

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: VI - THEORY EXAMINATION (2023 - 2024)

Subject: Business Communication & Value Science-IV

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. The term Glocalisation is a combination of - (CO1) 1
- (a) global+isation
 - (b) local+ization
 - (c) localization+globalization
 - (d) globalization+localization
- 1-b. _____means the position in which you hold your body when standing or sitting. (CO1) 1
- (a) Gesture
 - (b) Posture
 - (c) Proxemics
 - (d) Paralanguage
- 1-c. What does CSR stand for? (CO2) 1
- (a) Corporate Social Responsibility
 - (b) Company Social Responsibility

(c) Corporate Society Responsibility

(d) Company Society Responsibility

1-d. Which of the following would most effectively act as the primary objective of a business organization? (CO2) 1

(a) To make a profit

(b) To procure resources

(c) To communicate with shareholders

(d) To mediate between the organisation and the environment

1-e. Which quadrant of the Johari Window represents information that is known to both oneself and others? (CO3) 1

Question Instruction

Please read the question carefully and select the best option

(a) Open

(b) Blind Spot

(c) Hidden

(d) Unknown

1-f. What does the 'life experiences' component of an identity chart include? (CO3) 1

Question Instruction

Please read the question carefully and select the best option

(a) Education and career accomplishments

(b) Travel experiences and cultural immersion

(c) Relationships and family history

(d) Political activism and social causes

1-g. What is the best way to decline a business invitation? (CO4) 1

Question Instruction

Choose the correct option from the following.

(a) Ignore the invitation and don't respond

(b) Politely decline with a reason

(c) Accept the invitation but don't show up

(d) Decline without providing a reason

1-h. When managing a conflict, which of the following is the most effective approach? (CO4) 1

Question Instruction

Choose the correct option from the following.

- (a) Avoiding the conflict altogether
- (b) Compromising with the other party
- (c) Forcing the other party to agree with your viewpoint
- (d) Collaborating with the other party to find a mutually beneficial solution

- 1-i. Which of the following is not an environmental stressor? (CO5) 1
- (a) Weather
 - (b) Traffic
 - (c) Financial problems
 - (d) Substandard housing
- 1-j. Which of the following is NOT an effective time management technique? (CO5) 1
- (a) Creating a to-do list
 - (b) Using a time tracking app
 - (c) Multitasking on multiple tasks simultaneously
 - (d) Breaking down tasks into smaller, manageable steps

2. Attempt all parts:-

- 2.a. Mention any three important points to keep in mind while composing a proposal letter? (CO1) 2
- 2.b. Why is it important for a company to have ethical strategies of growth? (CO2) 2
- 2.c. How does the Johari Window model relate to self-awareness and personal growth? (CO3) 2
- 2.d. What do you understand by the phrase 'think outside the box?' (CO4) 2
- 2.e. Differentiate between stress and anxiety? (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. A person from the audience asks a question which is not related to your presentation. How will you handle the question, if you do not know the answer? Or, if you know the answer? (CO1) 6
- 3-b. Why is it important these days to be emotionally intelligent? Incorporate some real life examples to prove your point. (CO1) 6
- 3-c. What is the difference between CSR and sustainability? (CO2) 6
- 3-d. How does corporate social responsibility lead to 'Better Public Image?' Explain. (CO2) 6

- 3.e. Explain the Johari Window model and elaborate how it can be used to enhance self-awareness and communication skills. (CO3) 6
- 3.f. How important is empathy in resolving or managing workplace conflicts? Explain your response with examples. (CO4) 6
- 3.g. Time management can be affected by external factors such as unexpected events or emergencies. Describe how you handle such situations and adjust your time management approach accordingly. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. You are Ashwini Meena of C-23, Chitra Park, Jaipur. Write a letter to M/s Full Marks (Pvt) Ltd, Daryaganj, New Delhi asking for a catalogue of books, terms and conditions of supply and mode of payment etc. Invent necessary details. (CO1) 10
- 4-b. Why should we avoid communicating with people at workplace when we are emotionally charged? Explain the potential repercussions of possible emotional outburst at workplace. (CO1) 10

5. Answer any one of the following:-

- 5-a. In the current global scheme of things, it is increasingly becoming clear that the issue of strategic results requires strategic thinking. Strategic social responsibility cannot take the back seat. What do you think about incorporating strategic CSR as a major in the modern organizations? (CO2) 10
- 5-b. 'Ubuntu doesn't mean respecting or disrespecting bad work; it means respecting the person who does the work.' Analyze the statement in light of the concept of Ubuntu. (CO2) 10

6. Answer any one of the following:-

- 6-a. Analyze the impact of culture and diversity on the Johari Window model. Discuss how cultural differences and diversity can affect the size and shape of each quadrant, and how this can impact communication and collaboration. (CO3) 10
- 6-b. Critically evaluate the identity chart as a tool for personal exploration and growth. Analyze the benefits and limitations of the identity chart, and discuss how it compares to other methods of self-exploration. (CO3) 10

7. Answer any one of the following:-

- 7-a. What are some of the effective conflict resolution techniques which can be employed in order to avoid workplace conflicts? (CO4) 10

7-b. Have you ever observed discrimination around you? How did you feel about and respond to it? (CO4) 10

8. Answer any one of the following:-

8-a. Procrastination can significantly impact time management, but it can be overcome with the right strategies and techniques. Explain the techniques that can help get over procrastination. (CO5) 10

8-b. What's the most stressful situation you've faced in your school/college so far? How did you handle it? (CO5) 10

REG. MAY 2024