

B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)

B.Tech. (CSBS) Sem - IV :SUMMER- 2022

SUBJECT : BUSINESS COMMUNICATION & VALUE SCIENCE-III

Day : Friday
Date : 24-06-2022

S-20456-2022

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N. B. :

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the right indicate **FULL** marks.
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Q.1 What are different advantages of a SWOT and a TWOS analysis? How does TWOS play a complementary role for a SWOT analysis? Provide suitable examples to support your points. **(10)**

OR

What different strategies are used in a TWOS analysis. State applications of TWOS strategies overcoming weaknesses and threats with an example.

Q.2 Elaborate the terms the VUCA world. How does one prepare to sustain in the VUCA world with the help of a SWOT and a TWOS analysis? **(10)**

OR

State the role and applications of motivation in the corporate world. Illustrate different steps of Maslow's theory highlighting the application of motivation.

Q.3 Why is it important to consider the pluralism in cultural spaces? Elaborate its significance in the corporate world. **(10)**

OR

What is meant by translocation in business? How does it affect the productivity of business? Elucidate your answer with proper reasoning.

Q.4 What is meant by gender inclusivity? Why is it important to the mixture gender inclusivity in the corporate world? Provide a suitable example to support your points. **(10)**

OR

Cross cultural communication is a soul of today's business world. State your reasoning with reference to the statement to justify your stand.

Q.5 What are different characteristics of technical writing? Elaborate in details the tools and best practices to draft an ideal technical document. **(10)**

OR

Elaborate the role of technical writing in the corporate world and draft a technical document on the importance of Artificial Intelligence in today's world.

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