A Reg. No. :		
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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 - $(10 \times 1 = 10 \text{ Marks})$

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?

C05 -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
- (b) A series of unplanned and reckless actions
- (c) Increased focus and drive to achieve goals (d)The avoidance of long-term planning

5.	What is one of the benefits of pluralism in social spaces?		CO3- U		
	a) Cultural homogenization	b) Social isolation			
	c) Cultural enrichment and increased innovation	d) Decreased social co	hesion		
6.	What is diasporic communication?		CO4- U		
	(a) Communication between people from the sam	e cultural background			
	(b) Communication between people from different cultural backgrounds				
	(c) Communication within a single organization				
	(d) Communication through digital media only				
7.	What is the result of women taking on lead business?	dership positions in	CO4- U		
	(a) Perpetuation of traditional gender roles				
	(b) Challenge to traditional gender norms				
	(c) Decrease in diverse perspectives				
	(d) Increase in masculine communication styles				
8.	Which is essential for LGBTQ+ respect?		CO5- U		
	(a) Inclusive	(b)Exclusive			
	(c) Traditional	(d) Masculine			
9.	What is the primary purpose of contention?		CO5- U		
	(a) To establish dominance or power				
	(b) To express disagreement or dissent				
	(c) To challenge assumptions or conventional wisdom				
	(d) All of the above				
10.	10. What is a tip for overseeing struggle in business communication?		CO1- U		
	a) Practice active listening	b) Focus on winning the ar	gument		
	c) Avoid conflict altogether	d) Use aggressive languag	e		
	$PART - B (5 \times 2 = 10)$) Marks)			
11.	Why is it important to include a clear conclusion	in a report?	CO1-U		
12.	What is a technical proposal?		CO1-U		
13.	What does SOP stand for?		CO2-U		
14.	What are the types of Social Spaces?		CO4-U		

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. Or	CO4- Ana	(16)				
	(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. Or	CO4-U	(16)				
	(b)	Differentiate the terms: worldwide, global and translocation.	CO 4- U	(16)				
19.	(a)	Comment on specialized composing practice. Or	CO4- Ana	(16)				
	(b)	List out the positive effects of contention.	CO4- Ana	(16)				
20.	(a)	Write down the challenges to Pluralism in Social Spaces. Or	CO3- App	(16)				
	(b)	Write down the steps to improve Diasporic Communication.	CO3- App	(16)				