



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

PART – A (8 X 5 = 40 Marks)
Answer ALL Questions

1.

Rewrite the following sentences by correcting the errors.

- a) The delegates together with the HR team ^{were} was ready for the tour.
- b) A number of birds were sitting on the tree.
- c) Neither the students nor the teacher ^{knew} know the answer.
- d) Sanjana is one of the best employee in her department.
- e) Five thousand dollars are a large sum of money.

2.

Identify the errors in the following conditionals and rewrite them correctly. If there is no error, please write CORRECT.

- a) If I was a king, I would live in a palace of gold. ^{were}
- b) If it rains, I will stay indoors.
- c) There would have been a terrible fight if Shirley ^{had spoken} speaks against Sam.
- d) If we invest safely, we would save more money. ^{will}
- e) Bhuvana would has written the letter if I had insisted. ^{have}

3.

 Define the term 'intrapersonal barrier'? Explain the different kinds of intrapersonal barriers in the communication process.

4.

Read the case study on communication barrier and answer the following questions.

Green Tech Solutions had taken on an important building project that needed to be completed within eight months. However, they couldn't complete the assignment on time, much to the displeasure of their client. An internal enquiry revealed various communication issues within the organisation. The architect only spoke English while the civil engineer wasn't that comfortable in English. This led to long meetings where the architect wasn't entirely sure if the engineer understood the design and the engineer wasn't entirely sure if the architect understood the structural difficulties of the proposed design. The proposed design which was sent to the construction supervisor had a lot of jargon which went above his head and a lot of time was wasted on seeking clarifications. The masons involved in the job were not happy with their working conditions and had made complaints to the supervisor, but those complaints never reached the top tier of the company. As a result of all these, Green Tech Solutions lost their reputation and an important client.

- a) Identify the communication barrier in the given case. → language
- b) Discuss the possible solutions to the problem, and what benefits would be derived from implementing solutions or preventing the problem? → not clear

5.

Write a **statement of purpose** for an admission to a Master's program in Marketing Management. Provide details of your academic background, experiences in marketing or related fields, and the specific aspects of marketing that interest you. Explain how the program will help you to develop advanced skills for a successful career in marketing.

6.

Assume that you are the manager of the Production Department of the XYZ Company. In the past three months the productivity of the employees has remained stagnant, and upcoming season will require increased production of goods. Write a **memorandum** to the Manager of Human Resources recommending a bonus plan to encourage employees, and suggest other ways of increasing productivity.

7.

Summarise the following paragraph in about 60 words:

Google's personal ambitions to increase the hold on the search engine market overseas have been met with severe antitrust allegations both home and abroad. The company currently holds 95 percent of the search market in Europe. With a more level competitive field, analysts believe more search engines can take advantage of a recent push toward internet commerce in European markets. But the initiative that most likely is closest to founder Larry Page's heart is its Google Energy subsidiary. Founded in January 2010, the entity has the power to buy and sell electricity on federally-regulated wholesale markets, the first step in his desire to position Google as a green friendly company and transition the technology pioneer into an era of carbon neutrality. In the wake of increasing federal scrutiny over their desire to expand the reach of their search engine, it may provide them the goodwill needed for corporate survival in an increasingly global market.

8.

Explain the different stages of team formation.

PART – B (6 X 10 = 60 Marks)

Answer any SIX Questions

9.(a)

Describe the different types of communication.

OR

9.(b)

Define the concept of cross-cultural Communication. Elaborate and exemplify the dichotomous categorization of High- Context Cultures vs Low-Context Cultures and Collectivist vs Individualistic Cultures.

10.

Write a **Job Application letter** for a Data Analyst position in a leading tech company called 'Microsoft' in New Delhi- 110 001. Highlight your proficiency in data analysis tools, previous experience handling large datasets, and how your skills make you an asset to the company. Address how your passion for data aligns with the company's objectives.

11.

Give an appropriate title to the following paragraph. Identify 3-5 key words and paraphrase the following in your own words.

Cybersecurity is the shield that protects our digital world from ever-evolving attacks. It encompasses the strategies and technologies deployed to safeguard systems, networks, and data from unauthorized access, theft, disruption, or destruction. By combining these methods, individuals and organizations can build a robust defence against malicious actors who may aim to steal sensitive information, extort money, or cripple critical infrastructure. In today's interconnected world, cybersecurity is more crucial than ever.

12.

