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

(An Autonomous Institute)

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

**B.Tech**

**FIRST YEAR (SEMESTER-II) THEORY EXAMINATION (2020-2021)**

**(Subjective Type)**

**Subject Code: ACSBS0204**

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

**Max. Mks. : 30**

**Time : 50 Minutes**

**General Instructions:**

*All questions are compulsory.*

*Question No. 1 to 15 are subjective type question carrying 2 marks each. Attempt all the questions.*

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomization	Type	Difficulty
1	Define brand value.		Attempt all the questions	10X2=20	2		Subjective	Brilliant
2	What is umbrella branding?		Attempt all the questions	10X2=20	2		Subjective	Brilliant
3	Define teamwork.		Attempt all the questions	10X2=20	2		Subjective	Brilliant
4	What is communication?		Attempt all the questions	10X2=20	2		Subjective	Smart
5	What is the weakness of a specialist?		Attempt all the questions	10X2=20	2		Subjective	Brilliant
6	What is Conscientiousness ?		Attempt all the questions	10X2=20	2		Subjective	Brilliant
7	Discuss the role of body language in a GD.		Attempt all the questions	10X2=20	2		Subjective	Brilliant
8	Punctuate and rewrite the following sentence : this syllabus contain three sections geometry algebra and trigonometry		Attempt all the questions	10X2=20	2		Subjective	Brilliant

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomization	Type	Difficulty
9	What do you understand by utilitarianism?		Attempt all the questions	10X2=20	2		Subjective	Genius
10	What do you understand by voice modulation?		Attempt all the questions	10X2=20	2		Subjective	Genius
11	What is the role of eye contact in GD?		Attempt all the questions	10X2=20	2		Subjective	Brilliant
12	What is social media influence?		Attempt all the questions	10X2=20	2		Subjective	Smart
13	Give three tips to be creative in writing.		Attempt all the questions	10X2=20	2		Subjective	Smart
14	What is satori?		Attempt all the questions	10X2=20	2		Subjective	Smart
15	What is resume?		Attempt all the questions	10X2=20	2		Subjective	Smart