

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

**B.Tech. (CSBS) Sem - VI :SUMMER- 2022**

**SUBJECT : BUSINESS COMMUNICATION & VALUE SCIENCE-IV**

Day : Monday

Date : 27-06-2022

**S-20473-2022**

Time : 02:30 PM-05:30 PM

Max. Marks : 50

N.B.:

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Draw neat and labelled diagram **WHEREVER** necessary.

**Q.1** What is the difference between Diversity and Inclusion? Describe at least five best practices for Diversity and Inclusion which can enhance the work-efficiency of employees at the work place? **(10)**

**OR**

When it comes to Inclusion, how do you foster an environment where people who have come from different backgrounds along with different values and ideas? Explain your strategy. **(10)**

**Q.2** How does written communication in the business context differ from one culture to another? Discuss the advantages and disadvantages of written communication. **(10)**

**OR**

**Q.2** What are the communication strategies that can be used in professional domain on a daily basis? Justify your answer with appropriate examples. **(10)**

**Q.3** What is meant by Emotional Intelligence (EI)? Why is EI important in personal as well as professional life? **(10)**

**OR**

**Q.3** Define the term Emotional Intelligence. Illustrate the different elements and characteristics of Emotional Intelligence? **(10)**

**Q.4** What do you mean by Corporate Social Responsibility(CSR)? Give main drivers of CSR, why should business engage them in social welfare projects. Illustrate with proper reasoning. **(10)**

**OR**

**Q.4** How does a company approach CSR activities and what type of initiatives are taken in this context? How do employees get engaged in the CSR work of their company? **(10)**

**Q.5** How do multiple intelligence and learning styles complement each other? Discuss nine Multiple Intelligences mentioned by Howard Garder. **(10)**

**OR**

**Q.5** How does emotional intelligence help to reduce conflict at work place and assist an individual in taking ethical decisions? Justify your answer with proper examples. **(10)**

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