



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

Answer any TEN Questions
(10 X 10 = 100 Marks)

1. Non-verbal communication plays a significant role in effectiveness of interaction- Discuss.
2. Describe the different barriers to communication.
3. Rewrite the following sentences by correcting the errors with respect to subject verb agreement.
 - a) Each of the employees have had a half-hour evaluation meeting with his or her supervisor.
 - b) Here are one of the three keys you will need to unlock the office door tomorrow.
 - c) A number of actors and actresses is going to Singapore this week for a cultural programme.
 - d) Either the Chief Minister or the Home Minister are expected to convene a meeting to discuss the state affairs.
 - e) Good salary as well as job security make employees happy.
 - f) All religions advocates love, peace and tolerance.
 - g) The staff at the university library deserve recognition for helping to locate the many sources needed for the successful completion of my doctoral dissertation.
 - h) The number of participants in the three days seminar conducted in our institutes last week are 250.
 - i) The boy will become an IPS officer when his uncle and aunt returns from England.
 - j) Prof. Bhaskarn with his students are doing a project on AI.

4. **Prepare a resume for the following:**

Mistral Pvt. Ltd., Bangalore is currently hiring Postgraduates for the post of Software Designers.

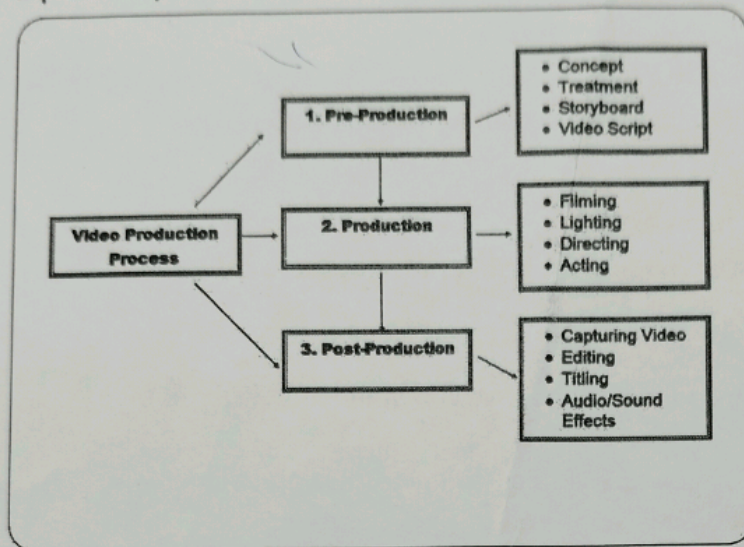
Eligibility- Any Graduate/ Postgraduate

Experience: 2- 3 yrs

Key Skills: Proficiency in C, C++, microcontrollers, device drivers, Linux kernel, and communication protocols (I2C, SPI, UART, USB) required. Knowledge of RTOS is a plus.

5. As the Manager of Sangam Hotel, Vellore, write a letter of complaint to the General Manager of Bharat Potteries, M.G Road, Bangalore, telling him that most of the contents of the China-ware which you had ordered from their firm have reached you in a damaged condition. Demand replacement. Invent necessary details.

6. Explain the process of film production using the given diagram:



7. Summarize the following paragraphs:

Mental health is an integral part of our general health and well-being and a basic human right. Having good mental health means we are better able to connect, function, cope and thrive. Mental health exists on a complex continuum, with experiences ranging from an optimal state of well-being to debilitating states of great suffering and emotional pain. People with mental health conditions are more likely to experience lower levels of mental well-being, but this is not always or necessarily the case. About one in eight people in the world live with a mental disorder. The prevalence of different mental disorders varies with sex and age. In both males and females, anxiety disorders and depressive disorders are the most common. Several factors stop people from seeking help for mental health conditions, including poor quality of services, low levels of health literacy in mental health, and stigma and discrimination. In many places, formal mental health services do not exist. Even when they are available, they are often inaccessible or unaffordable. People will often choose to suffer mental distress without relief rather than risk the discrimination and ostracization that comes with accessing mental health services.

8. Read the case and answer the question that follows:

Once the world's dominant mobile phone manufacturer, Nokia quickly lost market share following the release of the iPhone, unable to innovate and adapt to the new needs of the market. In an investigation into the fall of Nokia was not due to inferior phone hardware, but instead an organisational error, grounded in a culture of temperamental leaders and frightened middle managers. The fear that froze the company came from two places. First, the company's top managers were "extremely temperamental" who regularly shouted at people "at the top of their lungs". The middle managers were afraid to tell the top managers, things they didn't want to hear. Threats of firings or demotions were commonplace. Secondly,

top managers were afraid of the external environment and not meeting their quarterly targets, given Nokia's high task and performance focus, which also impacted how they treated middle managers. Fearing the reactions of top managers, middle managers remained silent or provided optimistic, filtered information. One middle manager told that the information did not flow upwards. Top management was directly lied to...I remember examples when you had a chart and the supervisor told you to move the data points to the right [to give a better impression]. All of this resulted in a culture where innovation was focused on things which could be promised to be delivered quickly, instead of a long-term vision to improve the operating system required for phones in the future.

