

CSM : 24

GENERAL ENGLISH

Time Allowed : 3 hours

Maximum Marks : 100

QUESTION PAPER SPECIFIC INSTRUCTIONS

(Please read each of the following instruction carefully before attempting questions)

All questions are to be attempted.

The number of marks carried by a question is indicated against it.

Answer must be written in **ENGLISH** only.

Word limit in questions, wherever specified, should be adhered to.

1. Read the passage carefully and answer the questions given below:

Some people believe that you have to be a special kind of a person to sell a product. But although it is clear that a successful sales representative does need special talents and an outgoing personality, many of the skills he uses are used by us all: we build and maintain relationships with different kinds of people, we listen to and take note of what they tell us, and we explain things to them or discuss ideas with them.

A firm may depend on their own sales team and/or on the salesmanship of their distributors, wholesalers or retailers. But any company needs to establish a personal relationship with its major clients ('key accounts') and potential customers ('prospects'). It is often said that 'people do business with people': a firm doesn't just deal impersonally with another firm, but a person in the buying department receives personal visits from people representing the firm's suppliers on a regular basis — or in the case of department stores or chain stores, a team of buyers may travel around visiting suppliers.

Keeping sales people 'on the road' is much more expensive than employing them to work in the office as much of their time is spent unproductively travelling. Telephone selling may use this time more productively, but a face-to-face meeting and discussion is much more effective. Companies involved in the export trade often have a separate export sales force, whose travel and accommodation expenses may be very high. Servicing overseas customers may consequently often be done by phone, fax or email and personal visits may be infrequent. Many firms appoint an overseas agent or distributor whose own sales force takes over responsibility for selling their products in another country.

A sales department consists of many people who are based in different parts of the country or the world, who don't have the day-to-day contact and opportunities for communicating with each other that office-based staff have. For this reason, firms hold regular sales conferences where their entire sales force can meet, receive information and ask questions about new products and receive training.

Answer the following questions:

- (a) How are the skills of a salesperson similar to the skills that we all require in our daily life? (2)
- (b) What do you mean by the term 'people do business with people'? Give examples from the passage. (2)
- (c) How does a salesperson need not be 'on the road' but yet do business efficiently? (2)
- (d) Why do companies have sales conferences? (2)
- (e) What is the passage all about? (2)
- (f) Explain in your own words the meaning of: (2)
 - (i) major clients
 - (ii) potential customers
- (g) Give a title to the passage. Give reasons for your choice. (3)

2. Write a précis of the following passage in about one third of its original length: (15)

Despite the fact that too much fat can be harmful, a moderate fat intake is actually essential for the maintenance of good health. Some of the symptoms of fat deficiency include flaking skin, emaciation, reduced functioning of the immune system and fertility problems. Recent studies have linked fat-free diets to increased stress and aggression. In fact, those who try to eliminate fat completely from their food intake may be at risk of eating disorders. A small amount of fat in a meal will produce a feeling of satiation which lasts much longer than the sensation of fullness produced by protein or carbohydrates. At least two spoons of fat per day is needed for the digestive system to absorb vitamins A, D, E and K, which are fat soluble. These vitamins are essential for healthy hair, skin, teeth and eyes. Without the ability to absorb these vitamins, children run the risk of developmental and neurological disorders. Adults need these vitamins to manufacture fertility hormones. Some types of fats actually reduce harmful cholesterol levels. Polysaturated fats such as corn, soyabean and sesame oil and monosaturated fats like chicken fat and olive oil, seem to lower blood cholesterol, while saturated fats — those found in red meat, dairy products and tropical oils seem to raise the level of the kind of cholesterol that accumulates like plaque on arterial walls. Paying attention to the type of fat consumed is just as important as reducing total fat intake.

3. Draft a letter to the Superintendent of Police, Aizawl District raising concern about the rising number of theft and burglary in Aizawl City. (20)

4. Make sentences with each word to show their differences in meaning. (5×2=10)

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|-----------------------|------------------|
| (a) Canvas : canvass | (b) Gait : gate |
| (c) Jealous : zealous | (d) Rout : route |
| (e) Reck : wreck | |

5. Expand the idea contained in any two of the following: (2×5=10)

- (a) A bird in the hand is worth two in the bush
- (b) Contentment is more than a kingdom.
- (c) We live in deeds not in years

6. Fill in the blanks with the correct prepositions: (5×1=5)

- (a) I will go _____ the 6:30 bus.
- (b) The bank charges interest _____ ten per cent.
- (c) He was left _____ dead on the field.
- (d) She has retired _____ private life.
- (e) His appeals for funds met _____ a poor response.

7. Make sentences with the following idioms and phrases: (10×1=10)

- | | |
|------------------------------|-----------------------|
| (a) At logger heads | (b) Bell the cat |
| (c) Fabian policy | (d) Hold water |
| (e) Put a spoke on the wheel | (f) Rock the boat |
| (g) Sweat of the brow | (h) Under a cloud |
| (i) Chip of the old block | (j) A friend at court |

8. Rewrite the following sentences as directed (any ten): (10×1=10)
- (a) One must help his siblings. (*correct the sentence*)
 - (b) Learning makes a man perfect. (*identify gerund*)
 - (c) We all admire a man of courage. (*replace phrase with clause*)
 - (d) All desire wealth and some acquire it. (*change to passive*)
 - (e) There is no smoke without fire. (*change to assertive*)
 - (f) He said, "Let us wait for the award." (*change the narration*)
 - (g) My right there is none to dispute. (*change to complex*)
 - (h) Small service is true service _____ it lasts. (*use connecting word*)
 - (i) I speak the truth. I am not afraid of it. (*change to simple sentence*)
 - (j) You may be wrong. He may be wrong. You cannot both be right. (*change to compound*)
 - (k) His sole income is what he earns by his pen. (*make the principal clause negative*)
 - (l) No other planet is as big as Jupiter. (*change the degree*)

9. Fill in the blanks with the correct form of verbs : (5×1=5)
- (a) Of all my friends, only one _____ (*have*) written to me.
 - (b) Honesty _____ (*write*) on his face.
 - (c) They _____ (*work*) in the garden since morning.
 - (d) _____ (*Have*) my lunch, I resumed my work.
 - (e) He praised me for _____ (*write*) the letter that contained truth.

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