

- forward. (CO1)
- (a) Strengths
 - (b) Weaknesses
 - (c) Opportunities
 - (d) Threats
- 1-g. Which classical dance form originated in the temples of Tamil Nadu and is known for its spiritual and devotional aspects? (CO3) 1
- (a) Kuchipudi
 - (b) Kathak
 - (c) Bharatanatyam
 - (d) Kathakali
- 1-d. Why is understanding cultural differences important in communication? (CO1) 1
- (a) To enforce cultural uniformity
 - (b) To avoid communication altogether
 - (c) To bridge gaps and foster understanding
 - (d) To assert dominance over other cultures
- 1-h. How does Indian culture influence gender roles? (CO3) 1
- (a) By prescribing specific roles and behaviors based on gender.
 - (b) By promoting gender equality in all aspects of life.
 - (c) By allowing individuals to choose their gender roles freely.
 - (d) By encouraging individuals to challenge traditional gender norms.
- 1-e. What is the opposite of cultural pluralism? (CO1) 1
- (a) Cultural homogeneity
 - (b) Cultural integration
 - (c) Cultural assimilation
 - (d) Cultural diversity
- 1-i. What type of AI is used in email spam filters? (CO4) 1
- (a) Artificial General Intelligence (AGI)
 - (b) Narrow AI
 - (c) Strong AI
 - (d) Weak AI
- 1-f. What does "glocalization" aim to achieve? (CO1) 1

- (a) Global domination
- (b) Cultural isolation
- (c) Blending global and local influences
- (d) Eliminating cultural diversity

- 1-j. Which AI application can assist in medical diagnosis? (CO4) 1
- (a) Online shopping recommendations
 - (b) Social media updates
 - (c) Chatbots for customer service
 - (d) Medical imaging analysis

2. Attempt all parts:-

- 2.a. Discuss how leveraging motivation can assist someone in maintaining a consistent workout routine and achieving their fitness goals amidst a busy work schedule. (CO1) 2
- 2.b. What is the aim of the song 'Mile Sur Mera Tumhara'? (CO2) 2
- 2.c. Name top five ancient Indian scientist. (CO3) 2
- 2.d. What do you know about Sophia? The robot. (50 words) (CO4) 2
- 2.e. What is the basic goal of any technical writing? (CO4) 2

SECTION B

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3. Answer any five of the following:-

- 3-a. Mr. X wants to start a shoe company. Explore strengths, weaknesses, opportunities, and threats for his company. (CO1) 6
- 3-b. Mention five primary motivational factors. (CO1) 6
- 3-c. Does gender roles vary across societies and cultures? How? (CO2) 6
- 3-d. Have you tried Maharaja Mc (veg/non-veg) at McDonald's? How the above statement is an example of Glocalisation? (CO2) 6
- 3.e. Write a short note on Dr A.P.J.Abdul Kalam. (CO3) 6
- 3.g. Developing technology has brought people very closer to each other. Comment on this. (CO4) 6

SECTION C

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4. Answer any five of the following:-

- 4-a. Do you think technology causes emotional scarcity? Discuss on this. (CO4) 10
- 4-b. Write an essay on an AI based movie that you have watched. (CO4) 10
- 4-c. Design a technical document for booking an online railway ticket. (CO4) 10

- 4-d. Plan a gender awareness campaign, mention the activities and ideas for executing the campaign. (CO2) 10
- 4-e. You are a team leader at work responsible for motivating your team to meet project deadlines. Outline three straightforward motivational strategies you can use to inspire and encourage your team members. Discuss the importance of providing positive feedback, recognizing individual contributions, and fostering a supportive team environment to boost motivation and productivity. (CO1) 10
- 4-f. Define Artificial Intelligence (AI) and provide examples of its applications in everyday life. Explain how AI systems mimic human cognitive functions. (CO4) 10
- 4-g. What are some common challenges faced by technical writers, and how can they overcome these challenges? Provide practical strategies for handling issues like complex subject matter and diverse audiences. (CO4) 10
- 4-h. Imagine you're the boss of a company where people come from all over the world. How would you deal with the fact that everyone has different ways of doing things because of their culture? Can you give some examples of things you might do to make sure everyone feels respected and works well together? (CO3) 10