



THIRD YEAR B.COM BCCCON301 COMMERCIAL COMMUNICATION - III

Academic
Writing

referencing
quoting
synthesising
reflection
purpose
originality
spelling
structure
vocabulary
punctuation
audience
summarising
style
paraphrasing
grammar
language



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On the occasion of the birth anniversary of Babasaheb Ambedkar, the Gujarat government secured a quiet place with the latest convenience for University, and erected a building with all the modern amenities named 'Jyotirmay' Parisar. The Board of Management of the University has greatly contributed to the making of the University and will continue to this by all the means.

Education is the perceived capital investment. Education can contribute more to improving the quality of the people. Here I remember the educational philosophy laid down by Shri. Swami Vivekananda:

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With all these efforts, Dr. Babasaheb Ambedkar Open University is in the process of being core centre of Knowledge and Education and we invite you to join hands to this pious *Yajna* and bring the dreams of Dr. Babasaheb Ambedkar of Harmonious Society come true.

Prof. (Dr.) Ami Upadhyay
Vice Chancellor
Dr. Babasaheb Ambedkar Open University
Ahmedabad

Editor

Prof. (Dr.) Ami Upadhyay
Vice Chancellor
Dr. Babasaheb Ambedkar Open University, Ahmedabad

Programme Advisory Committee

Prof. (Dr.) Ami Upadhyay
Vice Chancellor
Dr. Babasaheb Ambedkar Open University, Ahmedabad

Prof. (Dr.) Jagdish Joshi
UGC, HRDC
Gujarat University, Ahmedabad

Prof. (Dr.) Nigam Dave
Director, School of Liberal Studies
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Reviewers

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Gujarat University, Ahmedabad

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Gujarat University, Ahmedabad

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Veer Narmad South Gujarat University, Surat

Dr. Dushyant Nimavat
Gujarat University, Ahmedabad

Content Writers

Dr. Iros Vaja
Dr. Anil Kinger
Dr. Pratima Shah
Dr. Deepak Mashru
Mr. Akash Joshi

Programme Coordinator

Dr. Nikita D. Gadani
Dr. Babasaheb Ambedkar Open University, Ahmedabad

Publisher

Dr. Bhavin Trivedi
Registrar (I/c), Dr. Babasaheb Ambedkar Open University, Ahmedabad

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BCCCON301

COMMERCIAL COMMUNICATION III

Block

1

Unit 1

Business/ Workplace/ Official Jargons	01
---------------------------------------	----

Unit 2

Comprehension of Unseen Paragraph	14
-----------------------------------	----

Unit 3

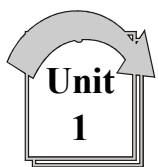
Group Discussion	28
------------------	----

Unit 4

Interview Skills	45
------------------	----

Unit 5

Presentation strategies	63
-------------------------	----



BUSINESS/ WORKPLACE/ OFFICIAL JARGONS

: STRUCTURE :

1.0 Objectives

1.1 Introduction

1.2 Concept and Meaning of Jargon

1.3 Business Jargons

1.4 Workplace Jargons

1.5 Jargons related to Share Market / Stock Market

1.6 Most Commonly used Business Acronyms

1.7 Let Us Sum Up

1.8 Books Suggested

Answers

1.0 OBJECTIVES

After going through this unit, you will be able to,

- get meaning and concept of jargon
- understand business jargons
- understand workplace jargons
- understand official jargons

1.2 INTRODUCTION

The word ‘jargon’ has deep roots in the Latin language as well in the Middle English. It is believed that the jargon has derived from the Latin word “gaggire” which means to “chatter” which was used to describe as a speech which the listeners fail to understand. Jargon also believed to be derived from the Middle English word “*jargounen*” which means to chatter.

Every profession and section has its own unique method of working and disseminating information and it is preferred too hence the people involved with the concerned profession or section use the technical words of that respective department which make sense to the routine communication and at the same time common people do not understand what has been conveyed. In this way, they do not need to use other language and by using the technical words they communicate.

1.3 CONCEPT AND MEANING OF JARGONS

Jargons are the technical words used to communicate with the people. As mentioned earlier, every profession, every subject and every section of the society is different and they differ through the language they use rather the technical words that they use. Sometimes these technical words sound like slang words too.

