

B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)
B.Tech. (CSBS) Sem - VI : WINTER : 2023
SUBJECT : BUSINESS COMMUNICATION & VALUE SCIENCE-IV

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 27-11-2023

W-20473-2023

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 Define the term diversity. Why is it important to use diversity at workplace? State the different ways to do the inclusion of the diversity at workplace. (10)

OR

Q.1 What could be the best diversity approach for an organization to make a common culture for all of its employees? State the suitable examples and reasons to justify your answer. (10)

Q.2 What do you mean by written communication? Elaborate the various steps of drafting a professional document for following topics : (10)

- i) Report writing
- ii) Writing an article.

OR

Q.2 What are the skills required for communicative writing? Illustrate them with a suitable example to draft a professional blog on POC. (10)

Q.3 How does emotional intelligence affect the leadership? State the crucial five pillars of the emotional intelligence for being a successful leader. (10)

OR

Q.3 Why, it is necessary to recognize the emotional intelligence? Illustrate its benefits for an individual and organization to grow successfully. (10)

Q.4 What are the basic principles of Corporate Social Responsibility (CSR)? Elaborate different types of CSR with suitable examples. (10)

OR

Q.4 Define the term CSR. Illustrate different purposes and the benefits of corporate Social Responsibility (CSR) in present scenario. (10)

Q.5 What is the difference between intelligence and learning styles? Illustrate the Howard's theory of multiple intelligences with its benefits. (10)

OR

Q.5 What are corporate etiquettes? Illustrate the ways and benefits to use corporate etiquettes with appropriate examples. (10)
