APPENDIX-III

PROGRESSIVE TEST 1

Name : Roll No. :
Branch/Year : Date of Test :
Time of Test :

______________________________________________________________

TASK - 1

Fill in the blanks with suitable options meaningfully. Use an option only once:

10x1 = 10

(better, high quality, all, attractive, wide range, affordable, self, high grade, local, formed)

1. We use _________ materials only
2. We offer a _________ of services to the customers.
3. Our company offers_______ discount.
4. Our fans are available in ________ models.
5. Our products are sold at ________ cost
6. The software is ________ learning Resource.
7. Our products are ________ multi system.
8. The electronic device is the key to a ________ quality of life.
9. We are a newly________ company in Chennai.
10. We began selling our products at a ________ market six months ago.
**TASK - 2**

Choose the most suitable linking word from the list given below and fill in the blanks:  
6x1=6

because however firstly  
so secondly but

Mr. Martin worked as a part of a team on several projects in a company but he has chosen to talk about a team project which he was involved in about five years ago. There were five members in the team. Everyone was new to the other at first _______ of course, they all got to know each other much better while they worked on the project. The team was set up _______ company was planning to open a new engineering plant. Their responsibility was to design the site and to get the right machinery.

They had some problems with the project for two reasons _______ two of them disagreed about how the site should be laid out, so it was not always easy to keep the term together ________, finding the machinery was difficult, __________ the date of opening of the new plant had to be delayed. ________ They achieved their goal in the end and the new plant opened about a year later.

**TASK-3**

Complete the following the sentences suitably:  
5x2 = 10

1. As there is no demand for watches,______________________________
2. If there is power failure in the industry,____________________________
3. Although overcoat and tie are not essential, the staff are _____________
4. The Cement Manufacturers started to hike the price because of__________
5. When the companies offer high quality products at competitive prices____
TASK - 4

Fill in the blanks with the correct form of the verb: \[10 \times 1 = 10\]

1. Yesterday, a customer ____ (write) a letter asking details about the newly marketed grinder/

2. A customer _____(place) an order with you for the supply of 10 tones of paper.

3. If you place your order before 30 - March 2010, a special discount of 20 percent ______(give).

4. Here ______ _ (be) a unique opportunity to win a new flat in the heart of the city.

5. A self-addressed envelope ______ (enclose) for your convenience.

6. He ______just ________(submit) the project report and ______(wait) to hear from the company.

7. Ms.Jane_______(work) in the company as a secretary and she (has) a problem with her computer.

8. Mr. Gopal _________ (be) the next sales executive of our company.

TASK - 5

Choose the most appropriate word from the words given in brackets and fill in the blanks:

Knit Readymade

Ranjani and Janani grew up in a family where making ______ (clothes, cloths, garments) was common. Their mother regularly made clothes for herself and her two daughters. The two girls were able to _____ (design, drawing, printing) and make their own ____________ (outfits, dress,
attire) by the time they were teenagers. Now they run ‘Knit readymade’, a clothing company based in Mumbai.

The Knit readymade label started to ________ (establish, commence, found) itself in the mid - 1990. At first, the Janani sisters used a number of outside manufacturers to produce their clothes. In 1995, however they decided to bring the production ________ (in-house, outstanding, off-shoring), “We found the outside ________ (suppliers, vendors, sellers) very difficult to manage,” says Janani, they were often ________ (unreliable, unreasonable, unethical) and we always had problem with getting clothes to our ________ (part, customer, buyer) on time. We needed more control to do the manufacturing ourselves”.

In fact, they switched over to in-house production led to its own set of problems. It was hard to find new staff and labour costs were rising. Because of this, the Janani sisters found it impossible to raise__________ (turnover, productivity, production target) beyond a certain level.

