

**DIPLOMA IN BUSINESS PROCESS
OUTSOURCING - FINANCE AND
ACCOUNTING PROGRAMME (DPBOFA)**

00600 **Term-End Examination**
June, 2011

**BPOI-006 : CERTIFICATE IN COMMUNICATION
AND IT SKILLS PROGRAMME (CCITSK)**

Time : 3 hours

Maximum Marks : 65

Note : *Please answer all questions. Question No. 1 to 5 are
of 10 marks each ; Question No. 6 is of 15 marks.*

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

As human civilizations have changed from agrarian to industrial economies, they have become increasingly dependent on fossil fuels (petroleum, coal and natural gas) and derived forms of energy (heat and electricity). Early agricultural societies depended entirely on the energy of sunlight to grow food, and the energy of physical labour for its cultivation and harvest. Domestic animals introduced later, converted food energy into fats, fibers and proteins and provided greater physical strength to draw

ploughs, pull carts and turn waterwheels. These early societies obviously did not require electricity or combustion engines to drive machines.

The invention of the electric motor and the internal combustion engine in the nineteenth century changed this orientation completely. Firstly, these machines were a startling boost to productivity. They enabled man to do far more work and to cultivate and harvest greater acreage. Secondly, machines replaced draft animals, with the result that modern agricultural operations became dependent on petroleum and electricity. An absence of either one would be disastrous to the present food production throughout much of the world.

Essentially the same transition has occurred in energy requirements for industrial, transportation and domestic needs. One hundred years ago, electricity was a novelty, automobiles were a freakish invention and the diesel truck was unknown. Since then, all three have become essential. A modern city cannot exist without electricity and petroleum. Within another hundred years we will have to find alternatives for the latter, since the world's reserves will not last that long, but our need for electrical energy will continue to rise.

(From : Ecology and the Quality of our Environment, by Charles H. Southwick)

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1. (a) What do you think the term "agrarian" mean ? 1
 - (b) (i) What does "they" in the first sentence refer to ? 1
 - (ii) What does "its" in the second sentence refer to ? 1
 - (c) What forms of fuel and energy did early agricultural societies depend on ? How were they different from industrial societies in this respect ? 2
 - (d) What inventions proved to be a turning point in agricultural production ? Why ? 2
 - (e) What does the writer predict for the future ? Why ? 2
 - (f) Give an appropriate title to the passage. 1
2. As a marketing manager of a company selling Language Lab. software, write an e-mail to educational institutions in your district, informing them about your products and any special offers on bulk purchases. 10
3. Write a report as Project manager, to the Director of a restaurant chain, in about 250 words on your findings after a survey of the feasibility of opening a fast-food outlet in a shopping complex. 10

4. You are a customer care executive in a call centre, handling queries related to washing machines. Write a telephone conversation in a total of ten turns (10 turns) pertaining to a client lodging a complaint about a recently purchased washing machine. 10
5. A customer walks into the bath fittings retail showroom where you are the sales executive. Write a dialogue between him/her and yourself regarding the products he/she is interested in and your sales pitch in that connection. 10
6. Grammar : - 5
- (a) Complete the following to make grammatically correct sentences : -
- (i) Is it possible to ... ?
 - (ii) Do you think ?
 - (iii) I'm afraid, but ...
 - (iv) Sure, I'd but
 - (v) I wonder if
- (b) Complete the sentences using the appropriate verb form of the verbs in brackets : 5
- (i) Do you remember (listen) _____ to Ms. Nair's speech on CSR ?

- (ii) We have stopped (deal) _____ with Happy Autos as they don't send payments in time.
- (iii) Hoping to catch a glimpse of their dancing idol, they (wait) _____ for hours outside the hotel.
- (iv) The after sales service team (want) _____ to order some spare parts for their machine.
- (v) It's no use (regret) _____ your misdeeds after you've been caught.
- (c) Fill in the gaps with appropriate prepositions : 5
- (i) The company was running _____ a loss and so it was closed down.
- (ii) Please write down the points _____ include in the notice so that you don't omit anything.
- (iii) The items for discussion are listed _____ the agenda.
- (iv) The date of the meeting shouldn't be changed _____ such short notice.
- (v) Managers have to be good _____ problem analysis.
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