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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 (2025 - 2026)

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:-

- | | | | |
|-------|---|----------|---|
| (1.1) | Which of the following is a principle of communicative writing? | (CO1,K2) | 1 |
| | (a) Ambiguity | | |
| | (b) Clarity | | |
| | (c) Complexity | | |
| | (d) Redundancy | | |
| (1.2) | Which chart is best for showing proportions? | (CO1,K3) | 1 |
| | (a) Bar chart | | |
| | (b) Pie chart | | |
| | (c) Line graph | | |
| | (d) Histogram | | |
| (1.3) | CSR stands for: | (CO2,K1) | 1 |
| | (a) Corporate Social Responsibility | | |
| | (b) Company Social Rule | | |
| | (c) Corporate Service Rule | | |
| | (d) Company Service Responsibility | | |
| (1.4) | Which is NOT a CSR activity? | (CO2,K2) | 1 |
| | (a) Charity | | |
| | (b) Environmental protection | | |
| | (c) Tax evasion | | |
| | (d) Community service | | |
| (1.5) | Self-awareness is part of: | (CO3,K2) | 1 |

- (a) CSR
 - (b) EI
 - (c) Time management
 - (d) Diversity
- (1.6) A strong professional image can impact: (CO3,K2) 1
- (a) Career opportunities and growth
 - (b) Personal life only
 - (c) Only salary
 - (d) Only friends
- (1.7) A common cause of conflict is: (CO4,K2) 1
- (a) Agreement
 - (b) Miscommunication
 - (c) Clarity
 - (d) Respect
- (1.8) Mock interviews help in: (CO4,K2) 1
- (a) Entertainment
 - (b) Preparation
 - (c) Delay
 - (d) Confusion
- (1.9) CV stands for: (CO5,K1) 1
- (a) Career Version
 - (b) Curriculum Vitae
 - (c) Career Value
 - (d) Curriculum Value
- (1.10) Leadership in GD means: (CO5,K3) 1
- (a) Dominating
 - (b) Guiding
 - (c) Ignoring
 - (d) Avoiding

2. Attempt all parts:-

- (2.1) State any two best practices of public speaking. (CO1,K1) 2
- (2.2) How can adaptability help an employee during technological change? (Two points) (CO2,K3) 2
- (2.3) Explain how responsibility and ownership contribute to a positive image (two points). (CO3,K2) 2
- (2.4) How can cultural sensitivity reduce workplace conflict? (two points) (CO4,K3) 2
- (2.5) How does body language impact interviews? (two points) (CO5,K2) 2

SECTION-B

30

Answer any one of the following:-

- (3.1) Explain how audience analysis improves communication 6

- effectiveness. (CO1,K2)
- (3.2) Explain the importance of visual communication in business contexts. (CO1,K2) 6
- Answer any one of the following:-
- (3.3) Evaluate whether CSR should be mandatory or voluntary for companies, giving reasons. (CO2,K5) 6
- (3.4) Explain how professionalism influences career growth with examples. (CO2,K3) 6
- Answer any one of the following:-
- (3.5) Analyse the role of self-awareness in improving decision-making. (CO3,K4) 6
- (3.6) Evaluate how locus of control influences motivation and behaviour. (CO3,K5) 6
- Answer any one of the following:-
- (3.7) Explain how stress affects employee performance and behaviour. (CO4,K2) 6
- (3.8) Explain how inclusive behaviour improves workplace culture. (CO4,K2) 6
- Answer any one of the following:-
- (3.9) Explain the role of corporate terminology in effective professional interaction. (CO5,K2) 6
- (3.10) How does practicing proper etiquette contribute to a positive work environment? (CO5,K2) 6

SECTION-C 50

4. Answer any one of the following:-
- (4.1) Discuss the role of charts and graphs in business communication and explain how they help in storytelling with data. (CO1,K3) 10
- (4.2) Write a formal email to a company HR manager requesting feedback after an interview, ensuring professional tone and structure. (CO1,K6) 10
5. Answer any one of the following:-
- (5.1) Discuss how ethical leadership can influence the successful implementation of CSR policies in organizations. (CO2,K4) 10
- (5.2) Critically examine whether CSR should be integrated into core business strategy or treated as a separate activity. (CO2,K5) 10
6. Answer any one of the following:-
- (6.1) Discuss the role of professional image building in shaping employability and career progression, with relevant examples. (CO3,K3) 10
- (6.2) Evaluate the role of emotional intelligence in managing workplace relationships and conflicts. (CO3,K5) 10
7. Answer any one of the following:-
- (7.1) Discuss the role of corporate etiquette in professional success with real-life examples. (CO4,K3) 10
- (7.2) Analyse how diversity and inclusion contribute to innovation and organizational growth. (CO4,K4) 10
8. Answer any one of the following:-

- | | | |
|-------|--|----|
| (8.1) | Analyse a real-life workplace conflict scenario and propose a structured resolution strategy. (CO5,K6) | 10 |
| (8.2) | Analyse the role of confidence, clarity, and professionalism in selection processes. (CO5,K4) | 10 |

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