Commercial Communication 3

In order to magnify the meaning of Jargon, let's refer the following meanings:

1. According to Cambridge Dictionary, "Special words and phrases that are used by particular groups of people, especially in their work."
2. According to Oxford Dictionary, "Special words or expressions used by a profession or group that are difficult for others to understand."
3. According to Urban Dictionary, "Speech or writing having unusual or pretentious vocabulary, convoluted phrasing, and vague meaning."

CHECK YOUR PROGRESS 1

ANSWER THE FOLLOWING QUESTIONS IN BRIEF.

1. From which language has the word "jargon" been derived?

.....
.....
.....

2. What is the definition of Jargon according to Oxford Dictionary?

.....
.....
.....

3. What is the simple meaning of Jargons?

.....
.....
.....

1.4 LIST OF BUSINESS JARGONS

- **Acquire** v [T] if one company acquires another, it buys it acquisition n [C] when one company buys another or part of another company, or the company or part of a company that is bought advertising campaign n [C] an organization's programme of advertising activities over a particular period with specific aims, for example an increase in sales or awareness of a product.
- **Agenda** n [C] a list of the subjects to be discussed at a meeting.
- **AOB** n [U] any other business; the time during a meeting when items not on the agenda can be discussed.
- **Asset** n [C] something belonging to an individual or a business that has value or the power to earn money.
- **Balance sheet** n [C] a document showing a company's financial position and wealth at a particular time. The balance sheet is often described as a 'photograph' of a company's financial situation at a particular moment.
- **Bank statement** n [C] information sent regularly by a bank to a customer, showing the money that has gone into and out of their account over a particular period.

- **Benchmark** n [C] something that can be used as a comparison to judge or measure other things.
- **Benefits package** n [C] the total amount of pay and all the other advantages that an employee may receive such as bonuses, health insurance, a company car etc.
- **Bid** n [C] an offer to buy something, for example a company in a takeover, or the price offered.
- **Billboard** n [C] a large sign used for advertising. Billboards are usually called hoardings.
- **Blueprint** n [C] a plan for achieving or improving something.
- **Bonus** n [C] an extra amount of money added to an employee's wages, usually as a reward for doing difficult work or for doing their work well.
- **Brand loyalty** n [U] the degree to which people buy a particular brand and refuse to change to other brands.
- **Broker** n [C] a person or organization whose job is to buy and sell shares, currencies, property, insurance etc. for others.
- **Cash flow** n [U] the amounts of money coming into and going out of a company.
- **Chair** n [singular] the position of being the chairman of a company or organization or the person who is chairman, the position of being in charge of a meeting or the person who is in charge of it.
- **Chief Executive Officer (CEO)** n [C] usually singular, the manager with the most authority in the day to day management of a company, especially in the US. The job of CEO is sometimes combined with others, such as that of president.
- **Collapse** v [I] if a company, organization, or system collapses, it suddenly fails or becomes too weak to continue.
- **Commission** n [C,U] an amount of money paid to someone according to the value of goods, services, investments etc. they have sold.
- **Compensation** n [U] an amount paid to someone because they have been hurt or harmed in some way, the total of pay and benefits for an employee, especially a high-level manager.
- **Competitive advantage** n [C] something that helps you to be better or more successful than others.
- **Copycat product** [C] a product that copies a competitor's idea for a product.
- **Counterfeit**[adj] made to look exactly like something else, usually illegally.
- **Customs** n [U] the government department responsible for collecting the tax on goods that have been brought into the country and making sure that illegal goods are not imported or exported.

Commercial Communication 3

- **Deceit** n [C,U] when someone tries to gain an advantage for themselves by tricking someone, for example by making a false statement.
- **Defect** n [C] a fault or the lack of something that means that a product etc is not perfect.
- **Dumping** n [U] the activity of selling products in an export market cheaper than in the home market, or cheaper than they cost to make, usually in order to increase market share.
- **Etiquette** n [U] the formal rules for polite behavior.
- **Fiddle** n [C] a dishonest way of getting money or not paying money.
- **Flaw** n [C] a 1 mistake or weakness in a machine, system etc. that prevents it from working correctly.
- **Free port** n [C] a port where import duty does not have to be paid on imports that are to be sent to another country to be sold, or used to manufacture goods that will be sold abroad.
- **Goodwill payment** n [C] a payment made by a supplier to a customer because of a problem the customer has had, for example with quality or late delivery of goods
- **Hot-desking** n [U] when people working in an office do not have their own desk, but work where there is one available.
- **Tariff** n [C usually plural] a tax on goods coming into a country or going out of it.
- **Turnover** n [singular] the amount of business done in a particular period, measured by the amount of money obtained from customers for goods or services that have been sold.
- **Whistleblower** n [C] someone working for an organization who tells the authorities that people in the organization are doing something illegal, dishonest, or wrong.
- **Zero defects** n [plural] the aim of having no faults at all in products that are produced.

