

English Descriptive

15 Markers

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.

Structure –

Introduction

- Historical examples showing how Olympic games have impacted society, economy, and environment in the past
- Why is it relevant today and especially for India?

Body

What are social, economic, and environmental impacts of hosting Olympics for India?

1. Social impacts:

- Positive (Sports culture, Cultural exchange, Knowledge sharing, Athletic career opportunities)
- Negative (Community displacement, Benefits not equally distributed, Increased cost of living, Widening wealth gap)

2. Economic impacts:

- Positive (infrastructure development, tourism, foreign investment (particularly in real estate, technology, and manufacturing), and new business opportunities)
- Negative (strain on public finance ex. Canada)

3. Environmental impacts:

- Positive (Urban Regeneration, Implementation of green building codes, Environmental education programs, Showcase of sustainable solutions Promotion of eco-friendly practices)
- Negative (Construction pollution, Resource depletion, Waste generation, Habitat disruption)

Conclusion

- Sports diplomacy is gaining momentum and offering different opportunities for bolstering and exhibiting soft power. Hence, hosting Olympics will be in the benefit of India as a society, economy and environmental entity.

Keywords

1. Sustainable development
2. Soft power
3. Social legacy
4. Community relations
5. Reconciliation
6. Environmental sustainability
7. Infrastructure development
8. Tourism
9. Economic viability
10. Financial management
11. Urban regeneration
12. Eco-friendly solutions

13. Green initiatives
14. Global attention

Sample Essay –

The 2010 Vancouver Winter Olympics not only boosted tourism but also improved community relations, accelerating reconciliation with First Nations Peoples, leaving a positive social legacy. On the flip side, the 1976 Montreal Olympics are infamous for severe cost overruns that burdened the city's finances for years. These contrasting impacts exemplify how the Olympics can shape societies, economies, and environments. Today, with India aspiring to host the Games in 2036, it's crucial to understand how such an event could affect the country, particularly in an era of increasing global attention on sustainable development and soft power.

Hosting the Olympics in India could bring both positive and negative social outcomes. On the positive side, it would foster a stronger sports culture, with increased public participation in athletic activities, similar to LA28's investment in youth sports, which offered free activities in 148 parks. The Games would also promote cultural exchange and knowledge sharing, enriching the social fabric. However, there are potential drawbacks, such as community displacement during urban redevelopment. Benefits might not be evenly distributed, leading to increased inequality and a widening wealth gap. Rising costs of living, especially in host cities, could further strain low-income communities, as seen in previous Olympic host cities.

Economically, the Olympics could act as a catalyst for infrastructure development, tourism, and foreign investment, particularly in real estate, technology, and manufacturing sectors. Paris 2024, for example, is expected to generate €10.7 billion and create 150,000 jobs. India could benefit similarly, with the Games stimulating job creation and attracting global attention to its growing economy. However, the risk of financial strain is real. Montreal's infamous 1976 cost overruns serve as a cautionary tale, reminding us of the potential long-term economic burden if planning and budgeting go awry. India's ability to balance costs with returns will be key to ensuring the economic viability of hosting the Games.

Environmental impacts are equally significant. On the positive side, hosting the Olympics could lead to urban regeneration and showcase eco-friendly solutions. Paris 2024's 'Bouger Plus' initiative, which promotes active cities and workplaces, is an example of how the Games can encourage sustainable practices. India could similarly implement green building codes and environmental education programs. Yet, there are downsides, including construction pollution, resource depletion, and habitat disruption. The sheer scale of the event could lead to waste generation and strain on natural resources, undermining environmental sustainability unless managed carefully.

In conclusion, hosting the Olympics could significantly boost India's soft power and global standing, contributing to social, economic, and environmental progress. However, meticulous planning and management are essential to ensure the long-term benefits outweigh the challenges, making the Olympics a truly transformative event for India.

(b) How does climate change impact global migration, and what are the effects on both origin and destination countries?

Structure –

Introduction

- What is the meaning of climate change, global migration, origin and destination countries?
- Why is it relevant to discuss this topic?

Body

How does climate change impact global migration?