You are Ajay / Aneesa living at 10, Raven Organics, Orchard Road, Mumbai. You purchased a Laptop last week from Wisdom Stores Nampally, Mumbai but it is not working properly. Write a complaint letter to the dealer to raise the issue regarding the same with necessary details.

13.

As a member of the Student Council in your university, you have been given the responsibility of setting up a Science Club. Write a **Proposal** in about 150 words, stating the steps you would take to successfully establish this particular club.

14.

Read the case study on conflict-management and answer the following questions.

Sheetal and Heetal both work for a sales and development company. The general manager of the sales team interviewed and hired Sheetal because of her experience and agreeable personality. Heetal was interviewed by another sales leader but strongly opposed hiring her for the work because he thought she was not competent to do the job because she was a fresher, friendly and talkative. Six months after Sheetal was hired, the manager left the company to start his own company and recommended that Sheetal and Heetal serve as joint leaders.

Sheetal agreed reluctantly with the demand that it be made clear she was not working for Heetal. The manager consented that Sheetal and Heetal were to share the same working area and have to work on the same project. Within a week Sheetal was angry because Heetal was representing herself to others as the leader of the entire project and giving the impression that Sheetal was working for her. Now Sheetal and Heetal are meeting with the manager to see if he can resolve the conflict between them. Sheetal says: Right after the joint leadership arrangement was reached with the manager, Heetal called a meeting with other team members without even consulting me about the time or content. She just told me that I should be there.

At the meeting, Heetal reviewed everyone's duties line by line including mine, treating me as just another team member working for her. She sends out a letter and signs herself as team lead, which implies to others that I am working for her. Heetal says "Sheetal is all hung up with feelings of power and titles. Just because I sign myself as team lead doesn't mean she is working for me. I don't see anything to get excited about. What difference does it make/ She is too sensitive about everything. I call a meeting and right away she thinks I'm trying to run everything. Sheetal has other things to do, other projects to run. So, she doesn't pay too much attention to this one. She mostly lets things slide. But when I take the initiative to set up a meeting, she starts jumping up and down about how I am trying to make her work for me".

Questions:

a) Sheetal and Heetal seem to have several conflicts. Identify the conflict management style that can be used to resolve this conflict.

b) Discuss a similar kind of conflict that you encountered in your life and how did you solve it in your daily life.

15.(a) Elucidate the importance of team-building and leadership skills.

OR

15.(b) Describe the different types and characteristics of good leader in a team.

16.

Carefully read the following scientific text and answer the following questions.

Wormholes are tunnels connecting two different regions of space-time (Darling, n.d.). Although scientists are still unaware about the implications of the infinite curvature of space-time in a black hole, they seem to be able to provide the immense forces of gravity required to curve space-time into a tunnel, thereby making wormholes a plausible theory, but not one that is practical. Due to the infinite force of gravity in a black hole, a wormhole would collapse the moment it forms by sinking into the black hole. Furthermore, to stabilize a wormhole, a substance known as "exotic matter" i.e., matter with a negative mass, energy and density, is required. Although this substance exists mathematically, it hasn't been detected in the observable universe (Tillman et al, 2022).

However, counter arguments have come forward in light of new research suggesting that if there is a quantum connection between two black holes, "exotic matter" may not be required to stabilize the tunnel. If such wormholes indeed do exist in black holes, then quantum information entering the black hole will be able to travel through the wormhole into another part of the universe, Wormhole (AKA the Einstein-Rosen Bridge) is a theoretical concept and a solution to Einstein's information in a black hole (Wolchover, 2017). However, as none of this research has empirical evidence, no definitive claims can be made. As the name suggests, white holes are fundamental opposite to black holes. While it is impossible to escape from a black hole, it would be impossible to enter a white hole (Xiao, n.d.).

Both white holes and black holes look similar in nature when observed from space; however, the brief expulsion of matter is what differentiates the two. Viewing a white hole would almost be like a "time reversal" of viewing a black hole (Wood, 2022). However, white holes at best can be called an impossible possibility, mainly because of two reasons. Firstly, for the existence of a white hole on the other side of a black hole, a wormhole would be required to exist inside the black hole joining two regions of space-time. As seen above, it is highly unlikely for such a theory to be true. Secondly, white holes fail to obey the second law of thermodynamics –entropy (a measure of how many different states particles in a system can be in) in the universe can either remain the same or it can increase.

a) What questions does the paper address?

b) What are the main conclusions of the paper?

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