---|---|
| 28. | (a) Analyze the motivational messages in Dananjaya Hettiarachchi's "World Championship of Public Speaking 2014". | 12 | 4 | 1 |
| | (OR) | | | |
| | (b) Evaluate the importance of Maslow's Hierarchy of Needs to the learners with examples. | | | |
| 29. | (a) Discuss the Indian Rivers System. | 12 | 4 | 2 |
| | (OR) | | | |
| | (b) Analyze the values of globalization in sociology and localization. | | | |
| 30. | (a) Narrate the history of ancient Indian scientists who shaped the world. | 12 | 6 | 3 |
| | (OR) | | | |
| | (b) List out the famous Indian female mathematicians and write about any two of them. | | | |
| 31. | (a) Summarize the importance of Artificial Intelligence in everyday life. | 12 | 5 | 4 |
| | (OR) | | | |
| | (b) Enumerate the salient features of technical skills with examples. | | | |
| 32. | (a) Write an essay about your experience of collecting information about local issues in an underprivileged part of a city. | 12 | 5 | 5 |
| | (OR) | | | |
| | (b) Narrate the 6 steps to find a good case study. | | | |

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