1. Sudden displacement - from disasters like hurricanes or floods
 - Gradual migration - as areas become less habitable or agriculturally viable
2. What are the effects of climate-induced migration on the origin countries?
 - Loss of working-age population and skilled workers
 - Brain drain as educated/skilled workers leave
 - Possible political instability from resource competition
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3. What are the effects of climate-induced migration on the destination countries?
- Strain on existing urban infrastructure
 - Increased pressure on housing and rental markets
 - Additional demand for public services (healthcare, education)
 - Potential social tensions with host communities
 - Challenges in preventing informal settlements

Conclusion

- Dedication to tackle the menace of climate change can reduce the impact on global migration.

Keywords

1. Global migration
2. Environmental degradation
3. Human capital
4. Resource scarcity
5. Political instability
6. Infrastructure strain
7. Urbanization
8. Social tensions
9. Climate-induced migration
10. Displacement
11. Migration patterns
12. Sustainable development
13. Environmental refugees
14. Global cooperation

Sample Essay –

Climate change refers to long-term alterations in weather patterns, largely driven by human activities. Global migration involves people moving from their home (origin) countries to new (destination) countries, often due to economic or environmental pressures. As climate change increasingly disrupts living conditions, it forces large populations to migrate in search of more habitable environments. This dynamic is crucial to understand, as it poses significant social, economic, and political challenges for both the countries from where the migrants leave and those that receive them.

Climate change impacts global migration by creating both sudden and gradual shifts in population movement. Sudden displacement results from extreme weather events like hurricanes, floods, and wildfires, forcing people to leave their homes abruptly. Gradual migration happens when environmental conditions slowly deteriorate, making areas uninhabitable over time, such as through rising sea levels or desertification. For instance, the Maldives is experiencing the encroachment of rising waters, prompting internal migration as people seek refuge in urban areas that may remain habitable longer. Together, these forces make many regions increasingly unlivable, leading to large-scale migration.

The effects of climate-induced migration on origin countries can be severe. One major consequence is the loss of a productive workforce, as many working-age individuals and skilled workers are often the first to migrate. This "brain drain" diminishes the human capital necessary for economic development. For example, countries like El Salvador and Guatemala are witnessing significant out-migration of skilled workers due to worsening climatic conditions, jeopardizing local economies. Over time, the exodus of skilled workers can exacerbate economic stagnation, leaving countries without the human resources to recover from environmental degradation.

Moreover, resource scarcity can trigger political instability in origin countries. When populations are displaced due to environmental degradation, competition over dwindling resources like water and arable land intensifies. Yemen exemplifies this situation, where climate-induced migration has worsened resource competition, leading to political instability. Governments in origin countries often lack the capacity to manage both the environmental crises and the migration flow, making them more vulnerable to internal conflicts. In destination countries, the influx of climate migrants significantly strains infrastructure and public services. Rapid population growth, especially in urban areas, exacerbates housing shortages, leading to overcrowded conditions and higher rents. Local infrastructure—transportation, healthcare, and education—struggles to keep up with the demand. The World Cities Report 2024

by UN-Habitat talks about the displacement of people in cities like Karachi, Chennai, Ho Chi Minh City in the name of climate adaptation, straining the urban infrastructure of their destination cities.

Social tensions between migrants and host communities are another potential challenge. The arrival of large numbers of climate migrants can sometimes create competition for jobs, housing, and other resources, leading to friction. In South Sudan, for example, climate migrants seeking refuge from flooding have contributed to increased competition for resources, intensifying local tensions. Furthermore, the growth of informal settlements in urban areas, such as in Nairobi, often results from rapid urbanization caused by climate-induced migration. These settlements lack basic services, creating long-term challenges for both migrants and local authorities in managing urban development.

In conclusion, climate change plays a profound role in shaping global migration patterns, with significant effects on both origin and destination countries. While origin countries suffer from the loss of human capital, resource competition, and political instability, destination countries face the challenge of absorbing large numbers of migrants, straining infrastructure, and managing social tensions. As climate-induced migration continues to rise, addressing these challenges will require international cooperation, long-term planning, and a commitment to mitigating climate change itself.

(c) How can organizations foster employee well-being by prioritizing mental health for overall success?

