

## Functional English (SS1012)

## Sessional-II Exam

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Course Instructor(s)

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Total Time (Hrs): 1

Total Marks: 25

Total Questions: 3

Do not write below this line

Attempt all the questions on the answer sheets.

*CLO 4: Write well-structured informational and expository essays*

Question 1. Write ONLY the introductory paragraph of the Expository essay on the following topic using the "Anecdote" as a hook. [10]

Topic: "Role of Skills in Career Development"

Your paragraph should contain:

- Reader's Hook (Anecdote)
- Lead in
- Three-point thesis statement
- Transitional Hook

Note: word limit is 80-90 words.

*CLO 3: Express ideas with logical and well supported arguments*

Question 2. a) Narrow down the topic "Marketing" [8]

(Broad Topic)



Step 1



Step 2



Step 3(Narrowed Topic)

b) Generate 10 points using 'listing technique' on the narrowed topic.

***CLO 5: Demonstrate language proficiency in general/ academic listening and speaking tasks***

**Question 3. Read the case study and answer the questions that follow.** (7/7) [7]

As a customer service intern, I handle inquiries via phone, live chat and email, guiding customers through basic troubleshooting for software installations, device settings, and general product use. I recently faced a situation that taught me the importance of listening to customers' concerns. One afternoon, a frustrated customer called, venting about a software update that caused his phone to stop. "My phone keeps freezing! I've restarted it multiple times, but nothing works. I've been dealing with this for days, and it's ruining my work schedule!" he said quickly with the evident frustration. Eager to help, I jumped in with my standard response: "Have you tried restarting the phone?" The customer's tone sharpened. "I just said I've done that several times! That's not working! Are you even listening?" I realized my comment had made things worse, indicating that I was not attentive. In my eagerness, I had missed the broader context of his frustration, focusing only on a part of his message instead of fully understanding his concerns.

- a) Identify the level of listening demonstrated by the customer service intern. Explain in your own words. /2
- b) What are the consequences of interrupting a customer during their explanation of an issue? (state any two) /2
- c) What strategies can ensure customers feel heard and understood, particularly when they are frustrated and sharing their concerns? (suggest any three) /3