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Question Paper Code	13632
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B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2025

Sixth Semester

Computer Science and Business Systems

20HSEN601 - BUSINESS COMMUNICATION AND VALUE SCIENCE - IV

Regulations - 2020

Duration: 3 Hours

Max. Marks: 100

PART - A (MCQ) (10 × 1 = 10 Marks)

Answer ALL Questions

	Marks	K – Level	CO
1. Why is diversity important in the workplace? (a) It promotes a variety of ideas and innovation (b) It makes communication more difficult (c) It increases workplace conflicts (d) It ensures everyone has the same opinion	1	K1	CO1
2. What does coherence in writing refer to? (a) The logical flow of ideas (b) The length of the content (c) The use of jargon (d) The inclusion of unnecessary details	1	K1	CO1
3. Which of the following is NOT a feature of a formal letter? (a) Professional tone (b) Proper structure (c) Informal language (d) Clear and concise content	1	K1	CO2
4. When placing an order, it is important to mention the _____ within which the order needs to be delivered. (a) Timeframe (b) Product origin (c) Payment mode (d) Customer feedback	1	K1	CO2
5. When a potential customer is interested in a vendor's product after casually speaking to the vendor about it, the customer makes a/an _____. (a) Personal proposal (b) Informally solicited proposal (c) Formally solicited proposal (d) Unsolicited proposal	1	K1	CO3
6. People of this intelligence can talk to anyone, anywhere, at any time. (a) Interpersonal intelligence (b) Intrapersonal intelligence (c) Personal intelligence (d) Naturalistic intelligence	1	K1	CO3
7. Visual learners best absorb information through: (a) Diagrams, charts, and images (b) Hands-on activities (c) Group discussions (d) Listening to lectures	1	K1	CO4
8. Public speaking is important in professional settings because it helps to: (a) Decrease confidence (b) Increase credibility and influence (c) Create social isolation (d) Develop personal hobbies	1	K1	CO4
9. What does "Learn the ropes" mean? (a) Learn how to tie knots (b) Understand how things work in a particular job or activity (c) Get tangled in problems (d) Train others in management	1	K1	CO5
10. Which conflict management style involves giving in to the other party's wishes? (a) Competing (b) Accommodating (c) Avoiding (d) Compromising	1	K1	CO6

PART - B (12 × 2 = 24 Marks)

Answer ALL Questions

11. What do you understand by cultural differences? Give an example.	2	K1	CO1
12. Name any four disadvantages of written communication.	2	K1	CO1
13. How is a Resume different from Biodata?	2	K2	CO2

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| 14. What should you do if you don't know the name of the recipient in a formal letter? | 2 | K1 | CO2 |
| 15. What is the difference between solicited and unsolicited proposals? | 2 | K1 | CO3 |
| 16. Your friend got placed in a reputed organization, but you did not. In the given scenario, how would you react with higher emotional intelligence? | 2 | K2 | CO3 |
| 17. Explain the difference between Auditory and Visual learning styles. | 2 | K2 | CO4 |
| 18. Mention any four challenges commonly faced during public speaking. | 2 | K1 | CO4 |
| 19. Explain the importance of adaptability in the workplace. | 2 | K2 | CO5 |
| 20. Explain the corporate term "Win-win situation." | 2 | K2 | CO5 |
| 21. Explain the importance of empathy in managing interpersonal conflicts. | 2 | K2 | CO6 |
| 22. List any four physical symptoms of stress. | 2 | K1 | CO6 |

PART - C (6 × 11 = 66 Marks)

Answer ALL Questions

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| 23. a) Explain how diversity impacts team dynamics and leadership in the workplace. Provide examples of how companies benefit from diverse teams. | 11 | K2 | CO1 |
| OR | | | |
| b) Explain the principles of communication through the 7 C's concept. | 11 | K2 | CO1 |
| 24. a) Write a formal letter to your head of the institution requesting permission to go on an Industrial Visit. | 11 | K2 | CO2 |
| OR | | | |
| b) As a customer, you recently purchased a faulty product from an online retailer. Write a formal letter to the customer service department requesting a refund or exchange of the product. Include details of the product, the issue, and your expectations. | 11 | K2 | CO2 |
| 25. a) Develop an outline of the business proposal for your startup. | 11 | K3 | CO3 |
| OR | | | |
| b) Observe the picture and develop a short story of 350 words. | 11 | K3 | CO3 |



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| 26. a) Elaborate on the four VARK learning styles. | 11 | K2 | CO4 |
| OR | | | |
| b) Illustrate 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. | 11 | K2 | CO4 |
| 27. a) Explain the role of CSR in employee engagement and workplace culture. | 11 | K2 | CO5 |
| OR | | | |
| b) Demonstrate the role of time management in achieving personal and professional goals. Suggest practical strategies to enhance time management skills. | 11 | K2 | CO5 |

28. a) Do conflicts have positive effects? What are they? Explain. 11 K2 CO6
- OR**
- b) Relate the relationship between stress and academic performance among students. 11 K2 CO6
Suggest practical ways to manage academic stress effectively.