INDIRA GANDHI NATIONAL OPEN UNIVERSITY (IGNOU) • SCHOOL OF HUMANITIES

BEGLA-136: English at the Workplace

Complete Master Solutions & Examination Guide (Comprehensive Answer Key)

B.A. General (BAG) / BAVMSME	Time: 3 Hours	Max Marks: 100 Each	Includes: Dec 2025, June 2024, June 2025

Guide Structure & Coverage: This master document provides model solutions for all questions across three consecutive examination cycles of BEGLA-136: *English at the Workplace*. To maximize utility as a definitive preparation resource, **all questions, including internal choice options, have been solved in full** with strict adherence to academic standards, professional workplace conventions, correct grammatical structures, and official IGNOU evaluation parameters.

1. Term-End Examination — December 2025

BEGLA-136: English at the Workplace • Maximum Marks: 100 • Time: 3 Hours

Section A (Attempt any two of the following questions — 2 × 10 = 20 Marks)

Q1. **Use the following words in sentences of your own: (a) Internet, (b) Multinational, (c) Advertisement, (d) Receptive, (e) Strategy.** 10 Marks

Model Sentences (Demonstrating Workplace and Business Contexts):

a. **Internet:** The rapid expansion of high-speed Internet connectivity has empowered global enterprises to facilitate seamless cross-border collaboration and agile remote operations.

b. **Multinational:** Joining a multinational corporation provided Ananya with valuable exposure to culturally diverse project teams and international regulatory compliance frameworks.

c. **Advertisement:** The creative agency designed a targeted digital advertisement across social media channels, leading to a thirty percent surge in product inquiries.

d. **Receptive:** An effective project manager must remain genuinely receptive to constructive feedback from team members to resolve operational bottlenecks promptly.

e. **Strategy:** The executive board formulated a comprehensive digital transformation strategy to modernize customer relationship management and streamline service delivery.

Q2. **You are interested in applying for the position of an advertising professional in an advertising agency. Write an application for this position showing how you are suitable for this job.** **10 Marks**

Rohan Verma
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Date: 15th January 2026

To,
The Senior Director – Talent Acquisition,
Ogilvy & Creative Horizons Advertising Agency,
DLF Cyber City, Tower B, Gurugram – 122002

Subject: Application for the Position of Advertising Professional (Ref: Ad/01/2026)

Dear Hiring Manager,

I am writing to express my strong interest in the position of Advertising Professional at Ogilvy & Creative Horizons, as advertised in *The National Daily* on 10th January 2026. With a Bachelor's degree in Mass Communication, specialized certification in Digital Brand Strategy, and three years of progressive agency experience in campaign conceptualization and copywriting, I am eager to contribute to your award-winning creative team.

In my current role as Associate Copywriter and Campaign Strategist at Vantage Media, I have successfully spearheaded end-to-end multi-channel advertising campaigns across print, television, and digital platforms for consumer lifestyle brands. Notably, my integrated campaign for a sustainable apparel client drove a 35% increase in brand recall and generated over two million organic impressions within sixty days. My key competencies include audience segmentation, storytelling, creative brief formulation, and data-driven performance analysis using Google Analytics and Meta Ads Manager.

Your agency's reputation for bold, culturally resonant brand narratives aligns perfectly with my professional philosophy and creative drive. I bring a blend of artistic ingenuity, keen market awareness, and collaborative discipline, enabling me to deliver high-impact campaigns that resonate with modern consumers and deliver measurable client ROI.

I have enclosed my Curriculum Vitae and a portfolio of selected campaign case studies for your review. I welcome the opportunity to discuss how my creative capabilities and strategic mindset can add tangible value to your esteemed organization.

Thank you for your time and consideration.

Yours sincerely,
Rohan Verma
Enclosures: Curriculum Vitae, Creative Portfolio

Q3. **Discuss how body language can be used effectively during interviews.** **10 Marks**

Significance of Body Language (Non-Verbal Communication) in Interviews:

In professional interviews, non-verbal communication carries profound psychological weight. Studies in workplace communication indicate that interviewers form critical initial impressions within the first 30 to 90 seconds based primarily on demeanor, posture, and facial expressions. Effective body language projects confidence, credibility, attentiveness, and cultural competence, complementing the candidate's spoken qualifications.

Key Dimensions for Effective Body Language:

- **Confident Posture and Poise:** Sit erect with your back aligned against the chair, shoulders relaxed, and chest open. Leaning slightly forward (roughly 10–15 degrees) signals active engagement and enthusiasm for the discussion. Avoid slouching, which suggests indifference or lack of energy, and avoid leaning backwards, which may be perceived as defensive or arrogant.
- **Controlled Eye Contact:** Maintain natural, respectful eye contact with the interviewer (around 60–70% of the time). In a panel interview, initiate eye contact with the panelist who posed the question, briefly sweep your gaze across the other members while developing your answer, and return your gaze to the original speaker upon concluding. Steady eye contact conveys honesty, conviction, and emotional maturity, whereas darting eyes or looking down suggest nervousness or evasiveness.
- **Purposeful Facial Expressions & Smiling:** Greet the interviewers with a warm, genuine smile. A pleasant facial demeanor breaks initial tension, builds immediate rapport, and indicates approachability. Nodding periodically while the interviewer speaks affirms active listening and comprehension.
- **Expressive Yet Controlled Hand Gestures:** Keep your hands visible above the table. Use natural, open-palm gestures to emphasize key concepts. Avoid distracting nervous tics such as fidgeting with pens, tapping fingers, adjusting eyeglasses repeatedly, or touching the face, which betray anxiety. Never cross your arms across your chest, as this creates a closed, defensive physical barrier.
- **Spatial Etiquette and Professional Handshake:** Offer a firm, dry, and balanced handshake (where culturally accepted) accompanied by a polite greeting. Respect personal space by maintaining an appropriate conversational distance (approx. 3–4 feet).

Q4. Write short notes on the following: (a) Gender perceptions, (b) Cultural awareness at the workplace. **10 Marks (2 × 5)**

(a) Gender Perceptions:

Gender perceptions refer to the socially conditioned beliefs, stereotypes, and biases regarding the roles, behavioral traits, and professional competence of men, women, and non-binary individuals in the professional sphere. In traditional workplace structures, unconscious biases often manifest as double standards: an assertive male professional is frequently praised as "decisive and visionary," whereas an equally assertive female counterpart may be unfairly labeled "abrasive or aggressive." Furthermore, women often experience the "glass ceiling"—an invisible systemic barrier preventing progression into senior executive echelons—as well as being disproportionately tasked with unrewarded administrative support roles ("office housework"). Overcoming skewed gender perceptions requires systematic institutional interventions, including blind resume screening,

transparent appraisal rubrics, equitable parental leave policies, and proactive leadership pipelines that champion meritocracy and gender parity.

(b) Cultural Awareness at the Workplace:

Cultural awareness denotes the capacity to recognize, understand, and respect divergent cultural norms, communication styles, values, and workplace practices among colleagues, clients, and partners. In modern globalized enterprises, teams regularly span high-context cultures (where communication relies heavily on non-verbal cues, shared context, and implicit hierarchy, as in Japan or India) and low-context cultures (where communication is explicit, direct, and task-oriented, as in the United States or Germany). Employees possessing high cultural intelligence avoid ethnocentric assumptions, navigate differing attitudes toward hierarchy and deadlines with tact, and resolve cross-border conflicts diplomatically. Culturally competent workplaces foster psychological safety, reduce intercultural friction, and harness cognitive diversity to drive creative problem-solving.

