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Question Paper Code: U4001

B.E/ B.Tech. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Computer Science and Business Systems

21UEN401-BUSINESS COMMUNICATION AND VALUE SCIENCE-III

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

1. Write the correct passive voice for the sentence
Sadhana and Pranav are buildings a New House. CO1- U
2. Write the correct passive voice for the sentence
They have done this work successfully. CO1- U
3. Identify the Error in the sentence: Each and Every Family are safe CO1- U
(a) Each and Every (b) family (c) are sweet (d) No error
4. Write a suitable verb for the sentence. CO1- U
The North Pole and South Pole ___ distant from the equator
(a) are (b) is (c) has (d) was
5. Neither Sadhana nor her Brother_____come. CO1- U
(a) has (b) have (c) is (d) was
6. The following is the permanent records for business CO1- U
(a) Business letters (b) Ledgers (c) Production reports (d) All of the above
7. Neither Sai nor his friends _____ come. CO1- U
(a) has (b) have (c) have been (d) has been
8. How long can you stay _____the water? CO1- U
(a) in (b) on (c) to (d) with
9. The following is (are) the most effective ways of communication. CO1- U
(a) Verbal (b) Non verbal (c) Written (d) All of the above

10. Spot the Error in the sentence CO1- U
My Father gave me an one rupee coin.
(a) My Father (b) gave (c) an one rupee coin (d) No error

PART – B (5 x 2= 10Marks)

11. Analyse the Different between Skimming and Scanning CO1- Ana
12. Define the principles of communicative writing? CO1- U
13. What is the concept of pluralism? CO1- U
14. Define the concept of pluralism? CO1- U
15. Illustrate the structure of Email etiquette. CO1- U

PART – C (5 x 16= 80Marks)

16. (a) What is the role of science, technology and innovation in the new economy? CO3- U (16)
- Or
- (b) Differentiate Between various societies of India CO3 -U (16)
17. (a) Write a letter to the editor of a newspaper complaining against the Water scarcity in your area. CO2 -App (16)
- Or
- (b) Assume that you are the Sales Manager of Indigo Prints & Blocks, Jaipur. Write an adjustment letter accepting the complain of the local dealer that the fabric he had received from you have not been “fast color” as your label had claimed. Take care to specify what steps you will take to compensate for the fault. CO2- App (16)
18. (a) What is the importance of Problem Solving skills in our day to day life and list out the problem that you are facing in you day to day life? CO5 -R (16)
- Or
- (b) Draft an essay on “The effects of social media addiction and how to overcome it.” CO5 -App (16)
19. (a) Explain Pluralism with proper illustrations. CO1- U (16)
- Or
- (b) Draft an essay on “Importance of pluralism in social Contexts”. CO1- U (16)

20. (a) Write an essay on “How Develop our Leadership skills”. CO4 -App (16)
- Or
- (b) List out the common errors made in Diverse Correspondence CO4- App (16)

