

**B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)**  
Computer Science & Business Systems

**B.Tech. (CSBS) Sem - VI :SUMMER : 2023**

**SUBJECT : BUSINESS COMMUNICATION & VALUE SCIENCE-IV**

Day : Monday

Time : 02:30 PM-05:30 PM

Date : 5/6/2023

**S-20473-2023**

Max. Marks : 50

N.B.:

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Draw neat and labelled diagram **WHEREVER** necessary.

Q.1 In your opinion, what is the most challenging aspect of working in a diverse environment? How do you accommodate yourself with a diverse business environment? Illustrate with appropriate reasoning. (10)

**OR**

Q.1 How do you handle a situation where colleagues are being culturally insensitive, racist or homophobic? What steps will you take to eliminate bias at your workplace? (10)

Q.2 Explain the term communicative writing? Illustrate the different applications of communicative writing in the real life scenarios? (10)

**OR**

Q.2 Discuss the importance of communicative writing at work place. While doing such writing, how charts and graphs play a significant role? Justify your answer with appropriate examples. (10)

Q.3 What are the four components of Emotional Intelligence (EI)? According to Daniel Goleman, which are the five key elements of EI? How do they help in developing Emotional Intelligence? (10)

**OR**

Q.3 What is meant by Emotion Intelligence (EI)? Discuss the impact of EI on professional life and being a leader, how one can use EI to enhance the capacities of team members? Enlist the best practices to improve EI. (10)

Q.4 What is meant by Corporate Social Responsibility (CSR)? Elaborate the three P's in CSR and how do they assist an organization to achieve its goals of CSR activities? (10)

**OR**

Q.4 What are different social issues handled under CSR activities? Discuss different advantages of CSR, a business may benefit from driving a CSR initiative within its structure. (10)

Q.5 'Public Speaking is an Art.' Justify this statement with proper reasoning. Discuss the importance and need of public speaking skills in a professional domain. (10)

**OR**

Q.5 What are interpersonal intelligence learning styles? Discuss nine multiple intelligences mentioned by Howard Garder with appropriate examples. (10)

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