Structure –

Introduction

- What is the meaning of mental health and well-being?
- Why is employees' mental health important for an organization's success?

Body

Strategies to foster employee well being by prioritizing mental health

- Workplace Culture & Environment
- Professional Support
- Management Practices
- Physical Well-being Integration
- Social Connection

Conclusion

- Industry 5.0 necessitates employee well-being and human connection more than any other industrial revolution did.
- Employees overall well-being will lead to overall organizational success

Keywords

1. Employee well-being
2. Workplace culture
3. Work-life balance
4. Psychological safety
5. Employee support
6. Mental health insurance
7. Employee Assistance Programs (EAPs)
8. Managerial training
9. Empathetic leadership
10. Physical well-being
11. Wellness programs
12. Social connections
13. Team-building
14. Organizational success

Sample Essay –

Employee well-being, particularly mental health, is essential for creating a productive and thriving workplace. Mental health refers to the emotional, psychological, and social well-being of individuals, while well-being encompasses overall physical, mental, and social health. When organizations prioritize the mental health of their employees, they foster a positive work environment that enhances productivity, reduces employee turnover, and improves overall success. In an increasingly competitive global market, ensuring that employees are mentally healthy is not just beneficial but critical for sustained organizational performance and innovation.

Workplace culture plays a significant role in promoting mental health and employee well-being. When companies encourage work-life balance through flexible schedules, employees feel more valued and are less likely to experience burnout. Creating an environment where mental health discussions are normalized further removes the stigma associated with seeking help. For instance, Google is renowned for its inclusive workplace culture, which has been a driving force behind its success. Additionally, implementing practices such as no-meeting days and offering quiet spaces for decompression allows employees to recharge, fostering psychological safety. When employees feel secure and supported, they are more likely to be engaged and contribute to the company's success, as seen in the success of Google.

Providing professional support for employees' mental health is another crucial strategy. Offering comprehensive mental health insurance coverage and Employee Assistance Programs (EAPs) ensures that employees have access to the help they need without financial strain. Salesforce's Ohana Health initiative is an exemplary model of how organizations can prioritize professional support, leading to both employee well-being and organizational success. Confidential counseling services and peer support networks further strengthen this support system. By partnering with mental health professionals, companies demonstrate their commitment to their employees' overall health, which in turn enhances workplace morale and productivity.

Effective management practices are key to fostering employee well-being. Training managers in mental health awareness equips them to recognize early signs of stress or burnout, enabling timely interventions. Regular check-ins ensure that employees feel connected and supported by their managers. Setting clear expectations and managing workloads reasonably reduces the risk of overwhelming employees. By practicing empathetic leadership, managers can build trust and encourage open communication. This approach not only benefits the employees but also contributes to the long-term success of the organization, as demonstrated by companies like Cisco, which fosters peer-led programs to support employee well-being.

Physical well-being is another important dimension of mental health. Organizations that offer fitness programs, ergonomic workstations, and healthy food options help employees maintain their physical health, which directly impacts their mental well-being. Chesapeake Energy's Employee Wellness Program exemplifies how promoting physical activity and healthy eating can cultivate a culture of wellness that supports employee health. Walking meetings and sleep hygiene education further integrate physical well-being into the workplace, leading to healthier, more productive employees who are better equipped to contribute to organizational goals.

Lastly, fostering social connections within the workplace is crucial for mental health. Team-building activities, mentorship programs, and social events, whether virtual or in-person, create opportunities for employees to connect on a personal level, building a sense of community. Collaborative projects that encourage teamwork further strengthen these bonds. Cisco's Wellness Champions Initiative, which promotes peer-led programs and community-building, exemplifies how organizations can enhance social support, contributing to both employee satisfaction and overall success.

In conclusion, in an era marked by Industry 5.0, employee well-being, particularly mental health, is more critical than ever before. By integrating mental health into workplace culture, management practices, professional support, and social connection, organizations create a sustainable path to success. Employees who feel valued, supported, and healthy are more likely to contribute positively to their workplace, ultimately driving organizational 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.

Structure –Introduction

- What does the statement mean to convey?
- Why is it relevant in today's time?

Body

Why is learning important?

