Printed Page:- 04

#### Subject Code:- ACSBS0407

#### Roll. No:



# 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

# **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

# 1. Attempt all parts:-

- 1-a. VUCA stands for
  - (a) Volatile, Uncertain, Complex, Ambiguous.

(CO1)

- (b) Volatile, Uncertain, Complicated, Ambiguous.
- (c) Volatile, Unstable, Complex, Ambiguous.
- (d) Vague, Uncertain, Complex, Ambiguous.
- 1-b. Which one amongst the following is not an internal motivational 1 force? (CO1)
  - (a) Goals
  - (b) Needs
  - (c) Attitude
  - (d) Feedback
- 1-c. When you identify your weaknesses then you will be able to reduce and 1 eliminate \_\_\_\_\_\_ that could otherwise hurt your ability to move

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Max. Marks: 100

forward. (CO1)

- (a) Strengths
- (b) Weaknesses
- (c) Opportunities
- (d) Threats
- 1-g.Which classical dance form originated in the temples of Tamil Nadu and is1known for its spiritual and devotional aspects?(CO3)
  - (a) Kuchipudi
  - (b) Kathak
  - (c) Bharatanatyam
  - (d) Kathakali

1-d.	Why is understanding cultural communication? (CO1)	differences	important	in	1
	(a) To enforce cultural uniformity				
	(b) To avoid communication altogether	$ \cap $	<b>J</b>		
	(c) To bridge gaps and foster understand				
	(d) To assert dominance over other cultu	ires			
1-h.	How does Indian culture influence gender role	s? (CO3)			1
	(a) By prescribing specific roles and beha	aviors based or	n gender.		
	(b) By promoting gender equality in all a	spects of life.			
	(c) By allowing individuals to choose thei	ir gender roles	freely.		
	(d) By encouraging individuals to challen	ige traditional	gender norms.		
1-e.	What is the opposite of cultural pluralism?	()	CO1)		1
	(a) Cultural homogeneity				
	(b) Cultural integration				
	(c) Cultural assimilation				
	(d) Cultural diversity				
1-i.	What type of AI is used in email spam filters?	(	CO4)		1
	(a) Artificial General Intelligence (AGI)				
	(b) Narrow AI				
	(c) Strong AI				
	(d) Weak AI				
1-f.	What does "glocalization" aim to achieve?	(CO1)			1
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- (b) Cultural isolation
- (c) Blending global and local influences
- (d) Eliminating cultural diversity

1-j. Which AI application can assist in medical diagnosis? (CO4)

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- (a) Online shopping recommendations
- (b) Social media updates
- (c) Chatbots for customer service
- (d) Medical imaging analysis

# 2. Attempt all parts:-

2.a.	Discuss how leveraging motivation can assist someone in maintaining a consistent workout routine and achieving their fitness goals amidst a busy work schedule. (CO1)				
2.b.	What is the aim of the song 'Mile Sur Mera Tumhara'? (CO2)				
2.c.	Name top five ancient Indian scientist. (CO3)				
2.d.	What do you know about Sophia? The robot. (50 words) (CO4)				
2.e.	What is the basic goal of any technical writing? (CO4)	2 2			
2.0.	SECTION B	30			
3. Answer any <u>five</u> of the following:-					
3-a.	Mr. X wants to start a shoe company. Explore strengths, weaknesses,	6			
	opportunities, and threats for his company. (CO1)				
3-b.	Mention five primary motivational factors. (CO1)	6			
3-c.	Does gender roles vary across societies and cultures? How? (CO2)	6			
3-d.	Have you tried Maharaja Mc (veg/non-veg) at McDonald's? How the above statement is an example of Glocalisation? (CO2)				
3.e.	Write a short note on Dr A.P.J.Abdul Kalam. (CO3)	6			
3.g.	Developing technology has brought people very closer to each other. Comment on this. (CO4)				
	SECTION C	50			
4. Answer any <u>five</u> of the following:-					
4-a.	Do you think technology causes emotional scarcity? Discuss on this. (CO4)	10			
4-b.	Write an essay on an AI based movie that you have watched. (CO4)				
4-c.	Design a technical document for booking an online railway ticket. (CO4)				

- 4-d. Plan a gender awareness campaign, mention the activities and ideas for 10 executing the campaign. (CO2)
- 4-e. You are a team leader at work responsible for motivating your team to meet 10 project deadlines. Outline three straightforward motivational strategies you can use to inspire and encourage your team members. Discuss the importance of providing positive feedback, recognizing individual contributions, and fostering a supportive team environment to boost motivation and productivity. (CO1)
- 4-f. Define Artificial Intelligence (AI) and provide examples of its applications in 10 everyday life. Explain how AI systems mimic human cognitive functions. (CO4)
- 4-g. What are some common challenges faced by technical writers, and how can 10 they overcome these challenges? Provide practical strategies for handling issues like complex subject matter and diverse audiences. (CO4)
- 4-h Imagine you're the boss of a company where people come from all over the 10 world. How would you deal with the fact that everyone has different ways of doing things because of their culture? Can you give some examples of things you might do to make sure everyone feels respected and works well together? (CO3)

FG.