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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: II - THEORY EXAMINATION (2022-2023)

Subject: Business Communication & Value Science – II

Time: 2 Hours

Max. Marks: 50

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

14

1. Attempt all parts:-

- | | | |
|------|---|---|
| 1-a. | What is the concept of satori?CO1 | 1 |
| | (a) It elucidates schools of thought that instruct us to act in a given situation. | |
| | (b) Behaviorism looks at the role of positive and negative reinforcement to establish specific outcome. | |
| | (c) It is the study of nature, origin, and limits of human knowledge. | |
| | (d) It is a sudden intuitive learning that we acquire through our life experiences. | |
| 1-b. | What is the full form of NGOs? CO2 | 1 |
| | (a) Non-Governmental Organisations | |
| | (b) Non Governance Organisations | |
| | (c) No Governance Organisations | |
| | (d) Null Governmental Organisations | |
| 1-c. | Which is not one of the natures of ethics? CO3 | 1 |
| | (a) Focus on human values | |

- (b) Social work
(c) Branch of philosophy
(d) Applies moral principles
- 1-d. What is Ethics to do with? CO4 1
(a) the wider community
(b) business
(c) right and wrong
(d) nothing
- 1-e Poverty is a CO1 1
(a) Social problem, Economic problem & Political problem
(b) Discrimination & Religious problem
(c) Only (A) is the correct answer
(d) Both A & B
- 1-f Which are the personal factors of unemployment? CO1 1
(a) Age factors
(b) Vocational unfitness
(c) Illness and/or physical disabilities
(d) All of these

2. Attempt all parts:-

- 2.a. How will you handle an unbearable noise coming from neighbours? CO1 2
2.b. How does personal branding help? What is your own personal brand statement? CO2 2
2.c. What factors should be considered when creating a team? CO3 2
2.d. Define diversity at workplace. CO4 2

SECTION B

16

3. Answer any four of the following:-

- 3-a. Punctuate the following paragraph: CO1 4

HE IS THE COW. "The cow is a successful animal. Also he is 4 footed, And because he is female, he give milks, [but will do so when he is got child.] He is same like-God, sacred to Hindus and useful to man. But he has got four legs together. Two are forward and two are afterwards. His whole body can be utilised for use. More so the milk. Milk comes from 4 taps attached to his basement

- 3-b. How does Vision help in achieving a desired result? CO2 4
- 3.c. Can a family work as a team? Write your opinion in around 150-200 words. (CO3) 4
- 3.d. The sole purpose of branding should be high sale and high profit. Do you agree with this statement? CO4 4
- 3.e. Do you know any advertisement that is the misrepresentation of our society/culture/religion ? If yes, than how would you associate this advertisement with ethics and morality? CO4 4

SECTION C

20

4. Answer any one of the following:-

- 4-a. What is the need of punctuation? CO1 5
- 4-b. What is the role of eye contact in a GD? CO1 5

5. Answer any one of the following:-

- 5-a. Mention your experience about a time you worked well as part of a team. CO2 5
- 5-b. Describe various ways to start your presentation in an attractive way. CO2 5

6. Answer any one of the following:-

- 6-a. Write about a challenging situation that you had to deal with? CO3 5
- 6-b. When you are in a team situation what role do you usually play? CO3 5

7. Answer any one of the following:-

- 7-a. How is ethics different from morality? CO4 5
- 7-b. Comment on any corporate that played a vital role during natural calamity. CO4 5