

# CBBCS SCHEME

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## Third Semester B.Tech. Degree Examination, Feb./Mar. 2022 Business Communication and Value Science – I

Time: 3 hrs.

Max. Marks: 100

**Note:** Answer any FIVE full questions, choosing ONE full question from each module.

### Module-1

- 1 a. Write a note on your favorite captain of IPL and the life skills and values he possesses. (10 Marks)
- b. List out and explain the communication skills required by a cab driver receiving a top executive from an IT firm, at an airport. (10 Marks)

OR

- 2 a. Write a newspaper report/article of the match between CSK and KKR, the final of IPL 2021. (10 Marks)
- b. Explain the values and the skills that need to be possessed by a watchman, office boy and sweeper, working in a top IT firm. (10 Marks)

### Module-2

- 3 a. What is stress management? Discuss different ways to manage stress at workplace. (10 Marks)
- b. What is body awareness? Explain the importance of body language in the process of communication. (10 Marks)

OR

- 4 a. Explain the types of tenses in functional grammar. (10 Marks)
- b. Explain the common errors made in sentence formation. (10 Marks)

### Module-3

- 5 a. What are barriers to communication? Justify your answer with suitable examples. (10 Marks)
- b. What are essentials of effective communication? (10 Marks)

OR

- 6 a. Explain the components of verbal and non verbal communication. (10 Marks)
- b. Write an E-mail to the HR manager of Tata Consultancy Services, responding to a job opening (backend software developer) post that you saw on social media. (10 Marks)

### Module-4

- 7 a. Explain the importance of Pronunciation and clarity of speech in effective communication. (10 Marks)
- b. What is Group discussion? Explain the components of effective group discussion. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and/or equations written eg, 42+8 = 50, will be treated as malpractice.

**OR**

- 8 a. Summarise two articles that you have read from Economic Times on Readers Digest. (10 Marks)  
b. What is CV? Explain the essential components of building an effective CV. (10 Marks)

**Module-5**

- 9 a. What were the skills and values you could identify and relate to, after watching the movie "Pursuit of Happiness". (10 Marks)  
b. Assuming that you work in an organization where you find employees from different countries, states, religious, races etc. What behavioral skills you would exhibit to appreciate workplace diversity? (10 Marks)

**OR**

- 10 Assuming you are leading a group of people for a trek to Pushpagiri, how are you going to exhibit the following values?  
a. Leadership skills (05 Marks)  
b. Teamwork (05 Marks)  
c. Stress management (05 Marks)  
d. Maintaining the group. (05 Marks)

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