

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**(An Autonomous Institute Affiliated to AKTU, Lucknow)****B.Tech****SEM: VI - THEORY EXAMINATION (2022-2023)****Subject: Business Communication & Value Science-IV****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. Errors in language, grammar or visual representation of facts take away: (CO1) 1
- (a) Clarity
 - (b) Correctness
 - (c) Crispness
 - (d) Conciseness
- 1-b. Which of the following is an important consideration when selecting and narrowing the subject? (CO1) 1
- (a) How you can relate the topic to your listener
 - (b) How well you can outline
 - (c) Whether there is enough material available in the library
 - (d) Whether you need to give the speech in an impromptu manner
- 1-c. That an enterprise must behave as a good citizen is an example of its responsibility towards: (CO2) 1
- (a) Owners

- (b) Workers
 - (c) Consumers
 - (d) Community
- 1-d. Which of the following is capable of doing maximum good to society? (CO2) 1
- (a) Business success
 - (b) Laws and regulations
 - (c) Ethics
 - (d) Professional management
- 1-e. What is the significance of emotional intelligence? (CO3) 1

Question Instruction

Please read the question carefully and select the best option

- (a) It can enhance personal and professional relationships.
 - (b) It is a predictor of academic success.
 - (c) It is a measure of physical fitness and well-being.
 - (d) It determines an individual's IQ.
- 1-f. How can the Johari window be used in personal relationships? (CO3) 1

Question Instruction

Please read the question carefully and select the best option

- (a) To increase intimacy and trust between partners.
 - (b) To resolve conflicts and misunderstandings.
 - (c) To facilitate better communication and understanding
 - (d) All of the above
- 1-g. What is the appropriate attire for a business dinner? (CO4) 1

Question Instruction

Choose the correct option from the following.

- (a) Formal attire
 - (b) Casual clothing
 - (c) Business casual
 - (d) Athleisure
- 1-h. What is the best way to approach a conflict with a coworker? (CO4) 1

Question Instruction

Choose the correct option from the following.

- (a) With anger and hostility

- (b) With an open mind and willingness to compromise
 - (c) With the intention of winning at all costs
 - (d) With the intention of escalating the issue to higher authorities
- 1-i. Which of the following is not a stress management skill? (CO5) 1
- (a) Problem solving
 - (b) Bargaining
 - (c) Understanding self
 - (d) Confidence building
- 1-j. What is the recommended approach for managing interruptions and distractions during work or study time? (CO5) 1
- (a) Ignoring all interruptions and distractions
 - (b) Multi-tasking to handle interruptions and distractions simultaneously
 - (c) Setting boundaries and minimizing or eliminating distractions
 - (d) Checking and responding to every interruption and distraction immediately

2. Attempt all parts:-

- 2.a. What are two types of Charts? Explain. (CO1) 2
- 2.b. Explain the term 'Diversity in Business'. (CO2) 2
- 2.c. When have you felt demotivated, and what did you do to overcome this? (CO3) 2
- 2.d. Who is a person with high cultural sensitivity? (CO4) 2
- 2.e. Which hormone increases in production when the body is under stress? (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Do your SWOT analysis in this moment and write about your next five years' plan. (CO1) 6
- 3-b. Will you prefer IQ over EQ? Why? (CO1) 6
- 3-c. Do you think tobacco companies care about social responsibility? Should they publish CSR reports at all? Justify. (CO2) 6
- 3-d. Why should corporations think less about shareholder values and more about social engagement? (CO2) 6
- 3.e. Explain what an identity chart is and how it can be used for personal exploration and growth. (CO3) 6
- 3.f. What are some nonverbal communication techniques that can help de-escalate 6

a conflict? Why is non verbal communication important? (CO4)

3.g. What is the relationship between stress and weight gain? (CO5) 6

SECTION C

50

4. Answer any one of the following:-

4-a. A new advertising firm needs an office in the central market. Write a letter offering part of your office on rent. You are the Office Manager, Planwel Company, Tarapore Towers, M.G. Road, Bangalore. (CO1) 10

4-b. Write a letter to the Manager of Grand Hotel located in Shimla, asking him to reserve for you a double room from 5th April to 15th April. 20XX. You are Aditya/Avantika of Mysore. (CO1) 10

5. Answer any one of the following:-

5-a. "With one kind gesture you can change a life. One person at a time you can change the world. One day at a time we can change everything." Justify the statement. (CO2) 10

5-b. Let us suppose you saw a Co-worker doing dishonest task, what would you do? (CO2) 10

6. Answer any one of the following:-

6-a. Describe the Johari Window model in detail, including its origin and the purpose of its creation. Explain how it can be used to enhance self-awareness and communication skills. (CO3) 10

6-b. Can you describe a time when you and a colleague disagreed on something? How did you handle the situation? (CO3) 10

7. Answer any one of the following:-

7-a. How can conflicts be prevented from turning into long-standing grudges or damaging relationships, and what steps can be taken to repair relationships after a conflict has been resolved? (CO4) 10

7-b. Sensitivity to diversity results in increased collaboration and teamwork. Explain. (CO4) 10

8. Answer any one of the following:-

8-a. Can you describe an instance where your teacher or manager assigned you multiple tasks and how did you go about managing the task? (CO5) 10

8-b. Time management is crucial in college and career settings. Share some specific time management challenges you face in balancing your academic/ career/personal commitments. How do you overcome these challenges? (CO5) 10