

Stories	Author
The Metal Man	Jack Williamson
The Land Ironclads	H G Wells
Who can replace a man?	Brain Aldiss
Billennium	J G Ballard
Burning chrome	William Gibson

1. Difference Between

Science Fiction	Other Stories
They use scientific concepts and equipments to mix up with fantastic and imaginative ideas	Normal stories are about common subject matters like family, love, etc.
They shows logical and reasonable events as they are based on scientific ideas.	The events or series of events depicted may be imaginary only.
They may be useful for future as they open up immense possibilities for future.	They may be useful for teaching lessons.
It portrays technological advancements	It may not portray technological advancements
Often set in the future or alternate realities.	Often set in past or imaginary worlds

Hard Science fiction	Soft Science Fiction
It uses higher level of scientific and technological concepts	It uses less scientific and technological concepts
They are related to physical science and technology	They are related to social and human behavior.
They are detailed and technically rich.	They are thematic and imaginative.
They may be accurate or realistic	They may be loose or imaginative
They involves physics, engineering, AI etc	They involves relationships, politics etc.

2. How do you distinguish a science fiction from other kinds of fiction? Explain basing on stories given in your text book.

Ans : Science fiction is a type of different genre of literature which shows fantastic and impossible events being possible by using scientific concepts, ideas and equipments. These fiction explore “what if this happen” and how it will change the world. While other fiction are the normal stories about common subjects matter like family, love, affairs etc. Science fiction are not just imaginative, they are based on technological advancement in contradictory to other fiction which may just be unreal.

There are different science fiction stories given in our text book they are “The metal man”, “Who can replace a man”, “Burning Chrome”, “The land ironclads” etc. All these science fiction stories depicts

the futuristic setting that may happen due to technological advancement. As an example In the story Land Ironclads, land ironclads refers huge iron vehicle that fires bullets. This story shows the early image of a warships used in the battlefield. After this story was written, many country worked a lot for making such battleships now we know as a Tank. Similarly in the story “The metal man” author has depicted that how the radium and radioactive effects its surrounding as biological man has been transformed to a metal man.

3. What are the basic components of argument. Explain with appropriate examples.

Ans : Argument simply means a set of statements, One of which is called premises and other is called conclusion where premises are often used as reason, evidence and causes for the conclusion to take place. The basic components of argument are discussed below.

a. Claim

the claim is the main statement that argument is trying to prove or support. It is the central idea that argument revolves around. For eg : “Smoking should be banned in all public places”

b. Evidence

Evidence is the information that supports the claim. It can be in the form of facts, findings, opinions etc. it helps to strengthen the argument and make it more convincing. For eg: “According to the study conducted by WHO smoke causes 600000 premature deaths”

c. Reasoning

reasoning is the logical connection between the evidence and the claim. It explain how the evidence supports the claim. For eg: “smoke contain harmful chemicals that can cause respiratory problems. Therefore banning smoking in public places would protect non – smokers.”

d. Counter arguments

they are opposing views points or objections to the claim. They acknowledge and address potential alternative possibilities. For eg: “some may argue that banning smoking in public violates the personal freedom however right of non -smoker to breathe clean air and avoid health risks is more important.”

thus, by this components one can present a well supported and persuasive argument.

4. list are used in letter, emails, fax messages and memos. What are the major objectives and advantages of using lists and bullets? Explain

Ans : Lists are commonly used in various form of written communication such as letters, emails, fax messages and memos. They serve several objectives and several advantages.

a. organizing information

list help to organize information in a clear and structured manner. They allow the writer to present ideas, points or tasks in a logical sequence making it easier for reader to understand and follow.

b. Enhancing readability

lists improve the readability of the text by breaking down the complex information into smaller chunks. They help reader to quickly scan and comprehend the content

c. Highlighting key points

list allow the writer to highlight the important or key points. By presenting the important statement in list form. They grab the readers attention ensuring that they not overlooked.

d. Saving Time and Effort

lists save time and effort for both writer and the reader. They allow writer to present information in a efficient manner while readers can quickly scan and extract the relevant details without having to read through lengthy paragraphs.

e. Facilitates comparison

lists are useful when comparing multiple items or options. By presenting them in a parallel structure, the readers can easily compare and contrast the different element.

5. In the story “But who can replace a man”. The penner claims to have class three brain. Why do the tractors and the field minder leave the penner behind rejecting his request for help? Why he become useless after crashing down the ground? Explain

Ans: In the story “But who can replace a man”. The penner claims to have class three brain. Why do the tractors and the field minder leave the penner behind rejecting his request for help is because they are programmed to prioritize efficiency and productivity over individual needs. The penner, being a human, is seen as less efficient and less capable than the machines. Therefore, the machines do not see any value in helping him.

After crashing down to the ground, the penner becomes useless because he is injured and unable to perform his tasks effectively. In this futuristic world, humans are considered obsolete and are replaced by machines. The penner's physical limitations make him unable to compete with the machines, rendering him useless in the eyes of the automated system.

This story raises questions about the role of humans in a highly automated society and explores themes of dehumanization and the potential consequences of relying too heavily on technology.

6. What are the guidelines to be followed while designing leaflets? Explain basing on the text prescribed in your course.

Ans : leaflets are an effective marketing tool that can help business promote their products or services. While designing leaflets, it is important to follow a certain guidelines to ensure they are visually appealing and convey the intended message. Here are some guidelines based on the text prescribed in your course:

1. Define your objective

Clearly identify the purpose of your leaflet, whether it is to promote an event, or provide information. This will help you determine the content and design elements.

