



- **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. Explain the key principles of effective technical communication and discuss with relevant examples how they enhance clarity, coherence and professionalism in technical writing.

2. **Case Study: Communication Barriers**

At VANTE Enterprises, a leading consulting firm, conflicts arose between Saraswathy, the Project Manager, and Rahul, the Lead Analyst. Saraswathy preferred brief emails, while Rahul needed detailed instructions. Misinterpretations led to errors in client reports, delaying deliverables. Additionally, junior employees hesitated to seek clarifications due to a rigid hierarchy. A critical project nearly failed, forcing leadership to reassess communication strategies.

Questions:

- a) How can corporate leaders foster an open communication culture to minimize misunderstandings?
- b) What strategies can bridge communication gaps between employees with different communication styles?

3. **Correct the errors in the following passage:**

Despite of having a detailed strategy, the company fails to achieve their goals last year. The management should takes immediate action, but they was reluctant. If they would have implemented changes earlier, the losses can have been minimized. Moreover, several employees complaining about unclear instructions and lack of supports. The CEO, along with his team, need to reassess the workflow, ensuring efficiency and transparency are maintained. Had they been more proactive, the crisis will be avoided.

4. a) Infotech Solutions, a leading IT firm based in Chennai, is hiring for the position of Software Developer - Trainee. As a candidate applying for this position, **draft a professional resume** highlighting your educational background, technical skills, projects, internships, and any relevant certifications.

OR

4. b) You are applying for the Master's Degree Programme at New York State University, a prestigious institution known for cutting-edge research and industry collaborations. The admissions committee seeks candidates with a strong academic background, a passion for AI, and a clear vision for their future. Write a **Statement of Purpose (SOP)** detailing your academic journey, relevant skills, research interests, career goals, and how this program aligns with your aspirations.
5. You recently purchased a **Kelvinator Fully Loaded Washing Machine** from **Silicone Electronics**, Hyderabad, but after just a few days of use, it has started malfunctioning. The washing machine frequently stops, makes some jarring noise, and sometimes does not turn on at all. Despite following the troubleshooting steps in the manual, the problems persist. Write a formal letter of complaint to **Silicone Electronics' Customer Service Department** explaining the issue.
6. a) A. Imagine you are the Office Manager at a large corporate office. Recently, the company has made the decision to switch from paper-based filing systems to a digital document management system. The transition will take place over the next month, and all employees are expected to start scanning their existing files and documents into the new system. The management has asked you to inform the employees about the change, outline the steps they need to take, and address any questions or concerns they may have.

Write a memo to all employees informing them about the upcoming change in the document management system.

OR

- 6.b) Write a process description for how to use the coffee brewing kit. A sustainable, portable coffee brewing kit that uses solar power to heat water for brewing coffee on the go. The product is designed for eco-conscious coffee lovers who enjoy their coffee while hiking, camping, or traveling in remote areas. The kit is compact, easy to use, and environmentally friendly, as it eliminates the need for batteries or external power sources.
7. Effectively summarize the following paragraphs without changing the core meaning:

Paragraph 1:

The rise of social media has significantly impacted communication in both personal and professional settings. It has allowed individuals to stay connected with friends and colleagues across the globe instantly. However, this constant connectivity has also raised concerns about privacy and the authenticity of online interactions. People are increasingly aware of the risks involved in sharing personal information on these platforms.

[5]

Paragraph 2:

Many businesses now rely heavily on digital marketing to reach their target audience. Social media platforms, search engines, and email campaigns are key tools for promoting products and services. With the growing competition in the digital space, companies must develop creative and strategic marketing plans to stand out. Effective use of analytics helps businesses track customer behaviour and improve their marketing strategies. [5]

8. How does a leader's ability to balance vision, empathy, and decisiveness shape the success of a team or organization, and in what ways can different leadership styles impact innovation, morale, and long-term growth?

9. **Case Study: Negotiation Challenges**

At Wonder Link, a multinational software firm, Denish, the Procurement Head, and Winfred, the Supplier Manager from Austria, struggled to finalize a contract. Denish focused on aggressive cost-cutting, while Winfred emphasized long-term partnership and quality. Cultural differences and rigid negotiation styles led to stalled discussions, risking supply chain disruptions. Eventually, the company had to involve a mediator to resolve the deadlock.

Questions:

a) How can cultural awareness improve negotiation outcomes in multinational business environments? [5]

b) What strategies can negotiators balance cost efficiency and long-term partnership in high-stakes deals? [5]

10. Discuss in details the broad explanation of the structure of a research paper, including its key components and their significance.