

**CERTIFICATE PROGRAMME IN
FUNCTIONAL ENGLISH (CFE)**

Term-End Examination

December, 2011

BEG-005 : ENGLISH IN EDUCATION

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

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

ENSURING CUSTOMER SATISFACTION

In Hindu Mythology, people refer to the confluence of the Ganga and the Yamuna rivers at Prayag where an invisible river, Saraswati joins them. Similarly, in marketing, besides the combined effect of quality and service, there is another invisible factor contributing to market success which is difficult to see or define. The third dimension may be termed as, "consumer perception" or "caring for consumer". Most marketing people are aware that they should improve service and quality but are not heading in the same direction. There are confusing and conflicting ideas of what service or quality means

within the marketing group, let alone in the rest of the organisation. There is, therefore, a need to develop an integrated and consistent definition of service and quality but that is not enough. To improve sales, one has to give a further dimension to high quality product or service, so that the customer's perception of value increases. Enhancing the perceived value is the job of the marketing person.

Most definitions of service or quality stop at 'find out what your customers want and give it to them'. Customer satisfaction and meeting customers' needs are two different but important goals. Most marketers know far less about their customers' wants, needs, fears, complaints and expectations related to their offerings than would be needed to reflect a sincere commitment to customer orientation.

A firm can gain customers at the expense of rivals in many ways - offering customers a better mix of what they want is only one of them but this is only a short term strategy. Unfortunately, we can no longer afford to merely satisfy the customer. To win today, you have to delight and astound your customers - with products and services that far exceed their expectations. The customer perception moves beyond customer satisfaction to customer delight. It exceeds normal expectations.

It is often said that it is the little things or the little extras that count. Human errors like not returning a phone call, being late for an appointment, failing to say thank you and others can cost the company many customers. These things can be the difference between a very successful company and a failure. Such gestures are small in themselves but like grains of sand, they accumulate to make mountains of success.

For people in marketing or sales, service is an opportunity not an obligation. It is an opportunity for greater personal contact and productivity and for greater profit for their companies, through satisfied and loyal customers. A sales person cannot be taught this or forced to do this. A company can build an environment and culture that encourages, nurtures and rewards initiative in this area. This will add the third dimension to your selling which no one can see or feel but is known from the results it brings.

- (a) Answer the following questions by choosing the correct answer, A, B or C. 5
- (i) The passage seems to be :
- (A) a book review
 - (B) a newspaper article.
 - (C) preface of a book.

- (ii) Saraswati, mentioned in the passage refers to :
 - (A) the goddess of learning
 - (B) a book on Hindu mythology.
 - (C) an invisible river.
- (iii) The three factors important for successful marketing and sales are :
 - (A) quality, service and customer perception.
 - (B) quality, service and profits.
 - (C) quality, service and success of a company.
- (iv) A company loses many customers because of :
 - (A) poor quality of the product.
 - (B) poor display of the products.
 - (C) small mistakes by the marketers.
- (v) A sales - person in a company is said to be successful only when :
 - (A) s/he brings in profits for the company.
 - (B) s/he can make the customers fully satisfied and loyal to the company
 - (C) s/he can bring in more customers to the company.

- (b) State whether the following statements are TRUE or FALSE according to the passage. 10
- (i) This passage is part of a Hindu mythological novel.
 - (ii) You can clearly see the spot where the river Saraswati joins the Ganga and the Yamuna rivers.
 - (iii) Customer perception or care is very difficult to see or explain.
 - (iv) Only when the customer is able to feel that the product is goodwill a company make profits.
 - (v) If a company gives to a customer what s/he wants, and the customer is satisfied, the company should be happy.
 - (vi) According to marketing strategies, customer needs and customer satisfaction are one and the same.
 - (vii) If you want to make the customer delighted, you must give him more than what he expects.
 - (viii) It is not possible to satisfy a customer with small things and small actions.
 - (ix) Just saying thank you to a customer will make him/her happy and loyal to your business.
 - (x) A sales - person and marketing executive can be trained to perceive the third dimension in customer satisfaction.

- (c) Use the words in the box, which are taken from the passage and fill in the blanks. 5

Invisible Consumer Integrated enhance Accumulate

- (i) When you save money in the bank regularly, it will _____ into a large sum.
- (ii) The latest marketing strategy is to recognise the fact that the _____ is king.
- (iii) Many restaurants add spices and flavours to their food items to _____ the taste.
- (iv) During the magic show, the magician cast a spell on a girl and made her _____ to the audience.
- (v) Many training institutions are now combining theory and practice and are following an _____ approach.