**TASK - 6**

**Use Adjective (1-10) and Nouns (A-J) and make common collocation :**

10 x 1 -10

1. Team Building quality
2. Less culture
3. Excellent bill board
4. Better payment
5. Pleasant expensive
6. Corporate production
7. Posters and environment
8. Lower negotiation
9. In-house activities
10. Business discount

**TASK - 7**

From task 1 to task 6 you have noted many adjectives which can be used in business context. Imagine you are preparing an advertisement pamphlet for an Ayurvedic tooth powder. Select suitable adjectives/Collocation and write ten sentences to popularise your product. 1x10=10

**PROGRESSIVE TEST - 02**

Name:
Class:
Branch:

**TASK I**

8x2=16

An apple costs Rs.10. But you could get an orange for Rs.5. Write a sentence using positive degrees and comparative degree:

Example:

a. An apple is costlier than orange.
b. An orange is not so costly as apple.

(valuable, attractive, beautiful, cheap, reliable, useful, successful, comfortable)

1. a. _________________________________________________________
   b. _________________________________________________________
2. a. _________________________________________________________
   b. _________________________________________________________
Imagine that you go to market to purchase a calculator. The seller tells you the following sentences.

Read the sentences and list in order of priority points that you would consider when you purchase a calculator.

1. The calculator is a latest one.
2. This is the cheapest calculator in the market.
3. We give you 3 year warranty.
4. It is available in three different colours - Black, Blue and White.
5. Many college students have purchased this.
6. The calculator is very handy.
7. In case of any repair, you could easily set right with the help of our technician.
8. It works using solar energy.
9. We give you 10% discount.
10. It is manufactured with Japanese technology.

Note: Understand the persuasive techniques of the seller. One word:

a. _______________

b. _______________

c. _______________

d. _______________

e. _______________

f. _______________

**TASK III**

10 x 1 = 10

Imagine that you have started a sea-side hotel in Marina Beach. Prepare a list of points which you would use to attract more customers. Write only brief points.

Example: Warm reception

        Courteous Treatment\n
a. _____________________________

b. _____________________________

c. _____________________________

d. _____________________________

e. _____________________________

f. _____________________________

g. _____________________________

h. _____________________________

i. _____________________________

j. _____________________________
Fill in the blanks with suitable options:
(frequently, at present, now and then, in the days to come, within a short time)

Example: Now-a-days

Now-a-days, vegetables are costly. It is because of the increase in the cost of manure, pesticides, transport charges, etc. Though there is fluctuation in the cost, people managed to buy vegetables which are cheap in the season. Housewives are well-versed in selecting good vegetables these days. During summer season they prefer to provide curd and buttermilk which are good for health.

1. __________________________________________________________
   __________________________________________________________
   __________________________________________________________

2. __________________________________________________________
   __________________________________________________________
   __________________________________________________________

3. __________________________________________________________
   __________________________________________________________
   __________________________________________________________

4. __________________________________________________________
   __________________________________________________________
   __________________________________________________________

5. __________________________________________________________
   __________________________________________________________
   __________________________________________________________
Imagine you have manufactured a two wheeler with four stroke engine. You are introducing your product in the market. Write a paragraph to persuade the customer to buy the vehicle.

Xerox and Printing Machine

1. **Reversing automatic document feeder**
The stack of originals is scanned one sheet at a time. Both sides of the original can be scanned. A maximum of 100 originals (BO g/av or 20 lb. Bond) (or stack height 16 mm or 0.62") can be placed in one go. (The maximum number of sheets that can be set may vary depending on the media type of the originals.)

2. **Operator’s manual pocket (back)**
Keep the manual in this pocket,

3. **Bypass tray**
Use this to perform printing on special media types such as OHP film, etc.

4. **Bypass cover**
Open it when a paper jam occurs.

5. **Drawer**
A maximum of 550 sheets (64 g/m² or 17 lb. Bond) or 500 sheets (80 g/m² or 20 lb. Bond) of plain paper can be placed in one go.

6. **Tandem large capacity feeder**
A maximum of 3000 sheets (64 g/m² or 17 lb. Bond) or 2500 sheets (80 g/m² or 20 lb. Bond) of plain paper can be placed in one go.

7. **Front cover**
Open it when a paper Jam occurs in the transfer/transport unit.

8. **Toner cover**
Open this cover when replacing the toner cartridge.
5. **Paper feed cover**  
Open this cover when releasing paper misfed in the drawer feeding area.

6. **Paper size Indicator**

11. **Network Interface connector**  
Use this connector when connecting this equipment to a network.