Section B (Attempt any four of the following questions — 4 × 20 = 80 Marks)

Q1. **Write a profile of any one person in your college/workplace in about 400–450 words.**

20 Marks

Profile: Dr. Arvind Mehra — Architect of Academic Rigor and Human Empathy

Within the bustling corridors of our institution, Dr. Arvind Mehra, Head of the Department of English and Business Communication, stands out as an exemplary educator and organizational mentor. With over two decades of dedicated academic service, Dr. Mehra combines unyielding intellectual rigor with an uncommon gift for empathetic leadership, transforming our department into an energetic center of scholastic inquiry and professional excellence.

Physically distinguished by his dignified posture, calm gaze, and warm smile, Dr. Mehra exudes an understated authority that commands immediate respect without evoking intimidation. His professional career began after earning his doctorate in Sociolinguistics from Delhi University, followed by research fellowships in Applied Linguistics. What distinguishes his pedagogical approach is his steadfast refusal to treat workplace communication as a mere theoretical textbook exercise. In his lecture halls, students do not simply memorize grammatical rubrics; they actively participate in simulated board meetings, analyze real-world corporate crises, and negotiate multi-stakeholder contract disputes. His interactive teaching style encourages even the most reticent learners to articulate their viewpoints with clarity and self-assurance.

Beyond his pedagogical brilliance, Dr. Mehra is celebrated as a consummate workplace administrator. Managing a multidisciplinary faculty of thirty professors and researchers, he leads through transparent consensus rather than autocratic decrees. Colleagues frequently laud his open-door policy; whether an adjunct lecturer needs guidance on syllabus restructuring or an administrative assistant seeks counsel during a personal emergency, Dr. Mehra listens with genuine presence and deliberate thoughtfulness. During institutional crises—such as the rapid transition to hybrid digital delivery—his composed demeanor and practical troubleshooting prevented panic and maintained operational continuity.

Dr. Mehra's dedication to institutional social responsibility is equally inspiring. Five years ago, he initiated the "Campus Workplace Readiness Project," an extracurricular weekend initiative that provides complimentary communication training, resume workshops, and interview coaching to socio-economically disadvantaged youth from neighboring communities. His belief that linguistic competence is a vital tool for social empowerment has helped dozens of underprivileged graduates secure promising corporate employment.

In summary, Dr. Arvind Mehra exemplifies the ideal modern educator: intellectually formidable yet deeply approachable, administratively meticulous yet profoundly compassionate. His presence continues to leave an indelible impression upon everyone fortunate enough to study under his tutelage or collaborate within his department, serving as a living masterclass in professional integrity and human warmth.

(Word count: ~425 words)

Q2. What do you understand by 'Creative Job Hunting'? Explain with suitable examples. 20 Marks

1. Conceptual Understanding of 'Creative Job Hunting':

Traditional job hunting is predominantly a reactive, numbers-driven process where candidates search public job portals (such as LinkedIn, Indeed, or Naukri), submit standardized CVs into automated Applicant Tracking Systems (ATS), and wait passively for an interview invitation. This conventional approach suffers from severe limitations: high competition, impersonal screening algorithms, and complete exclusion from the *"hidden job market"*—the estimated 70% to 80% of corporate vacancies that are filled through internal referrals, executive search, and professional networking before ever being publicly advertised.

In sharp contrast, **Creative Job Hunting** is a proactive, strategic, and self-directed paradigm pioneered by career theorists such as Richard N. Bolles (author of *What Color Is Your Parachute?*). It treats the job seeker as a creative problem solver offering an indispensable business solution. Rather than asking "Who has an opening for me?", the creative job hunter asks: *"Which organizations align with my core values, what operational challenges are they currently facing, and how can my specific competencies solve those challenges profitably?"*

2. Core Methodologies and Practical Examples:

- **The Targeted "Pain Letter" and Executive Value Proposition:**
  Instead of submitting a generic application through an online portal, the candidate identifies the specific department head or C-suite executive who possesses the hiring authority. After conducting deep industry research to identify an operational bottleneck (such as poor customer retention or lagging digital engagement), the candidate mails a concise, customized proposal outlining a 90-day action plan to alleviate that specific problem.

  Example: An aspiring digital marketer noticed that a mid-sized healthcare company had poorly optimized mobile landing pages and declining organic search traffic. Instead of submitting a standard CV, she prepared a complimentary four-page "Digital Audit and Conversion Roadmap" and mailed it directly to the Chief Marketing Officer. Impressed by her initiative, diagnostic

precision, and proactive problem-solving, the CMO created a bespoke role of "Growth Marketing Specialist" specifically for her.

- **Building an Interactive Portfolio / "Proof of Work":**
  Creative job seekers substitute textual self-claims with tangible proof. Software engineers build open-source utilities; content strategists launch niche newsletters; and operations specialists publish detailed workflow optimization case studies.

  Example: An aspiring UX/UI designer redesigned the user interface of a leading food delivery application to solve a known checkout abandonment flaw, documented the end-to-end user testing process on Medium, and tagged the company's Head of Design on LinkedIn. The post went viral, leading directly to multiple interview invitations.

- **Informational Interviewing and Niche Community Engagement:**
  Rather than asking for a job, candidates request brief (15–20 minute) informational interviews with senior industry practitioners to learn about industry trends and operational nuances. This builds organic, low-pressure rapport. When a suitable vacancy subsequently arises, the practitioner instinctively refers the candidate.

- **Reverse Pitching and Social Selling:**
  Publishing insightful, research-backed commentary on LinkedIn or industry forums establishes domain authority, drawing recruiters and founders directly to the candidate's profile.

3. Summary Benefits: Creative job hunting eliminates ATS friction, highlights high emotional intelligence and resourcefulness, bypasses cutthroat generic applicant pools, and frequently results in higher starting compensation packages.

Q3. Prepare a CV (Curriculum Vitae) for a job that you wish to apply for. Organize your points under various headings like educational qualifications, professional qualifications etc. **20 Marks**

PRIYA SHARMA

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PROFESSIONAL SUMMARY

Energetic, detail-oriented Human Resource Professional with over 3 years of hands-on experience in full-cycle talent acquisition, employee onboarding, HRIS management, and statutory labor compliance. Proven track record in reducing time-to-hire by 25% and facilitating engaging employee relations programs across fast-growing corporate environments. Adept communicator with exceptional cross-functional coordination skills.

CORE COMPETENCIES & TECHNICAL SKILLS

HR Functional Skills: End-to-End Recruitment, Onboarding, Grievance Handling, Performance Appraisals, Policy Formulation	**Technical Tools:** Workday, SAP SuccessFactors, BambooHR, MS Excel (VLOOKUP, Pivot Tables), LinkedIn Recruiter

PROFESSIONAL EXPERIENCE

Assistant HR Executive | Apex Global Logistics Pvt. Ltd., Gurugram *July 2023 – Present*

- Managed end-to-end recruitment for mid-level supply chain and corporate roles, successfully closing 65+ positions within SLA timelines.
- Digitized the employee onboarding orientation, improving new-hire satisfaction scores from 78% to 92%.
- Audited monthly attendance, leave, and payroll data for 450+ employees with zero compliance discrepancies.
- Facilitated quarterly employee engagement initiatives, reducing early-stage voluntary turnover by 18%.