2. Complete the following sentences by using the correct form of the verb, given in brackets. 10

- (a) Many eggs _____ (break) yesterday during transportation.
- (b) Nowadays, people _____ (do) many different types of jobs, than before.
- (c) These workers _____ (work) in this Company for the past many years.

- (d) People who _____ (believe) in god are called theists.
- (e) We _____ (conduct) a special test tomorrow for students from your class.
- (f) Nowadays, people _____ (become) used to watching violence on the screen.
- (g) By the time we reached the theatre, the film _____(begin) already.
- (h) Somebody _____ (steal) my wallet.
- (i) In India, youngsters _____ (respect) their elders.
- (j) The Principal _____ (congratulate) the prize winners of her school when they returned from the debate.

3. Choose the correct answer (i) or (ii) to fill in the blanks. 10

- (a) The train met with an accident because _____
 - (i) the driver was not seeing the signal.
 - (ii) the driver could not see the signal.
- (b) Many students in our college _____
 - (i) do not obey their teachers
 - (ii) are not obeying their teachers.
- (c) He was successful _____
 - (i) in getting the job done
 - (ii) to get the job done

- (d) Jagdish says that _____.
- (i) he can able to see the screen well.
 - (ii) he can see the screen well.
- (e) I have not seen _____.
- (i) none of Raj Kapoor's movies.
 - (ii) any of Raj Kapoor's movies.
- (f) During Kumar's childhood, _____.
- (i) he used to swim very well.
 - (ii) he used to swimming very well.
- (g) Our new furniture _____.
- (i) are going to be delivered tomorrow.
 - (ii) is going to be delivered tomorrow.
- (h) Our driver is here. He will _____.
- (i) bring our luggages in, from the car.
 - (ii) bring our luggage in, from the car.
- (i) All our teachers _____.
- (i) remember the names of our students.
 - (ii) are remembering the names of our students
- (j) We have observed that _____.
- (i) they did not brought their hall tickets.
 - (ii) they did not bring their hall tickets.

4. Fill in the blanks with the appropriate prepositions: 5
in, on, across, behind, at .

- (a) Our office is _____ the first floor.
- (b) I will meet you _____ the station after I finish my work.
- (c) The Professor's chamber is _____ the same building where the library is
- (d) We saw a policeman running _____ a thief.
- (e) The temple is _____ the river, on the other side.

5. Rewrite the sentences as directed. 10

- (a) Fill in the blanks with the correct form of the verb :
 - (i) The meeting of the members of Parliament _____ (is/are) taking place in the hall.
 - (ii) Neither my wife nor my mother _____ (know/knows) where my watch is.
- (b) Rewrite using as as using the word given in brackets.
 - (i) The water supply will start again. (Possible)
 - (ii) Meera runs fast. (Sonam)
 - (iii) This film is very good. (Hollywood film)

- (c) Rewrite the following long, polite sentences using the imperative form and by shortening the sentences.
- (i) Please do not use the lift if there is a fire in the building.
 - (ii) Kindly bear with us for twenty minutes when you order Chinese food.
 - (iii) Could you please pass me the Salt and pepper jars ?
- (d) Join the following sentences using so that and rewrite them.
- (i) Sharada bought a new Veena. She could play it in the music concert.
 - (ii) The computer is a very useful device. People cannot work without it.

6. Transform the following sentences from Direct to Indirect speech. 5
- (a) The Manager said to the technician, "My computer has stopped working".
 - (b) The teacher told the students, "Your mid-term exams start next week".
 - (c) The airhostess said to the passengers, "we are about to land at Patna".
 - (d) The speaker of the Assembly said, " I am adjourning the House till next week".
 - (e) The President said to the people," I thank you very much for your hospitality".

7. Use the linkers given below to connect the sentences. 5

because, although, as in spite of, as a result.

- (i) There has been a severe thunderstorm; _____, all the trains are running late.
- (ii) Our cricketers played very well; _____ rain interruptions, they won the match.
- (iii) The teachers could not teach effectively _____ of poor facilities at the school.
- (iv) _____ the economy of India is showing improvement, poverty is on the rise.
- (v) _____ in the past, prices of food items are rising though we had a good harvest.

8. Letter writing : (150 words) 10

You attended a musical evening last week with your friends. Write a letter to the organisers, congratulating them on the successful organisation of the evening.

9. Description (100 words) 10

Describe a place which you have visited which has a sea coast, river or a lake. Describe how the place looks beautiful because of the water body there.

10. Essay writing : (200 words).

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Nowadays, many students from India are studying abroad. Write an essay on the advantages and disadvantages of studying abroad. Mention the effect of the weather, food, friends, teaching methodology, etc.
