

Day & Date	Part	Subject Name	Time	Code	Marks
Tuesday 27/03/2018	II (Fresh/ Repeater)	English	11.00 AM To 02.00 PM	1201	100

Instruction:

I) Answer all the Questions

Q.1 Read the following passage and answer the questions:

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The people of Kerala have always been devoted to sports and other forms of physical activity. Some of India's greatest athletes, such as Suresh Babu, T.C. Yohannan, Valsamma, P.T. Usha and Anju George belong to Kerala.

Many traditional sports which were once popular in the villages of Kerala have almost disappeared in the last decade. Games such as Kilithattukali, Kallukali, Kallanum Policeum and Thalappandukali evoke nostalgic memories today. While Kilithattukali gave ample exercise to the body, Kuttium Kolum Kali was our own version of cricket. Many other traditional games are fast disappearing. It is a pity that the new generation of children will never have a chance to witness or enjoy these games.

However, one traditional sport which is witnessing a revival is Kalaripayattu, the martial art of Kerala. Physical fitness and great mental concentration are essential for success in this sport, which is part of Kerala's history. In the old days, only members of the Nair community, which formed Kerala's warrior class, had the right to engage in Kalaripayattu. It was used as a form of military training for the private armies maintained by local kings and chieftains, who were continually fighting among themselves. But when Kerala came under British rule, the feuds between local chieftains were brought under control and the Kalaris (centres of Kalaripayattu training) were closed. However, Kalaripayattu is performed with great enthusiasm at certain centres even today. This martial art is not quite dead, though its importance has been greatly reduced.

In recent times, the arrival of a number of great women athletes ushered in the golden age of athletics in Kerala. The first woman athlete from Kerala to make a mark in international sports was Angel Mary, who won silver medals in the pentathlon and long jump events at the 1978 Asian Games in Bangkok. The legendary P.T. Usha, from the village of Payyoli, made her debut at the Moscow Olympics of 1980. At the 1982 Delhi Asiad, the trinity of Usha, Shiny Abraham and Valsamma dominated women's athletics. Since then, there has been a steady flow of medals to Kerala. It if was Valsamma in 1982, it was the turn of Usha in 1984. She was expected to win a medal at the 1984 Olympic Games, but she lost a medal by a whisker- by only one hundredth of second – in the 400 metres. That the 'Payyoli Express' (as Usha is referred to) is still running is a wonder for every sports lover. She was the first Malayali athlete to have reached the final of an Olympic event. However, before Usha, Shiny Abraham had received the semifinal stage in the 800 metres in the Olympics. The next few years belonged to Usha and Shiny as they won innumerable national and international athletic events. In 2003, Anju Bobby George brought home a bronze medal from the World Athletic Championships held at Paris, reviving the hope that India may soon produce a medal winner at the Olympic Games.

Questions:

1. Say whether the following statements are True (T) or False (F). 06
 - a. Sports have always been popular in Kerala.
 - b. Kerala has produced many famous athletes and sportspersons.
 - c. The traditional sports of Kerala attract a lot of people even today.
 - d. Kalarippayattu was practiced by many people in the old days
 - e. P.T. Usha is one of the most successful women athletes from Kerala.
 - f. Angel Mary was the first woman athlete to make a mark in International sports.
2. Who is the 'Payyoli Express'? Why was this name given to the person? 04
3. Was Kalarippayattu encouraged by the British? Why? (or why not?) 04
4. Which period is referred to as 'the golden age of athletics'? 02
5. How have athletics and sports been revived in Kerala? Who are the chief contributors to this development? 04

Q.2.A) Write a note on the sources of credit information

10

OR

A) You have received an order for the first time, for goods worth Rs. 2,50,000/- from Messrs Naidu & Sons. Enquires you have made indicate that their financial position is not satisfactory. Draft a suitable reply.

B) Explain the collection series

OR

Write a letter to a retail store reminding them that they have neither settled their account, nor replied to your earlier reminders, offer to take installment payments to help them to settle the account.

Q.3. Draft the Minutes of the Annual General Body Meeting of Maruti Motors Limited, New Delhi which was held on 20th September, 2017 at 5 pm. The following agenda was discussed: **20**

1. The appointment of 10 motor mechanics in the assembly unit of the factory.
2. The appointment of 4 new engineers the production division.
3. Opening of new showroom in Kolkata
4. Appointment of manager for the Showroom.

Q.4. Write any two letters: **20**

- a) Write a leave application for getting medical leave for a month on account of your poor health.
- b) Draft a letter of resignation addressed to the Manager, Messrs. Hiralal & Sons.
- c) Write an offer letter giving details of the salary and terms and conditions of service to Ms. Suhasini Bartake who has been selected for the post of Senior Clerk.

Q.5 Write an application for the post of Telephone Operator cum Receptionist in a Company. Apply with a C.V. **20**

Q.6 Read the following passage and write a summary: **20**

Organizations are trying to reduce their role and mission in society. Many organizations have found their purpose in society as a service to community and the effort is to provide an improved quality of service, irrespective of whether it is a manufacturing organization or a service organization. The emphasis is on better understanding of people and their behavior, and caring more for them and their needs.

Research studies emphasize the fact that what customers want is personalized service. The personal touch is considered a high priority for enhancing customer satisfaction, several executives of America's largest companies have said, in a survey, that how much an airline cares about its customers is as important to them as prompt baggage delivery and efficient check-in.

Several companies have started revamping their hiring and pay practices. They now try to compensate their employees on the basis of how well they have served their customers. They inspire their employees with 'service ethic' and they believe in the fact that contented employees make for better-service customers. These appear to be a direct relation between customer retention and employee retention. Satisfied and well-served customers not only lead to higher profits but also to enhanced employee retention and lower costs of training since good employees stick around longer.