CHECK YOUR PROGRESS 2

MATCH THE FOLLOWING JARGONS WITH THEIR MEANINGS

Business Jargons		Meaning		Answer
1	Hot-desking	A	any other business	1
2	Fiddle	B	a dishonest way of getting money or not paying money	2
3	AOB	C	a plan for achieving	3
4	Tariff	D	when people working in an office do not have their own desk	4
5	Blueprint	E	a tax on goods coming into a country	5

1.5 LIST OF WORKPLACE JARGONS

- **Actionable:** Something that you can take action on.
- **Baked in:** Built into
- **Career-limiting move:** Doing something bad that could limit any future promotions.
- **Deep dive:** Examining a business proposal or results in great detail.
- **Eat the elephant one bite at a time:** To break a large task into smaller ones.
- **Flavor of the month:** Latest management fad hitting the business landscape.
- **Gain traction:** Become more popular.
- **Herding cats:** Managing a group of people who don't necessarily want to be managed.
- **In the cards:** It is inevitable.
- **Jockey for position:** To try to move yourself, your company, or your products into a better position than your competition.
- **Kudos:** Congratulations.
- **Low-hanging fruit:** Easiest targets or goals to accomplish with minimal effort.
- **Marinate:** To privately consider an idea further.
- **Ninth inning:** At the last minute.
- **On the same page:** When two or more people are in agreement.
- **Passes the smell test:** Something that is morally acceptable.
- **Quick fix:** Putting a temporary patch on a broken process or system.
- **Reinventing the wheel:** Develop something that's already been done before.
- **Scuttlebutt:** Gossip.
- **Think outside the box:** Thinking outside your standard paradigm in uncommon ways in hopes of arriving at a creative idea or solution.
- **Upshot:** The final outcome.
- **Verbiage:** The use of too many unnecessary words.
- **Whitewater change:** A fast-changing and unpredictable business environment.
- **Xerox:** A xerographic process, copying process.
- **Your take:** Another person's perspective or opinion.
- **Zombie project:** A project that never ends, no matter how hard you might try to kill it.

CHECK YOUR PROGRESS 3

WRITE THE MEANING OF THE FOLLOWING WORDS.

Workplace Jargons		Meaning
1	Quick fix	
2	Upshot	
3	Ninth inning	
4	Kudos	
5	Your take	

1.6 MOST COMMON BUSINESS ACRONYMS

1.6.1 GENERAL

- BID: Break it down
- COB: Close of business
- EOD: End of day
- EOM: End of message
- EOT: End of thread
- EOW: End of week
- ETA: Estimated time of arrival
- FTE: Full-time employee
- FWIW: For what it's worth
- IAM: In a meeting
- IMO: In my opinion
- KISS: Keep it simple stupid
- LET: Leaving early today
- LMK: Let me know
- MoM: Month over month
- MTD: Month to date
- NIM: No internal message
- OOO: Out of office
- OT: Off topic
- OTP: On time password
- PA: Performance appraisal
- POC: Point of contact
- PTE: Part-time employee
- PTO: Paid time off
- NRN: No reply necessary

- NSFW: Not safe for work
- NWR: Not work related
- Re: Referring to
- RFD: Request for discussion
- SMART: Specific, measurable, attainable, realistic, time-bound
- SME: Subject matter expert
- TED: Tell me, explain to me, describe to me
- TL;DR: Too long, didn't read
- TLTR: Too long to read
- TOS: Terms of service
- TYT: Take your time
- WFH: Work from home
- WIIFM: What's in it for me
- WOM: Word of mouth
- YTD: Year to date

1.6.2 FINANCE

- ACCT: Account
- AP: Accounts payable
- AR: Accounts receivable
- BS: Balance sheet
- CPU: Cost per unit
- CR: Credit
- DR: Debit
- EPS: Earnings per share
- FIFO: First in, first out
- IPO: Initial public offering
- LIFO: Last in, first out
- LWP: Leave without pay
- NAV: Net assets value
- P-card: Purchase card
- ROA: Return on assets
- ROE: Return on equity
- ROI: Return on investment
- P/E: Price to earnings
- P&L: Profit and loss

