

00539

**ADVANCE CERTIFICATE IN
SPOKEN ENGLISH AND
PERSONALITY DEVELOPMENT**

Term-End Examination

June, 2010

OSSI-005 : ENGLISH AT WORK - II

Time : 2 hours

Maximum Marks : 60

Note : *This paper has six questions. All questions are compulsory.*

1. Read the given passage and answer the questions that follow : 10

Entertaining clients is not every one's cup of tea. But one simply cannot ignore the fact that it is a vital part of relationship building. One of the most effective ways of strengthening your business is to offer a face to face meeting. But it has become far too common with everyone practising it. So, in order to be innovative and let the client remember the fare, you have to stand out from the crowd. That's not to say you have to embark on an extreme hospitality regime for everyone. But value your clients and they will value you.

The easiest way to achieve this is by listening to your clients. That is, however, putting it too simply. You should have the ear to record and remember the vital insights a client provided during his interactions with you. You could gain this insight from a simple comment you hear during a routine phone call. Make a mental note of it. They would be delighted if the entertainment is tailored as per their needs.

- (a) What is the most vital part of relationship building ? What is one of the most effective ways of strengthening your business ? 2
 - (b) What must you do for clients to value you ? What is the easiest way to do this ? 2
 - (c) How exactly, must you 'listen' to your clients ? How can you gain this insight ? 2
 - (d) Give the meaning of the following words : 4
 - (i) entertainment
 - (ii) hospitality
 - (iii) regime
 - (iv) embark
2. Write an essay, in about 120 - 150 words on **any one** of the following topics : 10
- (a) Changing fashion trends
 - (b) The Indian value system

3. Fill in the gaps using the verbs in the correct tense 10

form :

- (a) I have _____ (go) for walks in the mornings.
- (b) These days, she _____ (write) a book.
- (c) It was beautiful _____ (watch) the sky when it was raining.
- (d) At the moment, I'm busy _____ (plan) for Diwali.
- (e) At this time, last week, I was _____ (travel)
- (f) He was _____ (paint) a portrait of his mother when the call came.
- (g) These days, everyone is _____ (face) hard times.
- (h) I _____ (read) an interesting book last night when the lights went out.
- (i) What are you _____ (think) of _____ (buy) for her birthday ?

4. Put a tick on the correct options : 10

- (a) While looking for a job, it's essential to :
 - (i) think only about money
 - (ii) consider the work culture, of the organisation
 - (iii) see that the work place is close to the residence.

- (b) One must check the website of the company to ensure that :
 - (i) the organization is not a fraud
 - (ii) the work culture is suited to you.
 - (iii) you know the directors.
- (c) Work culture is :
 - (i) the same as the mission of the company.
 - (ii) the dress code of the company.
 - (iii) the values upheld by the organization.
- (d) Essential values that drive any organization are :
 - (i) innovation and fairness
 - (ii) the religious beliefs of the CEO
 - (iii) only making money
- (e) If you're stuck in the wrong job during recession you should :
 - (i) submit your resignation
 - (ii) stick to your job
 - (iii) complain all the time.

- (f) When an organisation provides training after office hours, you should :
 - (i) sulk and complain about it
 - (ii) take it as a golden opportunity
 - (iii) try to make excuses to miss it.
- (g) Job fairs and company presentations result in :
 - (i) finding out about new avenues and meeting influential people
 - (ii) draining the company's resources
 - (iii) an old fashioned business techniques.
- (h) Entertaining clients is regarded as
 - (i) a wrong practice
 - (ii) extending cordial relations
 - (iii) a bribe
- (i) While entertaining your guests, you must :
 - (i) be very lavish
 - (ii) limit yourself to the company budget
 - (iii) keep it very economical
- (j) When going to meet a client you must :
 - (i) be a few minutes late
 - (ii) not bother about time
 - (iii) be there absolutely on time.

5. Match the statements in **Column A** with the ones **10**
in **Column B**.

A		B	
(a)	While travelling	(i)	to carry medicines and first aid kit.
(b)	Entertaining your clients	(ii)	instead adopt a collaborative approach to problem solving
(c)	While entertaining your client	(iii)	essential for a good business relationship
(d)	We must cultivate contacts	(iv)	if you do not have a budget allocated
(e)	In a crisis, one must always	(v)	be made overnight
(f)	contacts cannot	(vi)	stick to your job whether you're happy or not
(g)	During Recession It is advisable to	(vii)	one must carry a light bag.
(h)	Do not entertain clients	(viii)	has a bearing on the sales figures as well as your company's reputation.
(i)	Don't blame the other party for an error	(ix)	only with those we know
(j)	Accountability and responsibility are	(x)	choose a place and cuisine you're familiar with

6. Fill in the blanks with words from the box : 10

Integral, recommended, rapport, prolonged,
entrepreneur, launch, expansion, copyright,
conflict, refrain

- (a) The two Ambani brothers are always in _____ .
- (b) His suffering was _____ by the famine.
- (c) Mr. Sinha has _____ his own company.
- (d) The publishers have a _____ on the book.
- (e) The product was strongly _____ by the sponsors.
- (f) This new company has gone into rapid _____ .
- (g) Hospitality is an _____ part of Indian culture.
- (h) The young _____ opened his own company without any help.
- (i) I share great _____ with my students.
- (j) One must _____ from doing negative things.
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