



VIT
Vellore Institute of Technology
Creating the Future Today

School of Social Sciences and Languages

Winter Semester 2025-2026

Continuous Assessment Test – I

Programme Name & Branch: B.Tech

Course Name & code: ENG1018- Business Communication and Value Science-IV

Class Number (s): VL2025260506469

Slot: TAA2

Date of Examination - 27-01-2026

Faculty Name (s) Dr.M.Thenmozhi, Dr. Mathumathy S

Exam Duration: 90 minutes

Maximum Marks: 50

1. Identify and explain the violations of 7Cs of communicative writing in the following passage: **(10 Marks)**

An internal performance review communication was circulated by the project manager to a team of employees involved in a time-sensitive organizational project. The project required strict adherence to documented guidelines related to workflow procedures, reporting formats, and submission deadlines, as the final output was to be reviewed by senior management and external stakeholders. During the review process, it was observed that several deliverables submitted by the team did not fully comply with the prescribed instructions. In particular, deviations were noted in the formatting of reports, incomplete incorporation of revised guidelines shared during previous meetings, and delays in meeting agreed timelines. These issues affected the overall quality and consistency of the project output and required additional review time from supervisors. As a result, the following message was circulated to the employees:

"Your performance has not been satisfactory. Instructions were not followed properly. Immediate improvement is required."

2. Write a detailed statement of purpose in 200 words:

(10 Marks)

Imagine that you are applying for higher education at a reputed national or international university. You are required to submit a Statement of Purpose (SOP) as part of the admission process.

3. Analyse the following case study with corporate social responsibility:

(10 Marks)

A group of undergraduate interns is assigned to work on a Corporate Social Responsibility (CSR) initiative for an organization focused on environmental sustainability. The project requires strategic planning, data analysis, and community engagement. Initially, the team operates efficiently; however, unforeseen challenges soon arise. Budget constraints and time limitations force the team to reconsider its original action plan. While some members advocate adapting the project scope to realistic constraints, others resist change, viewing it as a compromise of quality. One intern, overwhelmed by pressure, begins to miss deadlines, further increasing workload for others. The team leader struggles to balance competing viewpoints and delays critical decisions, resulting in confusion and escalating conflict. As internal disagreements intensify, the interns begin to focus more on individual performance evaluations than on the collective social mission of the project.

4. Critically examine the concept of organizational conflict by analyzing its sources, types, and stages, and evaluate how conflict can function as both a constructive and destructive force in the workplace.

(10 Marks)

5. Analyse the following case study based on Conflicts, Attributes and Team Qualities

(10 Marks)

A project team in an organization is experiencing frequent conflicts due to role ambiguity, communication gaps, and interpersonal differences. Identify the causes and types of conflict involved, and explain the attributes and qualities required of an effective team member to resolve these conflicts and enhance team performance.