

B.E. / B.Tech. - DEGREE EXAMINATIONS, NOV/DEC 2022 (MARCH 2023)

First Semester

Computer Science and Business Systems

20HSEN102 - BUSINESS COMMUNICATION AND VALUE SCIENCE - I

(Regulations 2020)

Duration: 3 Hours

Max. Marks 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

Marks,
K-Level, CO
2,K1,CO1

1 Choose the correct answer.

- a. A passive listener is someone who
 - i. Does not lend his ears to the speaker
 - ii. Does not miss a single word from the speaker
 - iii. Listens partially without paying full attention
 - iv. Maintains eye contact with the speaker
- b. The type of listening that helps in building trust and understanding the speakers feelings and emotions is
 - i. Empathetic listening
 - ii. Therapeutic listening
 - iii. Comprehensive listening
 - iv. Critical listening

2, K1CO1

2 Identify the most appropriate meaning of the underlined idiom.

- a. Usha looked blue in the face after the marathon.
 - i. Extremely happy
 - ii. Completely satisfied
 - iii. To be exhausted
 - iv. To be energetic
- b. I think it will cost an arm and a leg to get the car my brother wants. tried to cause an accident
 - i. Be an easy task
 - ii. Be very expensive
 - iii. Be a foolish idea
 - iv. Be against the law

2,K2,CO2

3 Choose the correct answer.

- a. "Barking dogs seldom bite." Identify the adverb in the sentence.
 - i. Seldom
 - ii. hard
 - iii. test
- b. "The sky is clear." The word "clear" is...
 - i. A verb
 - ii. An adverb
 - iii. An adjective

2,K1,CO2

4 Choose the correct answer.

- a. In context of computing, what is the full form of WAN?
 - i. Wide application Network
 - ii. Wide Area Network
 - iii. Wide Animation Network
 - iv. Wikipedia Application Number

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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- b. What does the term DNS stand for?
- Domain Name System
 - Domain Number System
 - Dotmatrix Newton Sector
 - Domain Number Service

5 **Choose the correct answer**

2,K3,CO4

- a. You want to close a conversation. You've made the appropriate verbal statements. What can you do nonverbally to indicate that you are ready to walk away?
- Scan the scene around you with your eyes
 - Lean in closer to your conversation partner
 - Remain seated
 - Continue to keep your paralanguage upbeat
- b. When attempting to talk to a stranger, which of the following strategies should you try to include?
- Paying attention to nonverbal cues
 - Asking a question that requires a lot of self-disclosure
 - Making a comment
 - i and iii only

6 **Match List I with List II**

2,K2,CO4

List I	List II
Attribute	Characteristics
A. Etiquette	I. Firm decision
B. Protocol	II. Polite and correct behaviour
C. Determination	III. Make others believe
D. Persuasive	IV. System of rules

Choose the correct answer from the options given below

- A-I, B-II, C-III, D-IV
- A-II, B-IV, C-I, D-III
- A-III, B-IV, C-I, D-II
- A-IV, B-I, C-II, D-III

7 **Choose the correct passive voice from the options given**

2,K3,CO5

- a. The government is constructing a new bridge.
- A new bridge is constructed by the government.
 - A new bridge has been constructed by the government
 - A new bridge is being constructed by the government.
 - A new bridge has constructed the government.
- b. Place the book on the table.
- Let us book the table.
 - The book is to be placed on the table.
 - Let the book be placed on the table.
 - Let the table be placed on the book.

8 **Choose the correct answer:**

2,K2,CO5

- a. The hormone that is responsible for stress is
- Adrenaline
 - Melatonin
 - Cortisol
 - Insulin

- b. Stress can be positive
i. True ii. False

9 **Choose the correct answer:**

2,K2,CO6

- a. The discipline that is concerned with what is morally good or bad; right or wrong is:
i. Philosophy
ii. Personality
iii. Genetics
iv. Ethics
- b. Something that rouses people to act positively:
i. Stimulus
ii. deterrent
iii. Tranquilizer
iv. Impediment

10 **Choose the correct order to frame a sentence**

2,K2,CO6

- a.
1. wash
2. the
3. I
4. never
5. car

i. 52314 ii. 41235 iii. 34125 iv. 13245

- b.
1. skates
2. he
3. fridays
4. on
5. always

i. 25143 ii. 25314 iii. 13254 iv. 13524

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Comment on the 'barriers to effective listening' and suggest ways to overcome them. 13,K2,CO1

OR

- b) 'Education' or 'Experience'- which holds more value? Substantiate your views in not less than 300 words. 13,K2,CO1

12. a) Imagine yourself to be the sports secretary of your college. You have successfully co-ordinated and conducted various games and events as part of the Annual sports day. Prepare a detailed report which has to be submitted to the principal of your college. 13,K3,CO2

OR

- b) As a Team leader draft an email congratulating your team on the successful completion of a project and invite them for a success party 13,K2,CO2

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create 11761

mentioning the time and place of the event.

13. a) You are visiting an electronics showroom for buying a laptop for your academic purpose. Construct a dialogue between you and the salesman with a minimum of eight exchanges. 13,K2,CO4
- OR**
- b) "Non-Verbal Communication is an integral part of business communication" Explain the different forms of Non-verbal communication with examples. 13,K2,CO4
14. a) "The greatest weapon against stress is to choose one thought over another." Define 'stress' and provide possible solutions to regulate it. 13,K2,CO5
- OR**
- b) What are life skills? Why are they important? Elucidate with examples. 13,K3,CO5
15. a) "Your attitude, not your aptitude, determines your altitude." Write an essay reflecting on the importance of attitude for personal growth. 13,K3,CO5
- OR**
- b) Discuss the importance of leadership as an essential trait in transforming teamwork into a reality. 13,K2,CO6

PART - C (1 × 15 = 15 Marks)

16. a) ABC Engineering Solutions is looking for dynamic engineers from all branches for its Chennai office. Incumbent should be an engineer from a reputed institute and should have a minimum of two years working experience. Send your application with your resume to the HR Manager, ABC Engineering Solutions, Anna Salai, T.Nagar, Chennai-17. 15,K3,CO3
- OR**
- b) Draft a job application letter with Curriculum Vitae (CV) responding to the following advertisement: 15,K3,CO3
- Wanted : Technical Support Executives
Qualification : Any Degree in Engineering with proficiency in English and good Interpersonal Skills.
Mail to : The Personal Manager
Zen Solutions International
30, O.M.R, Chennai -600 096.