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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

B.Tech

SEM: I - THEORY EXAMINATION (2021 - 2022)

Subject: Business Communication & Value Science - I

Time: 03:00 Hours

Max. Marks: 50

General Instructions:

1. All questions are compulsory. It comprises three Sections A, B and C.
 - Section A - Question No- 1 is objective type question carrying 1 mark each & Question No- 2 is very short type questions carrying 2 marks each.
 - Section B - Question No- 3 is Long answer type - I questions carrying 4 marks each.
 - Section C - Question No- 4 to 8 are Long answer type - II questions carrying 5 marks each.
 - No sheet should be left blank. Any written material after a Blank sheet will not be evaluated/checked.

SECTION A

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1. Attempt all parts:-

- 1-a. Either my mother or my brothers _____ coming to the party. (CO1) 1
- (a) none
(b) is
(c) are
(d) am
- 1-b. Only _____ of what we communicate is verbal message. (CO1) 1
- (a) 93%
(b) 38%
(c) 7%
(d) 55%
- 1-c. Participant should listen to the opinions expressed by others with respect. (CO2) 1
- (a) false

- (b) true
- 1-d. He is currently considered to be the best British ----- . (CO2) 1
- (a) Athlete
- (b) Dutch
- (c) Public
- (d) Unknown
- 1 Select the correct sentence: (CO3) 1
- (a) The mother was anxiously waiting outside, the door for her child to return.
- (b) The mother was anxiously waiting outside the door for her child to return.
- (c) The mother was waiting outside, the door for her child to return anxiously.
- (d) None of these
- 1-f. When I make a mistake it means (CO4) 1
- (a) I didn't try hard enough
- (b) I have a chance to learn
- (c) this is too hard
- (d) I am not smart

2. Attempt all parts:-

- 2-a. What should be the tone of an interviewee? (CO1) 2
- 2-b. Change the voice: He consumed pizza yesterday. (CO2) 2
- 2-c. Rewrite with different expression/word for the Capitalized expression: The audience went on talking even after the PLAY started. (CO3) 2
- 2-d. How can one's creativity help to achieve satisfaction? (CO4) 2

SECTION B

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3. Answer any five of the following:-

- 3-a. Write a story in not more than 150 words, using the following words:
silence, darkness, fear, lamp, hope (CO3) 4
- 3-b. How one's perception can be a barrier to communication? (CO1) 4
- 3 Why does the corporate rely so heavily on written correspondence at the workplace? (CO2) 4
- 3 How does cross-culture affect business communication? Explain with suitable illustration.
(CO2) 4
- 3 How does effective speaking skill help in communication? (CO3) 4

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| 3 | What strategies would you use to motivate your team? (CO4) | 4 |
| SECTION C | | 20 |
| 4. Answer any <u>one</u> of the following:- | | |
| 4 | What are the four important aspects to be considered while planning for your presentation? (CO1) | 5 |
| 4 | What's your definition of success? (CO1) | 5 |
| 5. Answer any <u>one</u> of the following:- | | |
| 5 | Identify the three main barriers to listening. Which of these barriers is most problematic for you? What can you do about it? (CO2) | 5 |
| 5 | Traffic signals are examples of intrapersonal communication. How? (CO2) | 5 |
| 6. Answer any <u>one</u> of the following:- | | |
| 6 | You work for the finance company. A customer has telephoned to say that you have charged her too much for an order. Write an email to your assistant- Giving the customer's name. Explaining why the customer think that the amount is wrong. Asking her to check the invoice and get back to you. (CO3) | 5 |
| 6 | Send an email to all the technical colleges in Faridabad and Gurugram that your college will organize a technical fest next month on 25th Feb, 2021 and that a team of students be sent to participate in it. (CO3) | 5 |
| 7. Answer any <u>one</u> of the following:- | | |
| 7 | What according to you is the most challenging part of being a leader? How to deal with that team member who disagrees with you? (CO4) | 5 |
| 7 | Write the significance of understanding culture for business communication. Mention at least two points. (CO4) | 5 |