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

Term-End Examination

December, 2016

BPOI-006 : ENGLISH COMMUNICATION SKILLS

Time : 3 hours

Maximum Marks : 65

*Note : Attempt all questions. Question No 1 to 5 carry
10 marks each. Question No. 6 carries 15 marks.*

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

The Industrial Revolution saw a great increase in the population of Europe. These people wanted goods, tools, clothes, houses and all the things that make civilized life possible. The goods which they wanted had to be fairly cheap, cheap enough to be purchased out of the wages earned in factories or workshops. There were no restrictions on the manufacture of goods as there are in times of war, and each factory competed with its rivals in finding markets for its products. The demand for goods was great, both at home and overseas.

In deciding which goods to buy everyone is influenced by two considerations, price and quality. The ever increasing demand was for goods of high quality at low prices. That factory and that country prospered whose goods

competed successfully with its rivals as regards quality and price. In the nineteenth century, the desire to produce high quality goods at low prices led to, what is now called, mass production. The phrase now a days is especially associated with the name of Henry Ford, who so successfully applied mass-production methods to the manufacture of motor cars. His business rivals were quick to imitate him, thus proving the truth of the old proverb, 'Imitation is the sincerest form of flattery'. But Mr. Ford was by no means the inventor of mass production. It is difficult, indeed, to say who was. When the first large mills for the manufacture of cloth were built, then, we may say that mass production began. The invention of the steam-engine gave manufactures the cheap power which they needed. Brilliant men perfected cotton gins and looms. When one huge machine began to perform rapidly the operations previously done slowly and laboriously by hand, the age of mass production was born.

Answer these questions :

- (a) What did the people of Europe want during the time of the 'Industrial Revolution' ? 2
- (b) Why do you think it was important for the people for the goods to be cheap ? 2
- (c) Name the two considerations in deciding which goods to buy ? 2
- (d) "But Mr. Ford was by no means the inventor of mass production." Discuss in the context of the passage. 2
- (e) Give a suitable title to the passage. 2

2. As secretary of Microdel Manufacturing Company, write a notice to all members informing them about the date, time and venue of the Annual General Meeting. 10
3. You want to cancel an appointment and refix it one week later with the General Manager of a Paints Company, for placing an order. Develop a dialogue with five exchanges (10 or more sentences) between yourself and the secretary to the General Manager. 10
4. You own a store in Karol Bagh, New Delhi you have seen an advertisement by a supplier of western dresses in the local newspaper. Ask for the catalogue and terms and conditions if you place the order. 10
5. A Customer is annoyed that his product has not been delivered in spite of two reminders. Write a dialogue with five exchanges (10 or more sentences) between him and a salesman, with the salesman pacifying him and promising to deliver on the same day. 10
6. (a) Fill in the blanks with the correct form of the verbs given in brackets : 5
- (i) At the party, each of us _____ (was/were) given a unique gift.
- (ii) This is one of the twenty books that _____ (was/were) released yesterday.
- (iii) That pair of spectacles _____ (is/are) broken.
- (iv) My friend, along with her cousins, _____ (is/are) coming home today.
- (v) Fifty rupees for a kilogram of beans _____ too much (is/are).

- (b) Fill in the blanks with the correct form of adjective given in the brackets. 5
- (i) The management wants a _____ (experienced) person than the present candidate.
 - (ii) This new product is _____ (bad) than the old one. Hence it is not selling well.
 - (iii) The Organisation is the _____ (Large) in the field.
 - (iv) Mr. Rudresh is taking over as the new Chairman since he is the _____ (elder) in the family.
 - (v) This arrangement is _____ (perfect) when compared to the other ones.
- (c) Change the following sentences into passive voice, omitting the agent where necessary. 5
- (i) I have lost my pen.
 - (ii) We received your letter yesterday.
 - (iii) The students are writing the assignments.
 - (iv) The government has enacted many laws against dowry.
 - (v) The court will punish the guilty.
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