1.6.3 TECHNICAL, MARKETING, SALES, JOB AND DEPARTMENT TITLES

- API: Application program interface

Commercial Communication 3

- CPU: Central processing unit
- CSS: Cascading style sheet
- FTP: File transport protocol
- HTML: HyperText markup language
- HTTP: HyperText transfer protocol
- HTTPS: HyperText transfer protocol secure
- IM: Instant messaging
- IP: Internet protocol
- ISP: Internet service provider
- OS: Operating system
- QA: Quality assurance
- UI: User interface
- URL: Universal resource locator
- UX: User experience
- VPN: Virtual private network
- RAM: Random-access memory
- ROR: Ruby on Rails
- RSS: Rich site summary or really simple syndication
- WYSIWYG: What you see is what you get

MARKETING AND SALES

- AIDA: Attention, interest, desire, action
- B2B: Business to business
- B2C: Business to consumer
- BR: Bounce rate
- CMS: Content management system
- CPC: Cost per click
- CTA: Call to action
- CTR: Click through rate
- CR: Conversion rate
- CRM: Customer relationship management
- DM: Direct message or direct mail
- ESP: Email service provider
- GA: Google Analytics
- KPI: Key performance indicator
- PPC: Pay per click
- PV: Page view
- RFP: Request for proposal
- ROS: Run of site

- RT: Retweet
- SaaS: Software as a service
- SEO: Search engine optimization
- SM: Social media
- SMB: Small to medium business
- SWOT: Strengths, weaknesses, opportunities, threats
- UV: Unique visitor

JOB AND DEPARTMENT TITLES

- BD: Business development
- CAO: Chief analytics officer
- CDO: Chief data officer
- CEO: Chief executive officer
- CFO: Chief financial officer
- CIO: Chief information officer
- CMO: Chief marketing officer
- COO: Chief operating officer
- CPA: Certified public accountant
- CSO: Chief security officer
- CSR: Corporate social responsibility
- CTO: Chief technology officer
- CFP: Certified financial planner
- DOE: Depending on experience
- GC: General counsel
- HR: Human resources
- PM: Project manager
- PR: Public relations
- R&D: Research and development

(Source: <https://www.themuse.com>)

CHECK YOUR PROGRESS 4

STATE WHETHER THE FOLLOWING SENTENCES ARE TRUE OR FALSE.

Sr.	Sentence	T / F
1	CSR stands for Communication Social Responsibility	
2	KPI stands for Key Performance Indicator	
3	SWOT stands for Strengths, Willingness, Options, Threats	
4	DM stands for Direct Message or Direct Mail	
5	CTO stands for Chief Technology Officer	

1.7 SHARE MARKET / STOCK MARKET JARGONS

- **Account day :** (pay day) The day on which the actual delivery of the securities and the payment are settled.
- **Advance:** Going up of prices, price – rise.
- **Above Par:** when the price of the share is higher than its face value.
- **Advices:** Information received from the other markets.
- **All In:** When the prices of the securities are going down.
- **All Out:** when the prices of the securities are going up.
- **Banging:** When securities are offered at low prices to bring down the price.
- **Bear covering:** When a bear is forced to purchase stock Bear Covering produce a Bullish Trend in the market.
- **Bear hammering:** When a bear (speculator) fails to discharge his obligations in the stock market, he is declared as a defaulter. His name announced with the striking of a hammer. So this is known as bear hammering. It shows a down trend.
- **Below Par:** the price of the share is lower than its face value.
- **Bolstered:** Supported.
- **Boom:** A period of extra – ordinary large/brisk business and rising prices.
- **Brisk Buying:** Many quick and large buying transactions.
- **Bullish Trend:** When the prices are rising, the market is said to have a bullish trend.
- **Buoyant:** The market is buoyant, when there is an upward trend in the prices.
- **Cash List:** List of shares sold on cash basis.
- **Chip Hardware:** Slightly better market.
- **Contango:** Charges paid for a share transaction continued beyond a certain period by a bull.
- **Cum dividend:** With Dividend.
- **Cum Right:** With right.
- **Dampened:** When the market is slack or having listless activity, it is said to have dampened.
- **Defunct:** A company which has been wound up.
- **Disinvestment selling:** When investors are selling holdings in the market to realise cash. This operation is said to disinvestments selling.
- **Drifted:** decreased in value.
- **Dwindled:** Prices dwindled means prices came down.
- **Erratic:** Irregular. At times, the prices of some shares show sudden rise or fall. This trend is known as erratic trend.
- **Erstwhile:** Former

