

B.E. / B.Tech. - DEGREE EXAMINATIONS, NOV / DEC 2024

Third Semester

Computer Science and Business Systems

20HSEN301 - BUSINESS COMMUNICATION AND VALUE SCIENCE - III

Regulations - 2020

Duration: 3 Hours

Max. Marks: 100

PART - A (MCQ) (20 × 1 = 20 Marks)

Answer ALL Questions

	<i>Marks</i>	<i>K- Level</i>	<i>CO</i>
1. SW looks at? (a) The internal factors affecting a business (b) The external factors affecting a business (c) The future of the business (d) None of the above	1	K1	CO1
2. According to Maslow's hierarchy of needs, when all of the physiological needs are met, people tend to become concerned with which of the following? (a) Social (love/belonging) needs (b) Physiological needs (c) Safety needs (d) Esteem needs	1	K1	CO1
3. Madeline always feels like she is never included in group activities or social events. She has become depressed and lonely. According to Maslow, which category of needs has not been fulfilled? (a) Social (love/belonging) needs (b) Self-actualization needs (c) Physiological needs (d) Safety needs	1	K2	CO1
4. Which of the following best describes the term 'melting pot'? (a) A society where different cultures maintain their distinctiveness (b) A society where different cultures blend into a single homogeneous culture (c) A society where cultural differences cause conflict (d) A society where cultural diversity is discouraged	1	K2	CO2
5. Which of the following is a principle of cultural pluralism in the workplace? (a) Promoting one dominant culture (b) Valuing and leveraging diverse cultural backgrounds and perspectives (c) Discouraging cultural expressions (d) Segregating employees based on cultural background	1	K2	CO2
6. Which traditional art form involves intricate handloom weaving from the state of Assam? (a) Pashmina (b) Kanjeevaram (c) Patola (d) Muga Silk	1	K1	CO2
7. What is one of the main drivers of global culture? (a) Traditional customs and practices (b) Global communication technologies like the internet and social media (c) Isolationist policies of nations (d) Local governance and regional laws	1	K1	CO3
8. Glocalization often results in: (a) The complete eradication of local cultures (b) A one-way influence from global to local (c) The combination of global and local elements (d) Isolation of local cultures from global trends	1	K1	CO3
9. Which of the following best describes the impact of translocational culture? (a) It reinforces national cultural identities without change (b) It facilitates cultural exchange and the creation of new identities (c) It preserves traditional cultures in their original form (d) It isolates cultures in distinct geographic locations	1	K1	CO3

10. What is a common barrier to effective cross-cultural communication? 1 K1 CO4
 (a) Open-mindedness (b) Cultural awareness (c) Language differences (d) Flexibility
11. Which of the following statements reflects a gender bias? 1 K2 CO4
 (a) Women and men should have equal opportunities in leadership roles
 (b) Only men are suitable for physically demanding jobs
 (c) Gender equality benefits everyone in society
 (d) All genders should have access to education and healthcare
12. The concept of _____ refers to the social and cultural roles, behaviors, and attributes that a society considers appropriate for men and women. 1 K1 CO4
 (a) Sex (b) Gender (c) Feminism (d) Equality
13. How does science contribute to nation-building? 1 K1 CO5
 (a) By providing entertainment
 (b) By fostering technological innovations that improve quality of life
 (c) By limiting access to information
 (d) By focusing solely on artistic achievements
14. Why is investment in scientific education important for nation-building? 1 K2 CO5
 (a) It leads to brain drain
 (b) It prepares the next generation to contribute to scientific and technological progress
 (c) It focuses only on historical knowledge
 (d) It has no impact on a nation's future
15. Which of the following initiatives by the Government of India aims to encourage scientific innovation and startups? 1 K1 CO5
 (a) Make in India (b) Atal Innovation Mission (c) Digital India (d) Skill India
16. Who was the first Indian scientist to serve as the Chairman of the Indian Space Research Organisation (ISRO) and spearhead India's first satellite, Aryabhata? 1 K1 CO5
 (a) Dr. Homi J. Bhabha (b) Dr. Vikram Sarabhai
 (c) Dr. A.P.J. Abdul Kalam (d) Dr. K. Radhakrishnan
17. What is a key characteristic of technical writing among the following? 1 K1 CO6
 (a) Use of complex and flowery language
 (b) Clear, concise, and straightforward language
 (c) Focus on emotional appeal
 (d) Use of literary devices like metaphors and similes
18. Which of the following best describes a user manual? 1 K1 CO6
 (a) A document designed to guide users in operating a product or system
 (b) A document that provides a historical account of an organization
 (c) A fictional account of future technologies
 (d) A marketing brochure for a product
19. What role does AI play in transportation systems? 1 K1 CO6
 (a) Removing traffic signs (b) Automating road construction
 (c) Enabling autonomous vehicles (d) Increasing fuel consumption
20. Which of the following best describes the impact of AI on entertainment? 1 K2 CO6
 (a) Decreasing content variety (b) Replacing human actors
 (c) Personalized content recommendations (d) Limiting viewing options

PART - B (10 × 2 = 20 Marks)

Answer ALL Questions

21. What is the difference between SWOT and TOWS? 2 K2 CO1
22. Name the opportunities available for you. 2 K1 CO1
23. Write two advantages of Pluralism. 2 K1 CO2
24. What is multiculturalism? 2 K1 CO2
25. What do you understand by the term 'culture'? 2 K1 CO3
26. Give two drawbacks of Global Culture. 2 K1 CO3

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| 27. What are the benefits of Cross-Cultural Communication? | 2 | K1 | CO4 |
| 28. Name any four masculine stereotypes. | 2 | K1 | CO4 |
| 29. What is Technology? | 2 | K1 | CO5 |
| 30. What advantages does AI have over human beings? | 2 | K2 | CO6 |

PART - C (6 × 10 = 60 Marks)

Answer ALL Questions

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| 31. a) Describe the strategic benefits of using TOWS analysis for organizational planning and decision-making. | 10 | K2 | CO1 |
| OR | | | |
| b) Write a scenario-based story on your own by using Maslow's theory. | 10 | K2 | CO1 |
| 32. a) Identify the impact of colonial rule on Indian culture, focusing on changes in education, architecture, and social practices. Provide specific examples to illustrate your points. | 10 | K3 | CO2 |
| OR | | | |
| b) Do you think Chennai is a melting pot of cultures? Substantiate your answer with examples. | 10 | K3 | CO2 |
| 33. a) Identify how technology enables the process of glocalization, allowing global content to be adapted for local audiences. Provide examples of technological innovations that have influenced both global and glocal cultural practices. | 10 | K3 | CO3 |
| OR | | | |
| b) Evaluate the benefits and challenges of living in a translocational cultural environment. | 10 | K3 | CO3 |
| 34. a) Do you think that the way that a person is raised can affect their gender identity? Justify your views in two paragraphs. | 10 | K2 | CO4 |
| OR | | | |
| b) What are the stereotypes of gender? How has it changed in the modern world? | 10 | K2 | CO4 |
| 35. a) Write two paragraphs about the Mathematician or the Scientist you admired the most and explain their contributions to the society. | 10 | K3 | CO5 |
| OR | | | |
| b) Write a report to the General Manager of your company on the fire accident that took place the previous week. Invent necessary details. | 10 | K3 | CO5 |
| 36. a) You have bought a new mobile phone. What are the instructions that will be given in the user manual? Write any eight of the instructions. | 10 | K2 | CO6 |
| OR | | | |
| b) Explore the similarities and differences between artificial intelligence and human intelligence, considering the strengths and limitations of each. | 10 | K2 | CO6 |