

School of Computing  
First CIA Exam - Feb 2025

Course Code: ENG316

Course Name:

**BUSINESS COMMUNICATION & VALUE  
SCIENCE - IV**

Duration: 90 minutes

Max Marks: 50

### PART A

Answer the following questions

**2X10=20 MARKS**

Q1. Imagine you have been working as a Marketing Manager at a company for the past three years. Due to personal reasons, you have decided to resign from your position. You want to leave on good terms and maintain a professional relationship with your employer. Write a **formal resignation letter** to your supervisor. Remember to follow the principles of communicative writing: clarity, conciseness and a professional tone.

Q2. A company is planning to install a network of electric vehicle (EV) charging stations across the country. As the founder, draft the **Vision and Mission**, outlining the company's purpose and long-term aspirations.

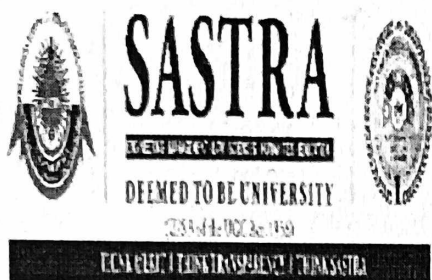
### PART B

Answer the following questions

**2x15=30 MARKS**

Q3. A tech company is about to launch a new smartphone designed for seniors, featuring simplified interfaces, larger buttons, and health-related apps. As the CEO of the company draft an **executive summary** to present to potential investors, highlighting market opportunity, expected growth, and funding requirements.

Q4. In your sales department, an ongoing contest designed to boost numbers has resulted in increased tension among team members. Two particularly competitive employees, John and Lisa, have been at odds, each accusing the other of unfair tactics to win. Their rivalry has escalated to the point where it is affecting the atmosphere of the entire team, leading to divisions and reduced cooperation. Provide **solutions (at least TWO)** to resolve this workplace conflict.



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**PART A**

**Answer the following questions**

**2X10=20 MARKS**

Q1. You are part of a team project where one of your teammates, Sarah, was responsible for creating the presentation slides. After reviewing the slides, you notice that the design is clean, and the information is well-organized. However, there are a few minor grammatical errors that need correction.

Using the **SBI Model (Situation-Behaviour-Impact)**, provide positive feedback to Sarah about her work on the presentation slides.

Q2. You recently attended a group meeting where your colleague, John, facilitated the discussion. John did an excellent job keeping the conversation on track and encouraged everyone to share their opinions. However, there were a few moments when some participants didn't have the chance to speak as much due to time constraints.

Using the **SBI Model (Situation-Behaviour-Impact)**, provide positive feedback to John on his performance as the meeting facilitator.



## PART B

Answer the following questions


2x15=30 MARKS

Q3. Imagine you are working on a project with a colleague, Emily, who has been feeling stressed and overwhelmed by her workload. She seems to be getting frustrated more easily during team meetings and has difficulty managing her emotions when things don't go as planned. You want to offer some support and guidance to help her manage her emotions effectively and ensure her emotional well-being at work.

Using your knowledge of **emotional intelligence (EQ)**, provide **solutions**(at least 3) to Emily that could help her improve her emotional well-being and create a more positive and productive work environment.

Q4. Imagine you are a team leader at work, and you have multiple deadlines approaching for different projects. You are also responsible for leading team meetings, addressing client emails, and helping your team members with their tasks. Lately, you have been feeling overwhelmed because you're finding it difficult to juggle all the responsibilities, leading to stress and a decline in productivity.

Using your knowledge of **time management**, suggest **practical solutions**(at least 3) to help you better manage your time at work and create a more balanced and productive workday.

 <b>SASTRA</b> <small>SAHAKARA</small> <small>DEEMED TO BE UNIVERSITY</small> <small>ESTABLISHED IN 1983</small> <small>SAHAKARA</small>	<p align="center"> <b>School of Computing</b>  <b>III CIA Exam – MAY 2025</b>  <b>Course Code: ENG316</b>  <b>Course Name:</b>  <b>BUSINESS COMMUNICATION &amp; VALUE</b>  <b>SCIENCE – IV</b>  <b>Duration: 90 minutes      Max Marks: 50</b> </p>
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### **PART A**

**Answer the following questions**

**2X10=20 MARKS**

**Q1.** You have been part of a volunteer group for a local community project for over a year. Recently, due to increasing personal commitments, you are no longer able to contribute the time and energy the group requires. You want to step back respectfully while showing appreciation for the experience. Write a message to the group coordinator explaining your decision. Remember to follow the principles of communicative writing: clarity, conciseness and a professional tone.

**Q2.** You recently worked on a group presentation for a university course. One of your teammates, Priya, took the lead in organizing the presentation structure and assigning roles. She was well-prepared, communicated clearly, and helped the group stay focused on deadlines. However, during the actual presentation, she spoke for a bit longer than the allocated time, leaving less room for others to contribute.

Using the **SBI Model (Situation–Behavior–Impact)**, provide constructive and positive feedback to Priya on her role as the team leader during the group project.



## PART B

Answer the following questions

**2x15=30 MARKS**

Q3. A startup focused on sustainable fashion is preparing to launch a new clothing line made entirely from recycled and biodegradable materials. The brand targets environmentally conscious young adults and emphasizes ethical labor practices and transparent sourcing. As the CEO of the company, draft an executive summary to present to potential investors, highlighting the market opportunity, sustainability trends, target audience, and funding requirements.

Q4. Imagine you are a university student enrolled in multiple demanding courses this semester. You also have part-time work commitments, club meetings, and personal responsibilities. Lately, you've been feeling overwhelmed trying to keep up with assignments, study sessions, and extracurricular activities, which has started to affect your academic performance and overall well-being.

Using your knowledge of time management, suggest at least three practical strategies to help you organize your tasks, reduce stress, and maintain a healthy study-life balance.