

Format for Assignment Submission**For Term End Exam June / December- December (Year) 2025****(Please read the instructions given below carefully before submitting assignments)**

1. Name of the Student : **Mark L F Tlau**
2. Enrollment Number : **2550670762**
3. Programme Code : **BCA_NEW**
4. Course Code : **BEGLA136**
(Use this format course-wise separately)
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9. Details if this same assignment has been submitted anywhere else also :
10. Above information is cross checked and it is correct: Yes/No (Yes)

Date of Submission:**(Signature of the student)****A. Important Instructions:-**

1. Please do not send any assignment at any email of the Regional Centre, it will not be considered.
2. Please avoid duplicacy. Do not re-submit the same assignment anywhere else or by any other means.
3. About the mode of submission of assignments, pl wait for instructions from IGNOU Hqtrs. As soon as we shall come to know, we will share it with all.
4. Please do not use plastic covers. Use plain A4 size pages for assignments for uniformity and better management with this cover page format on each assignment.
5. Please write your name and enrollment no. at the bottom of each page of your assignment.
6. Please retain a photocopy set of assignment submitted with you for record (may be asked to submit at later stage) and also keep the assignment submission receipt in safe custody.
7. If assignment awards are not updated in your Grade Card **within next 09 months**, please write to us at rcdelhi1@ignou.ac.in giving your complete details and attaching the proof of assignment submission.
8. Assignment Question Paper can be downloaded from: <https://webservices.ignou.ac.in/assignments/>

B. Compulsory sequence of the Assignment Set:

1. Duly Filled in Assignment Submission Cover Page (This Format Page).
2. Copy of IGNOU Identity Card.
3. Printout of valid/applicable assignment question paper.
4. Handwritten Assignment, written on both the sides of page (preferably plain A4 size).

SECTION A

1. Write short notes on the following:

(a) Difference between a portfolio and resume

Answer: A **resume** is a concise, one-to-two-page text document that summarizes a person's professional experience, skills, and education. Its purpose is to quickly tell an employer if a candidate is qualified for a job. A **portfolio**, in contrast, is a curated collection of evidence that proves those skills. It is a showcase of a person's best work, such as code projects, design mockups, or writing samples. In short: a resume is a summary that claims your skills, while a portfolio is a detailed collection that proves them.

(b) Common Gender Perceptions

Answer: **Common gender perceptions**, or gender stereotypes, are oversimplified and widely held beliefs about the characteristics, roles, and behaviors that are considered appropriate for men and women. For example, a common perception is that men are inherently more assertive, analytical, and suited for leadership roles (like a CEO or engineer), while women are perceived as being more nurturing, empathetic, and suited for support or caregiving roles (like a nurse or secretary). These perceptions are often limiting and can lead to bias and discrimination in the workplace.

(c) Workplace Etiquette

Answer: **Workplace etiquette** refers to the set of unwritten, professional rules of conduct that govern social interactions and behavior in a professional environment. It is about being respectful, courteous, and considerate of one's colleagues, superiors, and clients. Key examples include: being punctual for meetings, communicating clearly and politely (both in-person and via email), respecting others' time and personal space, dressing appropriately for the office, and maintaining a clean and organized shared workspace. Good etiquette contributes to a positive, respectful, and productive work environment.

(d) Importance of Good Customer Service

Answer: **Good customer service** is crucial for any business as it directly impacts customer loyalty and profitability. Its importance lies in retaining customers; it is far more cost-effective to keep an existing customer happy than to acquire a new one. A positive service experience builds trust and a strong brand reputation, leading to repeat business. Furthermore, satisfied customers are the best form of marketing—they provide positive reviews and word-of-mouth recommendations, which attract new customers. Conversely, poor service can quickly damage a company's reputation and drive customers to competitors.

SECTION B

1. Write a short paragraph describing any person from your institution/workplace.

Answer: One of the most helpful people in my institution is Rohan, a fellow student in the computer science department. He is incredibly passionate about programming and is always the first to experiment with new technologies. What sets him apart is his patience and willingness to help others. While many of our peers can be competitive, Rohan is collaborative; he will often spend his free time in the lab, patiently walking classmates through a difficult coding problem or debugging a complex algorithm. He is both analytical and approachable, and his genuine enthusiasm for the subject makes complex topics seem less daunting for everyone.

