	Reg. No. :										
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)											
ion: Three hours					Μ	Iaxin	num:	100	Ma	rks	
	Answer ALL	Questi	ons								
PART A - $(10 \text{ x } 1 = 10 \text{ Marks})$											
The person who transmits	s the message is called	ł								(CO1- R
(a) sender	(b) receiver	(c) r	espo	nser			(d) s	ales	man		
Which of the following is	s not included in busin	less coi	nmu	nicat	ion					(CO1- R
(a) reciting poetry	(b) formal meeting	(c) a	adver	rtiser	nent		(d) S	Story	v tell	ing	
Effectiveness is synonym	ous with									(CO1- R
(a) efficiency	(b) goal attainment	(c)	leadi	ing			(d) t	arge	t		
Need for social responsibility is CO1- R								CO1 - R			
(a) For serving the interest of society											
(b) For getting moral und	erstanding										
(c) For getting help in add	dressing legal, ethical	and co	mme	ercial	issu	les w	ell				
(d) All of the above											
Social responsibility mea	ns responsibility of a	busines	ss tov	vard	5					(CO1- R
(a) Customers	(b) workers	(c) Sł	nareh	olde	rs		(d) A	All o	f the	abo	ve
Learning to communicate	e 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.											
	19UEN403 ion: Three hours The person who transmits (a) sender Which of the following is (a) reciting poetry Effectiveness is synonym (a) efficiency Need for social responsib (a) For serving the interes (b) For getting moral und (c) For getting moral und (c) For getting help in add (d) All of the above Social responsibility mea (a) Customers Learning to communicate (a) Eliminating all of you (b) Never being misunder	Question Paper B.E. / B.Tech. DEGREE EXA Fourth Se Computer Science and 19UEN401 - Business Commun (Regulation ion: Three hours Answer ALL PART A - (10 x 1 The person who transmits the message is called (a) sender (b) receiver Which of the following is not included in busin (a) sender (b) receiver Which of the following is not included in busin (a) reciting poetry (b) formal meeting Effectiveness is synonymous with (a) efficiency (b) goal attainment Need for social responsibility is (a) For serving the interest of society (b) For getting moral understanding (c) For getting help in addressing legal, ethical (d) All of the above Social responsibility means responsibility of a (a) Customers (b) workers Learning to communicate with others is key (a) Eliminating all of your listeners physiologia (b) Never being misunderstood. (c) winning the approval of everyone around your	Question Paper Cod B.E. / B.Tech. DEGREE EXAMINA Fourth Semester Computer Science and Busin 19UEN401 - Business Communication (Regulations 2019) ion: Three hours Answer ALL Questin PART A - (10 x 1 = 10 1) The person who transmits the message is called	Question Paper Code: 9 B.E. / B.Tech. DEGREE EXAMINATION Fourth Semester Computer Science and Business S 19UEN401 - Business Communication & V (Regulations 2019) ion: Three hours Answer ALL Questions PART A - (10 x 1 = 10 Mark The person who transmits the message is called	Question Paper Code: 9400 B.E. / B.Tech. DEGREE EXAMINATION, N Fourth Semester Computer Science and Business System 19UEN401 - Business Communication & Value (Regulations 2019) ion: Three hours Answer ALL Questions PART A - (10 x 1 = 10 Marks) The person who transmits the message is called	Question Paper Code: 94001 B.E. / B. Tech. DEGREE EXAMINATION, NOV Fourth Semester Computer Science and Business Systems 19UEN401 - Business Communication & Value Science (Regulations 2019) ion: Three hours M Answer ALL Questions PART A - (10 x 1 = 10 Marks) The person who transmits the message is called	Question Paper Code: 94001 B.E. / B. Tech. DEGREE EXAMINATION, NOV 2023 Fourth Semester Computer Science and Business Systems 19UEN401 - Business Communication & Value Science - (Regulations 2019) ion: Three hours Maxim Answer ALL Questions PART A - (10 x 1 = 10 Marks) The person who transmits the message is called	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) ion: Three hours Maximum: Answer ALL Questions PART A - (10 x 1 = 10 Marks) The person who transmits the message is called	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) ion: Three hours Maximum: 100 Answer ALL Questions PART A - (10 x 1 = 10 Marks) The person who transmits the message is called (a) sender (b) receiver (c) responser (d) sales Which of the following is not included in business communication (a) reciting poetry (b) formal meeting (c) advertisement (d) Story Effectiveness is synonymous with (a) efficiency (b) goal attainment (c) leading (d) targe Need for social responsibility is (a) For getting moral understanding (c) For getting help in addressing legal, ethical and commercial issues well (d) All of the above Social responsibility means responsibility of a business towards (a) Customers (b) workers (c) Shareholders (d) All of Learning to communicate with others is key (a) Eliminating all of your listeners physiological noise <th>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) ion: Three hours Maximum: 100 Max Answer ALL Questions PART A - (10 x 1 = 10 Marks) The person who transmits the message is called</th> <th>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) ion: Three hours Maximum: 100 Marks PART A - (10 x 1 = 10 Marks) The person who transmits the message is called</th>	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) ion: Three hours Maximum: 100 Max Answer ALL Questions PART A - (10 x 1 = 10 Marks) The person who transmits the message is called	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) ion: Three hours Maximum: 100 Marks PART A - (10 x 1 = 10 Marks) The person who transmits the message is called

7.	A message can only be deemed effective when it is								
	(a) communic	proof of understa	nding						
	(c) delivered with confidence (d) None of the above			ve					
8.	Which of the following is not a barrier to effective communication?								
	(a) filtering	(b) language	(c) channel richness	(d) defensivenes	S.				
9.	Horizontal communication takes place between.								
	(a) Subordina	me status							
	(c) Superior to	o subordinate							
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								
12.	. Why is diversity so important in the workplace? Co								
13.	What are the different types of graphs and diagrams? CO3-								
14.	What is an effective communication?								
15.	Describe leadership qualities in business communication.								
16.	PART – C (5 x 16= 80 Marks) 6. Distinguish between Verbal and Non-Verbal communication, which non – CO4-U (16) verbal method of Communication do you think is the most important?								
17.	. Why is diversity so important in the workplace? CO4-U								
18.									
19.	What is mean	n by public speaking skills	5?	CO5- U	(16)				

20. What is an interpersonal skill?CO5- U(16)