- **Face value:** The normal value which is given on the face of the share certificate or the bond. Printed price of shares.
- **Floating stock:** When a share is unable to find buyers or when a seller is searching for a bidder, it is referred to as a floating stock.
- **Flutter:** Nervousness.
- **Gilt edged:** All governments securities are term gilt – edged because they are supposed to be most reliable.
- **Hovering:** Linger.
- **Jittery:** A quick fall in prices, panicky.
- **Jumpy:** When the price trend in the market is unsettled and irregular, it is known as jumpy.
- **Kerb Rates:** This refers to the price of the shares outside the stock Market. Often, business transaction is done outside the market and after official hours of business.
- **Meagre:** It means very small or insignificant.
- **Packet:** A large amount of stock.
- **PariPassu:** Simultaneously progress.
- **Pegged Market:** Situation created by interested parties in the stock market either by lending or without support to check the prices.
- **Recede:** When the prices begin to go down they are said to be receding.
- **Rig:** To keep the price artificially up to make a profit.
- **Sagging Prices:** This phrase shows the prices are coming down.
- **Scrappy:** Having limited transactions.
- **Settlement Date:** Date on which accounts for buying and selling are settled.
- **Slump:** Fall in the prices.
- **Spurt:** A sudden rise in the prices of shares. “Equities Spurt” means “share prices shoot up”, prices show a marked increase or steep rise.
- **Stock:** Capital of a company in the form of shares, supply of goods ready for sale.
- **Stop – Loss Order or Cutting-the-loss-Order:** This is the instruction given by the speculator to his broker to limit his loss when the prices are going down.
- **Stray Support:** When a share is bought or sold at random by any odd persons or group, it is known as stray support.
- **Thin Dealings:** When trading is slack in the market or trading is slack in a particular share there is said to be thin dealing.
- **Underwriter:** A person or a firm who for a consideration guarantees to take up shares not applied for by the public.

Commercial Communication 3

- **Uneventful:** Where there is no remarkable happening in the market or trading is dull or fluctuations in shares are narrow, the happening is uneventful.
- **Unquoted:** Unquoted securities are those which do not appear on the official Stock Exchange List.
- **Volatile Scripts:** Shares of which prices change quickly.

CHECK YOUR PROGRESS 5

WRITE THE MEANING OF THE FOLLOWING WORDS.

Workplace Jargons		Meaning
1	Banging	
2	Defunct	
3	Jittery	
4	Volatile Scripts	
5	Chip Hardware	

1.6 LET US SUM UP

In this unit, we have, in this unit, discussed business jargons, workplace jargons, most commonly used business acronyms and technical words related to share market.

1.7 BOOKS SUGGESTED

- The Ridiculous Business Jargon Dictionary: The world's most cringe-worthy business jargon, disambiguated. by Matthew Irwin
- 500 Words You Should Know Hardcover – 25 Sep 2014 - by Caroline Taggart
- <https://nptel.ac.in/courses/109106066/module1/lecture1/lecture1.pdf>
- <https://dictionary.cambridge.org/dictionary/english/jargon>
- https://www.pearson.ch/download/media/9781405881357_Glossary_ML_Int.pdf

ANSWERS

CHECK YOUR PROGRESS 2

1 – D, 2 – B, 3 – A, 4 – E, 5 - C

CHECK YOUR PROGRESS 3**Business/ Workplace/
Official Jargons**

Workplace Jargons		Meaning
1	Quick fix	Putting a temporary patch on a broken process or system.
2	Upshot	The final outcome
3	Ninth inning	At the last minute
4	Kudos	Congratulations
5	Your take	Another person's perspective or opinion.

CHECK YOUR PROGRESS 4

1 – F, 2 – T, 3 – F, 4 – T, 5 – T

CHECK YOUR PROGRESS 5

Workplace Jargons		Meaning
1	Banging	When securities are offered at low prices to bring down the price.
2	Defunct	A company which has been wound up.
3	Jittery	A quick fall in prices, panicky.
4	Volatile Scripts	Shares of which prices change quickly.
5	Chip Hardware	Slightly better market.

STRUCTURE :

- 2.0 Objectives**
- 2.1 Introduction**
- 2.2 Techniques of Reading Unseen Passages**
- 2.3 Learning to Comprehend**
- 2.4 Let Us Sum Up**
- 2.5 Books Suggested**

Answers

2.0 OBJECTIVES

The aim of this unit is to help you understand different unseen passages and paragraphs in English. We shall introduce you to different techniques that help you comprehend the passages, sentences and words that go into the making of a paragraph.

