



KERALA STATE RUTRONIX
Communicative English – II, Administrative
Skills & Organisational Behaviour
(AOC)

Question code

D6

Time : 2 hours

Maximum Marks : 100

Part - I Answer the following

(9 X 10 Marks = 90 Marks)

- 1) a) You are in need of 10 Ceiling fans, 12 Fancy lights, 25 Grinders and 20 Refrigerators. Write a letter to Decon Electricals, Trivandrum to supply these items.
OR
b) Write a letter to the manager of BHEL Bangalore to give permission for a party of forty students to visit the factory.
- 2) a) Write a letter to the Manager Sales AC, Rohini Enterprise Delhi complaining about the unsatisfactory after sales service.
OR
b) Write an application letter to the General Manager, Premier Electrical Company, Madurai for the post of a Sales Executive in their office.
- 3) a) Write a report on "A Journey by Bus".
OR
b) Prepare a CV to apply for the post of Human Resource Manager in a Public Sector Enterprise.
- 4) a) Expand the proverb "Never Judge by Appearance".
OR
b) Expand the proverb "All that Glitters is not gold".
- 5) a) Different Theories of Motivation.
OR
b) Explain the process of making decisions in an Organization.
- 6) a) Explain the importance of Employee Training and Development in an Organization.
OR
b) Explain the importance of Values and Ethics in an Organization.
- 7) a) Define Organization Structure and explain how it fits into the process of managing the organization.
OR
b) Explain the different Theories of Leadership.
- 8) a) What is communication? Explain the basic communication process.
OR
b) Explain the importance of managing stress among the employees in an organization.
- 9) a) What are the methods of recruiting employees in an organization?
OR
b) Briefly explain the various theories of personality.

Part - II Answer the following

10) Comprehension

(5 x 1 Mark = 5 Marks)

Carefully read the passage below and answer the questions

A milkman became very wealthy through dishonest means. He had to cross a river daily to reach the city where his customers lived. He mixed the water of the river generously with the milk that he sold for a good profit. One day he went around collecting the dues in order to celebrate the wedding of his son. With the large amount thus collected he purchased plenty of rich clothes and glittering gold ornaments. But while crossing the river the boat capsized and all his costly purchases were swallowed by the river. The milk vendor was speechless with grief. At that time he heard a voice that came from the river, "Do not weep". What you have lost is only the illicit gains you earned through cheating your customers.

Questions: (1 Mark each)

- a) Milkman collect dues in order to celebrate
- b) What is the voice heard by milkman from the river?
- c) Narrate the character of milkman.
- d) Give the moral of this passage.
- e) Give a proper title for this passage.

Part - III Write an Essay (Any One)

(1 x 5 Marks = 5 Marks)

- 11) A memorable event in your life.
- 12) Student and Libraries.