HR Trainee | Technocraft Solutions Ltd., New Delhi *June 2022 – June 2023*

- Screened resumes across portal databases and scheduled initial panel interviews for technical roles.
- Maintained digital employee documentation and assisted in drafting statutory PF/ESI compliance reports.

EDUCATIONAL QUALIFICATIONS

Degree / Qualification	Institution / Board	Year	Division / Percentage
MBA (Human Resource Management)	Symbiosis Centre for Distance Learning (SCDL), Pune	2022	First Division (76.5%)
Bachelor of Arts (B.A. General)	Indira Gandhi National Open University (IGNOU), New Delhi	2020	First Division (72.0%)
Senior Secondary Examination (Class XII)	CBSE Board (Delhi Public School, R.K. Puram)	2017	88.4%

PROFESSIONAL CERTIFICATIONS

- **Certified HR Generalist & Talent Acquisition Specialist:** Society for Human Resource Management (SHRM) affiliate module (2023).
- **Advanced HR Analytics & Reporting:** Coursera / Wharton Online (2024).

LANGUAGES & PERSONAL DETAILS

Languages Known: English (Fluent), Hindi (Native), Punjabi (Conversational)
References: Available upon request.

Q4. You are planning to appear for an interview for the position of an Assistant Manager in a HR firm. Write about ten questions you expect to be asked and your answers/responses to these questions. **20 Marks**

Comprehensive Interview Script (10 Anticipated Questions & Strategic Responses):

Q1: Could you walk us through your professional journey and highlight what makes you well-suited for this Assistant HR Manager role?

Candidate: "Certainly. Over the past four years, I have built a well-rounded foundation across core HR domains, advancing from recruitment operations to managing employee relations and policy implementation for a workforce of 400. In my current role, I led an automated onboarding initiative that cut new-hire turnaround time by 30% while maintaining compliance standards. What makes me suitable for this position is my combined capability in talent strategy, conflict resolution, and data-driven HR metrics, which aligns directly with your firm's goal to optimize client workforce management."

Q2: How do you handle a sensitive situation where an employee lodges a formal grievance against a senior team lead?

Candidate: "I handle grievances with strict confidentiality, procedural fairness, and empathy. First, I record the detailed testimony of the complainant in a secure, unbiased environment. Next, I review objective evidence and conduct discreet, independent interviews with relevant witnesses. I ensure both parties are heard without prejudice. Finally, I benchmark findings against our corporate code of conduct and labor regulations, deliver actionable recommendations to executive leadership, and implement follow-up mechanisms to prevent workplace retaliation."

Q3: Talent acquisition often faces tight deadlines. How do you balance speed with the quality of candidate selection?

Candidate: "Speed and quality must reinforce rather than compromise each other. I build proactive talent pipelines before vacancies occur by nurturing candidate pools through professional networks and campus ties. I implement structured competency-based interview rubrics and pre-employment skill assessments to filter candidates accurately at the initial screening stage, ensuring that hiring managers only spend time with high-caliber, culturally aligned applicants."

Q4: How do you manage resistance from employees when rolling out a new performance appraisal system or HR software?

Candidate: "Change resistance usually stems from fear of the unknown or inadequate training. To counter this, I apply Kotter's change management principles: First, communicate the 'why' clearly, showing how the new tool eliminates tedious manual paperwork. Second, identify and train departmental champions who can mentor peers. Third, host hands-on workshops with concise cheat-sheets, and keep open feedback channels to troubleshoot user frustrations in the first 60 days."

Q5: What role does HR Analytics play in your day-to-day decision-making?

Candidate: "HR analytics transforms subjective intuition into strategic intelligence. I regularly track core metrics such as Time-to-Fill, Cost-per-Hire, 90-day Turnover Rate, and Employee Net Promoter Scores (eNPS). For example, by analyzing exit interview data last year, I identified a recurring retention drop in our logistics division caused by rigid shift scheduling. Presenting this data to leadership justified introducing flexible scheduling, which reduced attrition by 14%."

Q6: How do you ensure organizational compliance with statutory labor laws and safety regulations?

Candidate: "Compliance requires proactive, systematized vigilance. I maintain a centralized compliance calendar tracking all statutory filings—such as Provident Fund (PF), ESI, Gratuity, POSH regulations, and Factories Act requirements. I conduct bi-annual internal audits across payroll and contractor documentation to identify discrepancies before external inspections, ensuring zero penalty exposure."

Q7: How do you approach the promotion of Diversity, Equity, and Inclusion (DEI) in an organization?

Candidate: "DEI must be embedded into operational habits rather than treated as a superficial PR exercise. I champion blind resume reviews to eliminate gender and socio-cultural bias, partner with diverse talent communities, mandate inclusive interview panels, and organize interactive sensitization workshops. Furthermore, I ensure workplace infrastructure and policies accommodate individuals with disabilities and diverse family structures."

Q8: Describe a time when you had to deliver difficult feedback or manage an involuntary termination.

Candidate: "Delivering termination decisions demands dignity, precision, and adherence to legal protocols. When an employee in my previous firm had to be released due to persistent performance non-compliance despite a structured 60-day Performance Improvement Plan (PIP), I ensured all documentation was clear and indisputable. During the meeting, I remained compassionate yet firm, avoided debate, explained severance benefits clearly, and offered outplacement resume support to help them transition with dignity."

Q9: How do you prioritize your workload when client requirements and internal team needs clash?

Candidate: "I use the Eisenhower Matrix to categorize demands based on urgency and strategic impact. Critical statutory deadlines and urgent client hiring bottlenecks take top priority. For competing mid-level tasks, I communicate proactively with stakeholders to negotiate realistic delivery dates rather than making unrealistic commitments, and I delegate operational sub-tasks to team coordinators."

Q10: Where do you envision your professional trajectory within our firm over the next five years?

Candidate: "In the immediate two years, I aim to master your firm's client portfolio, streamline your recruitment and talent management cycles, and establish myself as a dependable leadership partner. Over the subsequent three to five years, I aspire to grow into a senior HR business partner or Deputy General Manager role, driving large-scale organizational development and strategic talent initiatives across your expanding enterprise."

Q5. **Write out a speech you have been asked to deliver to a group of young persons in your community on 'importance of discipline in life'.** **20 Marks**

Speech: "Discipline — The Unseen Bridge Between Dreams and Reality"

Distinguished elders, respected community leaders, and energetic young friends,

A very warm good morning to each of you. It is a genuine honor to stand before such an inspiring gathering of youth—the living heartbeat and future architects of our society.

When you hear the word *"discipline,"* what image enters your mind? For many, the word conjures rigid school timetables, stern parental warnings, or the curtailment of personal freedom. We often perceive discipline as a heavy chain imposed by external authority. But today, I invite you to see discipline through a completely different lens: **Discipline is not confinement; discipline is the ultimate expression of personal freedom and self-mastery.**

Consider a magnificent river. As long as it is bounded by strong, sturdy banks, it flows with tremendous grace, powering hydroelectric turbines, irrigating fertile plains, and sustaining entire civilizations. But remove those banks, and the very same water degenerates into a destructive flood that inundates communities and leaves ruin in its wake. In our personal lives, our talents, intelligence, and passions are like that surging river, and discipline represents the protective banks that direct our energy toward lasting achievement.

Look at any master of their craft—whether it is an Olympic athlete like Neeraj Chopra, an exceptional coder developing groundbreaking algorithms, or a musician rehearsing complex scales for hours. What sets them apart is not merely innate talent; it is their steadfast commitment to show up every single day, especially on days when motivation is absent. Motivation is an unreliable emotion; it visits occasionally and vanishes when difficulties arise. Discipline, however, is a daily habit. It is waking up on time, reading when you would rather scroll on your smartphone, and persevering through challenging study sessions.

