

B.Tech. sem-I C.S.B.S Winter 2019

**B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018
COURSE) B.Tech. (CSBS) Sem - I: WINTER- 2019
SUBJECT: BUSINESS COMMUNICATION & VALUE SCIENCE-I (UE)**

Friday 29-11-2019
10:00 AM-01:00 PM



W-20425-2019
Max. Marks: 50

N.B.:

- 1) All the questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

Q.1 Answer the following questions briefly. **(05)**

- a) How does a receiver influence a sender's communication skills?
- b) Discuss any two barriers to communication and substantiate your answer with suitable examples.
- c) Write an appropriate word for the given transcription /eθIks/.
- d) Rewrite the following sentence by using a proper degree of comparison of adjective.
 - i) What I need is few-day rest.
- e) Use the following verbs transitively as well as intransitively.
 - i) stop
 - ii) move

Q.2 Answer the following questions shortly. **(15)**

- a) What does the term 'communication' imply? Why is effective communication vital in today's world?
- b) How do morals and ethics differ from each other? Substantiate your answer with proper reasoning.
- c) The head of an EDC team has set a target of Rs. 1cr. to be achieved through its marketing team. He chose 10 members for the said target. Half of the team members has a perspective to achieve this target through digitalized marketing whereas the other half has a perspective to follow a conventional way. This created a conflict in the EDC Team. Being a head of the team, how would you solve the conflict by using IBR approach?
- d) What are different types of communication flows? Illustrate the advantages of upward and downward communication flows.
- e) "It is not just the body language but other paralinguistic features also which determine the effectiveness of a professional speech or presentation". Illustrate with appropriate examples.

Q.3 Transcribe the following words with the help of an IPA script. (ANY FIVE): **(05)**

i) production	iii) state	v) time
ii) and	iv) know	vi) resolve

P.T.O.