2. Keep it simple

Avoid the leaflet with excessive text or images. Use concise and compelling headlines, bullet points, and short paragraphs to convey your message. Focus on the key benefits or information you want to communicate.

3. Use eye-catching visuals

include high-quality images, illustrations, or graphics that are relevant to your message. Visuals should grab attention and support the content. Ensure that the visuals are clear and of high resolution.

4. Use readable fonts

Choose fonts that are easy to read and align with your brand's personality. Avoid using too many different fonts as it can make the leaflet look unprofessional. Use font sizes and styles (bold, italic) to emphasize important points.

5. Include a call to action

Clearly state what action you want the reader to take after reading the leaflet. Whether it is visiting a website, making a purchase, or contacting you, make the call to action prominent and compelling.

6. Consider the layout:

Divide the leaflet into sections or panels to create a visually appealing layout. Use white space effectively to give the design breathing room and make it easier to read. Ensure that the layout is balanced and visually pleasing.

7. Proofread and edit

Before finalizing the design, carefully proofread the content for any spelling or grammatical errors. Ensure that the information is accurate and up to date. Get feedback from others to ensure clarity and effectiveness.

7. What do you mean by brainstorming a topic? Explain with examples.

Ans: Brainstorming is the process of generating ideas and gathering information about a specific subject or problem. It is a creative technique used to explore different perspectives, generate new ideas, and critical thinking.

During brainstorming, individuals or groups share their thoughts, ideas, and knowledge related to the topic. The goal is to generate as many ideas as possible without judgment or evaluation.

Here's an example to illustrate the process of brainstorming a topic:

Let's say the topic is "Sustainable Transportation."

1. **Generate Ideas:** Start by listing all the ideas that come to mind related to sustainable transportation. For example:

- Electric vehicles
- Public transportation
- Cycling infrastructure
- Carpooling
- Renewable energy in transportation

2. **Expand on Ideas**

Take each idea and explore it further. For example, under "Electric vehicles," you can brainstorm subtopics like:

- Advantages and disadvantages of electric vehicles
- Government incentives for electric vehicle adoption

3. **Make Connections:**

Look for connections and associations between the ideas. For example, you might connect "Public transportation" with "Renewable energy in transportation" and explore the idea of integrating renewable energy sources into public transportation systems.

4. **Organize and Prioritize:**

Once you have a list of ideas, organize them into categories or themes. Prioritize the ideas based on relevance, feasibility, or personal interest.

5. **Evaluate and Select**

Evaluate the ideas based on your goals, resources, and the requirements of the assignment or project. Select the most promising ideas to further develop or research.

By brainstorming a topic, you can explore different angles, uncover new perspectives, and generate a wide range of ideas. It helps in the initial stages of research, problem-solving and find innovative solutions.

8. An argument states with a basic reason. Read the following sentence and draw an intermediate and then a main conclusion

if Cigarette advertising were banned, Cigarette manufacturers would save the money they would otherwise have spent on advertising

Ans:

9. A lot can be done to make meetings effective. What measures would you suggest to make meeting effective if you were a member of a meeting? Explain

ans : To make meetings more effective, there are several measures you can suggest as a member of a meeting:

1. **Set clear objectives:** Clearly define the purpose and goals of the meeting beforehand. This helps to keep the discussion focused and ensures everyone is on the same page.

2. **Prepare an agenda:** Create an agenda that outlines the topics to be discussed and the time allocated for each. Share the agenda with participants before the meeting so they can come prepared.
3. **Invite relevant participants:** Only invite individuals who are directly involved or have a stake in the topics being discussed. This helps to keep the meeting focused and prevents unnecessary distractions.
4. **Manage time effectively:** Start and end the meeting on time. Allocate specific time slots for each agenda item and stick to them. Encourage participants to be concise and avoid going off-topic.
5. **Encourage active participation:** Create an inclusive environment where everyone feels comfortable sharing their ideas and opinions. Encourage active participation by asking open-ended questions and seeking input from all participants.
6. **Follow up with assignment:** At the end of the meeting, summarize the key decisions and assignment. Assign responsibilities and set deadlines for each assignment. Follow up on progress in following meetings.

effective meetings require active participation, clear communication, and efficient time management. By implementing these measures, you can contribute to making meetings more productive and valuable for all participants.

GROUP C

1. you work for Aurora Holdings Plc, a large manufacturing company. In a recent board meeting, it was decided to review the company's staff benefits. At present they include only a company pension scheme and a subsidized canteen. The human resource director ask you to research the additional benefits which could be introduced. You should also recommend three benefits which you consider would be most welcome by all members of staff. Compile a formal report following the prescribed series of headings as discussed in your text of Communication for business.

Aurora Holdings Plc

xxxxxx, xxxxx

email: xxxxx@gmail.com, phone: 0000000

A report on additional benefits which could be introduced

Terms of reference:

To research on additional staff benefits that could be introduced and to make recommendations as requested by the human resource director.

Procedure

- Questionnaires were issued about the additional benefits they would like.
- An interview was held with the supervisors of all departments.

Findings

- Health and wellness : Most of the staff were concerned about their health after working on a manufacturing area.
- Flexible time : Flexible working hours is increasingly valued by employees
- Growth : Employees appreciate growth and skill enhancement opportunities.

Conclusion

- Lack of health related benefits
- working hours are not flexible
- lack of growing and skill upgrade training

Recommendations

- Provide comprehensive health insurance that covers employees and their families.
- Introduce remote working and flexible schedules. This is likely to boost productivity and job satisfaction.
- Offer training courses and workshops. Employees feel valued and better equipped to contribute to the company's success.

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