



School of Social Sciences & Languages

Winter Semester 2024-2025

Continuous Assessment Test-2

Course Code : ENG1018 Duration : 90 Minutes Max. Marks: 50

Course Name : Business Communication and Value Science IV

Date: 16.03.2025

Time: 9.30 am- 11.00 am

Faculty Member (s): Dr. S. Meenakshi, Dr. Anu Baisel

Slot: TA2

Class ID- VL2024250506102, VL2024250506101

Q. NO.	Questions	Max. Marks	CO	BL										
1.	i Explain the following business terminologies in one or two lines (5 marks) 1. B2B 2. Oligopoly 3. Macroeconomics 4. Diversification 5. Philanthropy 6. Audit 7. Capital 8. Arbitrage 9. Annuity 10. Stakeholders ii Match the following (5 marks) <table><tr><td>1. To dominate a particular market</td><td>- Ballpark number</td></tr><tr><td>2. A very inexact estimate</td><td>- Get something off the ground</td></tr><tr><td>3. To start something</td><td>- Put all one's eggs in one basket</td></tr><tr><td>4. To rely on only one thing to bring success</td><td>- In the driver's seat</td></tr><tr><td>5. To be in charge or in control of a situation</td><td>- Corner the market</td></tr></table>	1. To dominate a particular market	- Ballpark number	2. A very inexact estimate	- Get something off the ground	3. To start something	- Put all one's eggs in one basket	4. To rely on only one thing to bring success	- In the driver's seat	5. To be in charge or in control of a situation	- Corner the market	10	CO6	BT2
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2.	How does effective time management contribute to personal and professional success?	10	CO5	BT1
3.	Case study (Time Management) Rahul is a final-year engineering student who is preparing for campus placements while also working on his final-year project. Additionally, he is a part of the college debate team and has personal commitments. With multiple deadlines approaching, Rahul finds himself overwhelmed. Despite making to-do lists, he often procrastinates and ends up rushing to complete tasks at the last minute. a. How is procrastination affecting Rahul's productivity and stress levels? b. How can digital distractions impact Rahul's ability to follow his new time management strategy?	10	CO5	BT3
4	What is corporate etiquette, and why is it important in a professional setting?	10	CO4	BT1
5	Case study (Corporate Etiquette and Communication) Sara recently joined a multinational company as a marketing executive. She is excited about the opportunity but struggles to adapt to the corporate environment. She often arrives late for meetings, frequently checks her phone during discussions, and sometimes interrupts colleagues while they are speaking. One day, Sara sends an email to a senior manager without a proper subject line and with casual language. The manager responds with a polite but formal reminder about professional email etiquette. Additionally, her team leader advises her on the importance of active listening, punctuality, and professional communication. a. What corporate etiquette mistakes did Meera make, and how did they impact her workplace interactions? b. How do small changes in professional behavior, like maintaining eye contact and being punctual, influence workplace relationships?	10	CO4	BT3