

Keeping mobile phone/smart watch, even in 'off' position is treated as exam malpractice

General Instructions:

1. This question paper contains 12 questions, attempt any 10.
2. Word limit in questions, whenever specified, should be adhered to.
3. Unless struck off, only the first attempt of a question shall be counted even if attempted partly.

Answer any TEN Questions, Each Question Carries 10 Marks (10×10=100 Marks)

1.

Identify the figure of speech:

(10x1 = 10 Marks)

- a. Meera and her brother are like two peas in a pod. *Si*
- b. They looked up and the stars smiled at them lovingly. *P*
- c. The smiling stars sparkled with sparkling shine. *A*
- d. Meera was running, Meera was jumping, Meera was playing in the meadows when it began to rain. *AN*
- e. Meera's brother, Manas, is a pilot, but is scared of boarding a plane to visit her. *M*
- f. The plane is also amused with Manas's fright of boarding it. *P*
- g. Meera told Manas that fear is a mountain that needs to be conquered. *Si*
- h. Manas then boarded the plane, sat on the plane, travelled on the plane, and finally, got off the plane. *Et*
- i. Meera, being a chef, baked a cake for Manas, but the cake was burnt black. *M*
- j. Meera, therefore, plans to become an astronaut so that she can eat well during her launch. *AP*

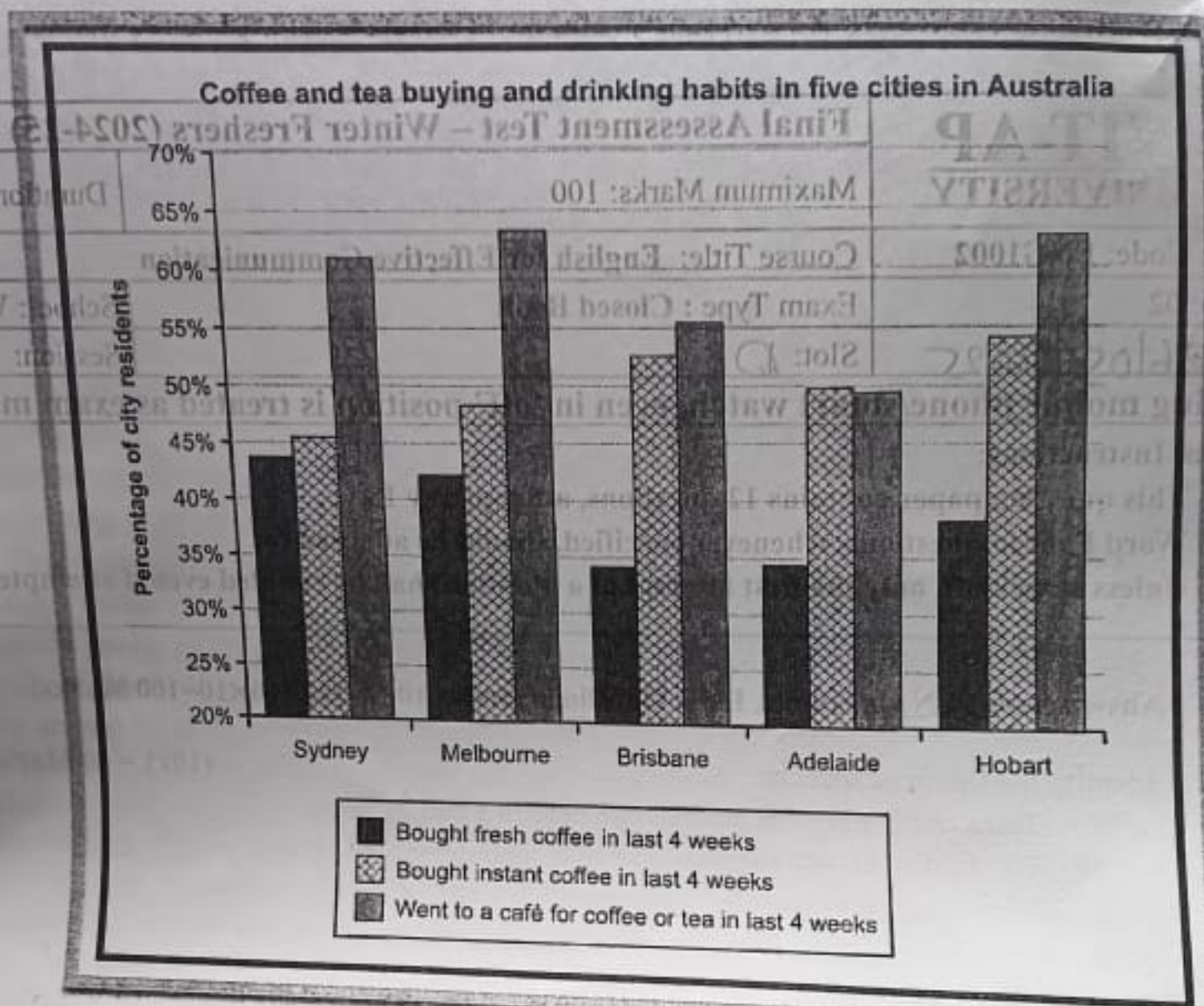
2. Identify the rhetorical appeal (ethos/pathos/logos) used in the given sentences. Justify your answer.

