

B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)
B.Tech. (CSBS) Sem - IV : WINTER- 2022
SUBJECT : BUSINESS COMMUNICATION & VALUE SCIENCE-III

Day : Wednesday

Time : 02:30 PM-05:30 PM

Date : 30-11-2022

W-20456-2022

Max. Marks : 50

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Assume suitable data **WHEREVER** necessary.
- 4) Draw neat diagram **WHEREVER** necessary.

Q.1 Explain the basic principles of SWOT. Apply SWOT to a real life situation and prepare a TOWS matrix to overcome the challenges/threats. (10)

OR

Q.1 Explain TOWS in detail with the help of an example converting a threat to opportunity. (10)

Q.2 Define the term VUCA world. How can we anticipate, embrace and prepare for the uncertainty inherent in the work system? (10)

OR

Q.2 Explain motivation, its role and applications in VUCA world. Justify with an example. (10)

Q.3 What is cross-cultural communication? What are the common mistakes made in cross-cultural communication in real life? Explain ways to overcome them with suitable examples. (10)

OR

Q.3 Explain the influence of culture on business in a pluralistic society in details with real life examples. (10)

Q.4 What is Technical Writing? Elucidate the importance of technical writing in real life scenarios with examples? (10)

OR

Q.4 Prepare an article on any subtopic from IOT with appropriate technical writing steps. (10)

Q.5 How does SMART Office Work? How is Internet of Things transforming work places? Provide suitable examples. (10)

OR

Q.5 How is technical communication playing important role in the field of science and technology? Give suitable examples. (10)
