



VIT
Vellore Institute of Technology

Final Assessment Test - April 2025

Course: BENG101L - Technical English Communication

Class NBR(s): 0477 / 0479 / 0483 / 0487 / 0492 / 0495 /

0499 / 0537 / 0550 / 0554 / 0558 / 0562 /

0566 / 0570 / 0592 / 0600 / 5949

Seat No.

Time: Three Hours

Max Marks: 100

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

Answer ALL Questions

(10 X 10 = 100 Marks)

1. Discuss the key principles of effective communication and analyse their significance in professional and academic settings. Provide relevant examples to support your answer.

2. Read the following case study and answer questions given below:

ABC Tech, a mid-sized technology firm, was preparing to launch a new smart device. The project involved multiple departments: marketing, product development, and sales. Sarah, the project manager, was responsible for ensuring smooth coordination among the teams. However, several communication issues emerged:

Confusion over responsibilities: The marketing team assumed the product would have certain features that were finalized by the development team, but it was not so.

Ineffective Meetings: Regular meetings were held regarding the launch of smart device but they lacked a clear agenda, resulting in time drain and confusion.

Email Overload: Important messages were buried in long email threads, causing delays in critical decision-making.

False promises to Customers: The sales team overpromised features to clients based on out-dated product information.

Due to these issues, the product launch was delayed, and customer trust was affected.

Questions:

- i. Evaluate the key communication failures in ABC Tech's product launch. How did this impact the company's success?
- ii. If you were in the place of sarah, what strategies would you adopt to prevent communication breakdown and ensure a smoother product launch.

3. Identify the errors with respect to subject verb agreement. Rewrite the paragraph by **underlining the answers**.

The manager want to discuss the project updates, but neither of the employees are available at the moment. Each of the reports have missing data, which need to be corrected before submission. The team were excited about the upcoming event, but the details has not been finalized. One of the engineers work on the new design while the others focuses on testing. The number of participants are increasing every day, and the committee have to make new arrangements.

4. As a B.Tech graduate, you are applying for a good position in a Multinational Company. Write a professional resume that effectively highlights your qualifications, skills, and experiences to make a strong impression on the employer.

5. You are the sales manager of XYZ Company that is launching a new product/service next week. Write a persuasive sales letter to a potential client, highlighting the key benefits, special offers, and a strong call to action to encourage a purchase.

6. Describe the hiring process in a company, explaining each stage in detail. Ensure that your description is logically structured and clearly outlines the key steps involved from start to finish, including how candidates are evaluated and integrated into the organization.

7. Summarise the following paragraphs:

i. Saving the Earth is crucial for preserving natural resources, maintaining biodiversity, and ensuring a sustainable future for generations to come. Human activities such as deforestation, pollution, and excessive resource consumption have led to environmental degradation, climate change, and habitat loss. To protect our planet, we must adopt eco-friendly practices such as reducing waste, conserving water, planting trees, and using renewable energy. Small efforts by individuals and collective action by communities can make a significant difference. By taking responsibility for our environment today, we can create a healthier and greener world for the future.

ii. Ethical values serve as the foundation of integrity, honesty, and fairness in personal and professional life. They guide individuals in making responsible decisions, fostering trust, and maintaining respect for others. Principles such as honesty, accountability, and empathy help build strong relationships and a just society. Upholding ethical values not only enhances personal character but also contributes to a positive and ethical environment in workplaces and communities. Practicing ethical behavior promotes equality, reduces conflicts, and encourages social harmony. Organizations that prioritize ethics gain credibility and long-term success. By following ethical values, individuals and institutions can create a more just and responsible world.

8. Discuss different leadership styles commonly observed in management practices.

9.a) Read the following case study and discuss the given question:

Prima Tech Solutions is a growing software company where two senior developers, Rahul and Priya, frequently disagree on project strategies. Rahul prefers a structured, traditional approach, while Priya advocates for innovative and flexible methods. Their ongoing disagreements create tension within the team, leading to delays and decreased productivity. The project manager, Anika, steps in to address the conflict.

Assume yourself as Anika, the Project Manager. What conflict management styles you would recommend to address and resolve this conflict.

OR

9.b) Read the following case study and discuss the given question:

Rohan, a skilled software engineer, receives a job offer from ABC Corporation. While he is excited about the opportunity, he feels that the salary offered is lower than industry standards. Instead of accepting immediately, Rohan prepares for negotiation by researching market salaries and listing his key skills and contributions.

During the discussion with HR, he confidently presents his case, highlighting his experience, certifications, and past achievements. The HR manager acknowledges his points and, after some deliberation, agrees to revise the offer, providing a higher salary along with additional benefits. The negotiation ends on a positive note, ensuring both Rohan and the company are satisfied.

Question:

Analyze the negotiation process in the case study and discuss the key factors that contributed to a successful outcome. Suggest additional strategies that could enhance effective negotiation.

10.a) Describe the structure of a research article, outlining its key components and explaining their importance in academic research and scholarly communication.

OR

10.b) Explain the importance of referencing in academic writing. Discuss different referencing styles and their role in maintaining academic integrity.

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