

MANIPAL ACADEMY OF HIGHER EDUCATION
FIRST SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2018
SUBJECT: MAFD 503 – PROFESSIONAL COMMUNICATION SKILLS
(REGULAR & PT)

Monday, November 05, 2018

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ **Answer Any FIVE Questions.**

1. Do as Directed:

1A. Correct the errors (if any) in the sentences below:

- i) I live in Hyderabad since five years.
- ii) My sister can dance very good.

(1 mark × 2 = 2 marks)

1B. Put the correct form of tenses in the blanks using the words in the brackets:

- i) The car _____ in a very great speed. (run)
- ii) Yesterday Rana _____ a cake in his friend's birthday party. (eaten)
- iii) The teacher _____ the certificates to the winners tomorrow. (distribute)

(1 mark × 3 = 3 marks)

1C. Fill in the blanks with suitable prepositions and articles:

Manu was a young boy of twenty five. He had _____ shop in _____ market _____ the restaurant. His shop dealt _____ scrap items. Manu came _____ his shop _____ the morning and worked _____ night. People used to come _____ his shop and get _____ old scrap items sold and Manu gave fair price _____ them.

(5 marks)

2. Construct a dialogue in not more than 300 words between a librarian and a borrower. The borrower seeks information about how to open an account to borrow books.

(10 marks)

3A. **Write a brief memo, responding to the given situation below.**

Assume the role of a mid-level manager of a small company. The CEO, Rachael Barker, wants your views on a new computer network she is considering. The current network is adequate, but the new one will provide much greater capabilities for managing files, word processing, and accessing the database.

3B. The National School of Communication, Mumbai is planning to host one-day media training for its interns on Thursday, 15th December, 2016 from 9.30 am- 4.30 p.m. They plan to start their training with icebreakers, informal discussions and light refreshments. Next, is a talk on "Body language" by an expert, Ms. Vandana Chaudhary. The afternoon sessions are mock interviews, role plays and question and answer round. The final session is "Ask the media

expert” where the invited speaker is Barkha Dutt, NDTV. The one day training weans off with the distribution of the participation certificates. **Prepare an agenda for the same.**

(5+5 = 10 marks)

4. **Draft a resume in response to the job posting given below.**

Office Coordinator at Chennai Corporate Office

EINS Education is a leading organization in online education space, promoting correspondence courses for Welingkar Institute of Research & Management, NMIMS, Alliance University, Bharathiar University & Ural Federal to working professionals. Website: www.einsedu.in

Why Eins Education:- We are a fast growing company having 11 offices pan India with a turnover of 52 Crores. Fast growth and rewards based on performance levels. Company Growth is 25%. Staff Strength: 500+ Employees. In Span of 7 years we have more than 70,000 enrollment of working professionals

Qualification: Any Graduate (those who are awaiting results also may apply) Exp: Minimum 6 months (Freshers may also apply)

Job Description: Screening the papers, e-mails, reports, faxes, letters, etc., and grouping them to the concerned department / person according to the subject and issue reg. Maintaining confidentiality of personnel & official documents & information. Taking care of the reception. Coordinating with the various levels within the organization. Keeping record of all stock inward & outward & taking care of all official requirements and other miscellaneous duties and works, as assigned.

Job Specification: Pleasing Personality, Excellent communication skills, Good MS Office skills. Good Typing Speed of min 30 wpm is preferred.

Job Location: Eins Education, 2nd floor, No. A.11, Above GKB optical, Next to Vee Care hospital, near Roundtana, 2nd Avenue, Anna Nagar, Chennai, Tamilnadu, Pin: 600102

Salary: Up to 20,000 INR Timings & Working days: Monday to Saturday (10 a.m. to 7 p.m.) & Alternate Saturday (10.00am to 5.00 p.m.)

If interested, kindly share your updated resume on ayushi.m@einsedu.in Please feel free to contact the undersigned, should you require any further information / clarification.

Thanks & Regards,

Ayushi Mathur

Human Resources

Email id: ayushi.m@einsedu.in

Tel : 022-67842899

Eins Education Mumbai

(10 marks)

5. Read the passage given below.

A game of strategy, as currently conceived in game theory, is a situation in which two or more "players" make choices among available alternatives (moves). The totality of choices determines the outcomes of the game, and it is assumed that the rank order of preferences for the outcomes is different for different players. Thus the "interests" of the players are generally in conflict. Whether these interests are diametrically opposed or only partially opposed depends on the type of game.

Psychologically, most interesting situations arise when the interests of the players are partly coincident and partly opposed, because then one can postulate not only a conflict among the players but also inner conflicts within the players. Each is torn between a tendency to cooperate, so as to promote the common interests, and a tendency to compete, so as to enhance his own individual interests.

Internal conflicts are always psychologically interesting. What we vaguely call "interesting" psychology is in very great measure the psychology of inner conflict. Inner conflict is also held to be an important component of serious literature as distinguished from less serious genres. The classical tragedy, as well as the serious novel, reveals the inner conflict of central figures. The superficial adventure story, on the other hand, depicts only external conflict; that is, the threats to the person with whom the reader (or viewer) identifies stem in these stories exclusively from external obstacles and from the adversaries who create them. On the most primitive level this sort of external conflict is psychologically empty. In the fistcuffs between the protagonists of good and evil, no psychological problems are involved or, at any rate, none are depicted in juvenile representations of conflict.

The detective story, the "adult" analogue of a juvenile adventure tale, has at times been described as a glorification of intellectualized conflict. However, a great deal of the interest in the plots of these stories is sustained by withholding the unravelling of a solution to a problem. The effort of solving the problem is in itself not a conflict if the adversary (the unknown criminal) remains passive, like Nature, whose secrets the scientist supposedly unravels by deduction. If the adversary actively puts obstacles in the detective's path toward the solution, there is genuine conflict. But the conflict is psychologically interesting only to the extent that it contains irrational components such as a tactical error on the criminal's part or the detective's insight into some psychological quirk of the criminal or something of this sort. Conflict conducted in a perfectly rational manner is psychologically no more interesting than a standard Western. For example, Tic-tac-toe, played perfectly by both players, is completely devoid of psychological interest. Chess may be psychologically interesting but only to the extent that it is played not quite rationally. Played completely rationally, chess would not be different from Tic-tac-toe.

In short, a pure conflict of interest (what is called a zero-sum game) although it offers a wealth of interesting conceptual problems, is not interesting psychologically, except to the extent that its conduct departs from rational norms.

Based on your reading of the above passage, answer the questions below:

- 5A. According to the passage, internal conflicts are psychologically more interesting than external conflicts. Discuss.
- 5B. The problem solving process of a scientist is different from that of a detective. Explain.
- 5C. Write Synonyms: prefer, promote, protagonist, obstacle.
- 5D. Write Antonyms: rational, passive, juvenile, fisticuff.

(3+3+2+2 = 10 marks)

- 6. Write a paragraph on: "Violence against Women".

(10 marks)