My young friends, the world today is filled with instant gratification. Digital devices bombard us with distractions designed to hijack our focus. If you do not conquer your impulses, your impulses will conquer your future. Discipline gives you the superpower to choose what you want *most* over what you want *now*.

Start small today: organize your study desk, dedicate two uninterrupted hours to skill-building daily, respect your commitments, and guard your physical health. When you govern your mind and actions with integrity, no obstacle can derail your aspirations.

Thank you very much, and may you stride forward with purposeful discipline and boundless success!

Q6. **Discuss the do's and don'ts while writing business e-mails by giving suitable examples.**

20 Marks

Importance of Business E-mail Etiquette:

In modern corporate environments, e-mail serves as the primary instrument of formal written communication, establishing documentation trails, facilitating client relationships, and reflecting professional credibility. Careless e-mailing damages personal reputation and causes costly operational misunderstandings.

The Core DO'S of Business E-mailing:

1. **Use Clear, Informative Subject Lines:** State the exact purpose and urgency upfront.
   Good Example: `Subject: Action Required: Q3 Financial Review Meeting - 18th Oct at 10:00 AM`
2. **Use Professional Salutations and Sign-offs:** Match the greeting to the corporate relationship.
   Good Example: `Dear Mr. Kapoor,` or `Dear Project Team,` followed by `Warm regards,` or `Sincerely,`.
3. **Adopt the Inverted Pyramid Structure:** State the primary request or key information in the opening sentence, followed by supporting context.
   Good Example: "I am writing to request your approval for the updated marketing budget enclosed below. The revision reflects the recent price changes..."
4. **Organize Information with Bullets and Bold Leads:** Chunk dense information into readable bullet points to enable quick scanning on mobile devices.
5. **Proofread Thoroughly Before Sending:** Check grammar, spelling, recipient addresses, and verify that promised attachments are indeed attached.

The Critical DON'TS of Business E-mailing:

1. **Don't Use Vague or Blank Subject Lines:** Avoid single-word or cryptic subjects.
   Poor Example: `Subject: Hey` or `Subject: Urgent!!` or leaving it completely blank.
2. **Don't Write in ALL CAPS or Overuse Exclamation Marks:** All-capital text is perceived in digital etiquette as aggressive shouting.
   Poor Example: `PLEASE SUBMIT THE REPORT IMMEDIATELY!!!! THIS IS UNACCEPTABLE!!`
3. **Don't Overuse 'Reply All':** Use 'Reply All' only when every recipient genuinely requires the information. Unnecessary replies clog inboxes and cause email fatigue.
4. **Don't Use Slang, Informal Abbreviations, or Excessive Emojis:** Maintain professional decorum.
   Poor Example: `Hey bro, plz check d doc ASAP, thx :) :)`
5. **Don't Send Emotionally Charged Emails ("Flaming"):** Never compose or send emails in anger. Wait until emotions cool, or address the issue via a phone call or in-person meeting.

Summary Comparison Table:

Dimension	Recommended Practice (DO)	Unacceptable Practice (DON'T)
Subject Line	`Proposal: Website Redesign Phase 2 (Deadline: Friday)`	`Check this out` or `No Subject`

Dimension	Recommended Practice (DO)	Unacceptable Practice (DON'T)
Tone	Polite, objective, concise, and solution-focused.	Sarcastic, emotionally aggressive, or overly casual.
Formatting	Short paragraphs (2–4 lines), bulleted lists, professional font.	Unbroken walls of text, multi-colored fonts, comic sans.
Attachments	Properly named files (e.g., `Q3_Sales_Report_V2.pdf`) under 10MB.	Cryptic filenames (e.g., `doc111.pdf`) or forgotten attachments.

Q7. **What is the purpose of discussions in a recruitment process? Identify the skills and attitudes needed when participating in a discussion.** **20 Marks**

1. Purpose of Group Discussions (GD) in Recruitment:

In modern corporate recruitment, a personal interview evaluates an individual in an artificial, one-on-one setting. However, modern organizations operate through cross-functional teamwork, consensus building, and collaborative debate. Therefore, organizations utilize **Group Discussions (GD)** as a vital evaluative tool to achieve specific objectives:

- **Assessing Real-Time Interpersonal Dynamics:** Evaluators observe how candidates interact with peers, handle differing opinions, and navigate high-pressure social situations.
- **Testing Spontaneous Cognitive & Communication Ability:** Unlike rehearsed interview answers, a GD requires candidates to think on their feet, synthesize new information rapidly, and articulate complex ideas coherently without advance preparation.
- **Screening at Scale:** GDs serve as an effective screening mechanism to filter large applicant cohorts down to candidates demonstrating genuine leadership and collaborative acumen.

2. Core Skills Needed During a Discussion:

- **Oral Communication and Articulation:** Clear pronunciation, appropriate voice modulation, grammatical precision, and the ability to express complex thoughts simply and persuasively.
- **Active Listening:** A successful discussion requires listening as much as speaking. Candidates must listen attentively to peers, take brief mental or written notes, and build upon or synthesize earlier arguments rather than simply waiting for their turn to speak.
- **Analytical & Critical Thinking:** Breaking down ambiguous topics using structured frameworks (e.g., PESTLE: Political, Economic, Social, Technological, Legal, Environmental) and backing opinions with concrete data, historical precedents, or logical deductions.
- **Facilitation and Team Leadership:** True leadership in a GD is demonstrated by guiding the group back on track when the discussion wanders, drawing reticent participants into the conversation, and summarizing intermediate consensus points diplomatically.

3. Crucial Attitudes Needed:

- **Assertiveness without Aggression:** Firmly putting across one's viewpoint with conviction while remaining polite. Avoid shouting, finger-pointing, table-thumping, or interrupting others mid-sentence.
- **Open-Mindedness & Receptivity:** Acknowledging valid counterarguments gracefully (e.g., *"That is an insightful perspective raised by Rahul; however, if we examine the economic ramifications..."*). A GD is not a binary debate with winners and losers; it is a collaborative exploration.
- **Emotional Poise & Composure:** Remaining calm, polite, and constructive even when other participants become confrontational or chaotic.
- **Collaborative Orientation:** Demonstrating concern for collective progress rather than dominating airtime egotistically.

2. Term-End Examination — June 2024

BEGLA-136: English at the Workplace • Maximum Marks: 100 • Time: 3 Hours • All Questions Compulsory

1. Match the words in Column A with their meanings in Column B. `10 × 1 = 10 Marks`

Column A (Given Expression)	Matched Item (Column B)	Correct Meaning / Definition
(a) Results that are easy to see	**(vi) Tangible**	Perceptible, clear, and definite to observe.
(b) Evidence that shows people your abilities	**(v) Credentials**	Qualifications, achievements, or documentation verifying competence.
(c) Ornamental objects of no great value	**(ii) Frills**	Superfluous or decorative extras of little essential worth.
(d) Arranged in order of time of occurrence	**(iii) Chronological**	Organized sequentially from earliest to most recent.
(e) An object produced or shaped by human craft	**(iv) Artifact**	A handmade historical or cultural object.
(f) An official award or a recommendation	**(i) Commendation**	Formal praise, official award, or certificate of merit.

