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Question Paper Code: R4001

B.E/ B.Tech. DEGREE EXAMINATION, APRIL / MAY 2025

Fourth Semester

Computer Science and Business Systems

R21UEN401-BUSINESS COMMUNICATION & VALUE SCIENCE-III

(Regulations R2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

1. Why is tone important in communicative writing? CO1- U
 - a) It determines the length of the writing.
 - b) It helps convey the writer's attitude toward the subject and the audience.
 - c) It adds complexity to the message
 - d) It ensures the message is vague.
2. How can a writer improve the clarity of an email intended for a non-expert audience? CO5 -U
 - a) Use technical jargon to sound authoritative.
 - b) Simplify complex terms and structure the email logically
 - c) Write long paragraphs to explain details.
 - d) Avoid using bullet points.
3. In a SWOC analysis, "Weaknesses" refer to: CO2- U
 - a) Factors that present new business opportunities
 - b) Internal factors that could hinder progress
 - c) External challenges like competition
 - d) Strengths that need to be leveraged
4. Inspiration often leads to: CO5- App
 - (a) A lack of motivation to take action
 - (b) A series of unplanned and reckless actions
 - (c) Increased focus and drive to achieve goals
 - (d) The avoidance of long-term planning

15. Evaluate the impact of science on country building. CO4-App
- PART – C (5 x 16= 80 Marks)
16. (a) How do you conduct a SWOC analysis in business communication? CO2- App (16)
- Or
- (b) How do Life Positions impact decision-making? CO2- App (16)
17. (a) Describe the dynamics of Gender in Diasporic Communication: Navigating Traditional and Non-Traditional Roles. CO4- Ana (16)
- Or
- (b) Examine the significant role in shaping the dynamics of gender in diasporic communication by the LGBTQ and non-binary individuals. CO4- Ana (16)
18. (a) Discuss the action on specialized composition. CO4-U (16)
- Or
- (b) Differentiate the terms: worldwide, global and translocation. CO 4- U (16)
19. (a) Comment on specialized composing practice. CO4- Ana (16)
- Or
- (b) List out the positive effects of contention. CO4- Ana (16)
20. (a) Write down the challenges to Pluralism in Social Spaces. CO3- App (16)
- Or
- (b) Write down the steps to improve Diasporic Communication. CO3- App (16)

