

Case Study

Solution Tips

1. Identify the problem
2. Analyze the problem
3. Gather the Facts based on your study topic
4. Give the conclusion with an example

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facebook?

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Past Year Case Study

12. Read the given case and answer the following question.

[2×9=18]

In episode two of the British science-fiction anthology series Black Mirror, entitled “Fifteen Million Merits”, Bingham Madsen (played by Daniel Kaluuya) lives in an enclosed society. Citizens spend their days on stationary bikes, peddling furiously for merits — a form of currency used to buy food, goods, and entertainment. Bing lives a room made of screens. Periodically, these screens fill with advertisements for game shows, and contests, and porn. If Bing wants to stop an ad, he must pay a substantial fee of merits. (If he shuts his eyes, the ad will simply pause until he opens them again.) At one point in the episode. Bing’s account is drained and he is unable to escape a particularly upsetting ad.

In our own society, advertisements are everywhere. Think, about how many ads you encounter in a single day (ex. While driving, listening to the radio, watching Hulu, listening to Spotify, opening your mail, checking your email, watching YouTube). It's nearly impossible to separate desired content from undesirable content perhaps you're able to splurge on an ad-free subscription to Hulu, or upgrade to a premium account on Spotify. If so, you occupy a privileged position. Not everyone can afford to 'opt out' so to speak. Nevertheless, even if you're research able to cut back on the amount of advertisements you're exposed to, a large number of ads still reach you.

Recently, after appreciating the sheer number of ads I'm forced to watch on a daily basis to consume my desired content. I began to contemplate how these advertisements might be affecting my psyche. Many ads, I realized, prey primarily on our insecurities. Oh you don't have this? Well you need it! If you're going to be thin/well-liked successful/beautiful. A great many start by convincing you of your inadequacy of your ordinariness or general lacking — before moving on to why their product will help cure you.

- a. Advertising, according to the passage, is manipulation of human consciousness. To what extent do you agree or disagree with this claim? Explain your answer.
- b. Pick up one advertisement of your choice and describe different tools and techniques used to manipulate the consciousness of the consumers.

Solutions

🔍 **Passage बाट कुन line प्रयोग गर्ने?**

Passage मा यस्ता key ideas छन्:

- Ads are **everywhere** → escape गर्न गाह्रो
- Ads can't be stopped **unless you pay** (privilege issue)
- Ads **prey on insecurities**
- Ads first make you feel **inadequate**, then offer solution

 **Sample Answer (a) – Exam Ready**

(तिमी English मा यसैगरी लेख्न सक्छौ)

I strongly agree that advertising is a manipulation of human consciousness. As described in the passage, advertisements are unavoidable and constantly imposed on individuals, similar to the world shown in *Black Mirror*. People are forced to consume ads unless they pay to escape them, which shows how advertising controls human attention.

Moreover, the passage clearly states that many advertisements prey on human insecurities by first making people feel inadequate or ordinary and then offering products as a solution. This psychological strategy influences people's thoughts, desires, and self-worth. Therefore, advertising does not merely provide information but actively manipulates human consciousness to shape behavior and consumption patterns.

✓ **Marks secure हुने कारण:**

- Clear opinion
 - Passage reference
 - Explanation
 - Conclusion
-

 **(b) कसरी answer लेख्ने?**

Question:

Pick one advertisement and describe tools and techniques used to manipulate consumers.

Step-by-Step Method

1. **Ad choose** (Fair & Lovely, iPhone, Fitness drink, etc.)
 2. **Tools list**
 3. **Each tool explain**
 4. **Link with psychology**
-

Common Manipulation Tools (Exam-Friendly)

- Emotional appeal
- Fear & insecurity
- Celebrity endorsement

- Social status appeal
 - Before-after comparison
 - Scarcity (“limited offer”)
-

Sample Answer (b) – Exam Ready

One example of manipulative advertising is fairness cream advertisements. These ads often use emotional and psychological techniques to influence consumers. Firstly, they create insecurity by portraying dark-skinned individuals as unsuccessful or unhappy. Secondly, they show a dramatic transformation after using the product, suggesting that success and beauty depend on fairness.

Additionally, celebrity endorsement is used to build trust and aspiration among consumers. Such advertisements manipulate consumer consciousness by linking personal worth, success, and happiness with the use of a particular product.

✓ Marks secure हुने कारण:

- Clear example
 - Tools named
 - Explanation
 - Logical flow
-

Case Study Solve गर्दा ध्यान दिनुपर्ने कुरा

Passage का **keywords repeat** गर

Own language मा लेख (copy paste नगर्ने)

Opinion + justification चाहिन्छ

Too short answer नलेख्ने

Passage ignore नगर्ने

12. Read the given case and answer the following question.

Workplace surveillance is not new, of course, but new technologies have made it possible for employers to monitor workers both in and out of the workplace and can harm workers in myriad ways. Some of the threats posed by increasingly sophisticated workplace surveillance are a direct result of the pervasive monitoring itself, but others are result of the exploitative and often illegal practices that such surveillance enables, from health and safety harms to discrimination.

The dangers posed by workplace surveillance fall most heavily on the most vulnerable workers, exacerbating an array of economic inequalities and preventing these workers from challenging these increasingly invasive practices. But worker monitoring is also part of a cycle of restructured work arrangements through which firms de-skill work and misclassify employees, allowing them to pay workers less, sidestep worker protections, and undermine workers' bargaining ability.

At its core, pervasive and unchecked workplace surveillance fundamentally shifts the dynamics of power in the workplace in favour of firms in ways that harm workers and drive inequitable growth. It enables illegal discrimination, hampers worker

organizing, and leads to constant stress for workers who can be fired at any time. More broadly, worker surveillance distorts the nature of jobs and economic opportunity by hyper-enabling the de-skilling of jobs and destroying workers' autonomy.

Companies surveil workers for many reasons, often citing security concerns, the need to streamline billing and project management, or the desire to increase worker productivity. Employers may also conduct surveillance simply for their own sake. They do so to gain a sense of greater control, to reduce risks in their operations, and simply because new technologies for monitoring are pervasive and increasingly inexpensive to implement.

In practice, this surveillance not only allows and intensifies exploitative workplace practices, but also undermines worker power and contributes to increasingly worse wages and working conditions.

Questions:

- a. Workplace surveillance is very common in the modern workstations. Do you think it is ethical to surveil workers in the company? Explain your answer.
- b. Assume that you are the Managing Director of a company. What strategy would you adopt to make sure all the staff in the office are working as per the spirit of the organization?

Possible Topic

- Ineffective Communication and Its Impact on Employee Performance
- Business Professionalism and Telephone Etiquette in Customer Service
- Leadership Communication Style and Its Effect on Team Motivation
- Role of Feedback in Improving Organizational Communication
- Use of Non-Verbal Communication in Business Meetings and Presentations

Solutions Steps

1. Read the question carefully
2. Identify the problem
3. Analyze the problem
4. Write a Possible solution