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**Question Paper Code: R2002**

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

Second Semester

Computer science and Business systems

21UEN202 - BUSINESS COMMUNICATION & VALUE SCIENCE - II

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

PART A - (10 x 1 = 10 Marks)

(Answer All questions)

1. \_\_\_\_\_ means communication without words CO1- App  
(a) written communication (b) oral communication  
(c) non-verbal communication (d) all of the above
2. The person who transmits the message is called\_\_\_\_ CO1- App  
(a) sender (b) receiver (c) responder (d) professor
3. \_\_\_\_\_ describes all forms of human communication that are not verbal CO1- App  
(a) vocalics (b) haptics (c) paralanguage (d) genetics
4. Which of the following is not included in business communication CO1- App  
(a) reciting poetry (b) informal meeting (c) advertisement (d) formal meeting
5. Communication that tries to increase the number of receivers is\_\_\_\_ CO1- App  
(a) group communication (b) oral communication  
(c) mass communication (d) formal meeting
6. \_\_\_\_\_ is the process of getting activities completed efficiently and effectively with and through other people CO1- App  
(a) management (b) manipulating (c) controlling (d) evaluator
7. Effectiveness is synonymous with\_\_\_\_ CO1- App  
(a) efficiency (b) goal attainment (c) leading (d) lagging

8. A finance manager who reads the financial review on a regular basis would be performing which role? CO1- App
- (a) monitor (b) evaluator (c) disseminator (d) both (a) & (b)
9. Informal Communication is otherwise known as \_\_\_\_\_ communication CO1- App
- (a) grape vine (b) lateral (c) visual (d) herbal
10. The term “communis” is derived from \_\_\_ word CO1- App
- (a) greek (b) latin (c) chinese (d) french

PART – B (5 x 2= 10 Marks)

**Answer any five of the following questions**

11. How do you describe someone professionally? CO5- App
12. Write any two places where we use the process of skimming and scanning CO2- App
13. Describe some importance of ppt. CO2- App
14. What are the disadvantages of feedback? CO5- App
15. What does a lack of self-confidence look like? CO3- App
16. How to build a confidence in speaking skills? CO5- App
17. What are the characteristics of decision making? CO5- App

PART – C (5 x 16= 80 Marks)

18. (a) Write an email to the manager of automotive company explaining the poor quality of vehicle service offered to you in the city CO1- App (16)
- Or
- (b) You have decided to make an increment in the salary for all employees. Write a memo announcing it to the staff CO1- App (16)
19. (a) Write a story beginning with the line “I didn’t mean to kill her”. CO1- App (16)
- Or
- (b) Write a few lines on the topic “if I had a year to do what I want” CO5- App (16)
20. (a) Write a letter to your friend appreciating his book that he wrote while pursuing his studies CO1- App (16)
- Or
- (b) Write a letter to the landlord requesting him to reduce the rent. CO2- App (16)

21. (a) Your niece has decided to give up her studies in favour of a job as a clerk as she feels she cannot afford to pay for her studies. Write an email urging her to continue her studies and pursue her dreams. CO4- App (16)
- Or
- (b) There is a guy in your class who is always mean to you. He always bumps you when he walks by and he calls you names. He knocks stuff out of your hands and makes you feel stupid. You don't think you can take it anymore. What could you do? CO5- App (16)
22. (a) You have decided to make an increment in the salary for all employees. Write a memo announcing it to the staff. CO1- App (16)
- Or
- (b) Write a story beginning with the line "Motivational speaker". CO1- App (16)

