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Question Paper Code: 93001

B.E. / B.Tech. DEGREE EXAMINATION, NOV 2022

Third Semester

Computer Science and Business Systems

19UEN301 - Business Communication & Value Science III

(Regulation 2019)

Duration: Three hours

Maximum: 100 Marks

PART A - (10 x 1 = 10 Marks)

Answer any Ten of the following Questions

1. What is best communication? CO2- App
2. What is need for communication? CO2- App
3. Explain the significance of communication? CO2- App
4. What are the objectives of business communication? CO3- App
5. What is communication model? CO2- App
6. What are the essentials of communication Model? CO3- App
7. What is report writing? CO3- App
8. What are basic life positions? CO1- App
9. What is introspection? (Self-analysis) CO2- App
10. What is an example of pluralism in society? CO3- App
11. Define the term worldwide? CO2- App
12. Give some tips to oversee struggles in life? CO3- App

PART – B (5 x 2= 10 Marks)

Answer any Five of the following Questions

13. Change the following sentences into voices CO2- App
 1. Salim wrote a letter last week.
 2. The books have been bought by him.
 3. My father was called by my Teacher

4. We will have finished the work by tomorrow.

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| 14. Define SWOT Vs TOWS | CO1- App |
| 15. What is TED chats? | CO2- App |
| 16. Describe different cultures of India? | CO3- App |
| 17. How do you categorise standards of writing? | CO1- App |
| 18. Difference between formal and Business letters- define? | CO3- App |
| 19. List out two major issues in your area with possible solutions? | CO1- App |

PART – C (5 x 16= 80 Marks)

Answer any Five of the following Questions

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| 20 Briefly explain how communication important to managerial functions | CO5- App | (16) |
| 21 Why audience analysis is done? Explain briefly | CO5- App | (16) |
| 22 What is the role of organizer and speaker in a seminar? | CO4- App | (16) |
| 23 What is interring managerial skill in an organization? | CO4- App | (16) |
| 24 How do you make an effective self introduction? | CO5- App | (16) |
| 25 Write a letter to the customer service manager of Ganesh Electronics Pvt. Ltd. complaining about a defect in the music system purchased from the store. Sign yourself as Gauri/Gaurav. | CO5- App | (16) |
| 26 Plan your school in 2050- Explain | CO5- App | (16) |