

BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)
B. Tech. Sem - III CS&BS : WINTER : 2023
SUBJECT : BUSINESS COMMUNICATION & VALUE SCIENCE-III

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 15-12-2023

W-24147-2023

Max. Marks : 50

N.B.:

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

Q.1 Elaborate the concept of SWOT and TOWS analysis. How do they work complementary to each other for preparing strategies and their implementation? Illustrate. (10)

OR

Q.1 Discuss the term VUCA world and state the significance of SWOT and TOWS in identifying the strengths to survive in the VUCA world. (10)

Q.2 Motivation is an important aspect to survive in the VUCA world. Discuss the statement with appropriate theory of motivation. (10)

OR

Q.2 What is meant by cultural pluralism? Does cultural pluralism prove advantageous to increase productivity? If Yes/No, provide suitable reasons. (10)

Q.3 Differentiate between the various cultures of India. How do they positively contribute the diversity and assist to individual and organizational productivity? Illustrate. (10)

OR

Q.3 Define the term glocal. State the significance of glocal for expanding business with appropriate examples. (10)

Q.4 Discuss in detail the advantages and disadvantages of cross-cultural communication. (10)

OR

Q.4 State different barriers to cross-cultural communication and provide the way to overcome them with appropriate examples. (10)

Q.5 Discuss in detail different steps of technical writing and prepare a short technical report on AI: future of Technology. (10)

OR

Q.5 Design the college in the year 2040 with appropriate technical steps. (10)

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