

MCA (Revised)

Term-End Examination

June, 2013

04324

MCS-015 : COMMUNICATION SKILLS

Time : 2 hours

Maximum Marks : 50

Note : Attempt all questions.

1. **Read the following passage and answer the questions given below it.**

Koduvally village near Kozhikode in north Kerala has nearly forgotten its tradition of pottery - making. Today, it is known as the state's "gold village", boasting more than 100 jewellery shops. Their clientele : hundreds of families who have relatives working in the Gulf.

In spite of sky-rocketing prices of the yellow metal - from Rs 4,395 per 10 gram in 2000 to more than Rs 20,000 in 2011 - its demand has not been seriously affected in Kerala. The south Indian states alone account for 60 percent of gold sales in India, the world's biggest gold consumer. According to industry sources, Kerala tops the country in gold consumption, with the largest number of retailers - more than 5,000 compared

to 1,000 a decade ago. The state consumes about 75 tonnes - valued at about Rs 20,000 crore - of the 650 tonnes of gold sold in India every year and is home to some of Asia's largest gold showrooms. And it's not just the urban parts of the state where swanky, mammoth showrooms are coming up every day; even the villages are witnessing the gold rush with showrooms covering up to 35,000 sq ft.

This huge demand is attributed to the growing remittances - Rs 40,000 crore annually - by its 20 lakh - strong non - residents based in the Gulf and the US. Another reason is the steep increase in prices of rubber in the last 10 years, from Rs 25 per kg to Rs 225 per kg, which is bringing a windfall to Kerala farmers who produce 92 percent of India's natural rubber.

- (a) Say whether the following statements are *True (T)* or *False (F)*. 4
- (i) Once upon a time pottery making was the main occupation of the people of Koduvally.
 - (ii) The people of Koduvally buy gold mainly from Gulf countries.
 - (iii) Kerala is the biggest consumer of gold in the world.
 - (iv) The number of retail gold sellers has gone up from 1000 to 5000 in 10 years.

- (b) Answer the following questions : 2
- (i) Mention the two biggest sources of money in Kerala which enables them to buy gold.
- (ii) Which part of India is the biggest consumer of gold ?
- (c) Find words from the passage which are close in meaning to the following words/phrases. 2
- flashy, very large, money sent to someone at a distance, an unexpected piece of good fortune.
- (d) Find words from the passage which are opposite in meaning to the following words : 2
- rural, gentle

2. Do as directed : 5

- (a) The missing file _____ (was, had been) found in the drawer. (choose the correct word /phrase)
- (b) The stationery available in the local market is the _____. (use the correct form of *cheap*)
- (c) Form a question to which the following may be the answer.
The Chief Minister was interviewed by Barkha Dutt.
- (d) Mr. Khanna was asked to explain why he was late. (rewrite in the active voice)
- (e) Dogs are faithful animals _____. (supply a question tag)

3. As purchase manager of a garment factory, you purchased 1000 balls of silk material from Tushar Silk Mills Surat. On delivery it was found that at least 30% of the material had weaving or printing defects. Write a letter to the supplier stating the details of defects and asking them to give a replacement and also give compensation for the inconvenience and loss of time. 10
4. You are an M.Com and MBA from Nagpur University. 10+5
Apply to HDFC bank for the post of an Assistant Manager. Mention a few other qualities of yours that would be helpful for this job. Enclose a C.V along with the application.
5. You are a Receptionist in Hotel Rain Tree in Chennai. Construct a telephonic conversation with a client who wants to seek information regarding the kind of accommodation available, the tariff, corporate discount, pick up facilities etc. You must write 10 turns of the conversation. 10
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