

# CBCS SCHEME

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18CB53

## Fifth Semester B.Tech. Degree Examination, Jan./Feb. 2023 Business Communication and Value Science – II

Time: 3 hrs.

Max. Marks: 100

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

### Module-1

- 1 a. Define written communication. Identify the common errors in written communication. Demise different ways of rectifying it. (10 Marks)
- b. What is speed writing? List out various techniques of speed writing. (10 Marks)

OR

- 2 a. List out the features of written communication. How it is different from oral communication? (10 Marks)
- b. List out the application areas where we can apply reading and writing skills in current scenario. (10 Marks)

### Module-2

- 3 a. Define and analyze various personality traits. How these traits are useful in business communication. (10 Marks)
- b. Explain the concept of team player style in business communication. How the concept of team helps in effective business communication? (10 Marks)

OR

- 4 a. Explain the concept of morality in communication. What is its relevance in business communication? (10 Marks)
- b. Explain diversity and inclusion and its application in corporate world to make sound business decisions. (10 Marks)

### Module-3

- 5 a. How do you create communication material? What are its components? List and explain. (10 Marks)
- b. Write short notes on assignment and assimilation and their application. (10 Marks)

OR

- 6 a. Outline the incidents where diversity is experienced in the corporate world. As a manager how these experiences help to manage people? (10 Marks)
- b. As a manager, list out various events you organize to support inclusion. (10 Marks)

### Module-4

- 7 a. What is personal goal setting? List out the steps in goal setting. (05 Marks)
- b. List and explain various personal success factors. (05 Marks)
- c. What is career planning? List and explain various objectives of career planning. (05 Marks)
- d. How you handle failure in communication? List out some tips in overcoming those failures. (05 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. Define SWOT analysis. How it is useful as a tool of communication? (05 Marks)  
b. What is self assessment? List few methods of self assessment in communication. (05 Marks)  
c. Why there is a need to appraise one-self or define self appraisal? (05 Marks)  
d. Write short notes on perception and attitude (05 Marks)

**Module-5**

- 9 a. Write short notes on social and corporate etiquettes in work settings. (05 Marks)  
b. What is corporate grooming and dressing and why it is useful in current scenario? (05 Marks)  
c. What is the importance of professional behavior at the work place? (05 Marks)  
d. What are the pros and cons of implementing etiquettes at workplace? (05 Marks)

**OR**

- 10 a. List out the tips how to present one-self in a professional manner. (05 Marks)  
b. First impression is a best impression. Comment. (05 Marks)  
c. Write short notes on ethics in engineering and ethical reasoning. (05 Marks)  
d. Discuss rights and responsibilities as a citizen that need to be followed. (05 Marks)

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