



CONTINUOUS ASSESSMENT TEST - II

WINTER SEMESTER 2025-2026

Programme Name & Branch : B.Tech / Business Systems
Course Code and Course Name : ENG1018/Business Communication & Value Science- IV
Faculty Name(s) : Dr. S.Mathumathy & Dr.Thenmozhi
Class Numbers : VL2025260504617&VL2025260506469
Date : 16/03/2026 **Time**: 5.00 to 6 30 pm **Exam Duration** : 90 min **Max Marks**: 50

Answer All Questions

1. A. Explain the following business terminologies in a single sentence:

- i. Move the needle ii. bite the bullet iii. Gold plating iv. Pushing the envelope v. golden handcuffs

B. Match the following business idioms

Idioms

Meanings

- | | |
|---------------------|---|
| 1. Herding cats | A. operate on very little money. |
| 2. on a shoe string | B. an easy solution to a difficult problem |
| 3. Boil down to | C. Managing a group of people or a project that is difficult to control |
| 4. magic bullet | D. A fundamental change in approach or assumptions |
| 5. Paradigm shift | E. Simplifying a complex situation to its essential elements |
2. Discuss any two Strategies on successful time management you can adapt to your professional and personal contexts to maximize productivity .

3. Read the following case let and answer the following question:

Ramya is a senior sales 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. Ramya 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 Ramya'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?"

4. What are the essential corporate etiquette tips for a fresher in a professional setting?

5. Read the following caselet and answer the following question:

Ranjith 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, Ramya 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: 1. What key corporate etiquette and communication mistakes did Ranjith make, and how did addressing them help improve his professional image?

2. What additional strategies can professionals use to enhance workplace communication?