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Question Paper Code	13776
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B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2025

Second Semester

Computer Science and Business Systems

24HSEN202 - BUSINESS COMMUNICATION AND VALUE SCIENCE - II

Regulations - 2024

Duration: 3 Hours

Max. Marks: 100

PART - A (MCQ) (10 × 1 = 10 Marks)

Answer ALL Questions

	Marks	K – Level	CO
1. Choose the correct answer. Which of the following is an example of esteem needs? (a) Food and water (b) Security and safety (c) Respect and recognition (d) Creativity and personal growth	1	K1	CO1
2. If a company is "in the red," what does it mean? (a) Making profits (b) Facing financial loss or debt (c) Expanding rapidly (d) Performing exceptionally well	1	K1	CO1
3. Which city is known as the "Cultural Capital of India"? (a) Varanasi (b) Chennai (c) Kolkata (d) Jaipur	1	K1	CO2
4. Which of the following is a key barrier to cross-cultural communication? (a) Active listening (b) Stereotypes and cultural biases (c) Open-mindedness (d) Adaptability	1	K1	CO2
5. How does science play a role in sustainable development? (a) By promoting industrial pollution (b) By developing green technologies that reduce environmental harm (c) By focusing only on short-term economic gains (d) By ignoring ecological concerns	1	K1	CO3
6. Which of the following is a common physical symptom of stress? (a) Enhanced memory (b) Frequent headaches (c) Increased appetite (d) Clearer thinking	1	K1	CO3
7. Which of the following best describes an inclusive environment? (a) Everyone feels valued and respected (b) Only people from the dominant culture are respected (c) Individuals are judged based on stereotypes (d) People are discouraged from expressing their identity	1	K1	CO4
8. Society that embraces diversity is more likely to experience _____ harmony. (a) Social (b) Economic (c) Political (d) Competitive	1	K1	CO4
9. The problem statement in a business proposal should clearly define the _____ that the business aims to solve. (a) Strategy (b) Issue (c) Marketing Plan (d) Revenue	1	K1	CO5
10. Someone with this intelligence would have a really good handle on their own views and opinions, feelings and anxieties, and even goals and dreams. (a) Interpersonal Intelligence (b) Intrapersonal Intelligence (c) Naturalistic Intelligence (d) Social Intelligence	1	K1	CO6

PART - B (12 × 2 = 24 Marks)

Answer ALL Questions

11. Give two examples of love and belongingness needs.	2	K1	CO1
12. What is the appropriate dress code for a corporate environment?	2	K1	CO1
13. What is the significance of the TajMahal in Indian culture?	2	K1	CO2

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| 14. Why English is considered a global language? | 2 | K2 | CO2 |
| 15. Differentiate Science and Technology. | 2 | K1 | CO3 |
| 16. What are two negative coping mechanisms that people often use to manage stress? | 2 | K1 | CO3 |
| 17. List any two Don'ts in a diversified workplace. | 2 | K1 | CO4 |
| 18. A friend of yours would not share your food if you have offered it to your god as she follows a different religion. How would you deal with this? | 2 | K2 | CO4 |
| 19. List two essential elements to include in a response to a complaint letter. | 2 | K1 | CO5 |
| 20. What do you understand by the term unsolicited proposal? | 2 | K2 | CO5 |
| 21. Mention two characteristics of learners with Visual learning preferences. | 2 | K1 | CO6 |
| 22. What is Emotional Intelligence? | 2 | K1 | CO6 |

PART - C (6 × 11 = 66 Marks)

Answer ALL Questions

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| 23. a) Define and demonstrate Maslow's five hierarchies of needs with examples. | 11 | K2 | CO1 |
| OR | | | |
| b) Explain the importance of corporate etiquette in the workplace. | 11 | K2 | CO1 |
| OR | | | |
| 24. a) Develop an essay on the changes that have taken place in Indian culture in recent decades. | 11 | K3 | CO2 |
| OR | | | |
| b) Some developed countries now have unemployment problems. Why do people still want to emigrate to these countries? Identify the reasons and explain with examples. | 11 | K3 | CO2 |
| OR | | | |
| 25. a) Identify the impact of artificial intelligence on society, considering both positive and negative aspects. | 11 | K3 | CO3 |
| OR | | | |
| b) Identify the relationship between time management and stress reduction. Suggest practical strategies to improve time management and minimize stress. | 11 | K3 | CO3 |
| OR | | | |
| 26. a) What is a diversified workplace? Why is it necessary? Explain. | 11 | K2 | CO4 |
| OR | | | |
| b) Explain the challenges faced by organizations in implementing diversity and inclusion initiatives. Suggest strategies to overcome these challenges effectively. | 11 | K2 | CO4 |
| OR | | | |
| 27. a) Microtek industry is looking for interns for their engineering department for their Bangalore and Pune offices. Fresh graduates from electronics/computers/ civil streams can apply for internship with their resume to M/s Microtek Industries, 219, Pritvi Avenue, Bangalore 21. | 11 | K3 | CO5 |
| OR | | | |
| b) Imagine you are starting an NGO for any social cause. Prepare a title for your NGO, vision statement, mission statement, a tagline and a logo for the same. | 11 | K3 | CO5 |
| OR | | | |
| 28. a) Identify the different conflict management styles (Avoiding, Competing, Accommodating, Compromising, and Collaborating) and discuss their advantages and disadvantages with suitable examples. | 11 | K3 | CO6 |
| OR | | | |
| b) Identify the characteristics of Multiple Intelligence and its types. | 11 | K3 | CO6 |