



READING SKILLS

Understand • Analyze • Interpret



Exercise B: Interpretative Questions (05 Marks)

1 Why does one need to understand the purpose of reading something before they start going through the material?

Knowing why you are reading helps you choose the right way to read. It lets you decide if you should read fast, look for specific facts, or read carefully. When you know your goal, your brain stays active and focused. It helps you understand the main idea much faster and stops you from wasting time. Without a clear goal, reading becomes confusing and pointless.



2 How does colour influence perceived taste?

Colors trick our brains into expecting certain flavors. For example, people always think a yellow candy tastes like lemon and a red one tastes like strawberry, even if they taste the exact same. We also connect bright colors with fresh and healthy food. Because factory processing takes away natural colors, companies add artificial colors back in to make the food look tasty and trick our senses.



3 Can food be marketed effectively without adding food colouring in the modern world? Justify your answer.

It is very hard to sell food without added colors today. Shoppers are used to bright, pretty foods and think dull foods look bad. Companies use artificial dyes because they are cheap, bright, and make junk food look amazing to buyers. While a few people buy natural foods, most buyers still choose products with bright colors, making it tough for companies to stop using them.



4 'Appearances can be quite deceptive.' Briefly explain this sentence in the light of the essay.

This means that things can look good on the outside but be dangerous on the inside. Food companies use bright colors and pretty packaging to make junk food look delicious. However, these artificial colors are made from petroleum chemicals. They can cause serious health issues like allergies, hyperactivity, and even cancer. Therefore, pretty food can secretly harm your body.



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Exercise C: Personal Response Questions

1 Why do you think reading comprehension is considered a key soft skill?

Reading comprehension is important because it helps you learn and understand the world. It is more than just reading words; it means understanding instructions, finding facts, and knowing what an author means. Whether you are studying school books or learning a new game, understanding what you read helps you make smart choices and solve problems easily.



2 Do you think colour plays an important role while choosing one product over another? Why and how?

Yes, color plays a huge role when we buy things. Our eyes are naturally drawn to bright and shiny packages. When we see bright fruit or colorful candy, our brain thinks it will taste better and be fresher. Companies know this, so they use bright colors to catch our attention and make us choose their products over others.



Bright colors catch your eye and influence your choice.



3 Do you think generating awareness regarding the side effects of artificial food colouring will solve the issue? Justify your answer.

Making people aware helps, but it will not completely fix the problem. When people learn that artificial colors can make them sick, they can read labels and choose healthier food. However, artificial dyes are still popular because they are cheap and make food look bright. To truly fix the issue, governments must make stricter rules, and companies must care more about health than looks.

AWARENESS HELPS



- ✓ Read labels
- ✓ Know the risks
- ✓ Choose healthier food

BUT MORE ACTION IS NEEDED



- Stricter government rules
- Responsible companies
- Health over looks



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Exercise D: Situation-Based Questions

- 1** If you had to read an article of around six pages in fifteen minutes and then write a short critical note on it, which method of reading would you utilise and why?

I would use **skimming** and **scanning** first. I would quickly read the title, headings, and the first and last paragraphs to get the main idea. Then, I would scan the text for important keywords. With the last few minutes, I would read the conclusion closely. This mix of methods lets me collect enough facts to write my notes in a short time.

SMART READING STRATEGY

- 1. SKIM**
Read the title, headings, and the first and last paragraphs.
- 2. SCAN**
Look for important keywords and facts.
- 3. FOCUS**
Read the conclusion closely.
- 4. WRITE**
Use key points to write a short critical note.



- 2** If you were in charge of a processed foods company, would you add artificial food colouring to your products keeping in mind that your competitors are using it? Justify your answer.

As a company boss, using artificial colors would be a tough choice. If I do not use them, my food might look dull, and people might buy from my competitors instead. However, knowing that artificial dyes can cause health problems like allergies and organ damage, I would try to use safe, natural colors instead. Even though natural colors cost more, keeping people safe and building trust is more important.

ARTIFICIAL COLOURS



- Looks bright and attractive
- Cheaper
- May cause allergies, hyperactivity and organ damage

NATURAL COLOURS



- Safe and healthy
- May cost more
- Builds trust and long-term goodwill



HEALTH & TRUST
COME FIRST

- 3** Being aware of the dangers of artificial substances in food, you look through the ingredient labels of two different cakes you are trying to choose from. You realise that the one which has used natural colouring is significantly more expensive than the one which has used artificial dyes. Which one would you buy and why?

I would buy the more expensive cake that uses natural colors. Artificial dyes are made from chemicals and can cause serious health problems. Even though the chemical cake is cheaper, saving money is never worth risking my health. Choosing natural food is a safer and healthier choice for my body.

MY CHOICE: NATURAL & HEALTHY

CAKE A (ARTIFICIAL COLOURS)	VS	CAKE B (NATURAL COLOURS)
PRICE: ₹250 • Contains artificial dyes • Made from chemicals • May cause allergies and health issues		PRICE: ₹400 • Uses natural colours • Safe and healthier • Better choice for my body

✓ Health is Priceless. I choose Cake B!



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Exercise B: Interpretative Questions (05 Marks)

1 Why is it important to justify one's recommendations to a potential customer?

Giving clear reasons for your advice helps convince the customer to buy. It builds strong trust when you explain why a specific product fits their needs. Using facts, figures, and clear advantages makes the buyer feel confident in their choice. When a seller backs up claims with a demonstration or evidence, the customer feels respected and understood. This transparency turns a hesitant shopper into a loyal buyer who trusts the store completely.



