

BPOI-006

English Communication/Communication Skills (BPOI-006)

**Diploma in Business Process Outsourcing
Finance and Accounting programme (DBPOFA)**

And

Certificate in Communication and IT Skills programme (CCITSK)

**ASSIGNMENT BOOKLET
(For Jan 2014 and July 2014 sessions)**



School of Vocational Education and Training
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110 068

**Course BPOI-006: English Communication/Communication Skills
DBPOFA & CCITSK programme**

Course Code: BPOI-006

Dear Student,

We hope you enjoyed reading the course and found it useful in applying it in your communication with others.

In order to help you understand the material better and prepare you for the final examination later, we have an assignment for this course. This assignment is a Tutor Marked Assignment (TMA) and carries 100 marks.

Aims: The TMA is mainly concerned with your ability to understand the material and apply it meaningfully in real-life interactions. These assignments are as much a teaching device as a testing tool.

Guidelines: You will be required to answer the questions which are based on the units and your understanding and practice of the activities.

As in day-to-day life, planning is important in doing the assignments well. Read the assignments carefully; go through the units on which they are based and jot down some points regarding each question. Prepare a rough draft of the answers.

Make sure that your answer:

- a) is written in simple and correct English,
- b) is written neatly and clearly,
- c) reflects your understanding of the units.

You will be evaluated on the following criteria:

- fulfilling and completing all aspects of the task/question,
- how you have dealt with your ideas,
- whether you used appropriate linkers when required,
- did you make adequate use of paragraph when required,
- range and correctness of vocabulary,
- accuracy of grammatical structures.

Please remember that it is compulsory to submit your assignments before you can take the Term End Exams. Also remember to keep a copy of your assignments with you and do take a receipt from your Study Centre when you submit the assignments. In the event that you do not have a study centre in your city/region, please forward it to “ **The Programme Coordinator, SOVET, Block No 15 E, First Floor, New Academic Building, IGNOU, Maidan Garhi, New Delhi 110068**

Last Date for Submission of Assignment:

For June Exam

31st March

For December Exam

30th September

Good Luck!

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Max. Marks: 100

Answer all questions.

1 Read the passage given below and answer the questions that follow:

Background information: Sales

Some people believe that you have to be a special kind of a person to sell a product. But although it is clear that a successful sales representative does need special talents and an outgoing personality, many of the skills he uses are used by us all: we build and maintain relationships with different kinds of people, we listen to and take note of what they tell us, and we explain things to them or discuss ideas with them.

A firm may depend on their own sales team and/or on the salesmanship of their distributors, wholesalers or retailers. But any company needs to establish a personal relationship with its major clients ('key accounts') and potential customers ('prospects'). It is often said that 'people do business with people': a firm doesn't just deal impersonally with another firm, but a person in the buying department receives personal visits from people representing the firm's suppliers on a regular basis – or in the case of department stores or chain stores, a team of buyers may travel around visiting suppliers.

Keeping sales people 'on the road' is much more expensive than employing them to work in the office as much of their time is spent unproductively traveling. Telephone selling may use this time more productively, but a face-to-face meeting and discussion is much more effective. Companies involved in the export trade often have a separate export sales force, whose travel and accommodation expenses may be very high. Servicing overseas customers may consequently often be done by phone, fax or email and personal visits may be infrequent. Many firms appoint an overseas agent or distributor whose own sales force takes over responsibility for selling their products in another country.

A sales department consists of many people who are based in different parts of the country or the world, who don't have the day-to-day contact and opportunities for communicating with each other that office-based staff have. For this reasons, firms hold regular sales conferences where their entire sales force can meet, receive information and ask questions about new products and receive training.

Answer the following questions:

- i The skills of a salesperson are similar to the skills that we all require in our daily life. Discuss. **3**
 - ii What do you mean by the term 'people do business with people'? Give examples from the passage. **3**
 - iii List four ways in which a salesperson need not be 'on the road' but yet do business efficiently. **2**
 - iv Why do companies have sales conferences? **2**
- 2 What would you say in the following situations? Write a short conversation/dialogue of about 5 turns on any **two** of the following: **10**

- Your grandfather is flying in from Dubai this afternoon and you need to leave early to pick him up from the airport. Ask permission from your boss.
- A friend says to you ‘You look so tired’. Give reasons to your friend.
- Introduce your new colleague to others in the office. Say a few words about him/her. Also write about the response of the others in the office.

3 Write in 100-150 words on any **one** of the following topics: **10**

- Write an email to the Finance Department of XYZ Company explaining that the purchase order has been exhausted, request them to either approve pending payment or raise a fresh purchase order.
- Write an email to the Finance Officer in ABC Company stating that there is a mismatch in prices and goods in purchase order and invoice. Seek clarification on what to do next.

