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Question Paper Code: R1002

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

First Semester

Computer Science and Business Systems

R21UEN102 - BUSINESS COMMUNICATION AND VALUE SCIENCE –I

(Regulations R2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

1. What is the purpose of a professional summary or career objective statement on a resume? CO4- U
a) To provide a detailed account of one's work experience
b) To showcase one's skills and qualifications
c) To provide a list of references
d) To demonstrate one's knowledge of a particular industry
2. Choose the correct conjunction to complete the sentence: CO1-App
He is happy, _____ he got a new job.
(a) because (b) so (c) and (d) for
3. Why is a title important in a report? CO1-App
a) It attracts readers' attention (b) It summarizes the main idea of the report
c) It is used for decoration (d) It replaces the conclusion
4. What is the primary purpose of a proposal? CO1-App
(a) To persuade the reader to accept the proposal
(b) To provide information about a project or idea
(c) to request funding or support (d) All of the above

5. What is the primary purpose of a paragraph? CO1-App
 (a) To provide a conclusion (b) To introduce a topic
 (c) To develop and support an idea (d) To provide a transition
6. What is the primary purpose of a group discussion? CO1-App
 (a) To argue with others (b) To share and evaluate ideas
 (c) To entertain the group (d) To Make personal statements
7. What is the best way to list work experience on a resume? CO1-App
 (a) Evaluating alternatives (b) Identifying the problem
 (c) Analyzing feedback (d) To provide a list of references
7. Fill in the blanks with suitable conjunction: CO1-App
 He must be tired. He has been working since morning.
 (a) because (b) unless (c) more (d) so
8. Make sentences using any two of the following phrasal verbs: CO1-App
 (a) Put on (b) put off (c) call off (d) look at
9. Rewrite the sentence into passive voice CO1-App
 Pranav is doing the Project
 (a) The Project is done by Pranav (b) The Project is being done by Pranav
 (c) The Project was done by Pranav (d) The Project are being done by Pranav
10. Read the following sentence and correct the errors. CO1-App
 The Captain made the soldires fought the battle brevely

PART – B (5 x 2= 10 Marks)

11. Explain the relevance of understanding values in business communication CO1- Ana
12. What is a Business communication? CO1- U
13. List out the process of listening CO1- App
14. What are the key components to include in a formal letter? CO5- U
15. What are the key skills required for effective participation in a group discussion? CO2-App

16. Read the following passage carefully and answer the questions: CO2-U (16)

Solar Power Satellites (SPS) were originally proposed as a solution to the oil crisis of 1970's by the American Engineer Peter Glaser. He imagined 50 sq. km arrays of solar cells deployed on satellites orbiting 36,000 km above fixed points along the equator. A satellite at the geosynchronous altitude takes 24 hours to orbit the earth and thus remains fixed over the same point all the time.

The technology as originally envisioned posed daunting technical hurdles. Transferring electrical power efficiently from a satellite in geosynchronous orbit would require a transmitting antenna, on board the satellite, about 1 km in diameter, and a receiving antenna about 10 km in diameter. A project of this scale boggles the mind; government funding agencies shed away from investing immense sums in a project whose viability was so unclear.

However, in the last few years, the communication industry has made tremendous progress. The new communication satellites will orbit at an altitude of only a few hundred km. Instead of hovering above a spot on the equator, these low - orbiting satellites zip around the globe in as little as 90 minutes. Because they are closer to the earth's surface, the solar collectors in the satellite can be a few hundred meters across rather than 10 km. And, because the microwave beams they generate would spread out much less than those from geosynchronous satellites, the ground antennas could be correspondingly smaller and less expensive as well.

(a) Answer the following questions in not more than 20 words each:

(5X1=5)

1. Why were the SPS proposed as a solution to the oil crisis of 1970's?
2. What is a geosynchronous orbit?
3. What were the problems posed by the originally proposed SPS?
4. Why were the funding agencies afraid of implementing the original SPS project?
5. How is the orbit of the new communications satellite different from that of the original SPS?

(b) State whether the following statements are true or false:

(5X1=5)

1. The cost of an antenna depends on its size.
2. The new communication satellites take 24 hours to orbit the earth.

3. The new satellites have their orbit fixed over the same point on earth, all the time.
4. Both the types generate microwave beams.
5. The solar collectors on the new communication satellite are bigger than those on the original SPS.

