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Subject Code:- ACSBS0604

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

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

**B.Tech**

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

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

**Time: 3 Hours**

**Max. Marks: 100**

**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**

20

1. Attempt all parts:-

- 1-a. Globalisation is \_\_\_\_\_. (CO1, K1) 1
- (a) to make a global product local
  - (b) to describe a product or service that is developed and distributed globally but is also adjusted to accommodate the user or consumer in a local market.
  - (c) making a local product global
  - (d) all of these
- 1-b. The clarity in communication could be achieved by which of the following techniques? (CO1, K2) 1
- (a) Choose words that are short, familiar and conversational.
  - (b) Construct effective sentences and paragraphs.
  - (c) Achieve appropriate readability.
  - (d) All the above
- 1-c. What does an Ethical Foundation for an organisation embody? (CO2, K2) 1
- (a) The structure, operational and conduct of the activities of the organization
  - (b) The basic principles which govern the external and internal relations of the organization
  - (c) Neither of the above
  - (d) All of these

- 1-d. Who are organisational stakeholders? (CO2, K1) 1
- (a) Government
  - (b) Employees
  - (c) Customers
  - (d) All of the above
- 1-e. What is the primary benefit of using the Johari Window? (CO3, K2) 1
- (a) Improved communication
  - (b) Enhanced self-awareness
  - (c) Better decision-making
  - (d) Improved conflict resolution
- 1-f. How can an identity chart be used to promote personal growth and development? (CO3, K2) 1
- (a) By identifying areas of weakness and focusing on personal improvement
  - (b) By highlighting one's strengths and accomplishments for others to see
  - (c) By comparing oneself to others and setting new goals
  - (d) By documenting one's family history for future generations
- 1-g. What is the best way to decline a business invitation? (CO4, K2) 1
- (a) Ignore the invitation and don't respond
  - (b) Politely decline with a reason
  - (c) Accept the invitation but don't show up
  - (d) Decline without providing a reason
- 1-h. What are some physical consequences of stress? (CO4, K2) 1
- (a) Headaches, muscle tension, and fatigue
  - (b) Increased motivation and productivity
  - (c) Enhanced physical performance and strength
  - (d) All of these
- 1-i. Which of the following is not the stress busters? (CO5, K2) 1
- (a) Trying to find something funny in a difficult situation
  - (b) Developing a support network
  - (c) intense thinking about same issue
  - (d) Pursue for your hobby
- 1-j. Good time management enables you to: (CO5, K1) 1
- (a) work harder
  - (b) work smarter
  - (c) procrastinate more
  - (d) delegate your work

2. Attempt all parts:-

- 2.a. How visual representation is effective in communication? (CO1, K3) 2
- 2.b. Explain the term ' Diversity in business'? (CO2, K2) 2

- 2.c. Give an example of how the Johari Window can be applied in a team-building exercise. (CO3, K4) 2
- 2.d. What is the proper way to address someone in a higher position than you? (CO4, K2) 2
- 2.e. What are the main keys to manage your stress? (CO5, K3) 2

### **SECTION-B**

30

3. Answer any five of the following:-

- 3-a. Define stereotype. Write about an experience when you had stereotyped a person, situation, time, etc. (CO1, K2) 6
- 3-b. Why is it important these days to be emotionally intelligent? Incorporate some real life examples to prove your point. (CO1, K3) 6
- 3-c. How does corporate social responsibility lead to 'Better Public Image?' Explain. (CO2, K2) 6
- 3-d. "Corporate social activities can change a student's mindset by the various activities that they conduct." What kind of activities student can engage in for CSR. (CO2, K3) 6
- 3.e. Explain what locus of control is and how it can influence behavior and decision making. (CO3, K2) 6
- 3.f. Explain how active listening can potentially help in managing conflicts at the workplace. (CO4, K2) 6
- 3.g. Reflect on how effective time management skills can positively impact your academic or professional career, and explain the steps you'll take to ensure you are managing your time effectively to achieve your career goals. (CO5, K2) 6

### **SECTION-C**

50

4. Answer any one of the following:-

- 4-a. Write a letter to Lightways Sports, Amrapali, Thane, placing an order for sports articles (minimum 4) to be supplied to your institute, ABC Institute of Professional Studies, Civil Lines, Pune. You are Ravi/Raveena, the Sports Secretary at your institute. Invent necessary details. (CO1, K5) 10
- 4-b. Why should we avoid communicating with people at workplace when we are emotionally charged? Explain the potential repercussions of possible emotional outburst at workplace. (CO1, K2) 10

5. Answer any one of the following:-

- 5-a. Explain the following attributes required for strategic work and life. (CO2, K2) 10  
a) Resilience b) Flexibility c) Strategic thinking and planning d) Decision making e) Conflict resolution
- 5-b. What are the six corporate social responsibility initiatives that may implement to focus on human rights and sustainability, which includes climate change and environmental protection in the automobile industry? (CO2, K3) 10

6. Answer any one of the following:-

- 6-a. Discuss the potential application of the Johari Window model in a workplace setting, analyzing its potential benefits and limitations. Provide specific examples of how it can be used to improve communication, collaboration, and team performance in a work environment. (CO3, K4) 10
- 6-b. Knowing yourself is the key to personal success, we know that self-awareness is important, but how do you develop it? (CO3, K2) 10
7. Answer any one of the following:-
- 7-a. Explain in Detail some best practices for conducting yourself in a professional manner during business meetings, and how can one ensure that they are contributing in a meaningful way? (CO4, K2) 10
- 7-b. Describe a situation when you had a conflict with a friend / relative. Was your action justified? (CO4, K2) 10
8. Answer any one of the following:-
- 8-a. Create a strategy chart to explain your time management techniques. (CO5, K5) 10
- 8-b. How can college students effectively manage their time to balance academics, extracurricular activities, and personal responsibilities, while minimizing procrastination and achieving academic success? (CO5, K2) 10

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