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Question Paper Code	12836
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B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2024

Second Semester

Computer Science and Business Systems

20HSEN202 - BUSINESS COMMUNICATION AND VALUE SCIENCE - II

Regulations - 2020

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks</i> | <i>K-
Level</i> | <i>CO</i> |
|---|--------------|---------------------|-----------|
| 1. Identify the error and correct it.
(a) The Three Musketeers were written by Dumas.
(b) One of my teachers have written a letter of recommendation for me. | 2 | K1 | CO1 |
| 2. Put appropriate punctuation marks in the following sentences.
more than twenty years ago Indian airlines decided to computerize some of their operations these were to begin with financial control and inventory control | 2 | K1 | CO1 |
| 3. Choose the correct compound words to fill the blanks.
(crossword, acid, alarm, engine, rain, radio, fire, valve, signals, puzzle)
(a) A _____ is fitted in the factory to prevent the accidents.
(b) The children were trying to solve the _____.
(c) The tower receives _____ from the satellite.
(d) Global warming results in _____. | 2 | K2 | CO2 |
| 4. Define any TWO of the following.
(a) Chip (b) Modem (c) Multimedia | 2 | K1 | CO2 |
| 5. Choose the correct word that substitutes the highlighted phrases in the following sentences.
(a) To write under a different name.
(i) pseudonym (ii) petname (iii) nickname (iv) birthname
(b) Medical study of skin and its diseases.
(i) Endocrinology (ii) Gynaecology (iii) Dermatology (iv) Orthopaedics | 2 | K1 | CO3 |
| 6. Frame Wh-questions for the following statements.
(a) The birds flew away from the cage yesterday.
(b) James writes good poems. | 2 | K2 | CO3 |
| 7. Express the use/purpose for the following items using the hints given.
(a) Carbon paper: duplicate copies.
(b) Barometer: measures atmospheric pressure. | 2 | K1 | CO4 |
| 8. (a) Which team role involves turning decisions into tasks?
(i) implementer (ii) plant (iii) shaper (iv) team worker
(b) According to Belbin (1981) an extroverted and enthusiastic person fits with what role?
(i) Coordinator (ii) shaper (iii) resource investigator (iv) implementer | 2 | K1 | CO4 |

9. Combine the following sentences using appropriate casual expressions. 2 K2 CO5
 (therefore, since, hence, that is why)
 (a) Advertising is designed in an attractive way. It stimulated demand.
 (b) The temperature reached very high. Some method of cooling must be adapted.
10. Complete the Verbal Analogy. 2 K2 CO5
(a) Matricide : Mother :: Homicide :
 (i) Human being (ii) Children (iii) Father (iv) Apes
(b) Line : Square :: Arc : ?
 (i) Ring (ii) Sphere (iii) Circle (iv) Ball

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Rewrite the jumbled sentences in sequential order so that they follow one another in a logical and correct manner. 13 K2 CO1
- i. Our Buddha was the light of Asia.
 - ii. India's message has always been one of love and peace.
 - iii. He shook the foundation of the British rule in India through non-violence.
 - iv. It has been a source of light and wisdom to the rest of the world.
 - v. Ashoka, moved by the horrors of Kalinga War, adopted the message of non-violence.
 - vi. The greatest apostle of non-violence in rest years was Mahatma Gandhi.

Give a suitable title. (1 mark)

OR

- b) Rewrite the jumbled sentences in sequential order so that they follow one another in a logical and correct manner. 13 K2 CO1
- i. This is because Venice has no streets.
 - ii. There are about four hundred old stone bridges joining the island of Venice.
 - iii. In the city there are no motor cars, no horses, no buses.
 - iv. These small islands are near one another.
 - v. It is not an island but a hundred and seventeen islands.
 - vi. Venice is a strange and beautiful city in the north of Italy.

Give a suitable title. (1 mark)

12. a) i) Read the following passage carefully and answer the questions that follow: 6 K2 CO2
 Sporting activities are essentially modified forms of hunting behaviour. Viewed biologically, the modern footballer is revealed as a member of distinguished hunting pack. His killing weapon has turned into a harmless football and his prey into a goal-mouth. If his aim is

accurate and he scores a goal, he enjoys the hunter's triumph of killing his prey. To understand how this transformation had taken place, we must briefly look back again at our ancient ancestors. They spent over a million years evolving as co-operative hunters. Their very survival depended on successes in the hunting field. Under this pressure their whole way of life, even their bodies become radically changed. They were co-operative as skillful male- group attackers. Then about 10 thousand years ago, after their immensely long, formative period of hunting their food, they became farmers. Their improved intelligence so vital to their old hunting life was put a new use-that of penning, controlling and domesticating their prey. The hunt became suddenly obsolete. The food was there on the forms, awaiting their needs. The risks and uncertainties of the hunt were no longer essential for survival.

I. Choose the correct meaning for the following words:

- (a) triumph - (i) defeat (ii) surrender (iii) victory
- (b) evolve - (i) growth (ii) gradual development (iii)sterile
- (c) prey - (i) worship (ii) food of an animal (iii) dead of an animal
- (d) obsolete - (i) out of date (ii) up to date (iii) bill date

II. Say true or false:

- (a) Sporting activities exhibit the hunting instinct of mankind.
- (b) Football becomes prey into a goal mouth.

ii) Explain Good writing and Bad writing in 200 words. 7 K2 CO2

OR

b) Explain the importance of vision and mission statements and why should you create vision and mission statements? What are the benefits of vision and mission statements? 13 K2 CO2

13. a) What are the 9 team roles identified by Meredith Belbin in the analysis of Belbin Team Roles? Explain with Definitions and Examples. 13 K2 CO3

OR

b) How personality tests help in improving self-knowledge? Explain the five personality traits in detail. 13 K2 CO3

14. a) Imagine that you are the Manager of Sri Krishna Crackers & Fireworks. There has been a fire accident in the cracker manufacturing unit and one of the workers has been badly hurt and admitted in ICU. The Managing Director has asked you to submit a detailed report on the accident held and offer some recommendations for averting such accidents in the future. Prepare a report accordingly. 13 K3 CO4

OR

b) Prepare a feasibility report on the opening of a Supermarket in the outskirts of Chennai. Add relevant details. 13 K3 CO4

15. a) Compare and Contrast : Sports and Academics need equal importance. In your opinion which is important? Why? Write an essay in about 350 words. 13 K3 CO5

OR

- b) Draft a short story on any incident that happened in your life. 13 K3 CO5

PART - C (1 × 15 = 15 Marks)

16. a) Draft a letter of job application in response to the following advertisement. Candidates holding a Bachelor's/Master's degree with a background in Information systems marketing or communications are required to work in company intranet, extranet and internet sites. Mastery of HTML technology is vital. Applicants must also possess excellent writing skills. Post your application and resume to Mr. Pramod Tiwari, Human Resources Dept., Exclusive Software, North Main Street, Chennai – 67. 15 K2 CO6

OR

- b) Write a letter of application for the post of Junior Engineer with a resume to the HRD Manager, Doshi Constructions Pvt. Ltd., 14, Greams Road, Chennai-2. Knowledge of foreign language is an added advantage to the candidate. 15 K2 CO6