

BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)
B. Tech. Sem - III COMPUTER SCIENCE & BUSINESS SYSTEMS : SUMMER : 2024
SUBJECT: BUSINESS COMMUNICATION & VALUE SCIENCE-III

Day : Friday
Date : 17/05/2024

S-24147-2024

Time : 02:30 PM-05:30 PM
Max. Marks : 50

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Assume suitable data **WHEREVER** necessary.

Q.1 Illustrate how does organizations capitalize opportunities and overcome threats identified through SWOT analysis to maintain a competitive edge in the market? (10)

OR

Q.1 What are different misconceptions and challenges associated with TWOS analysis and how can organizations overcome them to enhance decision making process? (10)

Q.2 In what ways can organizations overcome or address their weaknesses and threats identified through SWOT analysis to minimize potential risks. Provide suitable examples. (10)

OR

Q.2 Explain the acronym 'VUCA'. In what different ways of VUCA world do help organizations and industries to survive in the competitive world. Illustrate. (10)

Q.3 What role does intrinsic motivation play in developing employees' engagement satisfaction and productivity? Elucidate with suitable instances. (10)

OR

Q.3 Elaborate the concept 'Pluralism in Cultural Spaces'. How does this concept intersect with notions of tolerance, acceptance and mutual respect among individuals from diverse background? (10)

Q.4 Define the term 'Global Culture' and how has globalization contributed to the emergence of global culture and phenomena? Illustrate appropriately. (10)

OR

Q.4 What are common mistakes to avoid in cross cultural communication and how can awareness of cultural differences help to overcome these challenges? (10)

Q.5 Elucidate the different steps of technical writing and prepare a technical document on 'Role of Science in Nation Building' (10)

OR

Q.5 Illustrate, how does technical writing support the documentation of IOT devices, sensors networks platforms including user manuals, installation guides? (10)
