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Subject Code:- BCSBS0407

Roll. No:

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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

**(An Autonomous Institute Affiliated to AKTU, Lucknow)**

**B.Tech**

**SEM: IV - THEORY EXAMINATION (20.....- 20.....)**

**Subject: Business Communication & Value Science-III**

**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**

15

1. Attempt all parts:-

- 1-a. In the context of personal finance, how can motivation help achieve financial goals?(CO1,K1) 1
- (a) By creating a budget and sticking to it to achieve savings targets
  - (b) All of the given options
  - (c) By educating oneself about investment opportunities and financial planning
  - (d) By avoiding impulse spending and prioritizing long-term financial security
- 1-b. The ability to put yourself in someone else's shoes and know how that person feels.(CO2,K1) 1
- (a) Telepathy
  - (b) Sympathy
  - (c) Empathy
  - (d) Naturopathy
- 1-c. In a classroom setting, which teaching approach would challenge traditional gender roles effectively?(CO3,K2) 1
- (a) Assigning boys and girls different tasks based on stereotypes (e.g., boys lifting heavy objects, girls organizing)
  - (b) Encouraging collaborative projects where students work together regardless of gender
  - (c) Promoting competitive activities exclusively for boys to showcase leadership skills

- (d) Discouraging girls from participating in STEM subjects to avoid potential failure
- 1-d. What is the purpose of formatting in technical writing?(CO4,K4) 1
- (a) To make the document visually appealing
- (b) To hide important information
- (c) To confuse the reader
- (d) To organize and present information effectively
- 1-e. Which technology could greatly enhance voice assistants in the future?(CO4,K2) 1
- (a) Quantum computing
- (b) Flying cars
- (c) Robot butlers
- (d) Personal teleportation devices

2. Attempt all parts:-

- 2.a. Describe two ways in which a teacher can leverage student motivation to enhance classroom engagement and academic performance.(CO1,K2) 2
- 2.b. How can we overcome language barriers in cross cultural communication?(CO2,K2) 2
- 2.c. How can cultural sensitivity enhance cross-cultural communication?(CO3,K4) 2
- 2.d. Give an example of pluralism in a cultural space.(CO3,K4) 2
- 2.e. How can AI improve voice recognition technology in communication devices?(CO4,K2) 2

## **SECTION-B**

15

3. Answer any three of the following:-

- 3-a. A sales team within a pharmaceutical company is facing challenges in meeting quarterly targets. Develop a motivational plan to boost sales performance, incorporating motivational techniques such as goal setting, performance incentives, and team recognition. Provide a detailed implementation strategy, including regular performance reviews, skill development workshops, and team-building activities, to foster a culture of motivation and accountability within the sales team.(CO1,K5) 5
- 3-b. What is the importance of non-verbal cues in Cross cultural communication?(CO2,K4) 5
- 3-c. Gender stereotypes are the primary obstacle to achieving gender equality. Argue for or against this statement.(CO2,K5) 5
- 3-d. Identify and explain two potential challenges of translocational culture in a rapidly changing globalized world.(CO3,K5) 5
- 3.e. How could advancements in artificial intelligence (AI) impact the ability of voice assistants to perform complex tasks and provide personalized assistance? (CO4,K4) 5

## **SECTION-C**

20

4. Answer any five of the following:-

- 4-a. What is Glocalisation? Give examples. How does it work?(CO2,K2) 4
- 4-b. In India we are aware of the different cultures and respect them. Mention examples such as how festivals Like Lohri, Durga Puja, Christmas, Id and Pongal are celebrated with equal zest throughout India.(CO2,K2) 4
- 4-c. Let's say you're in charge of making rules to help men and women from different backgrounds have the same chances. What rules would you make to help everyone, no matter where they come from or what they look like? Can you give some examples of things you might do to make sure everyone has a fair shot? Reflect on a personal experience where you successfully navigated a cross-cultural interaction. What strategies did you employ to bridge cultural gaps and foster mutual understanding?(CO1,K4) 4
- 4-d. Suppose you're writing a story about something happening all over the world that's important to lots of different groups. How would you make sure your story is fair and doesn't make anyone feel bad? Can you think of some things you should do to be honest and respectful?(CO3,K6) 4
- 4-e. Imagine you're bringing people together from all over to talk about how they're different and the same. How would you make sure everyone feels comfortable sharing and listening? Can you think of some ways to make sure everyone treats each other well and understands each other's feelings?(CO3,K6) 4
- 4-f. Discuss one way AI is used in improving healthcare services. Explain its significance in enhancing patient care.(CO4,K4) 4
- 4-g. You are a small business owner running a local coffee shop. Perform a basic SWOT analysis of your business, considering factors such as location, product offerings, customer feedback, and competition. Based on your analysis, propose two strategic initiatives to capitalize on your strengths and opportunities while addressing any weaknesses and threats to enhance the success of your coffee shop.(CO1,K5) 4
- 4-h. Write a proposal on developing a mobile app for tracking student attendance.(CO4,K6) 4