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Question Paper Code	12616
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**B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2024**

Sixth Semester

**Computer Science and Business Systems**

**20HSEN601 - BUSINESS COMMUNICATION AND VALUE SCIENCE - IV**

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. What is meant by diversity?	2	K1	CO1
2. Name any four disadvantages of written communication.	2	K1	CO1
3. How can letters to the editor bring about a change in the society?	2	K2	CO2
4. (i). Which statement is not true about resumes? (a) You can find example resumes on the Internet. (b) A resume's appearance is unimportant. (c) Your resume should give information about your background and experience. (d) Resumes should be carefully written and proofread.	2	K2	CO2
(ii). In resume where you should keep your career goal? (a) Objective (b) Skills (c) Profile (d) Summary			
5. What is Emotional Intelligence?	2	K1	CO3
6. Mention two difficulties faced by a visual learner.	2	K1	CO3
7. Why should a public speaker know his audience?	2	K2	CO4
8. Give two tips for choosing the appropriate conflict management style.	2	K1	CO4
9. What is the aim of CSR?	2	K1	CO5
10. Choose the correct answer	2	K2	CO5
(i). I need to submit a weekly report on this project, so please keep me <b><u>in the loop.</u></b> a. informed/updated b. working hard c. in the office.			
(ii). Three people from my department are on vacation, so <b><u>I've got a lot on my plate at the moment.</u></b> a. I have a lot of responsibilities b. I wish I was on vacation, too c. I have nothing to do			

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

11. a) What are the challenges of creating a diverse workforce? 13 K2 CO1  
OR  
b) Explain the principles of communication through the 7 C's concept. 13 K2 CO1
12. a) Write a letter to the District Collector in your area requesting him to inaugurate the NSS Camp in a village adopted by your college for the purpose of rural development. 13 K2 CO2  
OR  
b) Write a letter of complaint to the Editor of a newspaper about scarcity of water in Chennai. Your letter should also suggest suitable solutions to tackle the problem of scarcity of water in the city. 13 K2 CO2
13. a) Explain the various learning styles. 13 K2 CO3  
OR  
b) Explain the various types of intelligence. 13 K2 CO3
14. a) State the different styles of conflict management. Of them, which mode have you chosen to deal with a conflict in your classroom. Give a real time example. 13 K2 CO4  
OR  
b) Illustrate how public speaking is useful in every area of life. 13 K2 CO4
15. a) What are the do's and don'ts while providing feedback? 13 K2 CO5  
OR  
b) Why is time management important? Describe the benefits of Time Management. 13 K2 CO5

**PART - C (1 × 15 = 15 Marks)**

16. a) Apply for an internship to a leading software company with your resume. 15 K2 CO6  
OR  
b) Draw up a business plan for your start up. 15 K2 CO6