



LOYOLA-INTERNATIONAL ACADEMIC COLLABORATION

LOYOLA COLLEGE CHENNAI – 600 034

BBA-FRANCE – END SEMESTER EXAMINATION

I SEMESTER – NOVEMBER 2022

EL 131 – ENGLISH

Date: 22-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

INSTRUCTIONS:

- 1) Read the question paper thoroughly.
- 2) All questions to be answered.
- 3) Marks will be deducted for spelling and grammatical mistakes.

Part A

1. Read and relate this article to your own experience of teamwork.

(25 marks)

Steve Jobs: "Technology alone is not enough."

In 1986, shortly after he was forced out of Apple, Steve Jobs bought a small computer manufacturer named (drumroll) Pixar.

In 2000, he relocated the company to an abandoned Del Monte canning factory. The original plan called for three buildings, with separate offices for computer scientists, animators, and the Pixar executives. Jobs immediately scrapped it. Instead of three buildings, there was going to be a single vast space, with an atrium at its center.

"The philosophy behind this design is that it's good to put the most important function at the heart of the building. Well, what's our most important function? It's the interaction of our employees. That's why Steve put a big empty space there. He wanted to create an open area for people to always be talking to each other." - Ed Catmull, the president of Pixar.

But for Jobs, it was not just about creating a space: he needed to make people go there. The primary challenge for Pixar, as he saw it, was getting its different cultures to work together and collaborate.

John Lasseter, the chief creative officer at Pixar, describes the equation this way: "Technology inspires art, and art challenges the technology."

Jobs saw separated offices as a design problem. He began with shifting the mailboxes to the atrium. He then moved the meeting rooms, the cafeteria, the coffee bar, and the gift shop to the center of the building.

Brad Bird, the director of "The Incredibles" and "Ratatouille," said, "The atrium initially might seem like a waste of space. But Steve realised that when people run into each other when they make eye contact, things happen."

Even if it came at the expense of convenience, the emphasis on consilience has always been a defining trait of Steve Jobs. Jobs insisted that the best creations occurred when people from disparate fields were connected, especially in an age of intellectual fragmentation.

The Latin crest of Pixar University says it all: Alienus Non-Diutius. Alone no longer.

<https://www.scoro.com/blog/teamwork-stories-importance-of-teamwork/>

Part B

2. Read the news article given below and analyze it using the format given in class. (25 marks)

Elon Musk's Twitter Takeover: Microblogging platform starts sacking employees in India

Twitter had sent emails to its employees informing them of the mass layoffs. The company has recently removed many innocent employees from internal services such as Slack and official email.

Twitter had sent emails to its employees informing them of the mass layoffs.

Shubham Singh

Nov 04, 2022,

Updated Nov 04, 2022, 9:00 PM IST

Microblogging platform Twitter has sacked a "significant chunk" of its team in India.

According to reports, the employees were given the pink slip as Twitter began terminating employees in India.

"Layoffs have begun. Several of my coworkers have received emails informing them of this," a Twitter employee in India anonymously told PTI.

According to sources quoted by PTI, the layoffs affected engineering, sales and marketing, and communications teams. However, the severance package to be paid to employees laid off in India is still unclear.

The entire marketing and communications department in India has been reportedly fired. This comes after Twitter was sued for wrongful termination of approximately 3,700 employees following Elon Musk's takeover of the microblogging website. This figure accounts for half of the total workforce. According to Bloomberg, a class-action lawsuit was filed on Thursday in federal court in San Francisco.

A 25-year-old Indian Yash Agarwal, who was sacked among many, took to Twitter to vent out his emotions.

"Just got laid off. Bird App, it was an absolute honour, the greatest privilege ever to be a part of this team, this culture" Yash tweeted, He shared the same post on his LinkedIn profile.

Twitter had sent emails to its employees informing them of the mass layoffs. The company has recently removed many employees from internal services such as Slack and official email.

These employees, ironically, took to Twitter to announce their departure from Twitter's payroll.

According to internal plans reviewed by Reuters, Musk is looking to fire around 3,700 Twitter employees, or roughly half of the workforce, in order to cut costs and impose a demanding new work ethic.

Last week, Musk started his tenure at Twitter by letting go of the company's CEO, Parag Agrawal, as well as the CFO and a few other key executives. The top management left soon after that. Musk has now begun a significant effort to reduce the company's overall workforce.

<https://www.businesstoday.in/technology/news/story/elon-musks-twitter-takeover-microblogging-platform-starts-sacking-employees-in-india-351902-2022-11-04>

3. Write an email to the Director of your programme seeking permission to participate in a cultural programme at another college. (20 marks)

The email must include:

- what the cultural programme would be about and why
- details of what you expect to gain from attending the programme
- essential details of the event.

Part C

4. Describe a current hobby that you have. (20 marks)

5. Choose any one question and draw a mind map for each essay. (10 X 1 mark= 10)

Topic 1

Many languages disappear every year. Some people think this is for the best, and it would be easier to communicate if there are fewer languages. To what extent do you agree or disagree with this opinion?

Topic 2

Some people think that children should be punished if they do something wrong. Others believe that there are better ways for kids to learn what is right and what is wrong. Discuss both these views and give your own opinion.
