

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

**Term-End Examination**

**June, 2014**

**BPOI-006 : ENGLISH COMMUNICATION SKILLS**

*Time : 3 hours*

*Maximum Marks : 65*

**Note :** *Please answer all questions. Question No. 1 to 5 are of 10 marks each. Question No. 6 is of 15 marks.*

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

A clothing style may start as a fashion, but its use becomes a custom if it is handed down from generation to generation. Today wearing long trousers is a custom for men in most countries. A fashion that quickly comes and goes is called a fad. Some people may become involved in faddish behaviour because fads get a lot of publicity.

Today people follow fashions for many reasons. For example they want others to think that they belong to a special class of society. New fashions may be adopted immediately by well known people including sports persons, film stars and political figures. Then, other people follow these fashions so that they can also look important. Some people think that fashionable clothes and surroundings raise their status in life.

- (a) How does a fashion become a custom ? 2
- (b) Why do some people follow fads ? 2
- (c) What are some of the reasons given for people to follow fashions ? 2
- (d) Who are the people who follow fashions immediately ? 2
- (e) Find words from the passage that mean the same as : 2
- (i) Habit
- (ii) At once
2. As the Publicity Manager of your company, write an e-mail to all existing customers informing them about the new product recently launched by the company. 10
3. As Senior Manager HR (Human Resources), draft a memo seeking an explanation from your Manager who was on leave for 3 days without informing the organisation. 10
4. A customer has come to your shop to buy a printer. Write a dialogue between him/her and yourself regarding the customer's queries and your response to them. 10
5. As secretary of an organisation draft a Notice and an Agenda for a meeting of all Managers of the organisation regarding the sudden drop in sales of their product. 10

6. (a) Read the following pairs of sentences and decide which are conditions and then join them by using 'if' and 'will'. 5

- (i) I go to the market. I buy flowers.
- (ii) He gives her the message. He sees her.
- (iii) He runs fast. He catches the bus.
- (iv) She loses her job. She is late every day.
- (v) I buy a big car. I win a lottery.

(b) Rewrite the following paragraph, giving the correct forms of the verbs given in the brackets : 10

Every day, my brother and I (i) \_\_\_\_\_  
(go) to college and my father (ii) \_\_\_\_\_  
(go) to office. Yesterday, there  
(iii) \_\_\_\_\_ (be) no one in the house  
because my mother (iv) \_\_\_\_\_ (go) to  
the market and the servant (v) \_\_\_\_\_  
(sleep) in his room. A thief (vi) \_\_\_\_\_  
(break) the lock and (vii) \_\_\_\_\_ (enter)  
our house. When I (viii) \_\_\_\_\_ (reach)  
home, my mother (ix) \_\_\_\_\_ (tell) me  
that the thief (x) \_\_\_\_\_ (steal) the T.V.

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