



National Institute of Technology Calicut
School of Management Studies
MS1001 Professional Communication
End Semester Exam
Semester-1 2013-14

Roll No:

Time : 0930 – 1230 am

Name:

Total Marks : 40

Part :B

Q. 1 Read the passage carefully and answers the questions given below:

According to Charlie Munger, one of the world's best investors (and from whom I borrowed this story), there are two types of knowledge. First, we have *real knowledge*. We see it in people who have committed a large amount of time and effort to understanding a topic. The second type is *chauffeur knowledge* – knowledge from people who have learned to put on a show. May be they have a great voice of good hair, but the knowledge they espouse is not their own. They reel off eloquent words as if reading from a script.

Unfortunately, it is increasingly difficult to separate true knowledge from *chauffeur knowledge*. With news anchors, however, it is still easy. These are actors. Period. Everyone knows it. And yet it continues to **astound** me how much respect these perfectly-coiffed script readers enjoy, not to mention how much they earn moderating panels about topics they barely fathom.

With journalists, it is more difficult. Some have acquired true knowledge. Often they are veteran reporters who have specialized for years in a clearly defined area. They make a serious effort to understand the complexity of a subject and to communicate it. They tend to write long articles that highlight variety of cases and exceptions. The majority of journalists, however, fall into the category of chauffeur. They conjure up articles off the tops of their heads, or rather, from Google searches. Their text are one sided, short, and – often as compensation for their **patchy** knowledge – snarky and self-satisfied in tone.

The same **superficiality** is present in business. The larger a company, the more the CEO is expected to possess 'star quality'. Dedication, solemnity, and reliability are undervalued, at least at the top. Too often shareholders and business journalists seem to believe that showmanship will deliver better results, which is obviously not the case.

To guard against the chauffeur effect, Warren Buffett, Munger's business partner, has coined a wonderful phrase, 'circle of competence'. What lies inside this circle you understand intuitively; what lies outside, you may only partially comprehend. One of Munger's best pieces of advice is: 'You have to stick within what I call your circle of competence. You have to know what you understand and what you don't understand. It's not terribly important how big the circle is. But it is terribly important that you know where the perimeter is'. Munger underscores this: 'So you have to figure

out what your own aptitudes are. If you play games where other people have the aptitudes and you don't, you're going to lose. And that's as close to certain as any prediction that you can make. You have to figure out where you've got an edge. And you've got to play within your own circle of competence.'

3+1+1=5 Marks

- a.) What are the two types of *knowledge*? Which one would you prefer and why?
- b.) Give meanings (in reference to the context) for the highlighted words.
- c.) Give a suitable title to the passage.

Q2) Make notes and write a summary for the passage given below:

5+5=10 Marks

In the cover story for the journal *Genetics* this month, neurobiologist Dan Chase and colleagues at the University of Massachusetts Amherst describe a new experimental technique they developed that will allow scientists to study the function of individual proteins in individual cell types in a living organism. The advance should allow deeper insights into protein function, Chase says, "because we can only get a true understanding of what that single protein does when we isolate its function in a living organism. There was no tool currently available to do this."

The journal's cover art uses a jigsaw puzzle of a worm to illustrate how knockdown strategies in this organism have evolved over time to achieve more and more cell-type specificity, culminating in the new approach developed by the Chase lab, which can restrict knockdown to a single cell type. "This strategy is super cool and it works great," he says. "We've already used it to tease apart some of the mechanisms of dopamine signaling, but the strategy can be adapted to study the function of any protein involved in any biological process."

There are more than 1 trillion cells in the human body, yet only 20,000 to 25,000 genes are expressed in them, Chase explains, so each gene must be expressed in many different cells. Understanding the function of 20,000 genes and whether this differs by cell type has been difficult, but over the last 10 years, he adds, "we have learned that the answer to this last question is a resounding yes. Gene function can differ by cell type."

Pursuing this further, however, was hampered by the fact that traditional approaches for studying protein function rely on genetic mutations that act on DNA, so they disrupt protein function in ALL cells. And to understand what a protein really does, it must be studied in an individual cell in a living organism. Specifically, Chase's lab uses the roundworm *C. elegans* to explore how dopamine modulates the activities of specialized neurons. The worm is a useful model because it has only 302 neurons instead of billions in mammals. Despite its simplicity, the worm's basic neurotransmission mechanisms are also found in humans.

In the quest to identify genes that regulate dopamine signaling, the UMass Amherst researchers quickly recognized that dopamine acts through proteins used by other neurotransmitters in other nervous system cells. "So we couldn't use traditional genetic tools to study dopamine signaling. We needed to develop a new method to study protein function in individual cells in multicellular organisms," Chase notes.