- Psychological Dimension
- Social Dimension
- Professional and Educational Impact
- Physical Dimension
- Philosophical Dimension

Conclusion

The future of humanity will be driven by those who are committed to continuous learning as the world is being shaped by new-age technologies.

Keywords

1. Lifelong learning
2. Continuous learning
3. Personal fulfillment
4. Professional success
5. Mental agility
6. Cognitive health
7. Emotional well-being
8. Social connection
9. Empathy
10. Adaptability
11. Professional development
12. Technological advancements
13. Physical well-being
14. Intellectual engagement
15. Personal growth

Sample Essay –

Henry Ford's statement, "Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young," highlights the enduring importance of continuous learning. It emphasizes that staying mentally engaged and open to new knowledge keeps individuals vibrant, regardless of age. In today's fast-paced world, where rapid technological advancements and constant change prevail, the need for continuous learning has never been more essential. The ability to adapt, grow, and evolve is critical for personal fulfillment and professional success, making lifelong learning key to staying mentally and emotionally youthful.

From a psychological perspective, continuous learning helps individuals remain mentally agile, fostering cognitive health. Engaging in learning strengthens memory and problem-solving skills, countering stagnation and preventing cognitive decline associated with aging. People who continuously challenge their minds experience improved emotional well-being. Learning promotes a sense of accomplishment and sustains youthful curiosity, encouraging exploration and growth. Cathie Hammond's research paper, *Impacts of Lifelong Learning upon Emotional Resilience, Psychological and Mental Health*, highlights how lifelong learning directly benefits cognitive vitality, emotional resilience, and physical well-being.

Socially, continuous learning helps individuals stay connected and relevant within their communities. Learning, whether through formal education or informal pursuits, enables people to engage in meaningful conversations, contribute to society, and build relationships across generations. As social dynamics evolve rapidly, staying informed allows people to participate in diverse discussions and remain connected to global issues. Additionally, learning fosters empathy by broadening perspectives, enhancing social ties, and creating a sense of belonging- essential for a dynamic and youthful social life. This is exemplified by the Fulbright Program, where a study by the Institute of International Education found that alumni were better able to relate to diverse backgrounds through their educational experiences, showcasing how learning promotes cross-cultural understanding.

Professionally, continuous learning is vital for adapting to evolving industries and technologies. Those who embrace learning remain competitive by acquiring new skills and staying ahead of trends, while those who stop risk becoming obsolete. Lifelong learning enables individuals to remain valuable assets to their organizations. For instance, IBM's Skills Academy initiative underscores how continuous learning enhances employee engagement, retention, and project outcomes, highlighting its role in fostering a motivated and youthful mindset in the workplace.

Physical well-being also benefits from lifelong learning. Intellectual engagement has been shown to reduce stress, improve sleep, and promote healthier lifestyle choices. Learning often leads to better habits regarding physical health, and the motivation derived from acquiring new knowledge can inspire physical activity. A strong connection between mind and body supports the idea that learning helps maintain youthfulness both mentally and physically, as Cathie Hammond's research confirms the link between learning and overall health.

On a deeper philosophical level, continuous learning defines what it means to live a fulfilling life. The process of learning reflects an open-minded approach, acknowledging that knowledge is infinite and that there is always room for growth. Philosophers have long held that the pursuit of wisdom is central to personal enlightenment. Socrates' famous quote, "The only true wisdom is in knowing you know nothing," encapsulates this idea. Lifelong learning becomes a path to self-discovery, fulfillment, and ultimately, a richer, more meaningful life.

The future will be shaped by those committed to lifelong learning, as the world continues to evolve with emerging technologies and rapid change. Individuals who continuously seek knowledge not only stay youthful in mind but also remain relevant, adaptable, and vibrant in their personal and professional lives. By embracing lifelong learning, one can attain mental, social, and physical vitality, regardless of age.

Q.2) Write a precis of the following passage in 180-200 words and also give a suitable title. (30 marks)

Structure –

Introduction

- The emerging question of whether AI can replace a CEO.
- Potential implications for modern leadership and innovation.

Body

1. Case Studies of AI CEOs

- NetDragon Websoft appointing AI Tang Yu as CEO.
- Positive impact on company valuation and stock performance.
- Polish drinks company appointing Mika as a human-like AI CEO.

