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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: IV THEORY EXAMINATION (2024-2025)

Subject: Business Communication &amp; Value Science-III

Time: 3 Hours

Max. Marks: 100

**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**

20

1. Attempt all parts:-

- 1-a. In a business context, identifying a strong brand reputation and loyal customer base would be categorized under which component of SWOT analysis? (CO1,K2) 1
- (a) Strengths
- (b) Weaknesses
- (c) Opportunities
- (d) Threats
- 1-b. A retail company acknowledges its reliance on a single supplier for a key product component during a SWOT analysis. This would be considered a(n): (CO1,K2) 1
- (a) Opportunity
- (b) Strength
- (c) Threat
- (d) Weakness
- 1-c. How does motivation contribute to academic success? (CO1,K1) 1
- (a) By improving focus and concentration during study sessions
- (b) By reducing the likelihood of procrastination and increasing productivity
- (c) By fostering a positive attitude towards learning and achieving goals
- (d) All of the above
- 1-d. Why is understanding cultural differences important in communication? 1

(CO1,K1)

- (a) To enforce cultural uniformity
- (b) To avoid communication altogether
- (c) To bridge gaps and foster understanding
- (d) To assert dominance over other cultures

1-e. What does the term "globalization" refer to? (CO1,K1) 1

- (a) Restricting trade to domestic markets
- (b) Expanding businesses internationally
- (c) Focusing exclusively on local markets
- (d) Avoiding interaction with other cultures

1-f. What is the opposite of cultural pluralism? (CO1,K1) 1

- (a) Cultural homogeneity
- (b) Cultural integration
- (c) Cultural assimilation
- (d) Cultural diversity

1-g. \_\_\_\_\_ is known as the father of surgery. (CO3,K1) 1

- (a) Aryabhatta
- (b) Brmhagupta
- (c) Shusruta
- (d) Nagarjuna

1-h. \_\_\_\_\_ is a detailed guideline on how to do something, regardless how technical the task is. (CO3,K1) 1

- (a) user manual
- (b) SoS
- (c) Report
- (d) proposal

1-i. What might be a key feature of voice assistants in 25 years? (CO4,K1) 1

- (a) Teleportation capabilities
- (b) Real-time emotion recognition
- (c) Ability to cook meals
- (d) Time travel assistance

1-j. Which of the following is a virtual assistant powered by AI? (CO4,K1) 1

- (a) Calculator
- (b) Alarm clock
- (c) Siri
- (d) Toaster

2. Attempt all parts:-

2.a. Who motivates you the most? (CO1,K3) 2

- 2.b. Tamanna thinks that marriage is the end of road for her. As per the movie how could she avoid that? (CO1,K3) 2
- 2.c. What is the purpose of writing a technical proposal? (CO3,K1) 2
- 2.d. What do you know about Sophia? The robot. (50 words) (CO4,K1) 2
- 2.e. Why do we need to focus on the users when we design a technical writing? (CO3,K1) 2

## **SECTION-B**

30

3. Answer any five of the following:-

- 3-a. Mr. X wants to start a shoe company. Explore strengths, weaknesses, opportunities, and threats for his company. (CO1,K3) 6
- 3-b. Write the stories of at least three successful people who got failed but with their efforts they achieved their goals. (CO2,K1) 6
- 3-c. How can we stop stereotyping? (CO2,K1) 6
- 3-d. Why is it important to have tolerance and empathize with culturally different individuals and situations? (CO2,k2) 6
- 3.e. Science and technology can help boost the lifestyle of any nation, give suitable examples. (CO3,K1) 6
- 3.g. Which mode of communication do you find more comfortable? Face to face or texting or video calls or voice messages or social platforms. Why? (CO4,K2) 6

## **SECTION-C**

50

4. Answer any five of the following:-

- 4-a. Can fear of punishment be a factor of motivation? (CO1,K2) 10
- 4-b. Explain Maslow's hierarchy of needs with diagram. (CO1, K1) 10
- 4-c. Mention all the pros and cons of an AI based society. (CO1,K2) 10
- 4-d. AI can be very useful, if used wisely. Comment. (CO4,K1) 10
- 4-e. Metion few unique features of Indian rivers that distinguish them from each other. (CO2,K1) 10
- 4-f. Your close family friend has visited your house, whom do you think should serve refreshments to the guests. Why? (CO2,K1) 10
- 4-g. Write a passage on Rhythms of India. (CO2,K1) 10
- 4-h. You are a student preparing to choose a major in college. Conduct a simple SWOT analysis considering your interests, academic strengths, career aspirations, and potential challenges. Based on your analysis, identify two potential majors that align with your strengths and opportunities while addressing any weaknesses and threats you may face. (CO1,K3) 10