

d. Be engaged in an energetic activity

(ii) **Leave no stone unturned**

- a. Try everything possible b. Leave the path halfway
c. Not make enough efforts d. Turn everything upside down

10. (i). Rachael is waiting in the interview hall to get recruitment in INFOSYS. *2,K1,CO5*

The person who is next to Rachael asks him to expand INFOSYS.

Imagine yourself as Rachael and what will be your answer?

- a. Information systems b. Informed systems
c. Info- providing system d. Info-graphic system

(ii). Expand the following Abbreviation.

LLR

- a. Learner license registration b. Learning License registration
c. Learner licensing registration d. None of the above

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Write a set of dialogues (with at least eight exchanges) between Airtel Customer Care Official and a Customer complaining about his Wi-Fi connection. *13,K2,CO1*

OR

b) Engage yourself in a conversation with your friend on a Sunday afternoon in connection with watching a movie at a theatre in Anna Salai. Decide about the film you want to watch, along with your friend, in a conversation with at least 8 exchanges. *13,K2,CO1*

12. a) Write TWO paragraphs on your favourite Celebrity explaining in detail the values he/she demonstrates. *13,K3,CO2*

OR

b) You are the Student Secretary of your college NSS club. Write a report on the Blood Donation Camp conducted at your college to be published in a reputed newspaper. *13,K3,CO2*

13. a) Draft a resume for a fresher who has just completed his/her B.Tech. *13,K3,CO3*

OR

b) Zena Systems wants fresh Engineering graduates from any stream for their new branch in Coimbatore. Write a job application along with a cover letter and send it to The HR, Zena Systems, 148, Prithvi Avenue, Raja Annamalaipuram 4th Main Road, Chennai - 28 by speed post. (The Hindu, 2nd of this month, 2024.) *13,K3,CO3*

14. a) Why are life skills so important in human life? Explain in detail. *13,K2,CO4*

OR

b) Describe the different types of communication with examples. *13,K2,CO4*

15. a) What are the challenges faced because of diversity? Develop your views into an essay. *13,K2,CO5*

OR

- b) **Summarise the following passage in 150 words.**

13,K2,CO5

Perhaps the most relevant form of mass communication, newspapers can be described as a periodical publication containing news articles worldwide. The oldest newspapers in the world were handwritten pamphlets informing people about world affairs and essential commodities prices. However, these “newspapers” were circulated only with permission granted by the ruling government. Much has changed since then.

Now, newspapers are not only a means of information about events occurring around the world, but newspapers also serve as a means of entertainment. Moreover, in today’s day and age, newspapers can choose to freely criticize the government’s actions without fear of punishment or censorship. Newspapers enable citizens to make an informed choice about their leaders by providing heaps of information about their activities- social work, political affiliations, scams, and corruption. To ordinary citizens, newspapers serve as an authentic and accurate medium of news. People rely on newspapers to confirm or confute any piece of information that they may have heard elsewhere. Apart from reporting daily events, newspapers educate the masses about various social matters within a country- class conflict and tension, dynamics of religious groups, caste system, dowry, child marriage and domestic violence- to name a few.

Several newspapers publish interviews with famous personalities and celebrities who recount their rise to fame, the trials and tribulations they went through and open up about their personal lives. Newspapers also present an opportunity for various published authors to write columns or editorials about a particular topic. These columns are referred to as opinion pieces and are supposed to sway the public’s opinion in their favour on a specific matter.

Newspapers can also play a crucial role in advertising. Companies, brands, and individuals can advertise their products and businesses with the help of newspapers. Individuals can also send out matrimonial advertisements in search of a potential partner. Thus, newspapers have multifaceted uses and indeed form an essential component of mass communication.

PART - C (1 × 15 = 15 Marks)

16. a) Does success depend on the competency of team members or the capability of its leader? Explain your stance with an example from any field.

15,K3,CO6

OR

- b) What is stress and what are the healthy ways to manage stress? Discuss in detail.

15,K3,CO6