12. **USB terminal (4-pin)**  
Use this terminal when connecting this equipment to a PC with a commercially available USB cable.

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1. What is attractive to you? A picture or words? Or both?

2. What is focused in the picture? Latest technology? Facilities? or User friendly?

3. What is the most attractive persuading factors do you find in the Ads?

4. What is the unique technique adopted by the advertiser?

5. What is the point that is missed by the advertiser? Which will be helpful to the buyer?
PROGRESSIVE TEST -3

Name : Roll No :
Branch/Year : Date of Test :
Time of Test :

Task I

10x1 = 10

Words in Column A are used suitably with words in Column B in Business contexts. Frame such usages using the words in Column A and B.

<table>
<thead>
<tr>
<th><strong>Column A</strong></th>
<th><strong>Column B</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. high</td>
<td>a) discount</td>
</tr>
<tr>
<td>2. team</td>
<td>b) expensive</td>
</tr>
<tr>
<td>3. In house</td>
<td>c) culture</td>
</tr>
<tr>
<td>4. affordable</td>
<td>d) atmosphere</td>
</tr>
<tr>
<td>5. corporate</td>
<td>e) range</td>
</tr>
<tr>
<td>6. attractive</td>
<td>f) friendly</td>
</tr>
<tr>
<td>7. wide</td>
<td>g) building</td>
</tr>
<tr>
<td>8. user</td>
<td>h) quality</td>
</tr>
<tr>
<td>9. pleasant</td>
<td>i) cost</td>
</tr>
<tr>
<td>10. less</td>
<td>j) production</td>
</tr>
</tbody>
</table>

1. _________________________________________________________

2. _________________________________________________________
J.K. Automobiles is a popular automobile spare parts manufacturing company. Mr. Robert is the___________ He is always concerned with___________. He encourages research division to apply for ____________. His objective is _____________ and____________. __________ To strengthen the financial position he advises the company to mobilise funds through ______________________ money can also be collected by floating________________ Once the company earns________________, it is easy to earn.
TASK III

5x1=5

Fill in the blanks with suitable prepositions.
(with, for, around, before, after)

Our company's general body meeting was held on 31.03.2010. The meeting came to an end _______4.00 pm. The meeting lasted 3 hrs._______the payment of taxes, the company recorded Rs.350 crores profit._______the new managing director took over charge the profit had almost doubled. He had achieved this only _______ the co-operation of the employees.

TASK IV

10x1=10

Fill in the blanks with suitable prepositions.

Our customer is one the key _______ our success. Our customers appreciate that we offer high quality products _______competitive prices and a high level _______ customer care. They rely _______us to come up_______ solutions___________ their needs. And of course, customer care is not just about external customers. It is also______ how we relate each other and work together_________ pool our ideas.

TASK V

5 x 2 = 10

Read the following page. Identify the sentence with a conditional clause. Write five sentences using the same pattern of sentences.

We are one of the leading manufacturers of table, fan. The blades are very strong and made of steel. We purchase steel from Tata Iron and Steel
Ltd. The bearing are of high quality and naturally, our fans have long life. Definitely you get a good quality product from us.

Eg.: If you want the best, try our company fans.

1. _________________________________________________________
   __________________________________________________________

2. _________________________________________________________
   __________________________________________________________

3. _________________________________________________________
   __________________________________________________________

4. _________________________________________________________
   __________________________________________________________

5. _________________________________________________________
   __________________________________________________________

TASK VI

2½ x 2 = 5

Read the following conditional sentence and write two sentences in the same pattern.

If you **had purchased** our shoes, you would have had a beautiful look.

1. _________________________________________________________
   __________________________________________________________

2. _________________________________________________________
   __________________________________________________________
**TASK VII**

8x1 = 8

**Fill in the blanks with suitable words (intensifies) such as less, much more, most, cheaper, so much, such, low-cost.**

a) The airline industry is _______ competitive. Some traditional airlines want to compete with these low cost carriers.

b) The Taj Hotel is definitely _______ expensive hotel in India. When compared to Taj Hotel, Pandian hotel is expensive hotel in TamilNadu.

c) The Indian made watches are ________ than foreign watches.

d) Customer satisfaction is__________ important factor which decides the future of the company.

e) The sales team has put in ________ effort to achieve the target sales.

f) The China products which are sold at a _________. The customer from the under developed countries prefer products which have a short-span of life.

