

B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2023

Sixth Semester

Computer Science and Business Systems

20HSEN601 – BUSINESS COMMUNICATION AND VALUE SCIENCE – IV

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,</i>
<i>K-Level, CO</i> |
|---|-------------------------------------|
| 1. Define ' <i>Diversity</i> '. | 2,K1,CO1 |
| 2. List out the benefits of having diversity in workplace. | 2,K1,CO1 |
| 3. Name some DO's of writing a business letter. | 2,K1,CO2 |
| 4. Why do people write letters to the Editor? | 2,K2,CO2 |
| 5. Define ' <i>Emotional Intelligence</i> '. | 2,K1,CO3 |
| 6. Mention a few common obstacles one faces in Public Speaking. | 2,K2,CO3 |
| 7. Define ' <i>Corporate Social Responsibilities</i> '. | 2,K1,CO4 |
| 8. What are the qualifications of a good team member? | 2,K1,CO4 |
| 9. Give some tips to manage stress in general. | 2,K1,CO5 |
| 10. List out a few tips to manage one's time efficiently. | 2,K1,CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Write an essay on importance of Diversity in a corporate workplace. 13, K2, CO1
- OR**
- b) Outline the challenges we face in cultural diversity in globalized society. 13, K2, CO1
12. a) Write a letter of complaint to the Editor of a newspaper about scarcity of water in Chennai. You letter should also suggest suitable solutions to tackle the problem of scarcity of water in the city. 13, K2, CO2
- OR**
- b) Write a proposal for an Angel Investor to invest in your start-up company. Invent necessary details. 13, K2, CO2

13. a) Describe various Multiple Intelligences and learning styles that can be adopted in a workplace. 13,K2,CO3

OR

- b) Enumerate some best practices that one can adopt for better public speaking. 13,K2,CO3

14. a) Outline the attributes one needs to imbibe in order to maintain Work and Life balance. 13,K2,CO4

OR

- b) **Explain the meaning of the following Business Idioms and Corporate terms with suitable examples.** 13,K2,CO4

- (i) Bring something to the table (2 Marks)
- (ii) Cover the bases (2 Marks)
- (iii) Hit the ground running (2 Marks)
- (iv) Run the numbers (2 Marks)
- (v) All hands on deck (2 Marks)
- (vi) Bottom line (2 Marks)
- (vii) Downsize (1 Mark)

15. a) Provide some recommendations for effective conflict management in corporate environment with suitable examples. 13,K2,CO5

OR

- b) List out some best strategies, suggestions and advice to handle stress in one's professional and personal life. 13,K2,CO5

PART - C (1 × 15 = 15 Marks)

16. a) **Imagine the following scenario:** You are a project manager and you have two team members who constantly disagree with each other. While planning to market your company project one favours online marketing and the other bats for traditional marketing. You are worried that their conflict will affect team morale and derail the product launch. Develop a strategy and explain how it will work resolving the simmering conflict. 15,K3,CO6

OR

- b) Write a letter to the HRD Manager of CMT Infosys, Chennai, applying for the post of Systems Analyst. Enclose your resume along with your letter. 15,K3,CO6