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Subject Code:- ACSBS0104

Roll. No:

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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

**(An Autonomous Institute Affiliated to AKTU, Lucknow)**

**B.Tech**

**SEM: I - THEORY EXAMINATION (2022 - 2023)**

**Subject: Business Communication & Value Science – I**

**Time: 2 Hours**

**Max. Marks: 50**

**General Instructions:**

**IMP:** Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

**SECTION A**

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**1. Attempt all parts:-**

- 1-a. Many core values are learned\_\_\_\_\_ in life.(CO1) 1
- (a) early
  - (b) with experience
  - (c) later
  - (d) parallel
- 1-b. Our decisions are influenced by our \_\_\_\_\_.(CO1) 1
- (a) boss
  - (b) values
  - (c) nature
  - (d) others
- 1-c. Which of these is important in having mutual understanding with colleagues?(CO2) 1
- (a) Effective Listening
  - (b) Speaking

- (c) Talking
- (d) Writing
- 1-d. -----the honey on the bowl and mix it thoroughly with the other ingredients.(CO2) 1
- (a) liquid
- (b) pore
- (c) poor
- (d) pour
- 1-e. Paralinguistic feature in presentation includes (CO3) 1
- (a) tone
- (b) rhythm
- (c) stress
- (d) all of these
- 1-f. Growing up in a family where feelings were not talked about is an example of: (CO4) 1
- (a) rule for enrichment
- (b) a barrier to self awareness
- (c) a good model for self awareness
- (d) a self awareness booster

**2. Attempt all parts:-**

- 2.a. What significance does grooming has in an interview? (CO1) 2
- 2.b. "Silence" can communicate. What is your opinion on this statement?(CO2) 2
- 2.c. Rewrite with different expression/word for the Capitalized expression: This college ADMITS students without any discrimination.(CO3) 2
- 2.d. Diversity at work place can play a vital role to achieve a common goal? Comment.(CO4) 2

**SECTION B**

**16**

**3. Answer any four of the following:-**

- 3-a. Explain Content and Mindset with reference to barriers to listening. (CO1) 4
- 3-b. Why is Writing considered a productive skill? Elaborate your answer with examples.(CO2) 4
- 3.c. What, according to you, can be the prime reason to deliver a presentation? (CO3) 4

- 3.d. What does outline of a presentation refer to? (CO3) 4
- 3.e. Highlight the relevance of the cultural protocols in 21st century. Strengthen your answer with relevant examples.(CO4) 4
- 3.f. Cultural diversity can improve the outcome of your company? Comment. (CO4) 4

### **SECTION C**

**20**

#### **4. Answer any one of the following:-**

- 4-a. What are the do's of an interview?(CO1) 5
- 4-b. What do you think is the greatest cause of stress for most people?(CO1) 5

#### **5. Answer any one of the following:-**

- 5-a. Emotions are an integral part of communication. What is your opinion on this statement?(CO2) 5
- 5-b. Traffic signals are examples of intrapersonal communication. How? (CO2) 5

#### **6. Answer any one of the following:-**

- 6-a. Write a story in first person, of your experience when You were in an inter-college fest, where someone made fun of your skin tone/nationality/sexual preference etc. Word limit 150.(CO3) 5
- 6-b. You are leading a team of customer service professionals. One of your clients has written to you complaining about the way in which one of the customer service professionals, Kamaal, has spoken to him over the phone. Write an email to Kamaal forwarding him the customer's mail, along with your observations and suggestions for resolving the issue. (CO3) 5

#### **7. Answer any one of the following:-**

- 7-a. How can an organization ensure a stress-free environment for its employees? What can be the possible reasons of stress for individual employees? (CO4) 5
- 7-b. What are the critical life skills? (CO4) 5