**TASK VIII**

10x1=10

**Identify the name of the company which uses the following slogans:**

1. Neighbours envy; owner's pride! Ans: ________________
2. Express yourself. Ans: ________________
3. The mint with a hole! Ans: ________________
4. As real as it gets. Ans: ________________
5. Count on us. Ans: ________________
6. Connecting India. Ans: ________________
7. Have a break! 
Ans: __________________

Ans: __________________

9. A great way to fly. 
Ans: __________________

10. Wherever you go, our network follows. 
Ans: __________________

**TASK IX**

1x5=5

Imagine that you are introducing a new toothpaste. Write a suitable slogan.

_____________________________________________________________
_____________________________________________________________
_____________________________________________________________
_____________________________________________________________

**TASK X**

1 x 10 = 10

Is the following advertisement interesting to read? Give your reasons.

![Advertisement Image](image-url)
PROGRESSIVE TEST 4

Name: Branch & year: 
Roll No: Date of Test:

TASK-I
Fill in the blanks with suitable option. Use an option only once
(within two hours, within seven days, in just 3 hours, within half-an-hour, in
less than half-an-hour, during warranty period, in a matter of one hour, round
the clock service, in all seven days).

1) If you give us a call, our representative will meet you ____________
2) Our customer care cell offers ____________________.
3) We will deliver your bike ________________after prompt service.
4) We can repair your watch _________________________
5) Changing the spare parts is not all a problem, We will do it ________
6) We will place our purchase order _______________________
7) In case of any manufacturing defect, we will replace the
   machine ________________
8) Once the order is placed, we will deliver the goods ____________
9) Our show - room remains open ______________________
10) We will rectify the manufacturing defects at our cost ___________

TASK-II
Complete the following sentences suitably: 5 x 2=10

a) Within 3 hours _______________________________

b) In five minutes, ______________________________

c) 24 hours service ______________________________

d) Before 5 p.m. today, ___________________________

e) 5 years Warranty ______________________________
TASK III

Imagine that you are a sales representative (wrist watches). The following is the conversation between you and a buyer. Fill in the blanks suitably.

1x10=10

You    : Good Morning, Sir, Will you _______ just 5 minutes!
Buyer : Good Morning. Yes, What do you want?
You    : Sir, I am a sales representative from Excel watch company.
Buyer : Fine. What are the different models of watches available with you?
You   : __________and_________ model wrist watches both for men and women available at _________ cost.
Buyer : Oh! Good. Do you have _________the models now?
You   : No. Sir, If you want, I will bring different models ________.
Buyer : Do you need two days! ?
You   : Yes, sir. I'll have to go to Bangalore to bring the _______ watches.
Buyer : Is there any chance to bring ___________ ?.
You   : Tomorrow! ? I'll bring, Sir. Will you be available?
Buyer : Yes. If you come _______I will definitely purchase one from you.
You   : Thank you, Sir, I'll try my level best to meet you.
Buyer : OK. Try to come before 2 p.m. tomorrow, I am leaving for Mumbai

TASK - IV

Read the following sentences and choose the most suitable option: 5x2=10

1. Whenever you need our service, you can call us at once.

   In the above sentence the writer's intention is :
   a) to earn money
   b) to create good will among the customers
   c) to express his readiness to help the customers
2) If you want good quality products, you can approach us.
   The writer's aim is:
   a) to achieve sales target
   b) to assure quality
   c) to persuade the buyer to purchase.

3) Our fans are durable and cheap. The writers focus is on:
   a) improving sales
   b) attracting more customers/buyers.
   c) assuring customer satisfaction.

4) Our bearings are very strong because we use alloy. The writer's attempts to:
   a) assure quality
   b) establish the company's commitment to produce
   c) convince through reasoning.

5) We offer 20% discount on plastic item: The writer's aim is to:
   a) give advertisement to the product
   b) popularize the product
   c) boost sales.