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**Question Paper Code: 94001**

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

Fourth Semester

Computer Science and Business Systems

19UEN401 - Business Communication & Value Science - IV

(Regulations 2019)

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- R  
(a) sender                      (b) receiver                      (c) responser                      (d) salesman
2. Which of the following is not included in business communication CO1- R  
(a) reciting poetry                      (b) formal meeting                      (c) advertisement                      (d) Story telling
3. Effectiveness is synonymous with\_\_ CO1- R  
(a) efficiency                      (b) goal attainment                      (c) leading                      (d) target
4. Need for social responsibility is CO1- R  
(a) For serving the interest of society  
(b) For getting moral understanding  
(c) For getting help in addressing legal, ethical and commercial issues well  
(d) All of the above
5. Social responsibility means responsibility of a business towards CO1- R  
(a) Customers                      (b) workers                      (c) Shareholders                      (d) All of the above
6. Learning to communicate with others is key ----- CO1- R  
(a) Eliminating all of your listeners physiological noise  
(b) Never being misunderstood.  
(c) winning the approval of everyone around you  
(d) establishing rewarding relationship.

7. A message can only be deemed effective when it is -----.
- (a) communicated face to face (b) repeated back as proof of understanding  
(c) delivered with confidence (d) None of the above
8. Which of the following is not a barrier to effective communication?
- (a) filtering (b) language (c) channel richness (d) defensiveness.
9. Horizontal communication takes place between.
- (a) Subordinate to superior (b) employees with same status  
(c) Superior to subordinate (d) None of the above.
10. \_\_\_\_\_ is the permanent records for business Communication
- (a) ledgers (b) business letters (c) production reports (d) all the above

PART – B (5 x 2= 10 Marks)

11. How do we build a socially responsible business? CO2-R
12. Why is diversity so important in the workplace? CO2- R
13. What are the different types of graphs and diagrams? CO3- R
14. What is an effective communication? CO3- R
15. Describe leadership qualities in business communication. CO3- R

PART – C (5 x 16= 80 Marks)

16. Distinguish between Verbal and Non-Verbal communication, which non – verbal method of Communication do you think is the most important? CO4- U (16)
17. Why is diversity so important in the workplace? CO4- U (16)
18. What are the different types of graphs and diagrams? CO5- U (16)
19. What is mean by public speaking skills? CO5- U (16)
20. What is an interpersonal skill? CO5- U (16)