We shall also practice exercise in reading comprehension and the techniques of answering small questions that appear at the end of the paragraph.

After you have completed this unit you will be able to:

- *Understand/Comprehend the meaning of the given paragraph
- *Extract the information from the paragraph as needed
- *Write small answers of the questions given under each passage

STUDY GUIDE

To help you understand the paragraphs given as examples, we have provided a glossary at the end of some paragraphs, as well as some suggestions to reach the meaning of the given text in addition to the questions on reading comprehension and vocabulary. You should try to answer all these questions, as they will help you understand the paragraphs better.

2.1 INTRODUCTION

Mastering the art of understanding the unseen write-ups is essential to any field of life activities. It requires certain amount of concentration and a little practice. This unit is prepared keeping in view the same.

Gradually, you will learn to understand the paragraphs in a step-by-step manner. You will also be able to skim through the text and extract some necessary material from the paragraph, as required.

In order to understand the unseen passage, first of all, let us try to understand how paragraphs are written.

A paragraph is normally written with a theme or central idea running through it. Sometimes the topic of the paragraph is in the beginning and sometimes it may appear in the middle of it. Many times, it may be written at the end of the

paragraph as the summing up statement. The other relevant material is spread among different sentences. We should look for all these things very closely and attentively. If you are aware of these systems, then, it will also help you develop your own paragraphs in fluent English.

2.2 TECHNIQUES OF READING UNSEEN PASSAGES

EXAMPLE 1

The vast majority of people, wherever they live and whatever their occupation, come in contact with animals in one way or another and have to deal with them. It is obvious that the hunter has to know the ways of his quarry, that the farmer must be aware of the habits of his farmyard animals and of creatures that damage his crops; that the fisherman must know when and where to find his fish and how to outwit them. Even the modern city dweller meets animals. He may want to ward off roaches in the kitchen or he may keep a dog or a bird and grow familiar with the way his pets behave. All over the world, among primitive tribes as well as in modern society, there are those who delight in the observation of animals, and there is growing awareness of the fact that sharing our world with our fellow creatures is like travelling together—we enjoy being surrounded by other beings who, like ourselves, are deeply absorbed in the adventure of living. There is a growing sense of marvel and also of affinity.

Key Words:

Contact (n.): the condition of meeting or coming together

Quarry (n.): an animal or bird which is being hunted

outwit (v.): win by being cleverer

City-dweller (n.): one who lives in the city

roaches (n.): informal word for ‘cockroaches’

absorbed (v., adj.): interested, engrossed, engaged

marvel (n.): wonder

Affinity (n.): close connection

Note: n. = noun, v. = verb, adj. = adjective

UNDERSTANDING BY INFERENCE (GUESS)

Mark the sentence

...that the farmer must be aware of the habits of his farmyard animals and of creatures that damage his crops;..

The word ‘creature’ in the quote above might be new to you. How will you understand that? You can understand that word by understanding the nearby words. For instance, you can think about various references around that word.

Does it say anything about farming practices? No.

Does it say anything about the farmer’s clothes? It can’t be so.

Does it have anything to say about animals? Yes. Because, the whole paragraph discusses something about men and animals.

Commercial Communication 3

Therefore, the word “creature” has something related to animals. The safest inference (guess) could be, therefore:

Creature = animal

Similarly, can you guess the meanings of some other words in the paragraph?

PRIMARY EXERCISE (WARM UP EXERCISE):

(Try to guess the nearest meaning from the options given below)

Let us try.

- ‘ward off’ is equal to:

- (1) kill
- (2) control
- (3) keep away

- ‘beings’ is equal to:

- (1) animals
- (2) people
- (3) neighbours

Thus, you may try this technique in your practice. However, it may not always be successful. You should develop a habit of keeping a dictionary by your side. These days you can also think of having one in your smart phone as an app. Keep adding some words daily to your memory. That will help.

SELF-CHECK EXERCISE 1

READ THE ABOVE GIVEN PARAGRAPH AGAIN AND ANSWER THE FOLLOWING QUESTIONS.

