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Question Paper Code: R1002

B.E. / B.Tech. DEGREE EXAMINATION, DEC 2025

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. Which factor plays a major role in shaping individual values? CO1-U
(a) family (b) weather (c) fashion (d) technology
2. Which of the following is a spiritual value? CO1-U
(a) kindness (b) humility (c) cooperation (d) punctuation
3. Choose the correct conjunction to complete the sentence: CO3-U
I was tired_____ I went to bed early.
(a) because (b) so (c) but (d) although
4. Choose the correct verb form: He _____ very intelligent. CO3-U
(a) is (b) were (c) was (d) are
5. Choose the most suitable closing phrase for a job application letter: CO4-U
(a) Yours lovingly (b) Regards (c) Yours faithfully (d) Take care
6. The phrase “I look forward to your reply” is used in the ____ CO2-U
(a) opening (b) closing (c) subject (d) heading
7. Which of the following is an effective way to tailor a resume to a specific job? CO4-U
(a) By using a generic objective statement
(b) By highlighting relevant skills and experiences
(c) By including a list of hobbies and interests
(d) By using a font size that is too small

8. Which of the following is a type of paragraph? CO2-U
 (a) Descriptive (b) Interrogative (c) declarative (d) imperative
9. By implementing self-appraisal results, employees can plan their future _____ CO6-App
 effectively.
 (a) Career (b) Travel (c) Finance (d) Sports
10. When using conflict-resolution strategies, the best method is encouraging _____ CO6-App
 of viewpoints.
 (a) Ignoring (b) Discussion
 (c) One-person decision (d) Postponing

PART – B (5 x 2= 10 Marks)

11. Use the concept of self-exploration to explain how an individual can understand their goals and behavior. CO6-App
12. Why feedback is important in developing communication skills? CO3-U
13. Use an example to show how the Methodology section directs the steps of implementing a project. CO5-App
14. What is the main purpose of preparing resume? CO2-U
15. Identify two qualities of a good team member and show how it can improve team performance. CO6-App

PART – C (5 x 16= 80 Marks)

16. (a) Explain the meaning, characteristics, and importance of individual values in life. CO1-U (16)
 Or
 (b) Elucidate the key aspects of self-exploration in simple terms. CO1-U (16)
17. (a) Discuss active and passive voice with eight examples for each. CO1-U (16)
 Or
 (b) Explain the importance of active listening in personal and professional relationships. Provide examples to illustrate your explanation. CO1-U (16)
18. (a) Summarize the findings of a research project on “Renewable Energy Adoption in India” and prepare an academic report highlighting its practical implications. CO5-App (16)

Or

- (b) Imagine you are tasked with preparing a business proposal for launching a new product. Write the introduction and objectives sections of the proposal, and explain the approach you would take to ensure the proposal is convincing to potential investors. **CO5-App (16)**
19. (a) Write an article on “The Importance of Reading in the Digital Age”. **CO2-U (16)**
Or
(b) Write a paragraph on “Alternative source of Energy” **CO2-U (16)**
20. (a) Use the SWOT analysis framework to assess your own strengths, weaknesses, opportunities, and threats, and suggest strategies to improve your professional growth. **CO6-App (16)**
Or
(b) Develop a group activity for students on the topic ‘Artificial Intelligence and Employment’ by applying procedures, rules, and evaluation criteria. **CO6-App (16)**