2. Public Perception and Poll Findings

- Poll indicating 49% of CEOs believe aspects of their role could be automated.
- Discussion on the feasibility of fully automating the CEO role.

3. AI's Strengths in Leadership

- AI's ability to process data and enhance strategic decision-making.
- Limitations in developing overall strategy but useful for competitive analysis.

4. Challenges in Replicating Soft Skills

- Importance of soft skills in effective leadership.
- Growing emphasis on social skills over technical expertise in C-suite hiring.

5. Complementary Relationship Between AI and Humans

- Need for a partnership where AI handles data analysis and humans provide emotional intelligence.
- Ethical, regulatory, and societal challenges facing AI adoption in leadership.

Conclusion

- Future of AI in CEO roles as a strategic partner rather than a replacement.
- The irreplaceable value of human touch in corporate governance.

Sample Precis –Title – AI's Role in Future Corporate Leadership

The question of whether AI can replace a CEO is gaining traction as companies experiment with AI leaders. Notably, NetDragon Websoft appointed Tang Yu, an AI program, as CEO, leading to significant stock growth. Similarly, a Polish drinks company named Mika as its human-like AI CEO. A recent poll revealed that 49% of CEOs believe many aspects of their roles could be automated by AI, although McKinsey notes that while AI can enhance strategic decision-making, it cannot fully automate strategy development. Anant Agarwal emphasizes that AI lacks essential soft skills, such as critical thinking and emotional intelligence, which are crucial for effective leadership. Despite its strengths in data analysis, ethical and societal challenges hinder AI's mainstream adoption in leadership roles. Korn Ferry's research shows that 33% of senior leaders are exploring ways to leverage AI for productivity while acknowledging the importance of human involvement. Ultimately, while AI may not fully replace CEOs, integrating it into leadership roles can redefine corporate governance, allowing AI to serve as a strategic partner while preserving the irreplaceable human touch.

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

(a)

The primary purpose of a CRM system is to help companies manage interactions with current and potential customers, thereby improving customer satisfaction and loyalty. CRM systems collect and organize data from multiple sources, allowing businesses to gain a comprehensive view of their customers. This enables them to predict customer needs, provide personalized solutions, and address issues proactively, which helps in retaining customers and preventing churn. The system also allows different teams to collaborate and offer consistent, personalized customer service, which further enhances customer loyalty and satisfaction.

(b)

CRM systems facilitate customer segmentation by categorizing customers based on factors like buying behavior, demographics, and preferences. This segmentation is crucial for creating personalized marketing strategies, as it allows businesses to tailor messages to specific customer groups. For instance, companies can target high-value customers with exclusive offers or loyalty programs. By delivering relevant and targeted content, businesses increase customer satisfaction and the likelihood of repeat purchases, leading to stronger relationships and more effective marketing campaigns.

(c)

CRM systems play a critical role in improving sales processes by providing insights into where prospects are in the buying journey. They help sales teams track the entire sales pipeline, ensuring that representatives engage with potential customers at the right time and with the right message. This increases the likelihood of closing deals. Additionally, CRM systems can analyze customer behavior and trends, helping businesses forecast future sales more accurately. This allows companies to make informed decisions, plan resources, and adjust their strategies to maximize sales opportunities.

(d)

One challenge companies face when implementing CRM systems is viewing them purely as technological tools rather than part of a broader business strategy. Successful implementation requires aligning the system with company goals and ensuring proper employee training. Data management is another challenge, as CRM systems rely on accurate, up-to-date data to function effectively. Outdated or inaccurate information can lead to flawed insights. Regular data audits and validation processes are essential to ensure the system remains effective and provides meaningful insights.

(e)

CRM systems improve customer service by providing instant access to a customer's history, including previous purchases, complaints, and inquiries. This comprehensive view allows support teams to offer personalized solutions and resolve issues more efficiently. CRM systems also automate routine tasks, such as answering frequently asked questions or sending follow-up emails, freeing up customer service representatives to focus on more complex issues. This leads to faster resolution times and higher customer satisfaction, making CRM systems an essential tool for customer service teams.