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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: IV - THEORY EXAMINATION (2023- 2024)

Subject: Business Communication & Value Science-III

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. Last stage of Maslow's hierarchy is _____ (CO1) 1
- (a) Self-actualization needs
- (b) Physiological Needs
- (c) Social needs
- (d) Esteem needs
- 1-b. Self-actualization refers to (CO1) 1
- (a) When people realize it is all about me.
- (b) When people have a lot of friends.
- (c) When people are in meaningful relationships
- (d) The motivation to develop to one's full potential as a human being
- 1-c. Life positions, as proposed by transactional analysis, refer to: (CO1) 1
- (a) A person's physical location in society
- (b) The way individuals approach life challenges
- (c) A set of predetermined circumstances dictating one's future
- (d) None of the above
- 1-g. Which one amongst the following is not the unique feature of Manglyaan 1

- mission? (CO3)
- (a) India was the first nation to enter Mars orbit in the first attempt
 - (b) The spacecraft was built indigenously
 - (c) It is the costliest interplanetary mission
 - (d) It cost about a tenth of a similar NASA Mars mission
- 1-d. What does the term "embracing diversity" signify? (CO1) 1
- (a) Rejecting different cultures
 - (b) Embracing cultural assimilation
 - (c) Welcoming and respecting various cultures
 - (d) Ignoring cultural differences
- 1-h. _____ is a detailed guideline on how to do something, regardless how technical the task is. (CO3) 1
- (a) user manual
 - (b) SoS
 - (c) Report
 - (d) proposal
- 1-e. How can a company tailor its products to suit both local and global markets? (CO1) 1
- (a) By ignoring cultural preferences
 - (b) By maintaining uniform practices worldwide
 - (c) By adapting products to local tastes while maintaining global standards
 - (d) By solely focusing on one market segment
- 1-i. What might be a key feature of voice assistants in 25 years? (CO4) 1
- (a) Teleportation capabilities
 - (b) Real-time emotion recognition
 - (c) Ability to cook meals
 - (d) Time travel assistance
- 1-f. How does gender stereotyping affect individuals? (CO1) 1
- (a) It promotes individuality
 - (b) It respects individual differences
 - (c) It imposes rigid expectations based on gender
 - (d) It encourages equal opportunities for all genders
- 1-j. Which industry could benefit the most from advancements in voice assistant technology? (CO4) 1
- (a) Space tourism
 - (b) Virtual reality gaming
 - (c) Sustainable energy
 - (d) Healthcare

2. Attempt all parts:-

- 2.a. What do you understand by Physiological needs? (CO1) 2
- 2.b. Define culture. (CO2) 2
- 2.c. What are jargons? (CO3) 2
- 2.d. Why is it necessary to map and plan your document? (CO4) 2
- 2.e. How can analysing the audience help us to make a good technical write up? (CO4) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. During the COVID outbreak many medical aid manufacturers and hospitals made a lot of money by charging extravagantly. Do you think that was part of SWOT as their strengths and opportunities? Comment. (CO1) 6
- 3-b. Write the stories of at least three successful people who got failed but with their efforts they achieved their goals. (CO1) 6
- 3-c. Explain Throwing teeth to the roof! (CO2) 6
- 3-d. Why is it important to have tolerance and empathize with culturally different individuals and situations? (CO2) 6
- 3.e. How does science and technology help boost the economy of any nation? (CO3) 6
- 3.g. How do you see the role of chat bots in future? Give some examples to prove your point. (CO4) 6

SECTION-C

50

4. Answer any five of the following:-

- 4-a. Next week you have an interview for the position of a corporate development associate at AZNEC venture capital firm. Do a SWOT analysis for yourself. What makes you suitable for this job? (CO1) 10
- 4-b. Can fear of punishment be a factor of motivation? (CO1) 10
- 4-c. Explain Maslow's hierarchy of needs with diagram. (CO1) 10
- 4-d. 'Women are better drivers' give your views on the above statement with respect to gender stereotype. (CO2) 10
- 4-e. Create a technical write up on any one of the following topics: Bluetooth speakers, Solar bulbs (CO3) 10
- 4-f. You have built a software, draft a technical document defining each step from the beginning to the end. (CO3) 10
- 4-g. What can be the possible disadvantages or harms of a bad technical writing? (CO3) 10
- 4-h To help your workers at your factory design an SOP for them, so that they could 10

handle the car making machine.

(CO3)

COP . JULY 2024