

## English Descriptive

**Q.1)**

Write an essay on any one of the following topics in 600-620 words. (40 marks)

- a) *Discuss the social, economic, and environmental impacts of hosting Olympics in India.*
- b) *How does climate change impact global migration, and what are the effects on both origin and destination countries?*
- c) *How can organizations foster employee well-being by prioritizing mental health for overall success?*
- d) *“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young”. Elaborate.*

**Q.2)**

Write a precis of the following passage in 180-200 words and also give a suitable title. (30 marks)

In the rapidly evolving intersection of AI and corporate leadership, a provocative question is emerging: Can AI step into the shoes of a CEO? The notion may seem far-fetched to some, yet recent developments may suggest that the integration of AI into the highest echelons of management could already be underway. Should this integration become mainstream, it would redefine the essence of modern leadership, unleashing a wave of innovation and transformative changes unlike anything witnessed before.

The world witnessed a groundbreaking moment as China-based NetDragon Websoft appointed an AI program named Tang Yu as its CEO. This AI-powered virtual humanoid robot was entrusted with supporting decision-making for the company’s daily operations. Shortly after the appointment, the company’s stock experienced significant growth, surpassing Hong Kong’s Hang Seng Index and propelling the company’s valuation above \$1 billion.

Similarly, a Polish drinks company garnered attention by appointing Mika, the world’s first AI human-like robot CEO. Designed to lead critical projects and drive growth, Mika is expected to lead the company towards greater success. Only time will tell how successful these endeavors will be. Yet, one cannot help but ponder whether these instances are mere isolated experiments or rather indicative of a growing trend that seriously contemplates the role of AI in leadership. A recent poll conducted by edX revealed that an astonishing 49% of CEOs surveyed believe that most, if not all, aspects of their role could be automated or replaced by AI. But is this really the case?

AI’s remarkable ability to process vast amounts of data and generate valuable insights has positioned it as a crucial asset for strategic decision-making, a fundamental aspect of any CEO’s role. However, according to McKinsey, AI is not yet capable of completely automating the development of strategy. Nevertheless, it can greatly enhance key components of strategy formulation, such as competitive analysis and performance evaluation across different business segments, ultimately leading to improved outcomes. This, in turn, enables faster and more precise decision-making, fostering an agile and efficient approach to leadership.

However, according to Anant Agarwal, the founder of edX, AI excels in technical automation but faces greater challenges in replicating the essential “soft skills” that define a successful CEO. These skills include critical thinking, visioning, creativity, teamwork, collaboration and the ability to inspire and listen among others. In fact, a study published in Harvard Business Review reveals that since 2007, companies seeking C-suite candidates have increasingly emphasized the importance of social (people) skills while downplaying the significance of operational and technical expertise. This goes to show that emotional intelligence and empathy are crucial for effective leadership today.

Despite AI’s impressive capabilities, it does not operate in isolation. The key to harnessing AI’s full potential lies in understanding its strengths and limitations and creating a complementary relationship that plays to both parties’ strengths. Leaders provide the crucial human touch, empathy and emotional intelligence that AI currently lacks but is essential for effective leadership. In contrast, AI excels at data analysis and decision-making based on logical algorithms, making it an invaluable resource for CEOs.

Even if AI could fully replicate a CEO’s job, it faces ethical, regulatory, societal and trust challenges hindering its mainstream adoption. Clear laws and regulations governing AI in leadership roles are lacking, creating ambiguity over legal responsibility in AI-driven decision-making. Societal acceptance of an AI CEO may be met with resistance due to job loss fears, privacy concerns and mistrust of machine-made decisions.

Echoing this sentiment, Korn Ferry's 2023 research found that CEOs understand the importance of human involvement in decision-making processes based on AI input. In fact, 33% of senior leaders surveyed say they are already experimenting with ways to leverage AI to help boost productivity and operating efficiency. This highlights the recognition that while AI can automate many tasks, humans still play a critical role in ensuring successful outcomes.

So, can AI truly become your next CEO? It may very well happen, but not in the traditional sense. Integrating AI into CEO roles enhances C-suite capabilities, redefining leadership in the digital age. While the human touch remains irreplaceable, the fusion of AI and leadership expertise can usher in a new era of corporate governance where AI acts as a strategic partner in the C-suite.