2. List a few common body gestures and explain what each one communicates or signifies.

Answer: Here are a few common body gestures and their significations:

- **Crossed Arms:** This is often a defensive posture. It can signify that a person is feeling closed-off, in disagreement, uncomfortable, or resistant to what is being said.
- **Direct Eye Contact:** Making and holding appropriate eye contact (without staring) typically communicates confidence, honesty, and genuine engagement in the conversation.
- **Fidgeting (e.g., tapping fingers, shaking foot):** These small, repetitive movements usually signify nervousness, impatience, boredom, or a desire for the current situation to end.
- **Nodding the Head:** This is a near-universal gesture of affirmation. It communicates agreement, understanding, and encourages the speaker to continue.
- **Avoiding Eye Contact:** Looking away, especially downwards, can signify shyness, discomfort, a lack of confidence, or in some cases, dishonesty.

3. Make a presentation for your organization on sustainable workplace practices.

Answer: Since I cannot paste a presentation into a PDF, I will write the contents of the presentation on this page.

Slide 1: Title

- Sustainable Workplace Practices: Good for the Planet, Good for Business

Slide 2: What is Sustainability?

- A sustainable practice is one that meets our present needs without compromising the ability of future generations to meet theirs.
- It rests on three pillars: Environmental (Planet), Social (People), and Economic (Profit).

Slide 3: Why Should We Care?

- **Reduces Costs:** Being sustainable means being efficient. Less energy and material use equals lower utility and supply bills.
- **Improves Brand Reputation:** Customers and clients increasingly prefer to work with eco-conscious and socially responsible companies.
- **Attracts & Retains Talent:** Modern employees, especially younger generations, want to work for organizations that align with their values.

Slide 4: Simple Practices We Can Start Today

- **The 3 R's (Reduce, Reuse, Recycle):** Go paperless by defaulting to digital documents. Use reusable coffee mugs and water bottles instead of disposable ones. Make sure recycling bins are clearly marked and accessible.
- **Energy Conservation:** Turn off lights and monitors when not in use. This is the simplest, most effective habit. As a company, we will switch to LED lighting and energy-efficient appliances.

- **Sustainable Commuting:** Encourage carpooling, use of public transport, or hybrid/remote work schedules to reduce our collective carbon footprint from commuting.

Slide 5: Conclusion

- Sustainability is not a one-time goal; it's a continuous journey of making smarter choices.
- Our small, consistent changes will add up to a significant positive impact.

4. You are interested in applying for the position of a marketing executive in a company. Write a covering letter for this position, showing how you are suitable for the job.

Answer:

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28th October 2025

Hiring Manager
RoadVision AI
Bhikaji Cama Place, New Delhi

Subject: Application for the Position of Marketing Executive

Dear Hiring Manager,

I am writing to express my enthusiastic interest in the Marketing Executive position at RoadVision AI, as advertised on LinkedIn. With my blend of creative marketing skills, technical proficiency, and proven ability to manage digital campaigns, I am confident that I possess the qualifications necessary to contribute significantly to your team.

In my previous role as a Marketing Executive Intern, I was responsible for helping the executives. I successfully assisted in developing a campaign that increased lead generation by 25%. I am highly proficient in market research, data analysis, and using marketing automation tools to optimize campaign performance. Furthermore, my background in technology allows me to quickly master new software platforms and effectively communicate with technical teams, ensuring our marketing efforts are always well-integrated.

I am passionate about RoadVision AI's mission and am eager to bring my data-driven approach and creative energy to your team. I am available for an interview at your earliest convenience and can be reached via email or phone.

Thank you for your time and consideration.

Sincerely,
Mark L F Tlau

5. Discuss the characteristics of work Ethics by giving suitable examples.

Answer: Work ethics are a set of moral principles and values that guide an individual's behavior in their professional life. A strong work ethic is built on several key characteristics. **Integrity** is paramount; this is the quality of being honest and having strong moral principles. For example, an employee with integrity will admit to a mistake they made, rather than blaming a colleague or trying to hide the error. Another

core characteristic is **accountability**. This means taking ownership of one's responsibilities and their outcomes. A responsible programmer, for instance, doesn't just fix a bug but takes ownership of the entire resolution process, including testing and ensuring it doesn't happen again. **Discipline** is also essential, manifesting as punctuality and a commitment to meeting deadlines. An employee who consistently arrives on time for meetings and delivers their project milestones as promised demonstrates a high level of discipline. Finally, **professionalism** and **respect** tie everything together. This includes treating all colleagues, regardless of their position, with courtesy, communicating in a respectful tone (even during disagreements), and respecting company policy and property.