

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

Term-End Examination

June, 2022

BPOI-006 : ENGLISH COMMUNICATION SKILLS

Time : 3 hours

Maximum Marks : 65

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

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

‘A great mass’ of something means a great amount. When the new method of manufacturing articles in great numbers was introduced, a new name was required for it and ‘Mass production’ was the one that came into use.

In what ways does mass production differ from the older methods of manufacturing ? Formerly, a craftsman or skilled workman often made the whole of an article himself by hand. He put into his work all his skill, all his experience. He was proud of the fruits of his labour. His reputation, his standing among his fellows,

depended on his skill and on his character. He would have been ashamed if any serious fault had appeared in his work. He was envied and admired by fellow-craftsmen whose skill was not equal to his own. Articles made in this way could not be mass-produced. Each article differed slightly from the others; in every one there was something of the maker's individuality. The finished article was sold at a high price representing the time and the skill of the craftsman who had made it.

Many such articles, made long ago with loving care, possess a quality and a beauty that mass-produced goods cannot equal.

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 a factory or a workshop. Hence, the need for mass production.

Questions :

- (a) What do you understand by the term 'mass production' ?
- (b) Bring out the difference between the older methods of manufacturing and mass production.

- (c) Why were some craftsmen envied or admired by their fellow craftsmen ?
- (d) Why were the articles produced by hand not exactly similar ?
- (e) How did the Industrial Revolution in Europe affect the older methods of manufacturing ?
- (f) Given the choice between a mass-produced article and an article made by a craftsman individually, which one would you choose ? Give reasons for your answer.
- (g) Pick out words from the passage which are antonyms of the following :
decrease, expensive
- (h) Pick out words from the passage which mean the same as the following :
praised, earlier
- (i) Use the following words in meaningful sentences :
experience, reputation
- (j) Give a suitable title to the passage.

- 2.** In response to an advertisement for the job of an Accounts Officer in a reputed company, write an application for the same. Also enclose your CV. 10
- 3.** Write a letter to your former teacher or boss requesting her/him to write a letter of recommendation in support of your application sent to Escorts Limited. 10

4. As a Marketing Manager of a reputed publishing house, you have been asked to investigate the reasons for the drastic fall in the sale of English textbooks of your company. Write a report in about 250 words. 10
5. As a Manager of a nationalised bank, write a letter to a client who has stopped paying the monthly instalments of the interest on the loan taken from the bank. 10
6. (a) Rewrite the following sentences correctly : 5
- (i) My uncle has been living in London from 2014.
 - (ii) Do you know what did he say in the meeting ?
 - (iii) If he will work hard, he will do well.
 - (iv) I have read this novel last year.
 - (v) She is married, isn't it ?
- (b) Rewrite the following sentences in the passive voice : 5
- (i) Somebody picked my pocket last night.
 - (ii) The traffic police stopped the car because of overspeeding.
 - (iii) Thousands of people attended the rally.
 - (iv) Raju saw a snake near the apartment.
 - (v) He wrote the novel in a month.

(c) Fill in the blanks with the appropriate form of the verbs given in brackets :

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- (i) In UK, the number of working women _____ (reach) nearly 50%.
- (ii) Several changes in the present law _____ (given) women better conditions than before.
- (iii) One of my sisters _____ (be) a doctor.
- (iv) A speeding truck hit a boy who _____ (walk) on the road.
- (v) The people _____ (abandon) their houses much before the tsunami struck.
- _____