The technique they developed takes advantage of nonsense-mediated decay (NMD), a surveillance mechanism present in all eukaryotic organisms. NMD destroys aberrant mRNA molecules that can arise naturally through mutation during transcription or mRNA processing.

"In our strategy, we replace the normal copy of a gene with a tagged version that targets the gene's mRNA for destruction by NMD," Chase explains. "We then remove NMD from all the organism's cells. Without NMD present, the replacement gene is expressed normally in all cells. We then knock down expression of the gene cell-specifically by restoring NMD activity only in cells we select." He adds, "This cell-specific restoration of NMD activity is easy and can also be controlled in time. Thus, using NMD we can not only remove gene function in individual cell types, we can control exactly when gene function is removed in that cell type. This gives complete control of gene expression and allows one to investigate the function of any gene in any cell type at any time. With this very powerful new technique, now you can identify an individual gene and you can ask whether it plays a role in the behaviour of interest. All these genes are expressed in our brains, so we are learning about all sorts of fascinating interactions in the worm and we can begin to translate the meanings to humans. Dopamine signalling is something you really can't study in the human brain very well, but with this approach we are having success."

(667 words)

Q3) Keeping in view the specifications given in the advertisement, draft a cover letter and a resume for the position advertised.

5+5= 10 Marks

Company Description	Lupin Limited is one of India's largest manufacturers of bulk actives and formulations. The principal bulk actives manufactured by it include Rifampicin, Pyrazinamide, Ethambutol (anti-TB), Cephalosporins (anti-infectives) and cardiovasculars. The company also possesses competencies in phytomedicines, in which medicines are made out of plant and herbal resources supported by the discipline of modern medicine.
Designation	Sr. officer/ Executive- Process Dev. Lab / Analytical Dev.lab
Job Description	- With relevant experience in API / Pharma/ Chemical Industry.
Experience	2 - 7 Years
Industry Type	Pharma / Biotech / Clinical Research
Role	Analytical Chemistry Associate/Scientist
Functional Area	Medical, Healthcare, R&D, Pharmaceuticals, Biotechnology
Education	UG – B Sc - Any Specialization, Chemistry

Keywords	Process Development Analytical development analytical research
Contact	LUPIN LIMITED, Tarapur
Job Posted	09 Nov

Q 4 Represent the given data graphically:

5 Marks

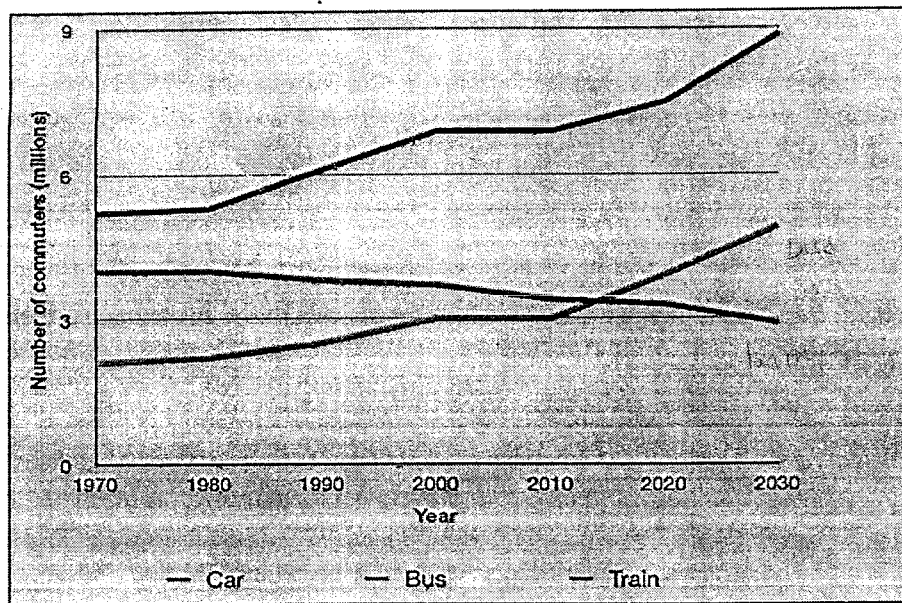


Fig 1: Average number of UK commuters travelling each day by car, bus or train between 1970 and 2030

(Tip: Don't look for particular years or numbers. Look at the overall trend over the whole 60-year period.)

Q.5 Write a paragraph on *As the standard of living improves, moral values decline*, in 200 words.

(5 marks)

Q.6 A meeting to plan the programme and arrangements for Convocation of the graduates of the 2009 batch was held on 20/10/2013. Compose minutes for the meeting.

(5 marks)