

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

**Term-End Examination**

00995

**December, 2014**

**BEG-006 : JOINING THE WORKFORCE**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note : All questions are compulsory.**

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

It is almost impossible to escape from advertisements. Hoardings stare down at us from the sides of the roads; crude neon signs wink above shops; jingles and slogans assault our ears. In magazines, pictures of washing machines and custard powders take up more room than the letter press. All these are twentieth century developments which have grown side by side with the spread of education and technical advances in radio and TV (Para 1)

Advertising assaults not only our eyes and ears but also our pockets. Its critics point out that in this country 1.6 percent of the national income is spent on advertising and this advertising actually raises the cost of products. When a housewife buys a pound of flour, 5% of what she pays goes to some advertiser or others, even if she hasn't bothered to ask the shopkeeper for a particular brand. If she buys a named brand of aspirin, upto 29 percent of what she pays may represent the cost of advertising the name. (Para 2)

These amounts seem a great deal to pay for the questionable benefits of advertising, but there are a few things to be said in its favour – some things cost less. Newspapers, magazines, commercial radio and television – all carry advertisements. The money they receive from the advertisers help them to lower prices and the cost of production. In this way we get information and entertainment at lower prices than would otherwise have to be charged. Therefore, what we lose on the swings we gain on the roundabouts. Apart from this very important consideration, advertising to some extent, ensures that a product will maintain its quality. It also gives rise to competition among manufacturers, which gives the customers a wide choice. Competition may even succeed, in some cases, in reversing the influence of advertising and causing a reduction in price. (Para 3)

- (a) Match the paragraph numbers (1 to 3) with appropriate titles listed below : 6
- (i) Advertising proves very costly to the consumer
  - (ii) Benefits of advertising
  - (iii) No escape from advertisements
  - (iv) The buyer is neither a loser nor a gainer
- (One of these titles is additional)
- (b) Make sentences of your own with any *five* of the following words : 10
- hoardings, slogans, critics, national, brand, favour, entertainment, product.
- (c) Answer any *three* of the following questions : 9
- (i) What are the different ways of advertising ?
  - (ii) How does advertising affect us adversely ?
  - (iii) What are the benefits of advertising ?
  - (iv) How do newspapers, magazines, radio and television lower the prices of their products ?

2. Answer any **three** of the following questions based on your reading of the course material.  $3 \times 5 = 15$

- (a) Mention three skills required for telephoning, at the workplace.
- (b) What does the recruiter look for in a candidate's personality ? State at least three requirements.
- (c) What are the ways in which a job seeker can feel confident that she/he is ready to face an interview ?
- (d) State any **three** functions of business letters. What kind of language should such letters have ?

3. (a) *Use the appropriate words to fill in the blanks :*

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Conservation and utilisation of water (i) (is/are/was) fundamental for human welfare. Water forms the basis (ii) (for/of/from) all life. (iii) (Each/Every/All) animal and each plant (iv) (contain/contains/contained) a substantial amount of water in (v) (its/their/our) body. No kind of physiological activity is possible (vi) (in/under/about) which water does not play (vii) (an/a/the) vital part. Water is (viii) (need/needed) for animal life and moisture in (ix) (a/the/for) soil for the growth of plants and trees, but (x) (the/a/an) quality varies with different species.

- (b) Complete the sentences given below using the appropriate modal for each blank :  $5 \times 1 = 5$

*Rakhi* : Sir, (i) I share my views with the class on the status of women in the modern world ?

*Teacher* : Sure, I hope you (ii) stick to the time given to you.

*Rakhi* : I (iii) , sir. Menfolk (iv) learn to respect the ladies for their contribution in the growth of the family.

*Teacher* : You are right. Men (v) respect women for everything they do for the family.

4. (a) Write *an article* for a magazine on the positive role of T.V. and Print media. 10
- (b) *Prepare a C.V. or a Resumé* of yourself in response to an advertisement for the post of Public Relations Officer in a 3-star hotel in a B class city. Do ensure that you put in details to be considered seriously for the job. You are Charu G. 10

5. Write a letter to the Director, School Evaluation Section of the National Institute of Open Schooling, Noida (UP) to allow you to take the on-line examination for CFE and to allow you to deposit the fees in cash instead of paying through D.D. Give necessary reasons for the request. You are Rajan Murthy.

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**OR**

Write a letter to your friend Saurabh Shukla describing your experience when you were caught in a traffic jam on the way to the exam centre. You are Avik Jha.

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6. (a) Rewrite the sentences by putting the parts in the right order.

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- (i) ocean transport / for / foreign trade / is / very important
- (ii) than / air transport / is / cheaper / ocean / transport
- (iii) very / bulky / it is / long distances / goods / to / useful / for / carrying
- (iv) air transport / the costliest / transport / is / means of
- (v) operation / costly / their / maintenance / is

(b) Convert the following sentences into reported speech : 10

*Father* : Ravi, when will your first semester exams begin ?

*Ravi* : I'm not very sure. The exam schedule will be announced next week.

*Father* : Hope you are prepared for the exam. Have you revised the course content ?

*Ravi* : Yes, I have. Could you help me to prepare a CV ?

*Father* : Of course. Shall we sit this evening ?

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