

BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)

Computer Science & Business Systems

B. Tech. Sem - III :SUMMER : 2023

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

Day : Wednesday

Time : 02:30 PM-05:30 PM

Date : 17-05-2023

S-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 What is meant by SWOT and TOWS analysis? Illustrate different strategies of TOWS for a particular company. (10)

**OR**

Q.1 Define the term VUCA. How does it help an organization to prepare appropriate strategies to tackle different challenges? (10)

Q.2 What is meant by pluralism? How does it assist an organization to design and implicate different productive strategy? (10)

**OR**

Q.2 Define the term 'concepts of different cultures'. Illustrate different merits of understanding cultures for productivity. (10)

Q.3 The world is a global village and translocational and glocalization are instrumental in the today's world. Justify the statement with appropriate reasons. (10)

**OR**

Q.3 Illustrate the importance of glocalization for expansion of business. (10)

Q.4 What is meant by cross-cultural communication? Elaborate various tools that enhance the skill of cross-cultural communication. (10)

**OR**

Q.4 What is meant by technical writing? State its importance for an engineer with appropriate examples. (10)

Q.5 Illustrate different tools and steps for preparing a technical document. (10)

**OR**

Q.5 Draft a technical document with appropriate steps of it on 'Designing a College in 2050'. (10)

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