(5x2=10 Marks)

- a. Buy my car. I am trying to raise money for my college education and I do not have any other way to get my fees. *P*
- b. The man caught yesterday is the thief because Sherlock Holmes, the famous detective, says so. *E*
- c. As a three-time national boxing champion, Maya has been coaching the girls of our village to play for the state championship. *E*
- d. This movie is so beautiful that it can bring families and old friends together. *L*
- e. According to IMDB, *The Shawshank Redemption* is one of the best movies ever made. *E*

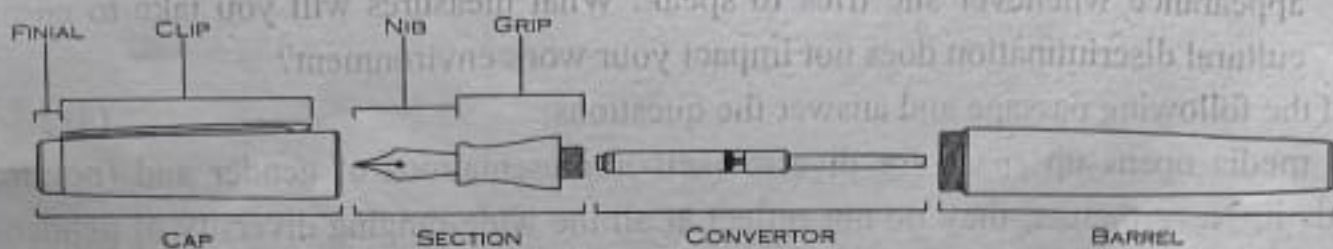
3. Study the graph and describe it in 150–200 words. Analyse key trends, comparisons, and significant observations. Include your own interpretation of the data.

(1x10=10 Marks)



4. Read the following presentation scenarios and provide suitable solutions or suggestions in 100-words each. (2x5=10 Marks)
- Your friend has her annual presentation in a week and has prepared her slides. The slides are in bright colours and light fonts, without any proper margins and logical connections. What suggestions would you give to your friend to improve her slides?
 - Sanju is presenting his annual report to his boss and a few seniors. His boss looks disinterested in the presentation and his seniors are also talking amongst themselves. What do you think could have gone wrong in Sanju's presentation and how could he have kept his boss and seniors engaged?
5. Write an argumentative essay on "Should we continue to use fossil fuels?" in 250-300 words. (1x10=10 Marks)
6. Write a description of the object shown in the image. In addition to describing it, focus on its utility and usage, and discuss any advantages or disadvantages. Your response should be between 150-200 words. (1x10=10 Marks)

ANATOMY OF A FOUNTAIN PEN



7. Identify the logical fallacies and justify your choices in 1-2 sentences. (5x2=10 Marks)

- My friend gave me a red shirt and asked me to wear it to tonight's party or not come at all.
- My father says that potatoes are good for health. It must be true.
- I wrote my exam with the pen that you had gifted me, therefore, I should pass the exam.
- The new mayor is a fun-loving man. Clearly, he is not suited for the job.
- Each of my friends bought a new car last month and went to Goa on their own. I will also buy a new car this month.