Column A (Given Expression)	Matched Item (Column B)	Correct Meaning / Definition
(g) Expressing much in few words	**(viii) Concise**	Brief, succinct, and to the point without unnecessary filler.
(h) Coming before	**(vii) Prior**	Preceding in time, order, or importance.
(i) People in charge of hiring new employees	**(x) Recruiters**	Talent acquisition professionals responsible for hiring.
(j) Starting something	**(ix) Initializing**	Setting into motion, beginning, or inaugurating an operation.

2. Make sentences using the following words: (a) Innovative, (b) Creativity, (c) Ambition, (d) Teamwork, (e) Dedication. 5 × 2 = 10 Marks

a. **Innovative:** The engineering team developed an **innovative** solar-powered irrigation system that reduced operational electricity costs by half.

b. **Creativity:** Solving unprecedented corporate challenges requires both analytical reasoning and artistic **creativity** from departmental managers.

c. **Ambition:** Fueled by professional **ambition**, Neha completed an executive certification in data analytics while managing full-time work duties.

d. **Teamwork:** Seamless cross-functional **teamwork** between designers and software engineers enabled the company to launch the application ahead of schedule.

e. **Dedication:** The senior nurse received a lifetime achievement award in recognition of her tireless **dedication** to patient care during the epidemic.

3. (a) Rewrite the following sentences changing them from the active voice to passive voice. 5 × 2 = 10 Marks

i. **Active:** The teacher is teaching the course.
Passive: **The course is being taught by the teacher.**

ii. **Active:** Ram draws the painting.
Passive: **The painting is drawn by Ram.**

iii. **Active:** Everyone likes sweets.
Passive: **Sweets are liked by everyone.**

iv. **Active:** Shyam is buying a new house.
Passive: **A new house is being bought by Shyam.**

v. **Active:** Have you completed your assignment ?
Passive: **Has your assignment been completed by you?**

3. (b) Fill in the blanks as indicated. **10 × 1 = 10 Marks**

i. Think carefully before **joining** your new assignment. *(Complete using gerund of 'join')*

ii. **Responding** to job advertisements is a skill that freshers must learn. *(Complete using gerund of 'respond')*

iii. Please remove the **broken** chairs from the hall. *(Use appropriate participle of 'break')*

iv. She reached the **meeting** point well before the appointed time. *(Use appropriate participle of 'meet')*

v. **What would happen** if we did not accept their invitation? *(Use main/If clause — e.g., 'What would happen' or 'Would they feel offended')*

vi. What would happen if **we missed the submission deadline**? *(Use main/if clause — provides a meaningful subordinate condition)*

vii. If somebody **walked** in here with a gun, I'd be very frightened. *(Use correct form of 'walk' — Second Conditional structure requiring past simple)*

viii. I'm sure Satish **would understand** if you explained the situation to him. *(Use correct form of 'understand' — Second Conditional requiring 'would + base verb')*

ix. We **must** / **should** go through the contract carefully before signing it. *(Use appropriate modal indicating necessity/obligation)*

x. The opponents sat **opposite** to each other. *[Choose between 'opposite' and 'behind' — 'opposite' indicates face-to-face adversarial seating]*

4. Write short notes on the following (around 150 words each): (a) Essentials of good customer service, (b) Workplace Etiquette. **2 × 10 = 20 Marks**

(a) Essentials of Good Customer Service:

Good customer service is the cornerstone of sustainable brand loyalty and corporate profitability. At its core lies **active listening** and **empathy**—the ability to understand customer concerns from their perspective without rushing into defensive justifications. Prompt responsiveness is vital; in today's high-speed market, delays in resolving grievances drive clients to competitors. Frontline professionals must possess thorough **product mastery** to provide accurate, confident solutions. Transparent communication regarding pricing, warranties, and timelines builds lasting trust. Furthermore, effective customer service involves post-interaction follow-ups to ensure comprehensive satisfaction. When mishandled complaints are resolved with genuine courtesy and speed (known as the service recovery paradox), dissatisfied customers often transform into the brand's most vocal advocates. Ultimately, good customer service is not a single department, but an organizational culture centered on delivering consistent value and human respect.

(Word count: ~145 words)

(b) Workplace Etiquette:

Workplace etiquette encompasses the unwritten codes of professional conduct, mutual respect, and courtesy that maintain workplace harmony. Punctuality is fundamental: arriving on time for work and scheduled meetings demonstrates respect for colleagues' time. Professional communication requires polite, constructive language, avoiding offensive gossip, and maintaining email decorum. In open-plan office spaces, etiquette entails keeping phone ringtones low, stepping into designated booths for personal calls, and respecting colleagues' physical workspace. Meeting etiquette demands active attentiveness—silencing personal devices and refraining from interrupting speakers mid-sentence. Digital etiquette has gained equal prominence, requiring professional background standards during video conferences and prompt, courteous chat responses. Adhering to these standards fosters a psychologically safe, inclusive, and highly productive corporate environment where team members collaborate with mutual confidence.

(Word count: ~140 words)

5. Prepare a brief CV (Curriculum Vitae) for a job that you wish to join. Organize your points under various headings like educational qualifications, professional experience etc. 10 Marks

AMAN GUPTA

Flat 302, Palm Heights, Viman Nagar, Pune – 411014 | +91 97654 32109 | aman.gupta.ops@email.com

CAREER OBJECTIVE

Results-driven graduate seeking the role of Operations Analyst in a leading corporate firm to leverage analytical problem-solving, project management skills, and process optimization techniques.

EDUCATIONAL QUALIFICATIONS

Course / Degree	Board / University	Year	Marks / CGPA
Bachelor of Commerce (B.Com Hons)	Savitribai Phule Pune University	2023	8.2 CGPA
Higher Secondary Certificate (XII)	Maharashtra State Board	2020	85.6%
Secondary School Certificate (X)	CBSE Board	2018	90.2%

PROFESSIONAL EXPERIENCE

Operations Executive | SwiftLogix Supply Chain Solutions, Pune *(July 2023 – Present)*

- Coordinated daily warehouse inventory audits and streamlined vendor dispatch documentation.

- Reduced order processing turnaround time by 15% through workflow automation in MS Excel.
- Resolved delivery discrepancies collaboratively with logistics partners, maintaining a 98% on-time delivery rate.

KEY SKILLS & CERTIFICATIONS

- **Technical:** Advanced Excel (Macros, VLOOKUP, Pivot Tables), SQL Basics, Tableau Data Visualization.
- **Certifications:** Lean Six Sigma White Belt (2023); Google Project Management Certificate (2024).
- **Soft Skills:** Cross-functional collaboration, crisis management, fluent business communication in English and Hindi.

6. Prepare a job application letter in response to an advertisement for the post of a marketing manager in a corporate firm. **10 Marks**

Vikramaditya Rao
12/B, Richmond Road, Bengaluru – 560025
Email: vikram.rao.marketing@email.com | Phone: +91 98450 11223
Date: 12th July 2024

To,
The Head of Human Resources,
Titan Enterprises & Consumer Brands Ltd.,
Electronic City Phase 1, Bengaluru – 560100

Subject: Application for the Post of Marketing Manager (Ref: Job ID MKT-2024-88)

Dear Sir/Madam,

I am writing to formally submit my application for the position of Marketing Manager at Titan Enterprises, as advertised in *The Economic Times* on 8th July 2024. With an MBA in Marketing and over five years of demonstrable leadership in brand positioning, B2B/B2C product campaigns, and digital performance marketing, I am well-equipped to drive market penetration for your distinguished portfolio.

