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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 (2021 - 2022)

Subject: Business Communication & Value Science-III

Time: 3 Hours

Max. Marks: 100

General Instructions:

1. The question paper comprises three sections, A, B, and C. You are expected to answer them as directed.
2. Section A - Question No- 1 is 1 mark & Question No- 2 carries 2 mark each.
3. Section B - Question No-3 carries 6 marks each.
4. Section C - Questions No.-4 carries 10 marks each.
5. 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. Which of the following could be a weakness? (CO1) 1
- (a) A developing market such as the Internet
 - (b) Competitors with access to better channels of distribution
 - (c) Poor quality of goods and services
 - (d) None of the above
- 1-b. Second stage of Maslow's hierarchy is _____ (CO1) 1
- (a) Physiological Needs
 - (b) Social needs
 - (c) Esteem needs
 - (d) Safety needs
- 1-c. TOWS appears to be just the reverse order of SWOT but it helps in generating (CO1) 1
- (a) strategic options (actions)
 - (b) Business
 - (c) Opportunities
 - (d) None of the above
- 1-d. KFC also introduced a vegetarian platter of rice and cooked vegetables and paneer burger in India. This is an example of (CO2) 1
- (a) Cultural Pluralism
 - (b) Glocal
 - (c) Stereotype
 - (d) Global
- 1-e. An example of a cross-cultural factor in developing a good relationship with your boss would be: (CO2) 1
- (a) whether or not the manager expects to be respected.
 - (b) the type of respect the manager expects.
 - (c) whether or not you are expected to attain performance standards.
 - (d) your boss's age.
- 1-f. The ability to put yourself in someone else's shoes and know how that person feels (CO2) 1
- (a) Telepathy
 - (b) Sympathy
 - (c) Empathy

- (d) Naturopathy
- 1-g. I have invented zero. Who am I? (CO3) 1
- (a) Aryabhatta
- (b) Bramhagupta
- (c) Shusruta
- (d) Nagarjuna
- 1-h. _____ has always played a very important role in building our nation starting from ancient times. (CO3) 1
- (a) Beauty and Nature
- (b) population
- (c) Art and Craft
- (d) Science and Technology
- 1-i. The first step of writing a document is to (CO4) 1
- (a) Analyze the reader
- (b) understand the purpose
- (c) planning the content
- (d) designing the framework
- 1-j. AI can solve problems using (CO4) 1
- (a) natural intelligence
- (b) unnatural intelligence
- (c) both A and b
- (d) none of the above

2. Attempt all parts:-

- 2.a. What do you understand by Social needs? (CO1) 2
- 2.b. Write down two greetings in some other language and mention the language as well. (CO2) 2
- 2.c. Who was Nagarjuna? (CO3) 2
- 2.d. Give two examples of technical writing. (CO4) 2
- 2.e. Artificial Intelligence (AI) is having a remarkable impact on science, technology and people's lives, so how does it help us now and what might it mean for our imminent futures? (CO4) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. To survive in this competitive age self-analysis is necessary. Do you agree to that? Discuss. (CO1) 6
- 3-b. Do your SWOT analysis and mention what are you doing or have done to achieve your goals?(CO1) 6
- 3-c. What is a stereotype? How many types of gender stereotypes are there? (CO2) 6
- 3-d. Explain Tomato craze in Spain. (CO2) 6
- 3.e. What is the role of science in nation building post independence?(CO3) 6
- 3.f. What are the different steps of writing a technical document ? (CO4) 6

SECTION C

50

4. Answer any five of the following:-

- 4-a. Scientists define motivation as your general willingness to do something. It is the set of psychological forces that compel you to take action. Comment on the above statement. (CO1) 10
- 4-b. What according to you is the best way to motivate a child to learn? (CO1) 10
- 4-c. What is Glocalisation? Give examples. How does it work? (CO2) 10

- 4-d. Miley sur mera tumhara a music video that used to be very popular on Doordarshan years ago is a very good example of cultural pluralism. Explain. (CO2) 10
- 4-e. Write a blog on any one of the following :Inventions / Inventors (CO3) 10
- 4-f. Do you think humans and their digital creations complement each other? If yes, how? (CO4) 10
- 4-g. Is Man a good master to rule the machines or the machines will start ruling him soon? (CO4) 10
- 4-h. 'Science and technology are a boon for the humanity but simultaneously a curse as well'. Discuss this statement in the light of current developments. (CO3) 10