

**B. Tech. SEM -I (Computer Science & Business Systems) (CBCS  
2018 Course) : WINTER - 2018**  
**SUBJECT : BUSINESS COMMUNICATION AND VALUE SCIENCE – I**

**Day** : Tuesday  
**Date** : 04/12/2018

**W-2018-2259**

**Time** : 10.00 AM To 01.00 PM  
**Max. Marks** : 50

**N.B.**

- 1) All the questions are **COMPULSORY**.
- 2) Figures to the **RIGHT** indicate **FULL** marks.

**Q.1** Choose the appropriate option from the given options. **(05)**

- a) What part of speech describes a verb, an adjective or an adverb and answers 'when?', 'where?' 'How' and 'to what extent'?
  - i) Verb
  - ii) Adjective
  - iii) Adverb
  - iv) Preposition
- b) The term \_\_\_\_\_ refers to principles, values and beliefs that define right and wrong behaviour.
  - i) Customer satisfaction
  - ii) Ethics
  - iii) Moral principles
  - iv) Values and principles
- c) /kju/ is the phonetic transcription of \_\_\_\_\_.
  - i) You
  - ii) Queue
  - iii) Knew
  - iv) Quay
- d) A recent survey identified the UK as \_\_\_\_\_ place in Europe to buy a car.
  - i) Most expensive
  - ii) The more expensive
  - iii) More expensive
  - iv) The most expensive
- e) Which of these is not used to conclude a formal business letter?
  - i) Yours faithfully
  - ii) Yours truly
  - iii) Yours sincerely
  - iv) With kind regards

**Q.2** Answer the following questions. **(15)**

- a) What are personal ethics and business ethics?
- b) What is meant by conflict resolution and what steps can be utilized to resolve conflict through an IBR approach?
- c) What is meant by a Y type communication network? State its advantages and disadvantages.
- d) Explain the significance of effective listening in business communication.
- e) Briefly explain the terms proxemics, chronemics and artifacts in relation to non-verbal communication.

**Q.3** Transcribe the following words with the help of an IPA script. (**any five**) **(05)**

- |              |             |
|--------------|-------------|
| i) Plausible | ii) Hat     |
| iii) Know    | iv) Noisy   |
| v) Nuzzle    | vi) Improve |

**Q.4** Answer the following questions. **(15)**

- a) What is Pareto analysis? How does it help in managing the following business fields?
  - i) Production Strategies
  - ii) Marketing Strategies
  - iii) Time Management

- b) What is meant by lexical and functional categories? State different lexicon categories (parts of speech) of the following sentences.
  - i) The product is very awesome.
  - ii) The mobile battery has a good life.
  - iii) Galaxy phone has an excellent display.
- c) What is a SWOT technique? Do SWOT analysis of Infosys Company in the current scenario.
- d) What are various types of communication? Describe the classification of non-verbal communication.
- e) Draw a communication cycle and state the importance of each component with practical examples in an organization.

**Q.5** Choose the appropriate option from the given options. **(05)**

- a) \_\_\_\_\_ are kind of problems arising from expressions in communication.
  - i) Cultural barriers
  - ii) Semantic barriers
  - iii) Wrong assumptions
  - iv) Selecting perceptions
- b) In an office, an employee communicates horizontally with his/her \_\_\_\_\_.
  - i) Superiors
  - ii) Subordinates
  - iii) Colleagues
  - iv) Assistants
- c) Positive situational factors and internal capabilities is part of company's \_\_\_\_\_.
  - i) Strengths
  - ii) Weaknesses
  - iii) Opportunities
  - iv) Threats
- d) The most significant skill required for teamwork is \_\_\_\_\_.
  - i) A need to be part of a team
  - ii) A willingness to help and guide other employees
  - iii) Disrespect for others
  - iv) An employee that works alone
- e) Which of the following is an example of an intrinsic motivation?
  - i) A pay increase
  - ii) Promotion
  - iii) Satisfaction in a job well done
  - iv) Good working condition

**Q.6** 'Growth and success of an organization broadly lie in a continuous multi-directional and multi-level flow of communication.' Elaborate the statement using suitable examples from the corporate world. **(05)**

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