1. What title would you like to give this paragraph?
.....
.....
.....
2. Why does the hunter need to know “the ways of his quarry”?
.....
.....
.....
3. Give two examples of how a modern city-dweller comes in contact with animals.
.....
.....
.....
4. Are animals always a source of pleasure for men? Which words tell you that sometimes they are not?
.....
.....
.....

5. Say, by checking, whether the following are true or false:
 1. People, modern or otherwise, take joy in looking at animals.
 2. It is not important whether fishermen know very well the habits of their fish.
6. Find equivalents of the nouns

wonder _____

relationship _____

2.3 LEARNING TO COMPREHEND (More Examples)

EXAMPLE 2

We live on the planet Earth, a ball of rock 12,750 km in diameter. Like all the planets, the Earth rotates on its axis and orbits the sun. But the earth is not alone. It has a companion on its travels—the moon—which orbits the Earth once a month. But the two worlds are very different. The Moon is a dead planet. It has no volcanoes or geological activity; it is airless, waterless and lifeless. The Earth on the other hand, is lush and fertile. It supports millions of living things—plants, insects, birds, animals and human beings. It has fascinating erupting volcanoes. Since the moon has no atmosphere to protect it, its surface is heated to 105° C during its day, and cools to –155° C at night. In contrast, the Earth is covered by an atmosphere which we can breathe, and which also keeps the temperature quite constant.

Key Words:

Rotates: turns around a fixed point

Axis: an imaginary line around which a spinning body moves.

Orbits: goes around

Volcanoes: mountains with large openings at the top through which melting rock, steam, gases, etc. escape from time to time with great force from inside the earth

Geological activity: activity which relates to the physical changes in the structure of the earth, especially relating rock, soil etc.

Lush: thickly and healthily growing (especially plants)

Erupting: exploding and pouring out fire

SELF-CHECK EXERCISE 2

1. Which two elements are compared in this paragraph?

.....

.....

.....

2. What is the topic sentence?

.....

.....

.....

**Commercial
Communication 3**

3. FILL IN THE GAPS IN THE FOLLOWING TABLE TO SHOW THE CONTRAST BETWEEN THE MOON AND THE EARTH.

The Moon	The Earth
1.....	1. lush and fertile
2.....	2. has volcanoes
3. airless, waterless and lifeless	3.....
4.....	4. has atmosphere
5. very hot during the day and very cold during the night	5.....

4. CHOOSE THE CORRECT MEANINGS FOR THE FOLLOWING FROM THOSE GIVEN IN THE BRACKETS.

(reptile, friend, enemy, productive)

companion: _____

fertile: _____

EXAMPLE 3

NOW READ THE FOLLOWING PARAGRAPH AND ANSWER SIMPLE QUESTIONS ON YOUR OWN:

Sleep

Experts say that people (adults) need at least 6 hours of sleep every night. If they do not get enough sleep they will feel sleepy the whole day. Younger kids need at least 9 hours of sleep every night. After-school activities can take away from sleep time for kids. Also, parents with busy life styles stay up late and their kids do the same. Kids with little sleep have hard time sleeping at night and this will affect their daily routine and make them less active and productive through the day in school. Most parents are not aware of what goes on when their kids go to sleep and how the brain works when we are asleep. Many people think that the brain shuts down when we go to sleep but it is the opposite. Experts say that the brain is very active when we are asleep and could be even more active than when we are awake. Experts recommended at least 6 hours of sleep for adults and 9 hours of sleep for young children. They say that sleep is an essential not a comfort and it can increase your life expectancy.

(Adapted from <https://www.eslpages.com/skills/reading/>)

SELF-CHECK EXERCISE 3

ANSWER THE FOLLOWING QUESTIONS IN BRIEF.

1. How many hours of sleep should an adult sleep at night?

.....
.....

2. How many hours of sleep should little children sleep at night?

.....
.....

3. Can sleep affect life expectancy?
.....
.....
4. Is sleep an essential or a comfort?
.....
.....
5. According to experts is the brain active when we are asleep?
.....
.....
6. What does after – school activities do to our sleep?
.....
.....

