



Programme Name & Branch. : SBST/SCE/SCHEME/SCOPE/SCORE/SELECT/SENSE/SMEC
Course Code/Name : BENG101L / Technical English Communication
FACULTY NAMES : Dr. Mathumathy S, Dr. Meera B, Dr. Varsha K, Dr. Dwija Bai A K,
Dr. Sankar G, Dr. M K Senthil Babu, Dr. Vidhya B, Dr. Mary Jennifer J,
Dr. Sheeja Rajagopal

Duration : 90 min

Max. Marks: 50

Attend all the Questions

10x5=50

Q.No	Question	Marks
1.	<p>You are the owner of Jatin & Brothers Ltd engaged in delivering Domestic appliances such as TV, Washing machine, etc. You have received a lot of orders from various customers. Write a letter to one of the customers informing them about delay in fulfilment of their order in less than 150 words.</p> <p>Make sure to incorporate the following important details</p> <ol style="list-style-type: none"> 1. Formal Tone 2. Attention to Detail 3. Clear and Concise Language 4. Recipient-Centric 5. Objective and Factual 	10
2.	<p>You are the Managing Director of ABC limited. Draft a Memo to the Customer Relations Officer for not attending to a customer complaint about the product defect which they recently bought from the store.</p> <p>Make sure to write the following important details</p> <ol style="list-style-type: none"> 1. Description of issues 2. Commitment to resolution 3. Timeline for resolution 4. Preventive measures 5. Closing remarks 	10
3.	<p>Paraphrase the given paragraph into 100 words</p> <p><i>Research on children's advertising would not seem to support a ban. Psychology professor, Adrian Furnham, argues against any restrictions, noting "Peer influences and parenting styles are massively more influential in determining children's behaviour and achievements than advertising" (Stokes and Brown, 2011). Furthermore, a German study points out that, on average, children between three and thirteen years old spend only 1.4% of their waking time watching adverts. That said, in the UK, this translates into 18 000 adverts a year (Grissom, 2010). However until there has been definitive research linking behaviour to advertising, it would seem premature to argue for a ban, but perhaps some regulation is needed, especially given parents' concerns. One restriction would arguably be on food advertising. 95% of these during children's television programmes were for products high in fat, salt or sugar (Grissom, 2010) and many, including the World Health Organisation, believe that there is a link between such foods and increasing levels of obesity and high blood pressure. Yet for every \$1 spent by the WHO to combat these effects of a poor diet, the global food industry spends \$500, part of an annual industry worth \$25 billion (WHO, 2009). It is obviously not a fair fight and as children's health is at stake, there is a strong case for a limitation on food advertising to the young.</i></p>	10



4.	<p>Conflict Management</p> <p>You're leading a team of software engineers tasked with developing a new mobile app for your company. The project has been progressing well until a critical bug is discovered in the app's code just weeks before the scheduled release date. The bug affects the app's core functionality, and fixing it will require significant time and effort. Furthermore, tensions are rising within the team as some members are pointing fingers at each other for the oversight, leading to a decline in morale and teamwork.</p> <p>Questions</p> <ol style="list-style-type: none"> 1. How would you initially address the discovery of the critical bug with your team? 2. How would you approach resolving the tensions and conflicts within the team caused by the discovery of the bug? 3. What actions would you take to foster a supportive and collaborative work environment? 4. As the leader, how would you communicate the revised timeline and expectations to stakeholders, such as senior management and clients, while maintaining their trust and confidence in the project's success? 5. Reflecting on this experience, what lessons would you take away in terms of project planning, risk management, and team dynamics to prevent similar issues in future projects? 	10
5.	<p>Janey worked as an executive assistant to a product manager at her company: Ohio Connection. Overall, she loved her job; she was happy to work with a company that provided great benefits, and she found enjoyment in her day-to-day work. She had the same product manager boss for years, but last year, her manager left Ohio Connection and retired. Recently her new manager has been treating her unfairly and showcasing bullying behavior.</p> <p>Yesterday, Janey came into work, and her boss decided to use their power as her manager and her "superior" to demand that she stay late to cover for him, correct reports that he had made mistakes on, and would not pay her overtime. She was going to be late to pick up her son from soccer practice if she stayed late; she told him this, and he was not happy.</p> <p>Over subsequent days, her boss consistently would make comments about her performance, even though she had always had good remarks on reviews, and created a very negative work environment. The next time she was asked to stay late, she complied for fear of losing her job or having other negative impacts on her job. Janey's situation was not ideal, but she didn't feel she had a choice.</p> <p>Questions</p> <ol style="list-style-type: none"> 1. What type of power did Janey's boss employ to get her to do the things that he wanted her to do? 2. What negative consequences are apparent in this situation and other situations where power is not balanced in the workplace? What steps should Janey take do to counteract the power struggle that is occurring with her new manager? 	10