8. You are Varun Mohan, a fourth year B.Tech student in Mechanical Engineering from VIT-AP University, looking for an internship at Hyundai Motor Corporation. You are skilled at AutoCAD for vehicle design, have an understanding of vehicle dynamics and control systems, including experience with simulation tools like MATLAB/Simulink and CarSim. You are also interested in vehicle design and component modelling. You have also participated in technical tests and won several designing competitions. Create a resume to apply for a summer internship position at Hyundai Motor Corporation. Make sure your resume includes the following sections:

- Objective ✓
- Educational Qualifications ✓
- Technical Skills ✓
- Projects ✓
- Co-curricular Activities ✓
- Personal Details ✓

(1x10=10 Marks)

9. You recently came across an internship at Hyundai Motors Corporation, a company known for its innovative designs in cars and its components. The internship is of three months and closely aligns with your academic interests and career goals. Write a formal cover letter to the Head of the Designing Team, Hyundai Motors Corporation, Mumbai, applying for the internship.

(1x10=10 Marks)

10. You are an intern in Hyundai Motors Corporation, working on a major project in the company, under the supervision of Dr. Manan Seth. You need to travel to Amaravati urgently to submit some documents in your university for your convocation due in the next month. Write a professional email in 150 to 200 words to Dr. Manan Seth, requesting leave for 5 days. Clearly explain the reason for your leave, justify its importance, and assure your supervisor that you will manage your project responsibilities and deadlines despite your absence.

(1x10=10 Marks)

11. Read the following situations on cross-cultural communication and answer them in 100 words each.

(2x5=10 Marks)

- You are a senior executive officer in a company. Your company has two candidates for the position of a manager and one of them is a woman. The other senior executive officers are

against the woman candidate because she is newly married. What will you do to ensure a fair decision?

b. During a group discussion in the office, you notice that a colleague from Northeast India does not get to put forward her point of view. Her team members laugh at her accent and appearance whenever she tries to speak. What measures will you take to ensure that such cultural discrimination does not impact your work environment?

12. Read the following passage and answer the questions: (4x2.5=10 Marks)

Social media opens up space for diverse (self-)representations of gender and (political) attitudes towards it. Nevertheless, they do not reflect at all the wide-ranging diversity of genders but mostly convey traditional images of men and women. Existing gender stereotypes are even strengthened. For example: picture-based platforms such as Instagram (re)produce gender-normed body images. Before posting a picture, 94 percent of women and 87 percent of men optimize their photo at least once. This means that they edit the picture with filter apps in order to stick to a female or male ideal of beauty. Social media also has an impact on personal attitudes towards gender roles. The more intensively young people use Instagram, YouTube, etc., the more conventional and stereotypical they think about the division of roles between men and women. This has been shown, for instance, in a survey among 14 to 32 year-olds. In addition, female YouTubers receive more negative comments to their videos (including sexist, racist, and sexually aggressive hate speech) when compared to male YouTubers. With this form of gender-based digital violence, some users push people out of social media (silencing) and prevent them from further expressing themselves and shaping public opinion.

- What are the gender stereotypes that are strengthened on social media?
- What is optimisation of photos and why do people do it?
- Why do female YouTubers receive more negative comments to their videos than male YouTubers?
- What happens to users after they experience gender-based digital violence?

QP MAPPING

Q. No.	E/A/T	Module Number	Marks	BL	CO Mapped	PO Mapped	PEO Mapped	PSO Mapped
Q1	E	M1	10	2 and 3	CO1	PO 10	-	-
Q2	A	M1	10	1 and 4	CO3	PO 10	-	-
Q3	T	M2	10	2 and 4	CO2	PO 10	-	-
Q4	A	M2	10	4	CO3	PO 10	-	-
Q5	A	M3	10	4 and 6	CO2	PO 10	-	-
Q6	E	M3	10	6	CO2	PO 10	-	-
Q7	A	M3	10	1 and 4	CO3	PO 10	-	-
Q8	A	M4	10	6	CO4	PO 10	-	-
Q9	T	M4	10	6 and 3	CO3 & CO4	PO 10	-	-
Q10	E	M4	10	6	CO3 & CO4	PO 10	-	-
Q11	T	M5	10	2 and 5	CO5	PO 10	-	-
Q12	A	M5	10	4 and 6	CO5	PO 10	-	-