In my current tenure as Assistant Marketing Manager at Zenith Consumer Goods, I steered a multidisciplinary marketing team that launched two flagship lifestyle products, generating ₹18 Crores in revenue in FY 2023–24. My responsibilities encompass omnichannel campaign planning, agency liaison, brand budget governance, and market analytics. Through data-backed customer acquisition strategies, my team reduced customer acquisition costs (CAC) by 22% while boosting customer engagement metrics across tier-1 and tier-2 markets.

Titan Enterprises' track record of disruptive consumer innovation strongly resonates with my professional ethos. I bring proven competencies in marketing strategy, team mentorship, and revenue generation that will enable me to deliver immediate value to your corporate growth goals.

My detailed Curriculum Vitae and performance dossier are attached for your consideration. I look forward to the privilege of discussing my candidacy in an interview.

Yours sincerely,
Vikramaditya Rao

7. **You are planning to appear for an interview for the position of receptionist in a reputed English Training Institute. Write out ten questions you expect to be asked and your answers to these questions.** **10 Marks**

Comprehensive Interview Q&A Script (Receptionist Position):

Q1: Why do you want to work as a receptionist specifically at an English Training Institute?

Candidate: "As the front-desk receptionist, I serve as the initial voice and welcoming face of the institute. I am passionate about creating warm, professional first impressions, and working in an English training institute allows me to combine my strong English verbal communication skills with administrative efficiency to assist students embark on their learning journey."

Q2: How do you handle an anxious or frustrated prospective student inquiring about course outcomes?

Candidate: "I listen actively without interrupting, validate their concerns empathetically, and reassure them by explaining our structured curriculum, diagnostic assessment process, and qualified faculty mentors with calm clarity."

Q3: What would you do if multiple phone lines are ringing while a visitor is waiting at the front desk?

Candidate: "I acknowledge the in-person visitor immediately with a polite smile and request a brief moment. Then, I answer the call promptly, state the institute's greeting, politely ask if the caller can hold or request their contact number for an immediate callback, ensuring neither party feels neglected."

Q4: How do you maintain front-desk administrative records and student inquiries?

Candidate: "I maintain an organized digital inquiry log using MS Excel and our CRM database, categorizing inquiries by course interest (IELTS, Business English, Spoken English), recording contact details accurately, and scheduling timely follow-up reminders."

Q5: How proficient are you with office productivity software and telephone switchboards?

Candidate: "I am proficient in Microsoft Office (Word, Excel, Outlook), Google Workspace, and experienced in operating multi-line EPABX systems, scheduling calendar appointments, and drafting professional email replies."

Q6: A parent walks in demanding a refund for their ward mid-way through a term. How do you respond?

Candidate: "I invite the parent to a quiet seating area, listen carefully to understand their reasons, explain the institute's formal refund guidelines courteously, and offer to arrange an immediate consultation with the Academic Director to address their concerns."

Q7: How do you ensure your English language skills stay refined and polished?

Candidate: "I read quality publications daily, practice clear pronunciation and active listening, and consistently use polite, grammatically precise workplace expressions during professional interactions."

Q8: How do you coordinate batch schedules between teachers and student groups?

Candidate: "I maintain an updated master schedule on our shared digital calendar, track classroom room allocations, and notify students and trainers immediately via SMS or email regarding any room or timing adjustments."

Q9: What steps do you take to maintain front-office safety and cleanliness?

Candidate: "I verify visitor credentials in our register, issue visitor badges, and coordinate regularly with the facilities team to ensure the reception area and information brochures are immaculate, organized, and welcoming."

Q10: Where do you see yourself professionally in two to three years?

Candidate: "I see myself mastering front-office operations, contributing to student counseling, and progressing into an Admissions Coordinator or Student Relations Executive role within the institute."

8. Write an outline of a presentation on the following topic: "Your town/city/village". **10 Marks**

Presentation Outline: "Pune — The Harmonious Confluence of Heritage, Education, and Technology"

Audience: College Students & Visiting Delegations | **Duration:** 15 Minutes (6 Slides)

Slide 1: Title & Introduction

- **Headline:** Welcome to Pune: The Cultural Capital and Innovation Hub of Maharashtra.
- **Visual:** Montage featuring the historic Shaniwar Wada against modern IT tech parks in Hinjawadi.
- **Key Talking Points:** Geographic location on the Deccan Plateau; pleasant climate; historical significance as the seat of the Maratha Empire.

Slide 2: Historical Legacy and Architectural Marvels

- **Key Highlights:** Shaniwar Wada, Aga Khan Palace (national monument of the freedom struggle), Sinhagad Fort.
- **Cultural Essence:** The grand celebration of Pune Ganeshotsav, classical music festivals (Sawai Gandharva), and Marathi theater traditions.

Slide 3: "The Oxford of the East" — Academic Eminence

- **Key Institutions:** Savitribai Phule Pune University, Fergusson College, COEP Technological University, Symbiosis International.
- **Impact:** Dynamic student demographics, cosmopolitan culture, and vibrant research output attracting scholars from over 80 nations.

Slide 4: Economic Engine — Automotive and IT Powerhouse

- **Key Industries:** Automotive giants (Tata Motors, Bajaj Auto) in Pimpri-Chinchwad; IT clusters in Hinjawadi and Magarpatta Cybercity.
- **Economic Role:** Contributing significantly to state GDP, nurturing a thriving startup incubation ecosystem.

Slide 5: Urban Challenges & Sustainable Development

- **Key Challenges:** Rapid urbanization, vehicular traffic congestion, and solid waste management.
- **Progress Initiatives:** Pune Metro rail expansion, riverfront rejuvenation projects, and smart city civic governance.

Slide 6: Conclusion and Interactive Q&A

- **Summary:** Pune beautifully balances 300-year-old historic pride with 21st-century technological ambition.
- **Closing Hook:** "Visit Pune not just as a traveler, but as an explorer of living history and youthful ambition."
- **Action:** Open floor for audience questions, feedback, and discussion.

3. Term-End Examination — June 2025

BEGLA-136: English at the Workplace • Maximum Marks: 100 • Time: 3 Hours • All Questions Compulsory

1. Match the words in Column A with their meanings in Column B. 10 × 1 = 10 Marks

Column A (Term)	Matched Definition in Column B	Contextual Note
(i) Empathy	being sensitive to the feelings of others.	Core emotional intelligence trait in workplace leadership.
(ii) Static	not changing for a long time.	Describing stationary, unmoving, or stagnant conditions.

Column A (Term)	Matched Definition in Column B	Contextual Note
(iii) Predictability	degree to which something can be known in advance.	Reliability in operational planning and process execution.
(iv) Credentials	evidence of one's abilities and experience.	Degrees, diplomas, and verifiable professional track record.
(v) Cultural competence	ability to understand and respect differences in the backgrounds of people.	Crucial for navigating multinational and multicultural teams.
(vi) Attributes	qualities or characteristics.	Inherent personality or professional traits.
(vii) Inadvertently	unintentionally.	Accidentally, without conscious design or malice.
(viii) Brainstorming	a meeting to discuss several ideas and collectively choose the best one.	Creative group ideation technique.
(ix) Roadblock	something that obstructs progress.	An obstacle or bottleneck in project workflows.
(x) Tangible	something that can be clearly perceived or felt.	Concrete, measurable outcomes.

