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Question Paper Code: U5001

B.E/ B.Tech. DEGREE EXAMINATION, NOV 2023

Fifth Semester

21UEN501-BUSINESS COMMUNICATION AND VALUE SCIENCE-IV

Computer Science and Business Systems

(Regulations 2021)

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 -App
(a) sender (b) reciver (c) responser (d) salesman
2. Which of the following is not included in business communication? CO1 -App
(a) reciting poetry (b) formal meeting (c) advertisement (d) Story telling
3. Effectiveness is synonymous with CO1 -App
(a) efficiency (b) goal attainment (c) leading (d) target
4. Exchange an idea with two or more persons is CO2 -App
(a) Understanding (b) telling (c) communication (d) listening
5. If there is no receiver, there is no CO2 -App
(a) Communication (b) Sender (c) Media (d)Message
6. A collection of letter is associated with CO1 -App
(a) debtors (b) Creditors (c) Company (d) Customers
7. Which of the following is not a barrier to effective communication? CO3 -App
(a) filtering (b) language (c) channel richness (d) defensiveness.
8. Horizontal communication takes place between. CO4 -App
(a) Subordinate to superior (b) employees with same status.
(c) Superior to subordinate (d) None of these

9. ___ is the permanent records for business Communication CO4 -App
 (a) ledgers (b) business letters (c) production reports (d) all the above
- 10 Social responsibility means responsibility of a business towards CO4 -App
 (a) Customers (b) workers (c) Shareholders (d) all the above

PART – B (5 x 2= 10Marks)

- 11 How do we build a socially responsible business? CO1 -App
- 12 Why is diversity so important in the workplace? CO4 -App
- 13 What are the best practices for strategic planning? CO5 -App
- 14 What are the different types of graphs and diagrams? CO1 -App
- 15 What is an effective communication? CO1 -App

PART – C (5 x 16= 80Marks)

- 16 (a) 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 CO1 -App (16)
 Or
 (b) You are in-charge of purchase for Turbo Automobiles Ltd. Last week you made an order which is still pending. Write a letter to the manager of ‘Tools & Spares’ for the cancellation of the aforementioned order in less than 150 words. CO1 -App (16)
- 17 (a) An Employee Believes They Have Experienced Discrimination or Sexual Harassment How Do You Handle It? CO2 -U (16)
 Or
 (b) One Employee Has Been Accused of Harassing or Discriminating Another How Do You Handle It? CO2- U (16)
- 18 (a) Discuss briefly various symbols of positive and negative attitude of an interview? CO3 -App (16)
 Or
 (b) Explain the concept of “Leadership” in business. CO3 -App (16)
- 19 (a) Discuss the challenges faced because of diversity in work environment. CO4- U (16)
 Or
 (b) List out the Seven C’s of Business Communication and Explain it properly. CO4- U (16)

20 (a) What are the significances of new companies and explain it CO5-U (16)
elaborately?

Or

(b) State the new policies and best practices in new companies with CO5-U (16)
examples?