4 Complete the telephone conversation. Use the phrases in the box. **10**

| | |
|----------------------------------|----------------------------------|
| Could you give her a message? | Could you give me your number? |
| Can you spell that, please? | Hold the line, please. |
| I'm sorry, she's away this week. | ...could I have your name again? |
| Could you ask her to call me... | Could I speak to..... |
| Who's calling, please? | Thanks very much. |

Receptionist: Good morning. Srihari Merchandise. How can I help you?
 Caller: Hello.....Ms. Nivedita Sen, please?
 Receptionist:
 Caller: It's Narinder Venkatesan.
 Receptionist: Thank you. Let me check.

 Caller: Oh, no!.....
 Receptionist: Yes, certainly.
 Caller:next Monday?
 Receptionist: Yes, of course. I'm sorry,.....
 Caller: It's Venkatesan.
 Receptionist:
 Caller: It's V-e-n-k-a-t-e-s-a-n.
 Receptionist:
 Caller: 0-double 4, 2-2-1-7-4-7-0-2
 Receptionist: Right. Mr. Narinder Venkatesan on 0-double 4, 2-2-1-7-4-7-0-2.
 Caller: That's it. Good bye.
 Receptionist: Goodbye.

5 Fill the gaps with **in, on** or **at**. **8**

- There's a ticket machine.....the entrance to the metro station.
- Chandni Chowk tube station is.....the Yellow Line of Delhi Metro.
- Delhi Metro Fares are calculated based the origin and destination stations using a fare chart.
- Refundable deposit of ₹50 must be paid.....the time of purchasing the card.
- Rahul found a Norwegian flag.....the South Pole.
- There is snow.....Kilimanjaro throughout the year.
- The mosquitoes that spread dengue usually bitedusk and dawn.

viii According to WHO dengue fever is now endemic more than 100 countries.

6 Pick out the correct form of the verbs: 10

- i In the UK today, the number of women in work *reached/has reached* nearly 50% of the working population.
- ii In the 1950s and early 1960s, very few women *went/have gone* out to work.
- iii In those days, husbands often *didn't let/haven't let* their wives get jobs.
- iv Today the situation *changed/has changed* a lot.
- v In the 1970s, new laws *made/have made* employers offer women and men equal pay and conditions.
- vi Several changes in the present law *gave/have given* women today better conditions than before.
- vii However, women's average salaries at the moment *didn't rise/haven't risen* to average level of men's salaries.
- viii This is partly because the biggest increase in work for women in the last 20 years *was/has been* in part-time jobs.
- ix It is also because most of today's women *didn't climb/haven't climbed* to higher levels of management.
- x Most of the women *didn't try/haven't tried* to do so either.

7 You are a group of 6 friends, interested in visiting Thailand. You have seen an advertisement of Excellent Travels on the web. Write an email to them to enquire about a one week trip to Thailand. Ask about the following: 10

- Place you should visit
- Accommodation
- Organization of sightseeing
- Total cost per head

8 Insert the words written in the box in appropriate spaces to complete the following text of a job description. 8

| | | | |
|-----------|-----------|----------------|-----------|
| listener | incumbent | accountability | fluent |
| consumers | position | communication | assertive |

Job description for the position of Salesman

This is a front-line job. Theinvolves responsibility for Channel Management, including.....for the Sales Revenue from the territory and for Collections. Thewill be dealing with the distribution channel and not with the final..... The person will be required to travel extensively. S/He should bein both Hindi and English. S/He should have

excellent.....skills, and should be a good..... S/He should be an.....person and a good negotiator.

9 Lets play a game now! Using five different letters of the alphabet, write adjectives describing positive attributes at work, example: Z: zealous, C: conscientious, P: practical. **5**

10 Fill in the blanks with the correct form of the verb given in brackets. **9**

- i The carsparked on the street ahead. (is/are)
- ii The carpeta lot of stains. (has/have)
- iii The Trade Union Members' Meetingbeing held in the Conference Room. (is/are)
- iv Fifteen years.....a very long time! (is/are)
- v Neither her father nor her mothervery tall. (is/are)
- vi Either this woman or that man.....stolen the watch. (has/have)
- vii At the party, everyone.....well dressed. (was/were)
- viii Baked beans and toast.....my favourite dish for breakfast. (is/are)
- ix Many childreninjured in the accident. (was/were)
- x Something.....amiss in this room. (seem/seems)

11 Mark the stressed syllables in the following words **10**

- i America American
- ii Canada Canadian
- iii Australia Australian
- iv Austria Austrian
- v Belgium Belgian
- vi Brazil Brazilian
- vii China Chinese
- viii Germany German
- ix Hungary Hungarian
- x India Indian