FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U ENG1 FA101(3) - ENGLISH LANGUAGE SKILLS FOR COMMERCE AND MANAGEMENT

(English - AEC)

(2024 Admission - Regular)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A

Read the provided passage/poem and answer the following questions. Each question carries 2 marks.

Hardware, Software and the Decline of Value

A little more than 20 years ago, Bill Gates wrote a whiny letter to all computer hobbyists, complaining that most of them were dishonest thieves who were hampering the development of good software by not paying for the programs they used.His infamous letter, written when he was only a 20-year-old Harvard junior, was sparked by the massive pirating of Altair BASIC, a much applauded version of the language that Gates and Paul Allen had partially developed with stolen time on Harvard's computers. Gates, of course, never mentioned this in his letter."The fact is, no one besides us has invested a lot of money in hobby software," Gates wrote. "We have written 6800 BASIC, and are writing 8080 APL and 6800 APL, but there is very little incentive to make this software available to hobbyists. Most directly, the thing you do is theft."

In one particularly catty passage, Gates hints at revenge and calls on hobbyists to crush all pirates."What about the guys who re-sell Altair BASIC, aren't they making money on hobby software? Yes, but those who have been reported to us may lose in the end. They are the ones who give hobbyists a bad name, and should be kicked out of any club meeting they show up at."Gates's letter was the first public complaint against software piracy and was roundly greeted with jeers from hobbyists angered over the insulting broad-brush approach. In many ways, the love-hate relationship between the behemoth Microsoft and everyone else in the known world has continued ever since.

In the body of computer-related writings, the letter is one of those minor documents that people these days seem to read only for the sliver of light it shines on the mind of the young Bill Gates. But on a deeper level, it marked the beginning of the conflict between producers and consumers in the age of perfect digital reproduction.The frustration that Bill Gates felt in 1976 about creating something and yet having little control over its production and distribution is the same that Web artists, writers and shareware programmers feel today.

(1) **Turn Over**

Cassette audio tapes had raised a similar issue of reproduction, but really, after all the debate, it was more of a hassle to copy a tape than it was worth -- and the sound was lousy, too.

Software and other types of pure information, however, are easily duplicated with no loss of quality. In fact it is often easier to download software from the Internet than to buy disks, box, worthless manual and all the advertisement that comes with store-bought software.The hobbyists of the time rightly saw that it was reasonable to expect that their computers would come with some enabling software. After all, they wanted their computers to do something a little more compellng that just sit there and suck electricity. Without BASIC, the early Altairs were essentially big and very expensive doorstops.The company that made the Altair, MITS, charged $75 for BASIC if you bought a computer or $500 by itself, which was more than the $400 for the build-it-yourself Altair kit.

Consumers reasonably perceive little distinction between the hardware and software; both are essential to a device that's supposed to perform certain tasks. For example, most cars come with steering wheels included. It's not considered an option.Gates understandably saw things from a different perspective. In his vision, software and hardware were two entirely different products. They were linked in the same way that records and phonographs were linked, but they were still separate.

Most of the problems raised in Gates's letter were resolved with a simple shift in the method of payment. Instead of making users buy BASIC as a separate product, the program was just included with the computer, with MITS paying a licensing fee to the company Gates and Allen had founded around Altair BASIC, then called Micro-Soft.

Since then, Microsoft and other software companies have pursued this vision of software and hardware being part of a single entity known as a computer. Today, everything except the kitchen sink is included with the Windows 95 operating system. Anything left out is then bundled together and tossed on your computer with abandon

1. Why did Bill Gates write the whiny letter to computer lobbyists?   [Level:2] [CO3]

2. What analogy is used to describe the expectation that computers should come   [Level:3] [CO2, CO3]
with enabling software?

3. Consumers reasonably perceive little distinction between the hardware and   [Level:3] [CO2, CO3]
software. Why?

4. How were the problems raised in Gate's' letter solved?   [Level:2] [CO2, CO3]

5. Gate's letter marked the beginning of the conflict between producers and   [Level:3] [CO1, CO3]
consumers in the age of perfect digital reproduction. How ?

6. Software is more susceptible to piracy than cassette audio tapes. Why?   [Level:2] [CO3]

7. Why did Gates accuse computer hobbyists of 'theft'?   [Level:2] [CO3, CO4]

8. Examine the long-term impact of Gate's letter.   [Level:4] [CO2, CO3]

9. What was the response of the computer lobbyists to Gates' letter?   [Level:2] [CO1, CO3]

10. "They are the ones who give hobbyists a bad name, and should be kicked out of any club meeting they show up at" Who are 'they' and why does the author express distaste towards them? [Level:3] [CO3]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)
Answer *all* questions. Each question carries 6 marks.

11. Explain the methods suggested by Bob Wiltfong to take the BS out of Business Speak. [Level:2] [CO1, CO5]

12. You have been invited to speak at a major event and you are feeling nervous about your presentation. Based on Steph Hyken's advice, outline a step-by step plan to prepare and manage your nerves. How would you use preparation and practice to build your confidence? [Level:3] [CO1, CO5]

13. How does specificity enhance a reader's experience and how can it be used to improve the quality of writing? [Level:2] [CO4, CO5]

14. Using examples from the story A Telephonic Conversation , explain how incomplete information can lead to misinterpretation and confusion. [Level:4] [CO2, CO5]

15. Gates and Allen promised software to the Altair 8080 manufacturer without having it ready. Explain how this decision reflects their entrepreneurial mindset. [Level:4] [CO3, CO5]

(Ceiling: 24 Marks)

Part C (Essay questions)
Answer any *one* question. The question carries 10 marks.

16. Critically analyse the role of AI automation in the waste management industry. [Level:4] [CO1, CO2]

17. You are the Human Relations Manager in a corporate company. You have been asked to devise strategies to address discrimination in workplace and to promote equality. Using the 'Declaration of Philadelphia' as a guideline, write an elaborate proposal on how you plan to eliminate discrimination and promote equality in the workplace. [Level:3] [CO1, CO4]

(1 × 10 = 10 Marks)

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