



VIT

Vellore Institute of Technology
(Approved by the University Grants Commission, UGC, Act 1956)

REG.NO.: 27810366

**SCHOOL OF SOCIAL SCIENCE AND LANGUAGES
CONTINUOUS ASSESSMENT TEST - II
WINTER SEMESTER 2024-2025**

SLOT: D1

Programme Name & Branch :
Course Code and Course Name : BENG101L, Technical English Communication
Faculty Name(s) : Bhuvanewari V, Anburaj G, Sunitha V, 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, Vidhya B, Sheeja Rajagopal, Joseph Rex Young, Shivshankar Rajmohan A K

Class Number(s) :
Date of Examination : 19-03-2025
Exam Duration : 90 minutes **Maximum Marks: 50**

General instruction(s):

- 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 -
 - CO1 - Use grammar and vocabulary appropriately while writing and speaking.
 - CO2 - Apply the concepts of communication skills in formal and informal situations.
 - CO3 - Demonstrate effective reading and listening skills to synthesize and draw intelligent inferences
 - CO4 - Write clearly and significantly in academic and general contexts.

Q. No	Question	M	CO	BL
1.	You purchased a laptop from Digital Electronics, Model XPS 5500, on February 15, 2025. Within three weeks of purchase, you are experiencing system crashes, fan noise, overheating issues, and battery problems. Write a letter of complaint to the Customer Service Manager requesting appropriate action.	10	CO 2	BL 3
2.	You are the secretary of XYZ Pvt. Ltd. and were responsible for recording the minutes of a recent project planning meeting. Based on the following details, draft the minutes of the meeting: <i>Date of Meeting:</i> March 5, 2025 <i>Agenda:</i> Discussion on the launch of a new product line <i>Attendees:</i> Marketing Head, Product Development Lead, Finance Manager, and HR Representative <i>Decisions Made:</i> Product launch scheduled for July 2025 Budget allocation finalized Marketing strategy to be social media-focused Next review meeting scheduled for April 15, 2025	10	CO 2	BL 3

3.	<p>Paraphrase the following paragraphs by rewriting them in your own words while maintaining the original meaning:</p> <p>a) Climate change poses unprecedented challenges to global food security. Rising temperatures affect crop yields and growing seasons worldwide. Extreme weather events including floods and droughts destroy harvests with increasing frequency. Small-scale farmers in developing countries are particularly vulnerable to these climate disruptions. International cooperation is essential to develop resilient agricultural systems that can withstand these environmental changes.</p> <p>b) Artificial intelligence has transformed how businesses operate in the 21st century. Machine learning algorithms now handle complex data analysis that previously required human intervention. Companies implementing AI-driven solutions report significant improvements in operational efficiency. Customer service has been revolutionized through intelligent chatbots and virtual assistants. Despite these advantages, concerns about data privacy and job displacement continue to grow.</p>	5x2= 10	CO 1	BL 2
4.	<p>Read the case study carefully and answer the questions that follow:</p> <p>Innovatech, a software startup founded six months ago, has grown rapidly from 5 to 25 employees across development, design, and marketing departments. The company secured significant funding to develop an innovative AI-powered productivity application with a strict six-month deadline. However, the team has been experiencing significant challenges.</p> <p>When the project began, CEO Michael Zhang initially made all decisions himself and providing detailed instructions to team members. As deadlines approached, he shifted to setting high performance standards and expecting everyone to follow his example of working late hours and weekends. Team members became disengaged and productivity declined.</p> <p>The Board of Directors suggested bringing in Elena Rodriguez as Project Lead. Elena observed that the team was still dealing with unresolved conflicts and unclear roles. She implemented a more empathetic approach focusing on developing individual team members' strengths. For technical decisions, she involved the team in decision-making processes. For junior members, she provided more structure through Architects, Lead Architects and Team Leads to documentation and processes.</p> <p>Within two months, differences in the team had settled and members had found ways to work with each other more cohesively. Communication improved, team members began supporting each other, and productivity increased significantly. The project is now back on track to meet its deadline.</p> <p>a) Identify and discuss the various Leadership styles applied in this scenario.</p> <p>b) Using this case study, illustrate Tuckman's stages of Team Development.</p>	10	CO 3	BL 3
5.	<p>Read the following case study and answer the questions that follow:</p> <p>MediaTech and CreativeDesign Studios have collaborated for three years on digital advertising campaigns. Recently, tensions emerged when MediaTech requested campaign revisions requiring additional work hours from CreativeDesign without adjusting compensation. The conflict intensified when</p>	10	CO 4	BL 3



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MediaTech criticized CreativeDesign's work quality in an email copied to multiple stakeholders.

The conflict management approaches varied among key players. MediaTech's Marketing Director, James Wilson, insisted on changes without compensation and threatened to find another partner. CreativeDesign's Project Manager, Priya Shah, initially avoided meetings with James, delayed responses and minimized direct communication about the issues.

After two weeks of escalating tension affecting current projects, MediaTech's CEO Lisa Chen intervened. She arranged a meeting with CreativeDesign's founder Alex Torres. Lisa, openly discussed MediaTech's budget constraints and acknowledged the value of CreativeDesign's work. Alex shifted from his previous stance (accepting additional work to preserve the relationship) to a more balanced position.

Through structured negotiations, they reached an agreement: MediaTech would pay 60% of the additional costs, extend the contract term, and establish clear feedback-iteration procedures. Both companies also committed to monthly feedback sessions to address concerns before they escalated into conflicts.

a) Identify each conflict management style demonstrated in the case study? Which conflict management style was most effective?

b) Using this case study justify the importance of choosing the appropriate conflict management style in workplace disputes?