

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

00026

Term-End Examination

June, 2016

BEG-004 : ENGLISH IN DAILY LIFE

Time : 3 hours

Maximum Marks : 100

Note : *All questions are compulsory.*

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

All sorts of people make our world. We meet all kinds of people in our daily life. Some people are pleasant and positive and we enjoy interacting with them. Others are difficult and irritating but we still have to get best out of them.

Now think of the time you went to a store to buy something and you met a salesperson who was rude and unpleasant. Would you buy anything from such a shop again ? The obvious answer is 'no'. Now think of an occasion when the salesperson was pleasant but coaxing. Didn't you end up buying something from the shop ?

So, how should we be with our customers, rude and unpleasant or pleasantly coaxing ?

There are different types of customers, especially more difficult ones, in service industry like the Postal services. Some of these customers are positive and easy going while others may be difficult, aggressive, unreasonably demanding or even too talkative. It is of course very easy to deal with the former while the latter can try your patience to the hilt. Let's deal with the difficult customers.

Demanding customers find fault with everything and make unreasonable demands. These customers may also throw tantrums, raise their voice and even accuse you of neglecting them. They usually keep interrupting you when you try to explain your point of view. The important thing to remember is to remain composed and patient and not allow their behaviour to provoke or disturb you. On the other hand, it is important to focus on fulfilling their needs. If there is any need to apologise to them, please do so immediately. This will calm them down. They must know that something is being done for them, that you are not ignoring them.

Dissatisfied customers : There are people in life who no matter what you try to do for them, will complain and feel victimised. For such customers you need to give uninterrupted attention, because their immediate need is to know that someone is willing to listen to their problems. Assure them that you want to solve their problem.

Answer the following questions by choosing the correct answer (A), (B) or (C) : 5

- (i) What is the passage about ?
- (A) How to handle different types of customers.
 - (B) Pleasant and Persuasive Customers.
 - (C) Demanding type of customers.
- (ii) Two types of customers have been talked about in this passage. They are _____.
- (A) pleasant and positive and difficult and irritating
 - (B) negative and aggressive
 - (C) Too talkative and easy going
- (iii) Demanding customers _____
- (A) are fault finders.
 - (B) are not easily convinced.
 - (C) Keep interrupting and demand undivided attention.
- (iv) Demanding customers can be handled if _____.
- (A) We are firm and confident
 - (B) We don't provoke them
 - (C) We focus on fulfilling their needs
- (v) Dissatisfied customers _____.
- (A) grumble a lot and feel victimised as well as ignored
 - (B) are not easily convinced
 - (C) want others to listen to them and provide instant solutions to their problems

(b) State whether the following statements are **true** or **false** : 10

- (i) All customers, either irritating or easy going need to be handled properly.
- (ii) Rude and unpleasant customers get their work done easily.
- (iii) All of us want to deal with pleasant and positive salespersons.
- (iv) Most of the customers are pleasant and easy going.
- (v) Difficult and unreasonable customers cannot be easily dealt with.
- (vi) Demanding customers can be satisfied without losing our cool and remaining calm.
- (vii) Some customers like to be provoked and invite attention.
- (viii) Assurance that the demanding customer's needs are looked after pleases them.
- (ix) Some dissatisfied customers feel victimised.
- (x) Dissatisfied customers need be given uninterrupted attention.

(c) Use the words / phrases taken from the passage given below and fill in the blanks in the sentences : 5

Coaxing, deal with, Throw a tantrum, dominating, obvious

- (i) It is very difficult to _____ demanding type of people in life.
- (ii) Some people in the family are so _____ that they make others' life hell.
- (iii) Such people _____ and disturb others.

- (iv) A little amount of _____ can make him change his mind.
- (v) The _____ reason for bad temper of people dissatisfaction in their life.

2. Fill in the blanks with correct conjunctions given in the bracket. 5

- (a) All of us waited at the Pacific mall _____ (when / till) our teacher joined us.
- (b) Madhuri Dixit _____ (who / which) had gone to the U.S.A. about a decade back has come back to Bollywood.
- (c) It is difficult to say (why / though) _____ people lose their temper so easily.
- (d) (Though / Yet) _____ Rohan is very busy these days, he has accepted our invitation.
- (e) Hema earns a lot _____ (but/ because) she doesn't donate any amount for social causes.

3. Fill in the blanks with the right words from the list given below : 5

addressed, authorities, exorbitantly, Herculean task, commodities

The price of petrol and petroleum products has gone up (a). This has resulted in rise of all (b). So many letters have been (c) to the Editor of newspapers about it to draw the attention of the (d). It seems it is a (e) to control the prices.

4. Fill in the blanks in the given paragraph with the correct forms of the verbs : 10

Every morning we (a) (go) for a walk. Yesterday my younger brother also (b) (accompany) us. He (c) (get up) and (d) (knock) at my door. I (e) (wake up) with a start and got ready in no time. I (f) (promise) him a refreshing walk and (g) (start) for the park near our house. While I (h) (come) out of my room I saw my grandmother. She (i) (tell) us that it was just 3 O' clock. It seems we (j) (lose) count of time.

5. Rewrite the following sentences after correcting them : 5

- (a) Madhu told me why did she choose to opt for this course.
- (b) Yesterday, I'm afraid someone has picked my pocket in the city bus.
- (c) I cannot corrected my mistakes of spellings.
- (d) She has collect her prize tomorrow.
- (e) I knew that she will win the award.

6. Transform these sentences from Active to Passive Voice or Vice-Versa as the case may be : 5

- (a) He was caught lying by the lie detector.
- (b) Sonia is designing a poster.
- (c) Narain has completed his assignment.
- (d) Sachin will play in all test matches against Australia.
- (e) Why did you delay submission of your assignments ?

7. The other day you visited a science exhibition organised by School children. Write a brief description of that exhibition for publication in a newspaper. (150 Words) 10

 8. You had met an old friend after 10-12 years. You are so impressed by his behaviour and humane qualities that you wrote a letter to one of your close friends about the meeting and the person. (100 words) 10

 9. Write an essay in about 200 words on the changing relationship between the growing children and their parents. 20

 10. Write a dialogue between two friends about which TV programmes they enjoy watching. 10
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