



School of Social Sciences and Languages
Winter Semester 2024-2025 Continuous Assessment Test – II

Course Name & code: Business Communication and Value Science – IV (ENG1018)

Class Number (s): VL2024250506100 Slot: TA1

Faculty Name (s): Dr. V. Sunitha

Exam Duration: 90 Min.

Date: 16-03-25 Time: 2 p.m to 3.30 p.m

Maximum Marks: 50

Question		Marks	CO	BL														
1	a. Explain the following business terminologies in a single sentence each. i. Move the needle ii. Boil the ocean iii. Gold plating iv. Pushing the envelope v. Get down to brass tacks vi. Shooting from the hip vii. Monkey on your back viii. Swim with the sharks' ix. Touch base x. Eat your own dog food b. Match the following business idioms <table><thead><tr><th>Idioms</th><th>Meanings</th></tr></thead><tbody><tr><td>1. Herding cats</td><td>A. A superficial effort that does not address the root issue</td></tr><tr><td>2. Peel the onion</td><td>B. Revisit a topic or discussion later</td></tr><tr><td>3. Boil down to</td><td>C. Managing a group of people or a project that is difficult to control</td></tr><tr><td>4. Circle back</td><td>D. A fundamental change in approach or assumptions</td></tr><tr><td>5. Paradigm shift</td><td>E. Simplifying a complex situation to its essential elements</td></tr><tr><td></td><td>F. Being overwhelmed with too much information at once</td></tr></tbody></table>	Idioms	Meanings	1. Herding cats	A. A superficial effort that does not address the root issue	2. Peel the onion	B. Revisit a topic or discussion later	3. Boil down to	C. Managing a group of people or a project that is difficult to control	4. Circle back	D. A fundamental change in approach or assumptions	5. Paradigm shift	E. Simplifying a complex situation to its essential elements		F. Being overwhelmed with too much information at once	5+5	CO6	2
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2	What effective time management strategies can you adapt to your professional and personal contexts to maximize productivity while maintaining work-life balance?	10	CO5	1														
3	Read the following case and answer the following question: Priya is a senior marketing executive in a fast-growing startup. With multiple product launches, client meetings, and team coordination tasks, she constantly feels overwhelmed. Despite making daily to-do lists, she often misses deadlines due to last-minute urgent tasks. Her workload keeps increasing, and she finds herself staying late at the office frequently. Noticing her struggle, her manager suggests she adopt time batching for similar tasks, use the Pareto Principle (80/20 Rule) to focus on high-impact activities, and delegate low-priority tasks to her team members. Priya is hesitant at first but decides to give it a try. Over the next few weeks, she starts noticing a drastic improvement in her productivity, meeting deadlines more efficiently while maintaining a better work-life balance. Question: "What were Priya's primary time management challenges, and how did the suggested techniques help her overcome them? What additional strategies could she use to further optimize her productivity?"	10	CO5	3														
4	How can corporate etiquette influence professional relationships and organizational culture, and how can it be adapted to diverse workplace environments and global business interactions?	10	CO4	1														
5	Rahul recently joined a multinational corporation as a management trainee. Eager to make a good impression, he actively participates in meetings and shares his ideas. However, his emails are often too casual, lacking proper greetings and formal structure. In team discussions, he unknowingly interrupts others while speaking, and in virtual meetings, he sometimes forgets to mute his microphone, causing distractions. Noticing this, his mentor, Meera, advises him on the importance of professional email etiquette, active listening, and maintaining proper meeting decorum. She also suggests he observe senior colleagues to understand workplace communication norms. Over time, Rahul makes conscious improvements, ensuring his emails are clear and professional, listening attentively in meetings, and respecting others' speaking time. Soon, he finds himself being taken more seriously by colleagues and seniors. Question: What key corporate etiquette and communication mistakes did Rahul make, and how did addressing them help improve his professional image? What additional strategies can professionals use to enhance workplace communication?	10	CO4	3														