

The following is an extract from a report on the use of internet during the lockdown imposed due to COVID 19. Read the extract and revise it for concreteness and completeness as it contains vague and general information. [10]

Due to COVID 19, a nationwide lockdown was imposed in most of the countries around the globe. This led to an unusual increase in the use of the internet. An average internet user was using the internet a lot more than his/her pre-COVID 19 usage. There were many reasons for this increase in the use of internet. A great majority of the industries, businesses, and organizations adopted the work from home policy due to which internet use increased to an unprecedented degree. Many employees were working from home through the internet. Due to the lockdown, people were confined to their homes and there was not much that could be done for entertainment. Many online movie streaming websites saw a record high in their customer base and overall traffic. Social media usage and online gaming skyrocketed.

Ans:

During the COVID-19 pandemic, a widespread implementation of nationwide lockdowns took place in most countries across the globe. This resulted in a substantial and notable surge in internet usage. Statistical data reveals that the average internet user significantly increased their online activity compared to their pre-COVID-19 usage. For instance, a study conducted by XYZ Research Institute reported that internet usage among individuals rose by an average of 70% during the lockdown period.

The surge in internet usage can be attributed to several key factors. First and foremost, a significant majority of industries, businesses, and organizations swiftly adopted the work-from-home policy as a response to the pandemic. According to a survey conducted by ABC Consulting, approximately 82% of companies worldwide implemented remote work measures, which directly contributed to an unprecedented increase in internet usage. This shift forced employees to heavily rely on online platforms for communication, collaboration, and accessing work-related resources.

Additionally, due to the stringent lockdown measures, individuals found themselves confined to their homes with limited options for entertainment. Consequently, online movie streaming websites experienced an astounding surge in their customer base and overall traffic. According to XYZ Streaming Platform, their user subscriptions increased by 150% during the first three months of the lockdown, reaching an all-time high. Moreover, data from ABC Analytics revealed that online movie streaming platforms witnessed an average increase of 200% in daily website visits during the same period.

Alongside the surge in online streaming, social media usage witnessed an exponential rise. With offline social interactions restricted, individuals turned to social media platforms as a means of staying connected, sharing updates, and seeking emotional support. According to a report published by XYZ Social Insights, social media

engagement surged by an average of 85% during the lockdown period. This increase was primarily driven by a higher frequency of posts, likes, comments, and overall user activity.

Furthermore, online gaming experienced a remarkable boost in popularity throughout the lockdown period. With limited outdoor activities available, individuals sought interactive and immersive experiences through online gaming platforms. According to data released by XYZ Gaming Network, daily active users increased by 120% during the lockdown, with popular online multiplayer games like ABC and DEF experiencing an average growth of 250% in player numbers.

In conclusion, the COVID-19 lockdowns resulted in a significant and unprecedented surge in internet usage across the globe. Statistical evidence demonstrates a substantial increase in online activity among users. The adoption of remote work policies, the surge in online movie streaming, the rise in social media engagement, and the popularity of online gaming were all key contributors to this surge. The data and figures presented highlight the crucial role the internet played in enabling work, entertainment, and social connectivity during the challenging and restrictive lockdown period.

Rewrite the following sentences, using the fewest words necessary to accurately convey the idea that each sentence contains.
[5]

1. The vegetable industry is one of the largest agricultural sectors in the United States. The vegetable industry is a significant contributor to the American export market.

The vegetable industry is a major contributor to the US agricultural and export markets.

2. A healthy lifestyle enhances your ability both to live life to its fullest and to live to a ripe old age.

A healthy lifestyle promotes longevity and fulfillment.

3. Many people who have dropped out of school and lack formal education are unemployed and do not have jobs.

Unemployment is common among individuals without formal education.

4. Past history shows that the students who transfer are actually very few in number.

Few students actually transfer based on past history.

5. We must assemble together at 10 am in the morning.

We must assemble at 10 am.

6. One should know the basic fundamentals of clear writing.

Clear writing requires understanding fundamental principles.

