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**Question Paper Code: R5001**

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

Fifth Semester

Computer science and Business systems

R21UEN501-BUSINESS COMMUNICATION AND VALUE SCIENCE- IV

(Regulations R2021)

Duration: Three hours

Maximum: 100 Marks

Answer All Questions

PART A - (10 x 1 = 10 Marks)

1. The person who transmits the message is called\_\_ CO1- U  
(a) sender (b) receiver (c) responder (d) salesman
2. The most important goal of a business communication is CO1- U  
(a) Organizational goodwill  
(b) Receiver response  
(c) Receiver understanding  
(d) Favourable relationship between sender and receiver
3. What type of IQ standardized test is recommended when checking the cognitive abilities? CO3-U  
(a) Logic and problem-solving, reasoning (b) Self-awareness  
(c) Empathy (d) All of the above
4. What does Intelligence Quotient (IQ) primarily measure? CO3- 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 common cause of conflicts in business communication? CO4- U  
(a) Well-defined roles (b) Clear and direct messages  
(c) Misunderstandings and misinterpretation (d) Consistent feedback
6. Which technique is effective in resolving conflicts in business communication? CO2- U  
(a) Relying solely on written communication  
(b) Avoiding face-to-face discussions  
(c) Ignoring the issue until it resolves itself  
(d) Active listening and seeking to understand different perspectives
7. What role does clarity play in preventing conflicts in business communication? CO2- U  
(a) It causes more confusion and disagreement  
(b) It helps in avoiding misunderstandings and ensuring accurate information exchange  
(c) It is less important than the volume of communication  
(d) It limits the amount of feedback received
8. What is a common cause of clashes in the corporate and working environment? CO4- U  
(a) Regular team-building activities (b) Open communication channels  
(c) Conflicting goals and priorities (d) Clear job descriptions
9. How can a company evaluate the effectiveness of its CSR initiatives? CO4- U  
(a) Assess the impact on stakeholder satisfaction and community welfare  
(b) Recall past CSR activities  
(c) Create new CSR policies  
(d) List all CSR activities conducted over the years
10. What is the primary goal of applying design thinking to business communication? CO3- U  
(a) To streamline internal processes  
(b) To enhance customer satisfaction and engagement  
(c) To reduce costs in marketing campaigns  
(d) To focus solely on technical aspects of communication

PART – B (5 x 2= 10Marks)

11. Define Communication. CO1 -U
12. Classify the different types of communication? CO2-U
13. List out the key components of Emotional Intelligence. CO3-U
14. State the importance of Emotional Intelligence in human life. CO1-U
15. Explain why employee input is considered crucial for developing effective corporate rules and procedures. CO1-U

PART – C (5 x 16= 80 Marks)

16. (a) Write a proposal for an Angel Investor to invest in your start-up company. Invent necessary details. CO1- App (16)  
Or  
(b) You are the owner of TATA & PVT Ltd. You have received a lot of orders from various customers. Write a letter to one of the customers informing them about delay in fulfillment of their order in less than 130 words. CO1- App (16)
17. (a) Write an essay on importance and elements of EQ in workplace. CO4- Ana (16)  
Or  
(b) Justify-A balanced approach that integrates both IQ and EQ skills is often the most effective in achieving business goals and maintaining a positive organizational culture. CO4- Ana (16)
18. (a) Explain the importance of stress management and give some stress management techniques. CO3- Ana (16)  
Or  
(b) Explain the techniques in Stress Management. CO3- Ana (16)
19. (a) Explain Fundamental abilities in Corporate Social Obligation (CSO). CO4- U (16)  
Or  
(b) Write short notes on – Strategies of Effective Time Management CO4- U (16)
20. (a) Explain Design Thinking Approach-ensures that communication is tailored, relevant and compelling. CO5- Ana (16)  
Or  
(b) Explain: In what ways do new companies influence and shape current trends in business communication? CO5- Ana (16)