(c) Complete the following sentences suitably by adding not more than 10 words:

(2X1=2)

1. The original SPS were designed to orbit the earth in 24 hours; whereas -----.
2. The micro wave beams which the new SPS generate spread out much less than those from original SPS because -----.

(d) Give the meanings of the following words as used in the passage:

(3X1=3)

1. Deployed
2. Viability
3. Hovering

(e) Give a suitable title to the passage. (1)

17. (a) Read the passage given below and do note making and supply a suitable title to it. CO2- U (16)

There is a clear dichotomy between Jayashankar Prasad's daily life and the one that found expression in his literature. In his literary formulations, Prasad advocated an escape- from personality ideals and categorically stated: "An artist's art, and not his person, is the touchstone to assess his work . . . it is only after losing his personality that he emerges in his art as an artist". In Prasad's works – his poems, short stories, novels, dramas etc. – what emerges is life as shaped in the writer's inner self by his emotions, fancies, dreams, reveries . . . His writings are a record not of outer reality, but of the artist's inner world. As such, of a proper appreciation and understanding of his works more emphasis needs to be placed on the working of his mind, than the events of his day-to-day life.

Prasad was born in a renowned family of Varanasi. His grand-father Shiv Ratan Sahu, a dealer in high quality perfumed tobacco (snuff). Besides being an astute businessman, he was endowed with a marked cultural taste. His home was the meeting place of the local poets, singers, artists, scholars and men of religion. Prasad's father Devi Prasad Sahu carried forward this high tradition of family. Prasad, therefore, had a chance to study the various phases of human nature in the light of the business traditions, artistic taste and religious background of his family. When the business had somewhat

recovered, Prasad planned the publication of a literary journal. Prasad started the “Indu”. The inaugural number appeared in July 1909. By this time Prasad’s notions of literature had crystallized into a credo. In the first issue of Indu, he proclaimed, “Literature has no fixed aim; it is not a slave to rules; it is a free and all-embracing genius, gives birth to genuine literature which is subservient to none. Whatever in the world is true and beautiful is its subject matter. By dealing with the True and Beautiful it establishes the one and affects the full flowering of the others. Its force can be measured by the degree of pleasure it gives to the reader’s mind as also by the criticism which is free of all prejudice”. The words sound like the manifesto of romanticism in literature.

Even while recognizing the social relevance of literature, Prasad insisted, “The poet is a creator . . . he is not conditioned by his milieu; rather it is he who moulds it and gives it a new shape; he conjures up a new world of beauty where the reader for the time being, becomes oblivious of the outer world and passes his time in an eternal spring garden where golden lotuses blossom and the air is thick and pollen”. Thus, the chief aim of literature according to Prasad is to give joy to the reader and to create a state of bliss in him. Later under the impact of Shiv Advaitism, this faith of Prasad got further strengthened.

Or

(b) Develop the following hints into paragraphs of your own. Give a suitable title for it. CO3- C (16)

Devan- clever thief- robs the rich- gives all to the sick and the needy- other thieves jealous – plan to get rid of him- challenge Devan to steal the King’s pyjamas- Davan accepts challenge finds king sleeping- pens a bottle of red ants on the bed – king badly bitten- cries for help servants rush in pretends to look for ant- Devan removes King’s pyjamas- escapes- other thieves dumbfounded- accept Devan their leader.

18. (a) Analyze the relationship between self-exploration and emotional intelligence CO3- App (16)

Or

(b) Explain the importance of active listening in personal and professional relationships. Provide examples to illustrate your explanation. CO3- App (16)

19. (a) Write a letter to your HoD, through your class advisor requesting permission to conduct a student awareness program in your department. CO3-App (16)

Or

(b) Write a letter to the Principal requesting for permission to conduct a two day national seminar in your department. CO3-App (16)

20. (a) Prepare a report on “ Business plan of HPL company” to the manager of the company assuming you as the HR manager.. CO5-C (16)

Or

(b) Write a business report on the annual performance of your company with the needed points to make it concise, clear and relevant CO5-C (16)

