

B. Tech. SEM -I (Computer Science & Business Systems)
CBCS (2018 Course) : SUMMER - 2019

SUBJECT : BUSINESS COMMUNICATION AND VALUE SCIENCE – I

Day : Thursday
Date : 16/05/2019

S-2019-2518

Time : 10.00 AM To 01.00 PM
Max. Marks : 50

N.B.

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

Q.1 Choose the appropriate option from the given options. (05)

- a) What part of speech describes a noun or pronoun and answers the questions 'which one?' 'How many / much?' or 'what kind?'
 - i) Verb
 - ii) Adjective
 - iii) Adverb
 - iv) Preposition
- b) Which of these is a purpose of shared organisational values?
 - i) Build team support
 - ii) Guide managers decisions and actions
 - iii) Influence marketing efforts
 - iv) All of the above
- c) / t^ŋ / is the phonetic transcription of-
 - i) Tone
 - ii) Tonne
 - iii) Tongue
 - iv) Tank
- d) _____ some employers oppose the very existence of unions, many theorists stress the necessity of unions.
 - i) Because
 - ii) However
 - iii) Due to
 - iv) Although
- e) Simplicity in writing business letters means essentially _____
 - i) The use of simple words
 - ii) The use of simple sentences
 - iii) The use of simple tenses
 - iv) Plainness

Q.2 Answer the following questions. (15)

- a) Describe general criteria to become a professional engineer.
- b) What are the strategies for effective listening? Discuss each of them in short.
- c) How do seven Cs of communication help us to write effective business letters?
- d) Illustrate in detail different communication networks in an organization.
- e) Briefly illustrate the terms proxemics, chronemics and kinesics in relation to non-verbal communication.

Q.3 Transcribe the following words with the help of an IPA script. (any five) (05)

- | | |
|--------------|-------------|
| i) Oblique | ii) Cryptic |
| iii) Heed | iv) Obvious |
| v) Credulous | vi) Temper |

Q.4 Answer the following questions. (15)

- a) What is the law of vital? How can one apply it in the following fields of an organization?
 - i) Employees of the company
 - ii) Marketing strategies
 - iii) Time management

- b) How do the structure and content of a report differ from an essay?
- c) What is meant by non-verbal communication? Explain advantages and limitations of non-verbal communication.
- d) What is meant by SWOT analysis? Do SWOT of Computer Science and Business System as a perfect career option for you.
- e) Distinguish between formal and informal communication channels in organizational settings. Give an example of each.

Q.5 Choose the appropriate option from the given options. **(05)**

- a) When is a communication process complete?
 - i) When the sender transmits the message.
 - ii) When the message leaves the channel.
 - iii) When the message enters the channel.
 - iv) When the receiver understands the message.
- b) If a speaker winks after saying something, it suggests to the audience that the subject is-
 - i) Incredible
 - ii) Non-serious
 - iii) True
 - iv) Serious
- c) Which of the following is true about preparing SWOT analysis?
 - i) It should neither focus on where the organization is today nor where it could be.
 - ii) It should be specific and avoid grey areas.
 - iii) SWOT analysis is objective.
 - iv) It should analyze the organization only and ignore the performance of the competitors.
- d) Which of these is not a key feature of a team?
 - i) Mutual independence
 - ii) Mutual purpose
 - iii) Shared responsibility
 - iv) Working in the same department that is called a team
- e) All of the following increase team effectiveness except _____.
 - i) Understanding team timing
 - ii) Paying attention to team task
 - iii) Ignoring ineffective team processes
 - iv) Developing, using and reinforcing effective group norms.

Q.6 Draw a communication cycle and state its importance with its elements in engineering industry. **(05)**

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