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Question Paper Code: U5001

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

Computer science and Business systems

21UEN501-BUSINESS COMMUNICATION AND VALUE SCIENCE- IV

(Regulations 2021)

Duration: Three hours

Maximum: 100Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

1. Telephonic conversation is a CO1- U
(a) Non-Verbal (b) Verbal (c) Visual (d) Written
2. ----- is the permanent records for business communication CO1- U
(a) Pamphlets (b) Business letters
(c) Advertisement (d) All the above
3. Which of the following cannot associate with the term body language?
(a) Kinesics (b) Gesture
(c) Facial Expression (d) listening
4. What does Intelligent Quotient (IQ) primarily measure? CO1- U
(a) The ability to understand and manage emotions
(b) Emotional awareness and empathy
(c) Cognitive abilities such as logical reasoning and problem-solving
(d) Social skills and relationship management
5. What is a primary role of a social associate in a professional setting? CO1- U
(a) Managing financial accounts
(b) Building and maintaining relationships with clients and colleagues
(c) Overseeing the company's supply chain
(d) Designing marketing materials

6. EI in Professional Life helps in making _____
 (a) Friends (b) Money (c) Material (d) Leadership
7. What role does leadership play in addressing corporate and working environment clashes? CO1- U
 (a) Avoiding involvement in team conflicts
 (b) Mediating conflicts and facilitating open dialogue
 (c) Creating and enforcing rigid rules without feedback
 (d) Prioritizing hierarchy over collaboration
8. What is a common reason for struggles in achieving personal goals? CO3- U
 (a) Consistent effort and perseverance
 (b) Clear goal setting and planning
 (c) Effective time management
 (d) Lack of motivation and commitment
9. What is a common effect of facing academic struggles on students? CO3- U
 (a) Improved academic performance and high grades
 (b) Increased self-confidence and motivation
 (c) Lower academic achievement and decreased self-esteem
 (d) Enhanced problem-solving skills and creativity
10. What is a primary social obligation of organizations towards their employees? CO4- U
 (a) Expanding their market share
 (b) Providing competitive salaries and ensuring a safe working environment
 (c) Reducing operational costs by any means
 (d) Maximizing shareholder dividends

PART – B (5 x 2= 10 Marks)

11. Express the importance of Business Communication. CO1-U
12. State the functions of drafting Business Letters. CO1-U
13. State the importance of Emotional Intelligence in human life. CO2-U
14. Define Emotional Quotient (EQ). CO2-U
15. What are statistical diagrams? CO2-U

PART – C (5 x 16= 80 Marks)

16. (a) Explain the process of business communication with a flow chart. CO1- App (16)
- Or
- (b) Write a letter to the customer service manager of Sai Electronics Pvt. Ltd. Complaining about a defect in the music system purchased from the store. Sign yourself as Mahalakshmi/Sanjay. (100-150 words) CO1- App (16)
17. (a) Explain the significant implications between Emotional Quotient (EQ) and Intelligent Quotient (IQ). CO2- U (16)
- Or
- (b) Explain the elements in Emotional Intelligence CO2- U (16)
18. (a) List the Environmental factors that can affect an organization's Strategy. CO3 - App (16)
- Or
- (b) The strategic management process encompasses three phases-strategy formulation, implementation and evaluation and control. —Discuss CO3 - App (16)
19. (a) Discuss the advantages of promoting diversity in the workplace. CO4- Ana (16)
- Or
- (b) Discuss the challenges faced because of diversity in work environment. CO4- Ana (16)
20. (a) Explain a structured approach to proving your idea in Business Communication. CO5- U (16)
- Or
- (b) Explain the iterative process helps create more effective and targeted business communication. CO5- U (16)

