



SSL
CONTINUOUS ASSESSMENT TEST - II
WINTER SEMESTER 2024-2025

Programme Name & Branch : B.Tech & General (Semester)
 Course Code and Course Name : BENG101L & Technical English Communication
 Faculty Name(s) : Anburaj G, Anil Premraj J, Meenakshi S, Sreejith Varma R,
 Sneha Mishra, Mathumathy S, Dwija Bai A K,
 Sushant Kishore, Varsha K, Sankar G, Meenu B, Meera B,
 Senthil Babu M K, Sheeja Rajagopal, Ankita Sundriyal
 Class Number(s) : VL2024250500485, VL2024250500469, VL2024250500590,
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 VL2024250500501, VL2024250500552, VL2024250500556,
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 VL2024250500572, VL2024250500481, VL2024250500604
 Date of Examination : 19-3-2025
 Exam Duration : 90 minutes
 Maximum Marks: 50

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

1. Use grammar and vocabulary appropriately while writing and speaking
2. Apply the concepts of communication skills in formal and informal situations
3. Demonstrate effective reading and listening skills to synthesize and draw intelligent inferences
4. Write clearly and significantly in general and academic contexts

Q. No	Question	M	CO	BL
1.	You are Jayanti Jaikumar, a customer who recently purchased a wireless headset from TechGear Electronics. After one month of use, you find that it is not functioning properly. The headset has issues with sound distortion and battery life, despite being under warranty. Write a complaint letter to TechGear Electronics, 25 Anna Salai, Chennai - 600002, requesting a replacement or refund and seeking a prompt resolution.	10	2	3
2.	As a member of your university's Environmental Club, you attended a meeting from 10 AM to 11 AM on 3rd March 2025 at Anna Auditorium. The agenda of the meeting was to discuss planned activities for the World Environment Day. The members who attended the meeting, apart from you, included Vinod Kumar, President; Amrita Anil, Vice President; Anand Joshi, Treasurer and the members, Ann Abraham and Rahul Arora. The lone member absent was Sai Lokesh. Write down the minutes of the meeting, detailing the key discussions, decisions, and proposed initiatives. Invent details as required.	10	2	3
3.	Paraphrase the following: (A) Artificial Intelligence has been a cornerstone of science fiction literature since its inception. Authors like Isaac Asimov pioneered the exploration of human-machine relationships through works like "I, Robot." These narratives have been a source of entertainment to readers. Along with that, they have also predicted and influenced the development of real-world AI technologies. They have thus demonstrated literature's power to shape technological advancement. (B) Recognizing the influence that popular narratives have on our collective perceptions, a growing number of AI and computer science experts now want to harness fiction to help imagine futures in which algorithms <i>don't</i> destroy the planet. The arts and humanities, they argue, must play a role to ensure AI serves human goals.	5 5	1	2
4	Apply the concepts learnt as part of leadership and team building to the case study given below.		3	3



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SLOT: D2

	<p>When TitanTech, a mid-sized software company, landed a high-profile client, CEO Albin Mathew assembled a new cross-functional team—the Phoenix Project Team—to deliver a cutting-edge AI-driven product. The team included reputed engineers, designers, marketers, and data analysts. Everyone appeared polite, eager to contribute, and excited about the project. Since the team assembled was so high-profile and experienced in their line of work, Albin let them sort out the team roles on their own, ignoring the advice of his Chief Operations Officer (COO) that unclear team roles would result in surface-level collaboration.</p> <p>As predicted by his COO, as deadlines started looming, conflicts have been the order of the day. Engineers have been clashing with marketers over product feasibility, while designers complain that they have felt sidelined in decision-making. Rahul, the lead engineer, and Maya, the marketing head, have had open disagreements with Rahul prioritizing innovation and Maya prioritizing marketability. Their fights have caused frustration to everyone else. As a result, some team members have become disengaged, and the morale of the entire team has dipped.</p> <p>1. Among the 4 leadership styles, what kind of leadership style did the CEO opt for? What leadership style would suit this situation? Explain your choices with evidence from the case study.</p> <p>2. Among the five stages of team formation, which stage of team formation is this team in? What should Albin do to build trust and synergy in his team at this stage? Explain your choices with evidence from the case study.</p>	5	
5.	<p>Apply the concepts learnt as part of conflict management to the case study given below.</p> <p>Ashwini Sankar, CEO of AT-leisure sports apparel, received a tense text from Jhumpa Bhandari, Head of Product and Merchandising: "Can you talk?" When Ashwini called, Jhumpa jumped right in. "You need to get them on the same page." Ashwini didn't have to ask who—her Chief Financial Officer (CFO), Ajit Wankhede, and the Head of Sales and Marketing, Rahim Khan, had been at odds for years. Ashwini had long avoided intervening, believing their conflicts were the typical conflicts most sales and finance departments went through. After all, Sales and Marketing prioritize growth, creativity, and risk-taking to drive revenue, while Finance focuses on stability, cost control, and long-term profitability with a cautious, analytical approach. But Jhumpa's urgency suggested otherwise. "They just had a blow-up in the meeting," Jhumpa explained. Rahim had requested a budget increase for his on-going high-profile advertising campaign, but Ajit had refused to budge, calling it extravagant. In response, Rahim accused Ajit of blocking his sales team's efforts, while Ajit shot back, blaming Rahim for reckless spending.</p> <p>Ashwini understood both sides. Rahim had successfully expanded their market share over the past three years, but Ajit had saved the company from financial collapse when she took over. The advertising campaign Rahim was planning could be a turning point against their biggest competitor, FAB/FIT, yet she knew Ajit's caution wasn't unfounded. "They act like they're in their own little fiefdoms," Jhumpa added. "And the tension is affecting the whole company." Ashwini sighed. Both men were older and more experienced than her, making it even harder to step in.</p> <p>Seeking advice, she called Ravish Jain, the company's general counsel. "Fire them both," he joked before offering a real suggestion: "What about a coach? Someone to help them navigate conflict and reset expectations." After hanging up, Ashwini found herself contemplating Ravish's first remark. Letting them go was drastic, but it could also be an opportunity for a fresh start. Should she attempt resolving the conflict—or take the bold step of rebuilding her leadership team by firing them both?</p> <p>1. What is Ashwini's current conflict management style? What advantages and limitations of this management style are visible in this case study?</p> <p>2. If you were Ashwini, which conflict management style would you choose, why would you choose it and how would you go about it?</p>	3	3