2 How is it beneficial for a company to empower its employees to make decisions that benefit the customers?

Empowering staff gives workers the freedom to fix customer problems fast without waiting for manager approval. This freedom builds a strong sense of ownership and responsibility in every employee. It leads to quick problem-solving and much happier buyers. When employees can make quick choices, customers feel valued and respected. Ultimately, this boosts customer retention and gives the business a great reputation in a competitive market.



3 Why is proactive customer service better than reactive customer service?

Proactive service means finding and fixing potential issues before they ever bother the buyer. This stops frustration and prevents problems from happening in the first place. Reactive service only fixes complaints after they occur, which often leaves the customer already annoyed. Proactive service shows that the company truly cares about the user experience. It creates a smooth journey and builds long-term brand loyalty much better than waiting for things to break.



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CUSTOMER RELATIONS SKILLS

Listen • Understand • Support • Delight



Exercise C: Personal Response Questions (05 Marks)

- 1** Write about one positive and one negative experience you have had while dealing with the customer service of a company you bought something from. Would you buy anything from either of these companies in the future? Justify your answer.

A good experience happens when support quickly replaces a broken item without any arguments or delays. A bad experience happens when you wait on hold for hours and get no useful help from an unhelpful agent. I would gladly buy from the first company again because reliable service builds strong brand loyalty. I would completely avoid the second company to save myself from anger and stress. Treating customers with respect and speed is what keeps people coming back.

POSITIVE EXPERIENCE



Quick replacement of a broken item without any arguments or delays.



I would gladly buy from this company again.

NEGATIVE EXPERIENCE



Waited on hold for hours and got no useful help from an unhelpful agent.



I would completely avoid this company to save myself from anger and stress.

- 2** Are positive customer relations truly necessary? Shouldn't providing a good product or service be enough to retain customers?

Good products are important, but they are simply not enough in a tough, competitive market. Good customer relations build trust, respect, and emotional links with buyers. Great service makes people feel valued long after the purchase is complete. Even if two companies sell the same item, customers will return to the one that treats them better. Therefore, positive relations are vital for keeping customers and growing revenue.

WHY POSITIVE CUSTOMER RELATIONS MATTER



Builds trust and respect



Creates emotional connection



Customers return to the company



Increases loyalty and revenue

Key Takeaway

Good products may attract customers once, but good relations keep them for a lifetime.



- 3** How do you feel about the integration of AI in customer service? Does it make the necessity of human intervention obsolete?

Artificial intelligence is a very helpful tool that gives instant support and handles normal, routine questions easily. However, it does not make the need for humans obsolete. Hard problems, technical errors, and emotional issues still need human care, empathy, and deep understanding. AI works best when it frees up human staff to focus on complex tasks. True connection and problem-solving still require a human touch.

AI IN CUSTOMER SERVICE



- ✓ Instant responses
- ✓ Handles routine questions
- ✓ Available 24/7
- ✓ Saves time and effort

A powerful and efficient tool

HUMAN INTERVENTION IS IRREPLACEABLE



- ✓ Solves complex problems
- ✓ Shows empathy and care
- ✗ Understands emotions
- ✗ Builds real relationships

A trusted and human touch

BUT



The best customer service is a perfect blend of AI efficiency and human empathy.



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Exercise D: Situation-Based Questions (05 Marks)

- 1** A customer of the sports shoes company where you work likes a pair of running shoes for their colour, but you know the company offers another option of a higher quality that is more suited to the task. How would you handle this situation?

You should politely explain why those colored shoes may not work well for heavy running. Suggest a better option and point out its comfort, strength, and superior design. Give them clear facts and product details to back up your advice. However, stay respectful and open to compromise if they still want their first choice. Customer satisfaction and honest guidance matter most.

HOW I WOULD HANDLE IT

1. Understand the customer's preference and listen carefully.
2. Explain why another option is better for heavy running.
3. Highlight benefits: comfort, strength, and superior design.
4. Provide facts and product details to support my advice.
5. Respect their decision and be open to compromise.



GOAL

Help the customer make the right choice while ensuring their satisfaction.

- 2** The official website of the clothing company you work for is promising a gift voucher to customers who bought apparel worth ₹ 5,000 or more. However, some angry customers call you to say that the offline store is claiming the offer has expired even though there is no change on the website. How would you handle this situation?

Listen calmly and patiently while the angry customers explain the problem. Acknowledge the confusion caused by the mismatch between the website and the physical store. Honor the gift voucher immediately to maintain trust and show respect to the buyers. Then, inform management right away so they can update both online and offline channels. Fixing the communication gap quickly prevents further complaints.

STEPS I WOULD TAKE

1. Listen calmly and understand the issue.
2. Acknowledge the confusion and apologize.
3. Honor the gift voucher immediately.
4. Inform management immediately.
5. Ensure both website and store are updated.



OUR GOAL

Resolve the issue quickly, maintain trust and ensure a smooth experience.

- 3** A customer who has bought a modem from your company calls you to say that their device is not functioning and their internet is getting disconnected constantly. How would you handle this situation?

Use active listening to let the customer explain the whole issue without stopping them. Show genuine empathy for their trouble and frustration. Use your product knowledge to guide them calmly through simple troubleshooting steps. If the modem is truly broken, arrange a fast replacement or send a technician to fix it. Solving the problem efficiently turns a frustrated user into a satisfied customer.

HOW I WOULD HANDLE IT

1. Listen actively and let them explain fully.
2. Show empathy and understand their frustration.
3. Guide them through simple troubleshooting.
4. If issue persists, arrange replacement or technician visit.
5. Follow up to ensure the problem is fully resolved.



OUTCOME

Quick resolution builds satisfaction and long-term customer loyalty.



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