



Question Paper Code

14264

**B.E. / B.Tech. - DEGREE EXAMINATIONS, NOV / DEC 2025**

First Semester

**Computer Science and Business Systems**

**24HSEN102 - BUSINESS COMMUNICATION AND VALUE SCIENCE - I**

Regulations - 2024

Duration: 3 Hours

Max. Marks: 100

**PART - A (MCQ) (10 × 1 = 10 Marks)**

Answer ALL Questions

- |   | Marks | K-<br>Level | CO  |
|---|-------|-------------|-----|
| 1. In SWOT analysis, internal factors include                           | 1     | K1          | CO1 |
| (a) Opportunities and Threats   |       |             |     |
| (b) Strengths and Weaknesses  |       |             |     |
| (c) Strengths and Opportunities   |       |             |     |
| (d) Weaknesses and Threats  |       |             |     |
| 2. Which of the following practices can help develop self-awareness?    | 1     | K1          | CO1 |
| (a) Ignoring feedback from others                                       |       |             |     |
| (b) Reflecting on personal experiences                                  |       |             |     |
| (c) Judging others' actions   |       |             |     |
| (d) Being over-critical of oneself                                      |       |             |     |
| 3. Fill in the blanks with correct answer.<br>Communication is a _____. | 1     | K1          | CO2 |
| (a) One way process   |       |             |     |
| (b) Two way process   |       |             |     |
| (c) Three way process   |       |             |     |
| (d) Four way process  |       |             |     |
| 4. Why is reading the newspaper beneficial for students?                | 1     | K1          | CO2 |
| (a) It helps improve language skills and general knowledge              |       |             |     |
| (b) It is required for social media posts                               |       |             |     |
| (c) It helps in copying the ideas of others                             |       |             |     |
| (d) It offers gossip about celebrities                                  |       |             |     |
| 5. At the end of an email message, you should include                   | 1     | K1          | CO3 |
| (a) Only your name  |       |             |     |
| (b) only your name and company  |       |             |     |
| (c) All your relevant contact information                               |       |             |     |
| (d) Your picture  |       |             |     |
| 6. Choose the grammatically correct option:                             | 1     | K1          | CO3 |
| (a) She discussed about the project.                                    |       |             |     |
| (b) She discussed the project.  |       |             |     |
| (c) She has discussed about the project.                                |       |             |     |
| (d) She has been discussed the project.                                 |       |             |     |
| 7. Which of the following is NOT a type of creative writing?            | 1     | K1          | CO4 |
| (a) Poetry  |       |             |     |
| (b) Novels  |       |             |     |
| (c) Research papers   |       |             |     |
| (d) Short stories   |       |             |     |
| 8. An individual high in neuroticism is likely to:                      | 1     | K1          | CO4 |
| (a) Be emotionally stable and calm                                      |       |             |     |
| (b) Experience frequent mood swings and anxiety                         |       |             |     |
| (c) Be highly organized and dependable                                  |       |             |     |
| (d) Be outgoing and energetic   |       |             |     |
| 9. Which is NOT a Belbin Team Role?                                     | 1     | K1          | CO5 |
| (a) Thinking Roles  |       |             |     |
| (b) Action Roles  |       |             |     |
| (c) Leadership Roles  |       |             |     |
| (d) People Roles  |       |             |     |
| 10. A leader with strong problem-solving skills is able to:             | 1     | K1          | CO6 |
| (a) Wait for someone else to solve issues                               |       |             |     |
| (b) Analyze challenges and find effective solutions                     |       |             |     |
| (c) Avoid difficult situations  |       |             |     |
| (d) Delegate all problem-solving tasks                                  |       |             |     |

**PART - B (12 × 2 = 24 Marks)**

Answer ALL Questions

- |   |   |    |     |
|---|---|----|-----|
| 11. Expand SWOT.  | 2 | K1 | CO1 |
| 12. Name the opportunities available for you.   | 2 | K1 | CO1 |
| 13. What do you understand by the term communication?                                   | 2 | K1 | CO2 |
| 14. Explain the difference between passive listening and active listening.              | 2 | K2 | CO2 |
| 15. Why is it important to proofread an email before sending it?                        | 2 | K2 | CO3 |
| 16. What is the purpose of a topic sentence in a paragraph?                             | 2 | K1 | CO3 |
| 17. Name two social issues that you consider most harmful for the nation's development. | 2 | K1 | CO4 |
| 18. Explain the trait "Conscientiousness."  | 2 | K2 | CO4 |
| 19. Mention two ways to handle stress effectively.                                      | 2 | K1 | CO5 |
| 20. How does a captain ensure discipline in the team?                                   | 2 | K2 | CO5 |
| 21. Why is collaboration important for a leader?  | 2 | K2 | CO6 |
| 22. What is the role of a coordinator in a team?  | 2 | K1 | CO6 |

**PART - C (6 × 11 = 66 Marks)**

Answer ALL Questions

- |   |    |    |     |
|---|----|----|-----|
| 23. a) Construct an informal conversation between a fan and a celebrity at an international airport and write a set of dialogues with at least 8 exchanges. | 11 | K3 | CO1 |
| <b>OR</b>   |    |    |     |
| b) Prepare your SWOT analysis with respect to your career.  | 11 | K3 | CO1 |
| 24. a) Construct a newspaper report on the effects of a cyclone in your locality.   | 11 | K3 | CO2 |
| <b>OR</b>   |    |    |     |
| b) Identify the differences between verbal and nonverbal communication. How can an understanding of both enhance overall communication effectiveness?       | 11 | K3 | CO2 |
| 25. a) Write a letter of application for the post of "Junior Software Engineer" with a suitable resume. Invent other necessary details.                     | 11 | K3 | CO3 |
| <b>OR</b>   |    |    |     |
| b) Draft a job application letter with Resume responding to the following advertisement.  | 11 | K3 | CO3 |

Wanted: Software Engineer Qualification: B. Tech Information Technology or Computer Science with proficiency in English and good interpersonal skills. Mail to: The Personnel Manager Tamsung Solutions International 38, O.M. Road, Chennai – 600 098.
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- |  |    |    |     |
|--|----|----|-----|
| 26. a) Explain the impact of gender inequality on society and suggest measures to address it.  | 11 | K2 | CO4 |
| <b>OR</b>  |    |    |     |
| b) Write a review of a book you have recently read in about 350 words. Make use of the given points.<br>Name of the book – author – publisher – readership – cover and illustrations – plot – characters – insight into some interesting incident – message if any – appeal of the book for you. | 11 | K2 | CO4 |
| 27. a) "Education prepares you for a career and not life." Develop an essay on the need for learning life skills along with academics.   | 11 | K3 | CO5 |

**OR**

- b) Identify the concept of Belbin's Team Roles. Describe the different categories of roles and how each role contributes to the overall team dynamics. 11 K3 CO5
28. a) Which personality traits are considered necessary for a leader? Express your thoughts in 350 words. 11 K3 CO6
- OR**
- b) Identify the factors that contribute to team motivation and member engagement. How can team leaders and members keep each other motivated, especially in challenging situations? 11 K3 CO6