



VIT

Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

NAME OF THE SCHOOL **SSL**
CONTINUOUS ASSESSMENT TEST - II
FALL SEMESTER 2024-2025

REG.NO.:

SLOT: TAA1

Programme Name & Branch : B.TECH
Course Code and Course Name : ENG1017-BUSINESS COMMUNICATION AND VALUE SCIENCE - III
Faculty Name(s) : Dr. MATHUMATHY S; Dr. SANKAR G
Class Number(s) : VL2024250107917, VL2024250107919
Date of Examination : 14-10-2024
Exam Duration : 90 minutes
Maximum Marks: 50

General instruction(s):

- Answer All Questions
- M - Max mark; CO - Course Outcome; BL - Blooms Taxonomy Level (1 - Remember, 2 - Understand, 3 - Apply, 4 - Analyse, 5 - Evaluate, 6 - Create)
- Course Outcomes
- CO3-Understand the concepts of Global, glocal and trans locational
- CO4-Define and recognize the importance of Artificial Intelligence
- CO5-Analyse the tools of technical writing
- CO6-Exhibit understanding of diversity and cross cultural communication

S No	Question	M	CO	BL
1	Discuss the key challenges and strategies in cross-cultural communication, providing examples of how cultural differences can impact interpersonal interactions in a globalized business environment.	10	CO6	B L 2
2	Write a report on Gravitas 2024, highlighting its objectives, key sessions, participant engagement, notable speakers, and overall impact on attendees.	10	CO5	B L 1
3	What are the key components of Maslow's Hierarchy of Needs, and how do they influence motivation in real life?	5	CO3	B L 3
	Discuss the role of self-actualization in fostering innovation within a business. How can organizations create an environment that promotes self-actualization among employees?	5		
4.	a) In what ways has the advancement of scientific research and technology since independence shaped India's economic development and social progress?	5	CO4	B L 3
	b) What are the key challenges faced in integrating scientific advancements into nation-building efforts, and how can these challenges be overcome to foster a culture of innovation?	5		
5.	Read the following passage carefully and answer the questions.	10	CO5	B L



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The Amazon rainforest, the largest of its kind in the world, is ablaze, with over 9,500 distinct fires burning through its main basin since August 15. Overall, Brazil has seen more than 76,000 fires ravage the Amazon in 2019, of which around 10,000 have been started in the past few weeks, mainly by loggers and farmers seeking, as they do during the summer months, to clear vast tracts for agricultural or industrial use. However, this annual exercise of planned deforestation appears to have crossed a tipping point this year. There has been an increase of at least 80% in the number of recorded fires compared to the same period in 2018, according to Brazil's National Institute for Space Research (INPE). This week, images of darkening skies above Sao Paulo, more than 2,700 km away from the fires, went viral. The number and intensity of the fires are closely linked to the rate of deforestation. Some reports estimate that in July 2019, the Amazon shrunk by 1,345 sq km, up 39% from the same month last year, and a historical record. The flames are not confined just to Brazil either. In neighbouring Bolivia, deadly blazes are devastating forests and farmlands, so much so, that its President, Evo Morales, has put his re-election campaign on hold over the weekend, and, unlike his Brazilian counterpart Jair Bolsonaro, was quick to welcome foreign aid to help fight the fires.

The distinctly political undertones of the crisis in Brazil set it apart. Mr Bolsonaro's critics say that his economic and environmental policies have virtually set the stage for intensifying degradation of the Amazon's rich biodiversity. They argue that since he came to power this year, he has chipped away at the protections that the rainforest enjoyed, including by weakening the environment ministry when he made Ricardo Salles, found guilty of administrative improprieties for altering a map to benefit mining companies, the Environment Minister; by driving away Norway and Germany, principal donors who have backed protections for the Amazon; by sacking the head INPE over absurd allegations that he was disclosing how rapidly Amazon deforestation was happening; and by attacking both environmental charities, alleging without proof that they started fires to serve certain foreign interests, and indigenous Amazon dwellers. Under intense global pressure, including from the ongoing G-7 meetings of world leaders, Mr. Bolsonaro, a right-wing climate-change sceptic, appears to have relented to an extent, and has authorised 44,000 military troops to help with the firefighting efforts. Even if they succeed, and the Bolsonaro



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administration ultimately bends to global outrage over the destruction of a critical global ecosystem, the discernible shift in Brazilian public institutions responsible for guarding the future of the Amazon rainforest is a worrying sign of worse things to come.

Questions :-

1. According to the passage, what is the main cause of Amazon forest fire?

- A. Degradation B. Destruction C. Deforestation D. Devastation

2. As per the passage, what led the Brazilian president to change his tactics in dealing with the fire?

- A. Intense global pressure
B. Upcoming elections
C. Support from the UN
D. Support from neighbouring countries

3. As per critics, what has led to worsen the state of Amazon rainforest?

- A. Increased deforestation
B. Economic policies
C. Reduced environmental charities
D. Increased population of local tribes

4. Which of the following is farthest in meaning from the word discernible?

- A. Imperceptible B. Immobile C. Vagabond D. Displaced

5. What do you mean by the phrase 'virtually set the stage'?

- A. To decrease in extent or quantity
B. To ensure probability of occurrence of an event
C. To increase the interest of onlookers

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D. To safe keep political secrets

6. What strengthens the author's argument that Amazon rainforest are in danger?

I. The National Institute for Space Research says its satellite data shows a 80% increase in forest fire on the same period in 2018 compared to 2019.

II. Monthly data shows the scale of the areas cleared has been creeping up since January, but with a spike in July this year - almost 278% higher than in July 2018.

III. The Brazilian president will use UN speech to reject criticism over response to blaze which is ravaging the rainforest.

- A. Only I B. Only II C. Only I and II D. Only III

7. Which of the following weakens the argument that Brazil's administration has failed to bring the situation under control?

I. The fires are emitting large amounts of smoke and carbon along with carbon monoxide, a poisonous element.

II. Brazil has experienced more intense forest fires in the last decade compared to the current blaze.

III. The recent increase in the number of fires in the Amazon is directly related to intentional deforestation and not the result of an extremely dry season.

- A. Only I B. Only II C. Only I and III D. None of the above

8. As per the passage, what sets the Bolivian President apart from the Brazilian President?

I. He has welcomed foreign aid to help fight the fires.

II. He has chipped away at the protections that the rainforest enjoyed

III. He has driven away principal donors who wanted to protect the environment.

- A. Only I B. Only II and III C. Only I and III D. Only III and I



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9. Which of the following is closest in meaning from the word indigenous?

- A. Illicit B. Compliant C. Native D. Conspicuous

10. Which of the following can be a suitable title to the passage?

- A. Earth's burning lungs- the Amazon rainforest fire
B. Deforestation- a cause of global warming
C. Incompetent Government- a lost cause
D. Wildfire- the rapid commercialization of forest land
