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Question Paper Code	12524
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B.E. / B.Tech. - DEGREE EXAMINATIONS, NOV / DEC 2023

Third Semester

Computer Science and Business Systems

20HSEN301 - BUSINESS COMMUNICATION AND VALUE SCIENCE - III

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|---|-------------------------------|
| 1. Why should we develop Self Awareness? | <i>2,K1,CO1</i> |
| 2. List the Maslow's hierarchy of needs. | <i>2,K1,CO1</i> |
| 3. Differentiate Multiculturalism and Pluralism. | <i>2,K2,CO2</i> |
| 4. Why is Pluralism necessary? | <i>2,K1,CO2</i> |
| 5. What is Glocalization? | <i>2,K1,CO3</i> |
| 6. Give two drawbacks of Global Culture. | <i>2,K1,CO3</i> |
| 7. Name some common Masculine Stereotypes. | <i>2,K1,CO4</i> |
| 8. What are the benefits of Cross-Cultural Communication? | <i>2,K1,CO4</i> |
| 9. What is the purpose of a Report? | <i>2,K1,CO5</i> |
| 10. What does 'Anthropomorphism' refer to? | <i>2,K1,CO5</i> |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

- | | |
|---|------------------|
| 11. a) Write a SWOT analysis about yourself. | <i>13,K2,CO1</i> |
| OR | |
| b) What are Maslow's five hierarchies of needs? Illustrate with examples. | <i>13,K2,CO1</i> |
| 12. a) What is unique about Indian culture? Explain with examples. | <i>13,K2,CO2</i> |
| OR | |
| b) Why is cultural pluralism important? Justify your views in 350 words. | <i>13,K2,CO2</i> |
| 13. a) Presently, some developed countries have unemployment problems. Why do people still want to immigrate to countries? Give reasons and specific examples to explain your answer. | <i>13,K2,CO3</i> |

OR

b) Why do we need Global Culture? Interpret your views in 350 words. *13,K2,CO3*

14. a) Do you think that the way that a person is raised can affect their gender identity? Relate your views in two paragraphs. *13,K2,CO4*

OR

b) Men and women: can both be equal? To what extent do you agree or disagree? Give specific reasons and examples to support your position. *13,K2,CO4*

15. a) Imagine you are the Safety Engineer of a Software Company. There had been an accidental fire in the Server room which has caused severe damages. Prepare an accident report and submit it to your General Manager. *13,K2,CO5*

OR

b) What roles do science and technology play in the development/ progress of the country? *13,K2,CO5*

PART - C (1 × 15 = 15 Marks)

16. 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. *15,K3,CO6*

OR

b) How can artificial intelligence help in daily life? *15,K3,CO6*