2. Make sentences using the following words: (i) Dynamic, (ii) Adaptability, (iii) Dedication, (iv) Overwhelming, (v) Persuade. **5 × 2 = 10 Marks**

i. **Dynamic:** To succeed in today's dynamic market, organizations must continuously adapt their strategies to emerging consumer trends.

ii. **Adaptability:** Rapid shifts toward artificial intelligence demand exceptional cognitive adaptability from modern knowledge workers.

iii. **Dedication:** The young civil engineer's unwavering dedication ensured the bridge construction was completed well ahead of the monsoon deadline.

iv. **Overwhelming:** The newly launched startup received an overwhelming positive response from investors during its initial funding round.

v. **Persuade:** Using comprehensive financial models, the consultant managed to **persuade** the executive board to invest in renewable solar infrastructure.

3. (a) Rewrite the following sentences as directed. **5 × 1 = 5 Marks**

i. **Original:** Gandhiji taught the world, the doctrine of non-violence.
Directive: Change into Passive Voice
Answer: **The doctrine of non-violence was taught to the world by Gandhiji.**
(Alternatively: The world was taught the doctrine of non-violence by Gandhiji.)

ii. **Original:** A famous artist drew this portrait.
Directive: Change into Passive Voice
Answer: **This portrait was drawn by a famous artist.**

iii. **Original:** I bought ..... dozen oranges.
Directive: Complete the sentence with the appropriate article
Answer: I bought **a** dozen oranges.

iv. **Original:** He reads ..... 'Bhagvadgita' everyday.
Directive: Complete the sentence with the appropriate article
Answer: He reads **the** 'Bhagvadgita' everyday. *(The definite article 'the' precedes holy and canonical scriptures)*

v. **Original:** ..... Congo is the longest river in Central Africa.
Directive: Complete the sentence with the appropriate article
Answer: **The** Congo is the longest river in Central Africa. *(The definite article 'The' is required before names of rivers)*

3. (b) Fill in the blanks as indicated. **10 × 1 = 10 Marks**

i. Think carefully before **joining** your new assignment. *(Complete the sentence using the appropriate gerund form of 'join')*

ii. I think a line is **missing** in the letter. Please insert it. *(Complete using the correct form of the word in bracket: 'miss' → participial adjective 'missing')*

iii. If you drink impure water, you **will fall** sick. *(Use the correct form of the verb in bracket: First Conditional expressing real predictive outcome)*

iv. This is the kind of music that I like to listen **to**. *(Use the appropriate preposition: 'listen' governs preposition 'to')*

v. He was born **in** a small village in Bengal. *(Use the appropriate preposition: 'in' is standard with geographic entities like villages, towns, or districts; 'at' is also colloquially accepted)*

vi. In spite of the bad weather, he **piloted** the plane skillfully. *(Use the correct form of the word in bracket: past simple 'piloted')*

vii. The applicant **must** include the names of two referees. *(Fill in the blank choosing between 'must' and 'need' — 'must' expresses formal mandatory requirement)*

viii. The team of doctors **conducted** a survey of patients, and then gave them the vaccination. *(Use correct past form: 'conducted' or past perfect 'had conducted')*

ix. The recruiters were looking for someone **who** has considerable experience in that field. *(Choose from 'who', 'whom', 'which' — subject relative pronoun referring to persons is 'who')*

x. I think you **should** stop worrying and concentrate on your work. *(Choose from 'should', 'must', 'ought' — 'should' is correct because 'ought' requires 'to')*

4. Write short notes on any two of the following in around 150 words each: (i) Establishing good relationship with customers, (ii) Work ethics and the workplace, (iii) Preparing for an interview.

2 × 10 = 20 Marks (All 3 Solved Below)

(i) Establishing Good Relationship with Customers:

Cultivating resilient customer relationships is the bedrock of modern commercial enterprise. It begins with **active listening** and genuine empathy, ensuring clients feel understood rather than sold to. Consistent reliability—delivering on promises, honoring stated delivery deadlines, and ensuring uncompromising product quality—builds enduring trust. Transparent communication, particularly during supply chain disruptions or technical outages, prevents customer resentment. Furthermore, modern enterprises leverage customer relationship management (CRM) systems to personalize interactions, acknowledging repeat patrons and tailoring offerings to their historical preferences. When complaints arise, resolving them swiftly with humility and fairness often strengthens customer attachment through the service recovery paradox. Ultimately, treating customer relationships as long-term partnerships rather than one-off financial transactions maximizes customer lifetime value (CLV) and turns ordinary buyers into enthusiastic brand champions.

(Word count: ~140 words)

(ii) Work Ethics and the Workplace:

Work ethics represent the foundational moral values, professional integrity, and sense of accountability an individual demonstrates within their workplace. A strong work ethic is characterized by **diligence, reliability, and punctuality**—consistently meeting obligations and taking full ownership of project outcomes without requiring constant surveillance. It demands absolute honesty in handling corporate resources, data confidentiality, and equitable interpersonal interactions. Professionals with commendable work ethics prioritize collective organizational success over narrow self-interest, collaborate generously with colleagues, and navigate ethical gray areas by consulting organizational codes of conduct. Conversely, compromised work ethics—manifested in chronic absenteeism, plagiarism, credit-stealing, or deceptive reporting—undermine team morale and expose firms to severe regulatory and reputational hazards. Ethical behavior establishes the psychological trust and mutual respect essential for sustainable corporate excellence.

(Word count: ~135 words)

(iii) Preparing for an Interview:

Comprehensive interview preparation transforms nervous uncertainty into persuasive self-assurance. Preparation encompasses three distinct phases: research, rehearsal, and logistics. First,

the candidate must conduct thorough institutional research—examining the organization's mission statement, recent press releases, market competitors, and the specific job description to map personal competencies to employer needs. Second, practice formulating answers using the structured **STAR framework (Situation, Task, Action, Result)** to answer behavioral questions with concrete, quantifiable evidence. Rehearsing answers to common inquiries—such as personal strengths, areas of improvement, and reason for applying—refines articulation. Third, attend to physical logistics: selecting conservative, well-pressed professional attire, preparing clean copies of the resume, and ensuring punctuality by planning travel routes in advance. Finally, preparing two or three thoughtful, strategic questions for the panel demonstrates intellectual curiosity and genuine enthusiasm for the role.

(Word count: ~145 words)

5. You have been asked to deliver a speech to a group of high school students on the topic: "Choosing the right career." Write out your speech (in around 150 words). **10 Marks**

Speech: "Choosing the Right Career — Aligning Passion, Strength, and Purpose"

Respected teachers and my dear young friends,

Standing on the threshold of adulthood, each of you faces a momentous question: *"Which career path should I choose?"* In our society, you will often feel pressured to blindly follow popular trends or well-meaning parental expectations into conventional streams.

However, choosing the right career is not a sprint toward arbitrary prestige; it is a thoughtful journey of self-discovery. Begin by examining the intersection of three vital elements: your genuine **interests** (what excites your curiosity), your natural **strengths** (what skills you develop with ease), and **economic viability** (what skills the world values and compensates).

Do not be afraid to explore non-traditional avenues—whether in environmental sustainability, data sciences, creative design, or entrepreneurship. Cultivate adaptability and a mindset of continuous lifelong learning, because specific technical tools will evolve, but curiosity, critical thinking, and resilient character will always remain indispensable.

Choose a vocation that challenges your intellect and brings fulfillment to your spirit. Thank you!