Question:

- a) Critically evaluate the leadership style given in the case.
- b) Describe the team work exhibited in the given case.

9. **Read the situation on conflict management and answer the following questions.**

Akshay and Junaid work in the accounting department of a firm. The latter was hired a few months ago and the former has been with the company for a few years. Junaid, while being a proficient worker, tends to wait until the last minute to get his work done. Akshay works more steadily and keeps on top of his work daily. Akshay complains that he feels he has to worry now about both of their work. And, because they rely on each other for certain tasks, he is uncomfortable with waiting until an hour or so before a deadline when they are forced to collaborate. Because of the conflict, Junaid is missing more work, while Akshay is facing anxiety and rage issues. In this case, unless the manager intervenes, it is only a matter of time before one of them can lose control.

- a) Describe the conflict in the given case
- b) Provide solutions to resolve the problem.

10. **Read the research article and answer the following questions:**

Writing out the same word again and again in cursive may bring back bad memories for some, but handwriting can boost connectivity across brain regions, some of which are implicated in learning and memory, a new study shows.

When asked to handwrite words, college students showed increased connectivity across the brain, particularly in brain waves associated with memory formation, compared with when they typed those words instead, researchers report January 26 in *Frontiers in Psychology*. The finding adds to growing evidence of handwriting's benefits and could give fodder to laws that implement handwriting curricula, such as the recently enacted California law requiring the teaching of cursive in grades 1 through 6.

The new study shows that "there is a fundamental difference in brain organization for handwriting as opposed to typing," says Ramesh Balasubramaniam, a neuroscientist at the University of California.

Plenty of previous research has shown that handwriting improves spelling accuracy, memory recall and conceptual understanding. Scientists think that the slow process of tracing out letters and words gives individuals more time to process the material and learn.

In the new study, psychologists Audrey van der Meer and Ruud van der Weel, both at the Norwegian University of Science and Technology in Trondheim, recruited students from the university and stuck electrodes on their heads. The researchers asked the students to type out or handwrite in cursive with a digital pen a word

that appeared on a computer screen. Sensors in a cap recorded electrical brain activity while participants carried out each task. Then the scientists looked for coherence, which is when two brain areas are active with the same frequency of electrical waves at the same time. This parameter can reveal the strength of functional connectivity among different regions across the brain.

When the team compared the two tasks, they realized that handwriting — but not typing — increased the connectivity across parietal brain regions, which are involved in sensory and motor processing, and central ones, many of which are involved in memory. These findings suggest that there are distinct processes of brain activation happening while a person types or writes.

The researchers posit that this boost of stimulation facilitates learning because these particular waves between these areas are implicated in memory formation and encoding. Although handwriting may help with learning processes, typing is often easier, faster and more practical. Students and teachers alike should therefore consider the task at hand to inform their decision to handwrite or type, van der Meer says. For example, using handwriting to take notes might help retain information better while typing out an essay may be easier. Despite the need for more studies to determine the optimal learning strategy, experts say that handwriting shouldn't be left behind in the digital age. "[Schools] need to bring in more writing into curriculum design," Balasubramaniam says.

Questions:

- a) What is the study all about?
- b) Mention the results of the previous study.
- c) Briefly describe the methodology adopted by Meer and Weel?
- d) List out the findings of their experiment?
- e) What does the new study conclude?

11. Write a cover letter for the following advertisement:

App Innovation Technology Pvt. Ltd., Coimbatore is looking for Web Designers with 2-3 years of experience in the field of web design. Applications are invited from candidates who have the necessary qualification:

- Bachelor's degree or equivalent experience in web design
- Proficient in Photoshop and other graphics tools (Illustrator, Image Ready, etc.)
- Deep understanding of HTML, CSS, JQuery, Photo shop

12. The sixth meeting of the managing committee of Tata Consultancy Services, was held at Chennai, 3 p.m. on 4th May 2024 in room number B-45.

The agenda was as follows:

- Minutes of the previous meeting
- Appointment of auditors for the next financial year
- Construction of a new canteen
- Establishment of additional computer centre
- Any other matter with the permission of the Chair

As the Secretary, write the minutes of this meeting.

⇔⇔⇔ P/E/TX ⇔⇔⇔