| Reg. No. |
|----------|
|----------|

Question Paper Code

12520

B.E. / B.Tech. - DEGREE EXAMINATIONS, NOV / DEC 2023

First Semester

Computer Science and Business Systems

20HSEN102 - BUSINESS COMMUNICATION AND VALUE SCIENCE - I

(Regulations 2020)

Duration: 3 Hours Max. Marks: 100

$PART - A (10 \times 2 = 20 Marks)$

Answer ALL Questions

| 1. | List any four types of listening. | K-Level, CO 2,K1,CO1 |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| 2. | (i). Identify the sentence that has a preposition. | 2,K1,CO1 |
| | a. We will talk b. She asked about the dog | |
| | c. Keep working hard d. The cat ran | |
| | (ii). Identify the sentence that does not have an adjective. | |
| | a. She had a red scarf. b. He had chocolate milk. | |
| | c. Can we play volleyball? d. The small dog barked. | 2 K1 G02 |
| 3. | (i) Choose the correct sentence. | 2,K1,CO2 |
| | a. Sam have gone to buy some groceries. | |
| | b. Sam had going to buy some groceries. | |
| | c. Sam be going to buy some groceries.d. Sam is going to buy some groceries. | |
| | | |
| | (ii). Choose the correct sentence. | |
| | a. I did not accompanied them.b. I do not accompanied them.c. I does not accompany themd. I do not accompany them. | |
| 4. | What are the considerations in framing headlines? | 2,K1,CO2 |
| 5. | | 2,K1,CO3 |
| | What is the purpose of a resume? | |
| 6. | Choose the correct answer. | 2,K1,CO3 |
| | (i) option helps to save an unfinished email without sending it. a. Save as Draft b. Inbox c. Sent Items d. Trash | |
| | (ii). Which of the following is mandatory for sending an email? | |
| | a. Body b. Sender mail ID c. Attachment d. Subject | |
| 7. | Rewrite the Active voice into Passive voice. | 2,K1,CO4 |
| , - | (i). Shreya Ghoshal sings melodious songs. | |
| | (ii). Rita will take a photograph. | |
| 8. | Name any two advantages of Oral Communication. | 2,K1,CO4 |
| 9. | Select the most appropriate meaning of the given phrase/idiom. | 2,K1,CO5 |
| | (i) Dance to someone's tune | |
| | a. Argue with others on petty matters | |
| | b. Delay in making a decision | |
| | c. Do what others want you to do | |
| 1/1 | | 12520 |

Marks,

- d. Be engaged in an energetic activity (ii) Leave no stone unturned
- a. Try everything possible
- b. Leave the path halfway
- c. Not make enough efforts d. Turn everything upside down
- (i). Rachael is waiting in the interview hall to get recruitment in INFOSYS. 2.K1.CO5 The person who is next to Rachael asks him to expand INFOSYS.

Imagine yourself as Rachael and what will be your answer?

- a. Information systems
- b. Informated systems
- c. Info- providing system
- d. Info-graphic system
- (ii). Expand the following Abbreviation.

LLR

- a. Learner license registration
- b. Learning License registration
- c. Learner licensing registration d. None of the above

PART - B $(5 \times 13 = 65 \text{ Marks})$

Answer ALL Questions

Write a set of dialogues (with at least eight exchanges) between Airtel 13,K2,CO1 11. Customer Care Official and a Customer complaining about his Wi-Fi connection.

- Engage yourself in a conversation with your friend on a Sunday 13,K2,CO1 afternoon in connection with watching a movie at a theatre in Anna Salai. Decide about the film you want to watch, along with your friend, in a conversation with at least 8 exchanges.
- 13,K3,CO2 12. Write TWO paragraphs on your favourite Celebrity explaining in detail a) the values he/she demonstrates.

OR

- You are the Student Secretary of your college NSS club. Write a report 13,K3,CO2 on the Blood Donation Camp conducted at your college to be published in a reputed newspaper.
- 13.K3.CO3 13. Draft a resume for a fresher who has just completed his/her B.Tech.
 - 13,K3,CO3 Zena Systems wants fresh Engineering graduates from any stream for their new branch in Coimbatore. Write a job application along with a cover letter and send it to The HR, Zena Systems, 148, Prithvi Avenue, Raja Annamalaipuram 4th Main Road, Chennai - 28 by speed post. (The Hindu, 2nd of this month, 2024.)
- 13,K2,CO4 14. a) Why are life skills so important in human life? Explain in detail.
 - b) Describe the different types of communication with examples. 13,K2,CO4
- What are the challenges faced because of diversity? Develop your 13,K2,CO5 15. views into an essay.

b) Summarise the following passage in 150 words.

Perhaps the most relevant form of mass communication, newspapers can be described as a periodical publication containing news articles worldwide. The oldest newspapers in the world were handwritten pamphlets informing people about world affairs and essential commodities prices. However, these "newspapers" were circulated only with permission granted by the ruling government. Much has changed since then.

Now, newspapers are not only a means of information about events occurring around the world, but newspapers also serve as a means of entertainment. Moreover, in today's day and age, newspapers can choose to freely criticize the government's actions without fear of punishment or censorship. Newspapers enable citizens to make an informed choice about their leaders by providing heaps of information about their activities- social work, political affiliations, scams, and corruption. To ordinary citizens, newspapers serve as an authentic and accurate medium of news. People rely on newspapers to confirm or confute any piece of information that they may have heard elsewhere. Apart from reporting daily events, newspapers educate the masses about various social matters within a country- class conflict and tension, dynamics of religious groups, caste system, dowry, child marriage and domestic violence- to name a few.

Several newspapers publish interviews with famous personalities and celebrities who recount their rise to fame, the trials and tribulations they went through and open up about their personal lives. Newspapers also present an opportunity for various published authors to write columns or editorials about a particular topic. These columns are referred to as opinion pieces and are supposed to sway the public's opinion in their favour on a specific matter.

Newspapers can also play a crucial role in advertising. Companies, brands, and individuals can advertise their products and businesses with the help of newspapers. Individuals can also send out matrimonial advertisements in search of a potential partner. Thus, newspapers have multifaceted uses and indeed form an essential component of mass communication.

PART - C $(1 \times 15 = 15 \text{ Marks})$

Does success depend on the competency of team members or the 15,K3,CO6 16. capability of its leader? Explain your stance with an example from any field.

OR

What is stress and what are the healthy ways to manage stress? Discuss 15,K3,CO6 b) in detail.