

**DIPLOMA IN BUSINESS PROCESS
OUTSOURCING - FINANCE AND
ACCOUNTING AND CERTIFICATE IN
COMMUNICATION AND SKILLS
(DBPOFA /CCITSK)**

Term-End Examination 00040

June, 2013

BPOI-006 : ENGLISH COMMUNICATION SKILLS

Time : 3 hours

Maximum Marks : 65

Note : Attempt all questions. Q No. 1 - 5 carry 10 marks each. Q. No. 6 carries 15 marks.

1. Read the following passage and answer the questions given below it.

Nearing 90, former Kerala chief minister Velikkakath Sankaran Achuthanandan, the sole surviving founder member of the CPI (M) in Kerala, cuts a lonesome figure. His faction has been destroyed at the party's 20th state conference in Thiruvananthapuram from February 7-10, with arch - rival Pinarayi Vijayan, 68, elected for the fifth time in a row as CPI(M) state secretary. In typical communist style, Achuthanandan was made to propose Vijayan's name as secretary. Who was then unanimously elected.

The humiliation hasn't deterred the battle - scared veteran from his resolve to continue a war inside the party against the dominant faction led by Vijayan, who has been secretary since 1998. It was clear that Achuthanandan would be sidelined at the conference, as his faction had won control over only one of the 14 district committees of the party to which elections were held from December 15-January 15; the CPI(M) district committees elect delegates to the state meet. What was unexpected was the way he was sought to be trampled upon by his rivals who far outnumbered his loyalists.

Achuthanandan was forced to take recourse to a public rally marking the end of the state conference to hit back at his detractors - a measure unheard of in the iron-fisted party. Pretending to target the ruling United Democratic Front, he said, "We, communists, have faced gallows and guns in our lives. Let no one try to threaten us with capital punishment." His real targets were enemies within the party. For it was one of them who had remarked at the delegates' session that Achuthanandan deserved "capital punishment" for his "anti-party activities".

- (a) Why did Achuthanandan propose Vijayan's name as secretary ? 2
- (b) Who does the epithet **battle - scared veteran** refer to ? 2

- (c) Why, do you think, Achuthanandan was not given any importance at the conference in Thiruvananthapuram ? 2
- (d) In what context did Achuthanandan say that communists were not afraid of capital punishment ? 2
- (e) Pick out words from the passage which have the same meaning as 2
- (i) Experienced;
 - (ii) a person who makes somebody feel less valuable
2. As a secretary of the English study circle write an e-mail to all the members informing them about the date, time and venue of the Annual General body meeting. 10
3. As an incharge of a coaching centre submit a report to the proprietor regarding its functioning, highlights the problems with suggestions for improvement. 10
4. You want to seek an appointment with the finance controller of a business house. Develop a telephone conversation with his / her secretary. 10
5. A prospective client visits your showroom to purchase a T.V set on instalments. Write a dialogue with him explaining the features of your products and the term and conditions. 10

6. (a) Fill in the blanks with the correct option from the ones given in the brackets : 5

(i) I have stopped _____ (to deal, dealing) with Ravi Brothers Ltd - as they don't provide books on time.

(ii) He is afraid _____ (to fly, of flying) so he always travels by road.

(iii) There is nothing wrong with the car, it just needs _____ (servicing, to service)

(iv) I wanted _____ (finishing , to finish) my work on time but I couldn't do so.

(v) We look forward to _____ (meeting, meet) you soon .

(b) Rewrite the following in the reported speech : 5

(i) Father said " Ravi, I can't go to drop you to school today because I have to go to office early."

(ii) Deepika said, "Ritu, if you don't mend your ways you will have to suffer tremendously."

(iii) Rohan called up the Rly enquiry and said, "What is the status of the Bhopal shatabdi" ?

(iv) The customer said to the proprietors,
“ Why don't you mark the M.R.P and
the date of expiry on the products
clearly ? You can get into trouble some
day.”

(v) “ Hurrah ! We have won the hockey
match and this means that we have
cleared our way to the Olympics.”
said the captain.

(c) Use the passive voice to complete the 5
following sentences taking clues given the
brackets :

(i) I _____ (ask) to work every
week end.

(ii) They e-mailed us to say that the
shipment _____ (delay)

(iii) We noticed the mistake only after the
book _____ (publish)

(iv) Over 30% of Indian _____
(employ) in the agricultural sector.

(v) Thanks for your letter which
_____ (receive) yesterday.