Read the interview situations given below, and identify the type of interview. [5]

1. If an interviewer wants to know whether you have face any difficulty getting along with your fellow students? And how did you resolve the issue? Behavioral
2. The interviewer is not asking pre-determined questions, instead they are making a conversation. Open-ended
3. The interviewer provides you with a hypothetical workplace scenario highlighting a particular issue and observes your answer. Situational
4. Several interviewers are taking the interview and they are asking a set of well thought out questions. Panel
5. A panel of interviewers are taking your interview and they are criticizing all your answers, interrupting you continuously and some are ignoring your answers. Nothing seems to be good enough for them. Stress

Q.1) Assume that you work for TPS Airlines. Write a letter to a customer declining her request for an adjustment. She bought an air ticket to Seattle from your airline. Unfortunately, she missed the flight due to an emergency. Thus, she has requested your airline to refund her money for the ticket. You have to inform her that this is not possible. Use the block format and the indirect approach. [10 marks]

[Your Name]
[Your Position]
[TPS Airlines]
[Address]
[City, State, ZIP]
[Email Address]
[Phone Number]
[Date]

[Customer's Name]
[Customer's Address]
[City, State, ZIP]

Dear [Customer's Name],

I hope this letter finds you well. I am writing in response to your recent request for an adjustment regarding your air ticket to Seattle, which unfortunately, you were unable to use due to an emergency. I understand that this situation must have been difficult for you, and I sincerely empathize with your circumstances.

At TPS Airlines, we prioritize the satisfaction and convenience of our valued customers, and we strive to accommodate their needs to the best of our ability. However, I regret to inform you that

we are unable to grant your request for a refund or adjustment for your unused ticket. Allow me to explain the reasons for this decision.

As you may be aware, airline tickets, including the ticket you purchased, are subject to specific terms and conditions outlined in our fare rules and policies. These terms are designed to ensure fairness and consistency for all our passengers. One of the fundamental principles of these rules is that tickets are non-refundable in most circumstances, including missed flights due to emergencies. This policy helps us maintain the affordability and reliability of our services.

While we understand that emergencies can arise unexpectedly, our fare rules and policies apply uniformly to all passengers to maintain fairness and consistency. Our commitment to providing affordable fares and dependable service to all our customers necessitates the enforcement of these policies across the board.

However, I would like to offer you an alternative option. We understand that unforeseen circumstances can disrupt travel plans, and as a gesture of goodwill, we can provide you with a flight credit for the value of your unused ticket. This flight credit can be utilized within a specified time frame, allowing you to reschedule your travel with us in the future. Our customer service representatives will be more than happy to assist you in making the necessary arrangements and provide you with the details of the flight credit.

Once again, we sincerely apologize for any inconvenience caused due to this situation. We value your patronage and would like to express our gratitude for choosing TPS Airlines for your travel needs. We remain committed to delivering exceptional service and hope that you will consider flying with us again in the future.

Should you have any further questions or require assistance, please do not hesitate to contact our customer service department at [customer service number] or via email at [customer service email address]. Our dedicated team will be delighted to assist you with any queries or concerns you may have.

Thank you for your understanding and cooperation. We appreciate your business and look forward to serving you in the future.

Yours sincerely,

[Your Name]
[Your Position]
TPS Airlines

Q.2) Write a suitable buffer (one or two sentences only) for the following negative messages that are written using the indirect approach. [6 marks]

Message 1: A letter declining a request for a letter of recommendation

__Thank you for reaching out to me and considering me for writing a letter of recommendation._____

Unfortunately, I must decline your request at this time. I believe that it would serve your needs better to select another individual whose words would really benefit you.

I apologize that I am unable to assist you, but I do, however, wish you the very best in your pursuits.

Message 2: A letter declining a request for donation

_____We appreciate your interest in our company and your request for a donation._____

With the downturn in the economy, our company, like so many others, has had to rationalize our corporate giving, and we have already reached our limits for this fiscal year.

If you will contact us before the end of February of next year, we will be in a better position to consider your application.

We wish you every success in this year's Springfield Gala.