

## Model Question Paper

Reg No:

Name:

### RAJAGIRI SCHOOL OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

#### FIRST SEMESTER B.TECH DEGREE EXAMINATION

#### 101009 /EN100F: BUSINESS COMMUNICATION AND VALUE SCIENCE

Max. Marks: 100

Duration: 3 hours

### PART A

(Answer **all** questions, **each** question carries **5** marks)

1. Fill in the blanks. Please write the entire sentence. (1x5=5)
  - a. The committee \_\_\_\_\_ various charity drives throughout the city. (conduct, conducts)
  - b. The earnings for this quarter \_\_\_\_\_ expectation. (exceed, exceeds)
  - c. Diabetes \_\_\_\_\_ many people around the world. (affect, affects)
  - d. Strategies that the teacher uses to encourage classroom participation\_\_\_\_\_ using small groups and clarifying expectations. (include, includes)
  - e. Interviews \_\_\_\_\_ one way to collect data and \_\_\_\_\_ researchers to gain an in-depth understanding of participants.(is, are), (allow, allows)
2. Use the correct form of the word given in the brackets
  - a. Would George be angry if I \_\_\_\_\_ his bike without asking? (take)
  - b. If we \_\_\_\_\_ to their party next week, they would be very angry. (go)
  - c. If I \_\_\_\_\_ a ticket, I \_\_\_\_\_ to the theatre. I really want to see Hamlet. (get , go)
  - d. If I find an interesting book, I \_\_\_\_\_ it to you. (give)
  - e. What \_\_\_\_\_ you \_\_\_\_\_ if you won a million pounds? (do)
3. Use the following impact words in your own sentences.
  - a. Administered
  - b. Undertaken
  - c. Enhanced
  - d. Received
  - e. feasible
4. Suggest simple words for the following words often used in business correspondence –
  - a. Endeavour
  - b. Recapitulate
  - c. Anticipate
  - d. Envisage
  - e. Propitious

5. Correct the following sentences.
- If he had came earlier, he could have met the CEO.
  - Either the printer or the software are causing the glitch.
  - Veena and myself will take care of the details.
  - There has been a mistake definitely in this document.
  - Our product is widely available than most of the competing brands.
6. The following extract have round about expressions or not clear because of redundancy and clichés. Rewrite to make it direct, plain and readable.

In order that the account office may achieve quicker settlement of outstanding accounts, and thus maintain more harmonious relationships with suppliers, it would be appreciated if officials of all departments would henceforth process all their purchase requirements through the purchasing department. It is known and accepted that this procedure has been followed in most cases; however, owing to the occurrence of certain exceptions, it is hoped that there will be considerable saving of time and avoidance of duplication if all purchase requirements are henceforth processed by the purchase department.

7. Due to sudden strike of transport workers of Kochi, you find it impossible to execute an order from an overseas buyer. Write an appropriate letter stating the time when you expect to ship the goods.
8. Shift the calendar to your graduation date so that now you are ready to sell your working skills in the job market. You have come across the following advertisements through an online service. Prepare an appropriate resume for the following.
- Included in the fortune 500 companies, A D P Ltd is seeking management trainees in order to cope with the company's expansion plans. The challenging management programme requires applicants with good communication skills, enthusiasm, and high energy levels to be successful. They must be post graduates in management, computer literates, and should possess good interpersonal skills. Invent necessary details.

## **PART B**

(Answer **all** question, **each** question carries **10** marks)

9. Read the passage below and answer the questions that follow

Pune, the old-new destination it has been around for a long time as an industrial centre, with a wide and deep engineering base for manufacture. To this has been added the high growth, high profile information technology (IT), making it a fast growing IT centre. Initiatives in this area are springing up, with the University of Pune actively participating, giving the movement a solid base.

Its status as a new destination is in the newer areas and sectors. These include sectors like education, where it has a grand tradition. This tradition and reputation has been taken along further so that its

educational institutes have attracted students from the far-east all the way to Africa and the Middle East. The foreign student population of the city is among the highest anywhere in the country. Fast food and cola manufacturers see this as ‘their’ city, with an ideal profile of young, help consumers. It is not only the industry and trade that are growing, industry leaders have identified agri-business as another sunrise industry for this region. It is home to floriculture, horticulture and high-tech agri units.

While other cities have grown through a sustained effort on the part of government agencies, growth in this city has come largely through the efforts of its citizens, including corporates. Such initiatives are seen most conspicuously in the knowledge sector, that is IT and agri business. Individuals have marketed the city, and indirectly the country, in other countries.

- a. Identify the major drivers behind the growth of Pune. How?
  - b. Why is Pune a desirable location for fast food and cola manufacturers?
  - c. Pune is referred to as an “old-new destination”. Explain.
  - d. Why is Agri-business called a sunrise industry in Pune?
  - e. From this passage, what can be understood about Pune as a fast growing IT sector and who plays the major role? (5x2=10 marks)
- 10.** a. Explain with the examples any 5 rules of Subject Verb agreement.  
b. Differentiate between verbal and non-verbal communication. (2x5= 10 marks)
- 11.** What do you understand by self-awareness? How is body awareness and self-identity tied to self-awareness?
- 12.** Describe communication and the importance of it. Illustrate the different barriers of communication with the help of real life scenarios.
- 13.** Write a comprehensive note on stress management- reasons, identification, management and the four As of stress management.
- 14.** a. “Integrity, insight and inclusiveness are the three essential qualities of leadership.” Elucidate.  
b. What are the different types of teams? (2x5= 10 marks)