


VIT[®]

 Vellore Institute of Technology
(Deemed to be University under section 3 of the UGC Act, 1956)
Final Assessment Test – April 2026

 Course: **ENG1018** - Business Communication and Value Science - IV

 Class NBR(s): **6469 / 6470**

 Slot: **TAA2**

 Max. Marks: **100**

 Time: **Three Hours**

- **KEEPING MOBILE PHONE/ANY ELECTRONIC GADGETS, EVEN IN 'OFF' POSITION IS TREATED AS EXAM MALPRACTICE**
- **DON'T WRITE ANYTHING ON THE QUESTION PAPER**

COs	CO Statements
CO1	Excel in communicative writing in real life scenarios.
CO2	Recognize the importance of corporate social responsibility (CSR)
CO3	Assess the impact of conflicts and list the basic guidelines required to manage conflicts
CO4	Relate to Emotional Intelligence in personal and professional life.
CO5	Identify the best time management practices and apply in diverse situations
CO6	Demonstrate advanced level communication skills

BL – Blooms Taxonomy Level (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)

Answer ALL Questions

(10 X 10 = 100 Marks)

- You are the Marketing Manager of a company that has developed a cloud-based customer relationship management (CRM) software. Write a persuasive business letter to the Managing Director of a retail company convincing them to implement your CRM software to improve customer engagement and sales performance. Highlight the major features, provide a special introductory offer, and include a clear call to action.

CO1 BL2
- You are applying for an MBA program at a reputed international university. Write a Statement of Purpose (SOP) explaining your academic background, professional experiences, leadership skills, future career aspirations, and reasons for selecting this particular program and university.

CO1 BL2
- How can Corporate Social Responsibility (CSR) initiatives help organizations build brand reputation, stakeholder trust, and sustainable business growth while fulfilling their ethical responsibilities?

CO2 BL3
- Read the following case study on CSR and answer the question:**

ABC Electronics, a multinational company producing consumer gadgets, has been criticized for generating large amounts of electronic waste and using non-recyclable materials in its products. In response, the company launched a CSR initiative that includes:

 - Introducing a product recycling program
 - Using biodegradable packaging materials
 - Partnering with NGOs to promote digital education in rural schools
 - Investing in solar energy for manufacturing plants

CO2 BL3

However, critics argue that these initiatives are mainly for public relations purposes.

Question:

As a sustainability consultant, evaluate whether ABC Electronics' CSR initiatives are truly meaningful or simply a form of greenwashing. Provide reasons and suggest additional CSR measures the company could adopt.

5. **Read the following case study and answer the question:**

CO3 BL2

Delta Marketing Agency recently faced a conflict between the creative team and the client management team. The client management team promised a client an advertising campaign with a very tight deadline without consulting the creative team. When the creative team learned about the commitment, they felt stressed and believed the expectations were unrealistic. This created tension between the teams, affecting collaboration and productivity.

The management organized a conflict resolution meeting, where both teams discussed their concerns. After discussion, they agreed to set clear communication procedures and realistic timelines for future projects.

Question:

Identify the conflict resolution techniques used in this case. If you were the team leader, what additional strategies would you implement to avoid such conflicts in the future?

6. **Fill in the Blanks using the given idioms:**

CO6 BL1

(Blue-sky thinking, Cut corners, On the same page, Think on your feet, In the pipeline, Touch base, Go the extra mile, Ahead of the curve, Learn the ropes, Close the deal, In the driver's seat, Put all your eggs in one basket, Call the shots, Move the needle)

1. The new product is still ----- and will be launched next quarter.
2. During the meeting, it's important that everyone is ----- about the company's goals.
3. The sales team worked hard to ----- with the international client.
4. She had to ----- during the presentation when unexpected questions were asked.
5. The manager encouraged ----- to generate innovative ideas for the campaign.
6. The company stayed ----- by adopting the latest technology before its competitors.
7. Interns need some time to ----- before taking on major responsibilities.
8. He always tries to ----- to ensure customer satisfaction.
9. The CEO is now ----- and making all the key strategic decisions.
10. The company should avoid ----- by investing in only one market.

7. Match the Following: Business Idioms & Corporate Terms

CO6 BL1

Column A		Column B
1. Think outside the box	A	Working together effectively to achieve better results
2. Get the ball rolling	B	Estimate or rough calculation
3. Back to the drawing board	C	Creative thinking beyond traditional ideas
4. Ballpark figure	D	Returning to planning stage after failure
5. Leverage	E	Start an activity or process
6. Synergy	F	Using resources or advantages effectively
7. Scalability	G	Main strength or specialized capability of a company
8. Core competency	H	Focusing on short-term gains instead of long-term growth
9. Due diligence	I	Setting higher standards of performance
10. Raise the bar	J	Careful investigation before making decisions
	K	Ability of a system or business to grow efficiently

8. Explain the importance of goal setting in time management. How can the SMART technique (Specific, Measurable, Achievable, Relevant, Time-bound) help individuals manage their time more effectively?

CO5 BL2

9.a) Read the following case and answer the question.

Priya recently joined a multinational company. During meetings, she often checks her emails on her laptop while others are speaking. She sometimes forgets to mute her microphone during virtual meetings and occasionally sends emails without proofreading them. Her manager noticed that these habits were affecting the team's professionalism and advised her to improve her workplace etiquette.

Question:

Why is professional behavior important in meetings and communication? What steps should Priya take to improve her corporate etiquette?

CO4 BL2

OR

- 9.b) Rahul works in the customer relations department of a company. While communicating with clients, he sometimes responds late to emails and uses casual language such as "Hey" or "What's up?" in professional messages. A client complained that his communication style appeared unprofessional.

CO4 BL2

Question:

How can poor communication etiquette affect a company's professional image?
What strategies should Rahul follow to maintain proper corporate etiquette?

- 10.a) Explain the importance of work-life balance in managing stress. Suggest some practical strategies that employees can follow to maintain balance.

CO4 BL2

OR

- 10.b) What are the common causes of workplace stress? Explain how individuals can manage stress effectively through healthy coping strategies.

CO4 BL2

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