

00453

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

**Term-End Examination**

**June, 2018**

**BPOI-006 : ENGLISH COMMUNICATION SKILLS**

*Time : 3 hours*

*Maximum Marks : 65*

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

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1. **Read the passage given below and answer the questions that follow it :** **5x2=10**

A recent report in News Week says that in American colleges, students of Asian origin outperform not only the minority group students but the majority whites as well. Many of these students must be of Indian origin, and their achievement is something we can be proud of. It is unlikely that these talented youngsters will come back to India, and that is the familiar brain drain problem. However recent statements by the nation's policy-makers indicate that the perception of this issue is changing. 'Brain bank' and not 'brain drain' is the more appropriate idea, they suggest since the expertise of Indians abroad is only deposited in other places and not lost.

This may be so, but this brain bank, like most other banks, is one that primarily serves customers in its neighbourhood. The skills of the Asians now excelling in America's colleges will mainly help the USA. No matter how significant, what non-resident Indians do for India and what their counterparts do for other Asian lands is only a by-product.

But it is also necessary to ask, or be reminded, why Indians study fruitfully when abroad. The Asians whose accomplishments News Week records would have probably had a very different tale if they had studied in India. In America they found elbow room, books and facilities not available and not likely to be available here. The need to prove themselves in their new country and the competition of an international standard they faced there must have cured mental and physical laziness. But other things helping them in America can be obtained here if we achieve a change in social attitudes, specially towards youth.

We need to learn to value individuals and their unique qualities more than conformity and respectability. We need to learn the language of encouragement to add to our skill in flattery. We might also learn to be less liberal with blame and less tightfisted with appreciation, especially.

- (i) Whom do the words **these** and **their** refer to in the second sentence ?
- (ii) What do you understand by the phrase brain drain ?
- (iii) Why does the writer say that 'brain bank' is more appropriate idea than 'brain drain' ?

- (iv) Give two reasons, why Indian students study more fruitfully when in America.
- (v) Explain the expressions :
- (a) 'We need to value individuals and their unique qualities more than conformity.'
- (b) 'Learn to be less liberal with blame and less tightfisted with appreciation.'
2. You are a Customer Care Executive in the prestigious Electric store, Croma, handling complaints related to electric gadgets. Write a telephone conversation in ten turns pertaining to a complaint lodged by a customer about a recently purchased food processor. 10
3. You are going to apply for the job of a marketing manager. Write an appropriate C.V of yourself together with an application in response to an advertisement. 10
4. You are a manager in a bank. A client has stopped paying the EMIs for the housing loan taken by him. Write a letter to him requesting him to resume the payment schedule in order to avoid serious consequences. 10
5. As an area sales manager write a report regarding the recent decline of sales of your product. Also suggest the ways to improve the sales. 10
6. (a) Given below are some answers. Frame suitable questions to them. 5
- (i) No, he hasn't finished his studies.
- (ii) I'll vacate the house next week.
- (iii) The child is crying because he is hungry. (Begin - 'why' ....)

- (iv) I drink five glasses of water in a day.  
(Begin with 'How'....)
- (v) The Rajdhani Express leaves at 4 o' clock. (Begin with 'At what.....')

(b) Rewrite the following sentences in the passive voice : 5

- (i) The Govt of Sri Lanka arrested seventy fishermen this morning.
- (ii) The whole world condemned the attack on the school children.
- (iii) I have paid all my dues.
- (iv) They released all the political prisoners on the Independence day.
- (v) India and Bangladesh are going to play the semi final match tomorrow.

(c) Complete the following sentences choosing the correct verbs from those given in brackets : 5

- (i) An anthology of poem's \_\_\_\_\_ (has, have) been published by Pearson.
  - (ii) If the water level continues to rise the whole district \_\_\_\_\_ (would, will) be in undated.
  - (iii) Many a man \_\_\_\_\_ (has, have) succumbed to temptation.
  - (iv) The number of admissions this year \_\_\_\_\_ (is, are) encouraging.
  - (v) Would you believe me if I \_\_\_\_\_ (told, tell) you the truth ?
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