



School of Social Sciences and Languages

Winter Semester 2021-22

CAT II - May 2022

Course Title: Technical English Communication

Course Code: BENG101L

Duration: 1 ½ hours

Total Marks: 50

Answer ALL the questions:

- I. Write a letter of Complaint to the Sales Manager, Amazon complaining for having received a damaged product (CO2) **(10 marks)**
- II. Draft an Office Memorandum to the employees of the organisation with regard to company's email policy and protocol for using email on company computers (CO2) **(10 marks)**
- III. Write a summary of the scientific essay given below: (CO1) **(10 marks)**

An excerpt of *On the Origin of Species* by Charles Darwin

The major theme in Darwin's book is the theory of natural selection, the idea that variation in species occurs at random, and only those that are beneficial remain in the species. He says the natural selection is an extremely slow process that occurs over a long period of time and is described as a series of creeps. "I have called this principle, by which each slight variation, if useful, is preserved, by the terms of Natural Selection." (147) Furthermore, this quote shows he believes that while useless variations can occur in organisms, natural selection only passes variation on to future generations that are useful. Natural selection is chance because nothing can be done to influence it. The natural evolution of species takes place in nature and is completely random toward where and when it will happen. Things such as competition, environment, and population size are contributing factors to natural selection. Another characteristic of natural selection is the ruthlessness of its process. A species with different variants may have one of the variants completely wiped out due to inefficiencies within a particular variant. Natural selection doesn't have sympathy for creatures that are weak and haven't evolved to utilize their surroundings. Creatures that are not fit, being they cannot effectively reproduce will not survive.

While natural selection is all about chance and gradual change, domestic selection is governed by man and focuses on breeding for specific characteristics. Domestic selection is demonstrated when men breed animals in a controlled environment in an attempt to produce a specific adaptive variant. "We have seen that man by selection can certainly produce great results, and can adapt organic beings to his own uses, through the accumulation of slight but useful variations, given to him by the hand of Nature." (148) Darwin demonstrates that while man can produce specific

characteristics in organisms, man still relies on nature for the original changes. Domestic selection only lets man tweak the characteristics of beings, whereas natural selection can create new variants and adaptations within the species. Consequently, domestic selection has never created a new species.

The motivation behind domestic selection and natural selection differ greatly and are clearly demonstrated through the purpose of each. Natural selection is a natural process that occurs in nature and is constantly causing species to evolve and adapt to their ever-changing environment. In contrast, domestic selection is produced by man to create a specific species variant and is always end driven. Darwin provides an example of breeding for an end through a description of horse characteristics. He says that one man may have sought swifter horses while another valued stronger horses. The early differences would be small, but eventually the continued selection of swifter horses by one breeder, and stronger horses by the other would produce two breeds of horses. This example of domestic selection reveals that it is constantly focused on the end. However, natural selection is worried about the overall constant success of a species. "I cannot doubt that in the course of many thousands of generations, the most distinct varieties of any species of grass would always have the best chance of succeeding and of increasing in numbers." (182) There isn't a specific ends being sought in this quote, rather he points out that natural selection tries to create variety within species to make it sustainable and successful.

IV. Read the case study given below and answer the questions that follows: (CO3)

Talks with North Korea

Beginning in 2011, the United States negotiated for many months with the unpredictable, secretive leadership of North Korea. The drawn-out talks began in the era of Kim Jong-Il and, after his death, resumed under the new regime of his son Kim Jong-un.

On February 29, 2012, the countries announced an agreement in which North Korea promised to freeze its enriched-uranium weapons program and its long-range-missile activities in exchange for large amounts of U.S. food aid. But just 17 days later, North Korea disrupted the deal by announcing plans to launch a satellite using a long-range missile. On April 13, North Korea launched its rocket, which exploded in mid-air.

- a. Identify the reasons of the failing negotiation (4 marks)
- b. What are the possible negotiating techniques to be adopted to resolve the crisis involved in the case (6 marks)

V. Suggest an appropriate solution to the following conflicts: (CO4) (5 marks each)

- a. How would you react if a co-worker blamed you for something that wasn't entirely your fault (eg. missing a deadline) during a meeting?
- b. You, being the new Chairman of the company ZIPCO & PVT LMT, want to replace few of the senior employees and negotiators of the company, with young and energetic graduates anticipating the company's growth and its future deals. But your father, the former Chairman and the Founder of the organization, reluctant to accept your suggestions, discarding the "so-called" benefits since they are employees associated with the company right from its initial stage.