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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B. Tech.

SEM: II - THEORY EXAMINATION (2021 - 2022)

Subject: Business Communication & Value Science - II

Time: 3 Hours

Max. Marks: 50

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 marker & Question No- 2 carries 2 mark each.
3. Section B - Question No-3 is based on external choice carrying 5 marks each.
4. Section C - Questions No. 4-8 are within unit choice questions carrying 4 marks each.
5. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

14

1. Attempt all parts:-

- 1-a. Pick out from the words, given below each sentence, the word which would complete the sentence correctly and meaningfully. Didn't you go to the restaurant yesterday.....? (CO1) 1
- (a) No, I didn't.
- (b) Yes, I didn't.
- (c) No, I did.
- (d) will, yes.
- 1-b. Pick out from the words, given below each sentence, the word which would complete the sentence correctly and meaningfully. The Chernobil tragedy had taken place about four years.....? 1
- (a) past
- (b) ago
- (c) before
- (d) since
- 1-c. Initially, a presentation is a form of: (CO2) 1
- (a) one-way communication

- (b) group communication
 - (c) two-way communication
 - (d) intrapersonal communication
- 1-d. Your stance, or the way you hold yourself during a presentation, is referred to as your- 1
(CO2)
- (a) posture
 - (b) appearance
 - (c) physical delivery
 - (d) gesture
- 1-e. Your team is involved in the annual planning, budgeting, and strategy setting meeting. 1
During the critique period:(CO3)
- (a) The entire team restrains their remarks; we avoid “rocking the boat”
 - (b) Most of the team members restrain and filter their critical remarks
 - (c) About half of the team is unrestrained and the other half restrained
 - (d) Conflicts and differences are openly discussed as an aid to problem-solving
- 1-f. Should businesses be compelled to follow CSR? Comment.(CO4) 1
- (a) That it is in an organization's own best interest to put itself first rather than its ethics.
 - (b) That it is in an organization's best interest to consider what a shareholder would want.
 - (c) That it is in an organization's own best interest to act in an ethical way.
 - (d) That it is in an organization's own best interest to follow the legislation and abide by the law.
2. Attempt all parts:-
- 2-a. Give three tips to be creative in writing.(CO1) 2
- 2-b. What is Corporate branding?(CO2) 2
- 2-c. What makes a team function successfully?(CO3) 2
- 2-d. Can you give us an example to make us understand ethics?(CO4) 2

SECTION B

16

3. Answer any four of the following-

- 3-a. Punctuate the following:(CO1) 4

Cow is the only animal that extricates his feeding after eating. Then afterwards she chew with his teeth whom are situated in the inside of the mouth. He is incessantly in the meadows in the grass. His only attacking and defending organ is the horns, specially so when he is got child. This is done by knowing his head whereby he causes the weapons to be paralleled to the ground of the earth and instantly proceed with great velocity forwards. He has got tails also, situated in the backyard, but not like similar animals. It has hairs on the other end of the other side. This is done to frighten away the flies which alight on his cohesive body hereupon he gives hit with it.

3-b. Make sentences using the italicized words. To help you hints are given.(CO1) 4

basic, timid, transparent, destitute

Hints : very open, very poor, very simple, very shy

3-c. Why do we as a society lack Values these days?(200 words) (CO2) 4

3-d. Your appearance advertises your self, explain in not more than 200 words.(CO2) 4

3-e. How would you deal with your parents if they do not respect you?(CO3) 4

3-f. Suggest four ideas to add diversity at your work place.(CO4) 4

SECTION C

20

4. Answer any one of the following-

4-a. “Mindfulness is a relaxation-based technique” comment.(CO1) 5

4-b. What do you understand by non-verbal communication? How important is non-verbal communication in our day-to-day life?(CO1) 5

5. Answer any one of the following-

5-a. The inability to take initiatives is an impediment in the way of becoming an effective leader. Comment. (CO2) 5

5-b. How important trust is when you own a company?(CO2) 5

6. Answer any one of the following-

6-a. If a team member started taking credit for your contributions, what would you do?(CO3) 5

6-b. How do you make sure that team members get credit for their contributions?(CO3) 5

7. Answer any one of the following-

7-a. Is sustainable development an ethical concern? Share you views.(CO4) 5

7-b. What can you do to make sure everyone feels included?(CO4) 5