(Word count: ~155 words)

6. **Write an official letter of application in response to an advertisement for the post of Analyst in a reputed firm. Your application should show how your skills and experience match the requirements of the job.** **10 Marks**

Aditya Sen
74, Lake View Road, Salt Lake Sector 1, Kolkata – 700064
Email: aditya.sen.analyst@email.com | Phone: +91 98301 44556
Date: 18th June 2025

To,
The Vice President – Human Capital,
Deloitte & Touche Analytics Advisory LLP,
Ecospace Business Park, New Town, Kolkata – 700160

Subject: Application for the Position of Business/Data Analyst (Ref: Advt # ANL-06/2025)

Dear Hiring Manager,

I am writing to express my eager interest in the Analyst role at Deloitte Advisory, as advertised on your corporate career portal on 12th June 2025. Holding a Bachelor of Science degree in Statistics and Economics with first-class honors, coupled with two years of hands-on experience in quantitative business analytics and data visualization, I am eager to apply my analytical capabilities to solve your clients' complex business challenges.

In my current role as Junior Research Analyst at DataMetric Solutions, I develop predictive financial models, extract and clean large multi-source datasets using SQL and Python, and create executive KPI dashboards in Power BI. Recently, my analysis of client operational workflows identified supply chain bottlenecks that enabled a major retail client to reduce inventory holding expenses by 18%. My core strengths include financial ratio analysis, exploratory data analysis, and translating complex mathematical findings into clear, actionable executive summaries.

Deloitte's global reputation for analytical rigor and visionary advisory services makes it the ideal environment for my dedication to data integrity and strategic problem-solving. I am confident that my technical proficiency in statistical modeling, combined with disciplined workplace communication, matches the exacting requirements of this position.

I have attached my detailed Curriculum Vitae and copies of relevant credentials for your review. I would welcome the opportunity to discuss my qualifications during an interview.

Yours sincerely,
Aditya Sen
Enclosure: Curriculum Vitae

7. **You will be attending an interview for the post of Research Officer in an institution that has a global presence. Write out six questions you expect to be asked and the answers you plan to give.** **10 Marks**

Anticipated Interview Questions and Strategic Responses (Research Officer):

Q1: Can you describe your primary research background and methodological expertise?

Candidate: "My background is in Applied Economics and Public Policy, where I specialize in mixed-methods research combining quantitative econometric modeling with qualitative field interviews. In my master's dissertation and subsequent research fellowships, I utilized multivariate regression analysis in STATA and R to evaluate urban development interventions, ensuring robust validity and replicability."

Q2: Our institution operates across multiple continents. How do you handle cross-border research collaboration with culturally diverse teams?

Candidate: "Cross-border collaboration demands high cultural intelligence and clear communication protocols. I practice proactive documentation, establish shared digital data repositories with strict version control, and accommodate international time-zone differences. Most importantly, I respect localized cultural contexts when formulating research hypotheses and interpreting field data."

Q3: How do you maintain data integrity and navigate ethical standards during field investigations?

Candidate: "Data integrity is paramount. I ensure strict adherence to institutional review board (IRB) ethical protocols, securing informed participant consent, anonymizing personally identifiable information (PII), and establishing encrypted cloud storage. Furthermore, I implement double-entry data validation to eliminate empirical bias or data tampering."

Q4: Academic research is often criticized for being too theoretical. How do you translate dense findings into actionable policy recommendations?

Candidate: "I bridge the gap between academic depth and executive action by writing concise policy briefs that summarize key findings on Page 1. I use clean visual graphics to illustrate trends and translate statistical correlations into concrete, operational policy choices with cost-benefit analyses."

Q5: Tell us about a time when an empirical project did not yield expected results or faced severe timeline setbacks.

Candidate: "During an agricultural field survey, unexpected monsoon floods disrupted our planned rural sample clusters. Rather than halting the study, I rapidly adjusted our methodology to incorporate mobile-assisted remote surveys and secondary satellite vegetation data, preserving our timeline while transparently acknowledging sampling limitations in our final publication."

Q6: How do you manage competing deadlines when juggling grant reporting, fieldwork, and publication drafts?

Candidate: "I employ agile project management methodologies, breaking large multi-month research cycles into two-week operational sprints with distinct milestones. I prioritize high-stakes statutory grant compliance deadlines while scheduling protected blocks of deep-work time early in the day for analytical synthesis and manuscript writing."

8. **Prepare the outline of a well-structured presentation on the topic: “Importance of good communication skills in the workplace.”** **15 Marks**

Presentation Outline: "Catalyst for Success — Mastering Workplace Communication"

Target Audience: Corporate Executives & Management Trainees | **Format:** 7-Slide Comprehensive Strategic Framework

Slide 1: Title Slide & Executive Hook

- **Title:** The Connected Enterprise: Why Communication is the Ultimate Competitive Advantage.
- **Subtitle:** Fostering Clarity, Synergy, and Performance Across Modern Workplaces.
- **Opening Statistic / Hook:** "According to recent corporate studies, over 70% of organizational project failures and workplace conflicts stem directly from miscommunication."

Slide 2: The Core Dimensions of Workplace Communication

- **Verbal Communication:** Clear, concise speaking in meetings, negotiations, and presentations.
- **Non-Verbal Communication:** Body language, facial poise, and spatial etiquette during in-person interactions.
- **Written Communication:** Professional email etiquette, analytical documentation, proposals, and SOPs.
- **Digital & Virtual Etiquette:** Asynchronous chat protocols (Slack, Teams) and video-conferencing decorum.

Slide 3: Direct Business Impact — Measurable ROI

- **Operational Efficiency:** Clear instructions reduce rework, prevent errors, and accelerate project cycles.
- **Cross-Functional Innovation:** Open communication channels encourage psychological safety, enabling diverse team members to propose disruptive ideas.
- **Employee Retention & Morale:** Transparent leadership communication cultivates organizational trust and reduces turnover.
- **Client Loyalty:** Empathetic, responsive customer communication directly drives account renewals and brand equity.

Slide 4: Common Communication Barriers and Pitfalls

- **Linguistic & Jargon Overload:** Obscuring simple concepts beneath dense corporate acronyms and buzzwords.
- **Emotional & Perceptual Filters:** Unconscious biases, defensiveness, and failure to practice active listening.
- **Information Silos:** Departments failing to share critical updates, leading to redundant work and conflicting priorities.
- **Technological Misalignment:** Selecting inappropriate media (e.g., sending an angry email instead of having a private phone conversation).

Slide 5: Actionable Strategies for Mastery (The 7 C's Framework)

- **Clear & Concise:** State core objectives upfront; eliminate wordy filler.
- **Concrete & Correct:** Ground claims with accurate metrics, verified data, and grammatical precision.
- **Coherent & Complete:** Structure arguments logically and provide all essential context.
- **Courteous:** Respect cultural differences, validate others' perspectives, and maintain professional tact.

Slide 6: Cultivating a High-Trust Communication Culture

- **Normalize Constructive Feedback:** Shift from annual punitive appraisals to continuous, positive coaching dialogues.
- **Empathetic Listening:** Train leaders to listen for emotional tone and underlying concerns, not just spoken words.
- **Transparency:** Leadership updates should address both triumphs and challenges honestly.

Slide 7: Conclusion & Audience Q&A

- **Summary Takeaway:** "Communication is not merely an incidental soft skill; it is the fundamental operating system upon which all corporate execution relies."
- **Call to Action:** Audit your daily communication habits: prioritize clarity, practice active listening, and lead with empathy.
- **Interactive Close:** Open floor for 10 minutes of audience Q&A and shared experiences.