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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 (2022-2023)

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**

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**1. Attempt all parts:-**

- 1-a. Which of the following is false regarding why a SWOT Analysis is used? CO1 1
- (a) To build on the strengths of a business
  - (b) To minimize the weaknesses of a business
  - (c) To reduce opportunities available to a business
  - (d) To counteract threats to a business
- 1-b. According to the "SWOT Analysis" reading, the external environment may create \_\_\_ and \_\_\_ for a company. CO1 1
- (a) opportunities; threats
  - (b) strengths; weaknesses
  - (c) threats; strengths
  - (d) weaknesses; opportunities
- 1-c. First stage of Maslow's hierarchy is \_\_\_\_\_ CO1 1
- (a) Self-actualization needs

- (b) Physiological Needs
- (c) Social needs
- (d) Esteem needs
- 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. It is used in conversations to indicate something happening nearby. CO2 1
- (a) Throwing the tooth on that side
- (b) Pointing with the lips in Nicaragua
- (c) Spitting on the bride in Greece
- (d) Using the red ink in South Korea
- 1-f. Cultural shock is a result of CO2 1
- (a) Cultural Pluralism
- (b) Cross-cultural communication
- (c) Cultural diversity
- (d) Cultural relativism
- 1-g. Mangalyan project cost about \_\_\_\_\_ of a similar NASA Mars mission CO3 1
- (a) one third
- (b) one tenth
- (c) one fifth
- (d) half
- 1-h. The technical document should have a uniform style throughout in terms of: CO3 1
- (a) word length
- (b) sentence length
- (c) frequency of word usage
- (d) all of the above
- 1-i. Which of these is not a part of the process of technical writing? CO4 1
- (a) analyzing the audience
- (b) mapping the document

- (c) recording the details
- (d) understand the user
- 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 is the full form of VUCA? CO1 2
- 2.b. Name any five languages that are used in the song 'Miley sur mera tumhara'. CO2 2
- 2.c. What is the purpose of writing a technical report? CO3 2
- 2.d. What are some real life applications of AI? CO4 2
- 2.e. What is mapping in technical writing? CO4 2

**SECTION B**

**30**

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

- 3-a. Write all those possible ways through which one can identify one's strengths. CO1 6
- 3-b. Having identified the strengths of your company how can you convert that strength into profit? Discuss. CO1 6
- 3-c. What do you understand by Cross cultural communication? Give examples. CO2 6
- 3-d. What are the implications of cross cultural communication? CO2 6
- 3.e. what are the techniques that one should keep in mind while creating the operational manual? CO3 6
- 3.g. Artificial Intelligence is regarded as the "Hottest" job of the present generation. Do you think will AI become that powerful eventually that it has the capacity to steal all our jobs? 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.	Explain how knowing oneself contribute to the job performance. CO1	10
4-c.	Discuss four ways to reduce misinterpretations when communicating with people from a different culture. CO2	10
4-d.	Share any incident which you have experienced/witnessed as gender stereotype. CO2	10
4-e.	Write a blog on any one of the following :Institutes, Information technology. CO3	10
4-f.	Write a write up on mathematicians & scientists of India. Also include their contributions. CO3	10
4-g.	Why are we so fascinated with AI and Robots? (CO4)	10
4-h	"Future of AI is Biological", based on this statement, state your views. CO4	10

2022-23 Jan\_June