**Q.3) Read the following comprehension and answer the questions that follow (5x6 = 30 marks)**

In today's competitive business environment, companies are increasingly focusing on Customer Relationship Management (CRM) systems to build strong and lasting relationships with their customers. A CRM system is a strategic tool that enables businesses to manage interactions with current and potential customers, streamline processes, and improve profitability. This system helps in understanding customer needs, predicting their behaviors, and providing personalized solutions, all of which contribute to improved customer satisfaction and loyalty.

CRM systems are designed to collect and organize customer data from various touchpoints such as websites, phone calls, emails, and social media. By consolidating this information into a single platform, companies gain a 360-degree view of their customers. This centralized data storage enables sales, marketing, and customer service teams to collaborate more effectively, ensuring that customer interactions are consistent and personalized across all channels.

One of the primary functions of a CRM system is to improve customer retention. By tracking customer interactions and analyzing behavioral data, companies can identify potential issues and address them before they escalate. For example, if a customer expresses dissatisfaction in their communication with the company, the CRM system can flag this issue, prompting customer service teams to take corrective action. This proactive approach prevents customer churn and strengthens long-term relationships.

Moreover, CRM systems facilitate segmentation, allowing companies to categorize customers based on various criteria such as buying behavior, demographics, and preferences. This segmentation helps businesses tailor their marketing strategies to specific groups, ensuring that messages are relevant and targeted. For instance, a company may identify a segment of customers who frequently purchase high-value products and create exclusive offers or loyalty programs for them. Such personalized engagement enhances customer satisfaction and increases the likelihood of repeat business.

Another critical aspect of CRM systems is their ability to enhance customer service. A CRM system provides customer service teams with instant access to a customer's history, including previous purchases, complaints, and inquiries. This comprehensive knowledge allows support representatives to resolve issues more efficiently and offer personalized solutions, leading to faster resolution times and higher customer satisfaction rates. Furthermore, by automating routine tasks such as responding to frequently asked questions or sending follow-up emails, CRM systems enable customer service teams to focus on more complex issues that require human intervention.

Beyond improving customer interactions, CRM systems also play a significant role in enhancing sales processes. By tracking the entire sales pipeline, CRM systems provide sales teams with insights into where prospects are in their buying journey. This information allows sales representatives to engage with potential customers at the right time, with the right message, increasing the chances of closing deals. Additionally, CRM systems help in forecasting future sales by analyzing trends and patterns in customer behavior, enabling businesses to make more informed decisions.

While the benefits of CRM systems are clear, successful implementation requires careful planning and alignment with the company's overall business strategy. One common mistake companies make is viewing CRM as a purely technological solution. In reality, CRM is as much about people and processes as it is about technology. For a CRM system to be effective, employees need to be adequately trained, and the system must be integrated into the company's workflow. Moreover, senior management must be committed to fostering a customer-centric culture where the CRM system is seen as a tool for building relationships rather than just a data repository.

Another challenge companies may face is data management. A CRM system is only as good as the data it holds. If the information entered into the system is inaccurate or outdated, the insights generated will be flawed. Therefore, maintaining clean and up-to-date data is crucial for maximizing the benefits of a CRM system. Regular audits and data validation processes should be in place to ensure the system functions effectively.

In conclusion, CRM systems are vital tools for managing customer relationships, enhancing customer satisfaction, and improving business performance. By providing a centralized platform for customer data, streamlining processes, and enabling personalized engagement, CRM systems help companies build stronger, more meaningful connections with their customers. However, for these systems to be successful, businesses must focus on integrating them with their overall strategy, ensuring proper employee training, and maintaining high-quality data. Ultimately, when used effectively, CRM systems can be a powerful driver of growth and customer loyalty.

**Questions:**

- a) What is the primary purpose of a CRM system, and how does it contribute to customer satisfaction and loyalty*
- b) Discuss how CRM systems facilitate customer segmentation and explain why segmentation is important for personalized marketing strategies.*
- c) Analyse the role of CRM systems in improving sales processes, particularly in terms of tracking customer journeys and sales forecasting.*
- d) Elucidate the challenges companies might face when implementing a CRM system and suggest ways to overcome these challenges.*
- e) How do CRM systems improve customer service, and what specific features of CRM systems help in resolving customer issues efficiently?*