EXAMPLE 4

As you have read, scientific knowledge was in a highly advanced stage in ancient India. In keeping with the times, Medical Science was also highly developed. Ayurveda is the indigenous system of medicine that was developed in Ancient India. The word Ayurveda literally means the science of good health and longevity of life. This ancient Indian system of medicine not only helps in treatment of diseases but also in finding the causes and symptoms of diseases. It is a guide for the healthy as well as the sick. It defines health as an equilibrium in three doshas, and diseases as disturbance in these three doshas. While treating a disease with the help of herbal medicines, it aims at removing the cause of disease by striking at the roots. The main aim of ayurveda has been health and longevity. It is the oldest medical system of our planet. A treatise on Ayurveda, AtreyaSamhita, is the oldest medical book of the world. Charak is called the father of ayurvedic medicine and Susruta the father of surgery. Susruta, Charak, Madhava, Vagbhatta and Jeevak were noted ayurvedic practitioners. Do you know that Ayurveda has lately become very popular in the western world? This is because of its many advantages over the modern system of medicine called Allopathy, which is of western origin.

(Adapted from: <https://nios.ac.in/media/documents/SecIHCour/English/CH.15.pdf>)

SELF-CHECK EXERCISE 4

1. Scan/Skim through the paragraph and find out how many Ayurveda Medical Scientists are mentioned here. Write their names here below:

_____	_____
_____	_____
_____	_____

Commercial Communication 3

2. Now, try to explain the meanings of the following words. We have provided some clues for your help.

Ancient:(Clue- as against modern)

Indigenous:(Clue- as against foreign, not our own)

Equilibrium:.....(clue- as against imbalance)

3. What is Ayurveda?

.....
.....
.....

4. How is health defined in Ayurveda?

.....
.....
.....

5. What is the main goal of Ayurveda?

.....
.....
.....

EXAMPLE 5

Through exploration of the humanities we learn how to think creatively and critically, to reason, and to ask questions. Because these skills allow us to gain new insights into everything from poetry and paintings to business models and politics, humanistic subjects have been at the heart of a liberal arts education since the ancient Greeks first used them to educate their citizens. Research into the human experience adds to our knowledge about our world. Through the work of humanities scholars, we learn about the values of different cultures, about what goes into making a work of art, about how history is made. Their efforts preserve the great accomplishments of the past, help us understand the world we live in, and give us tools to imagine the future. Today, humanistic knowledge continues to provide the ideal foundation for exploring and understanding the human experience. Investigating a branch of philosophy might get you thinking about ethical questions. Learning another language might help you gain an appreciation for the similarities in different cultures. Contemplating a sculpture might make you think about how an artist's life affected her creative decisions. Reading a book from another region of the world, might help you think about the meaning of democracy. Listening to a history course might help you better understand the past, while at the same time offer you a clearer picture of the future.

(Adapted from: <http://shc.stanford.edu/why-do-humanities-matter>)

Key Words:

Exploration: examination, study, research

Humanities; (study of) civilizations, human race

Creatively: imaginatively, inventively

Critically: judiciously, analytically

Reason(v.): argue, debate, discuss

Culture: a bunch of philosophies, languages, principles, beliefs being followed by peoples' groups

Contemplating: thinking deeply

Sculpture: statue, carving

Ethical: moral, upright, fair

SELF-CHECK EXERCISE 5

1. Why is the study of humanities important?

.....
.....
.....

2. Who began first the teachings of humanities?

.....
.....
.....

3. Which are the fields of study under the umbrella of humanities?

.....
.....
.....

4. Give two examples how humanities change our thinking.

.....
.....
.....

5. What do we learn about cultures?

.....
.....
.....

Now study this longer passage and select your answers for the questions with the multiple choice. Notice also, how much time you take to complete this exercise. The more you practice, the shorter time span should be required for such exercises.

EXAMPLE 6

Vegetables are important protective food and highly beneficial for the maintenance of health and prevention of disease. They contain valuable food ingredients which can be successfully utilized to build- up and repair the body. Vegetables are valuable in maintaining alkaline reserve in the body.

They are valued mainly for their high vitamin and mineral contents. Vitamins A, B and C are contained in vegetables in fair amounts. Faulty cooking and prolonged careless storage can, however, destroy these valuable elements. There are different kinds of vegetables. They may be edible roots, stems, leaves, fruits and seeds. Each group contributes to diet in its own way. Roots are high in energy value and good sources of vitamin B group. Seeds are relatively high in carbohydrates and proteins. Leaves, stems and fruits are excellent sources of minerals, vitamins, water and roughage. It is not the green vegetables only that are useful. Farinaceous vegetables consisting of starchy roots such as potatoes, sweet potatoes, the tubers and legumes are also valuable. They are excellent sources of carbohydrates and provide energy to the body. To derive maximum benefits of their nutrients, vegetables should be consumed fresh as far as possible. Most vegetables are best consumed in their natural raw state in the form of salads. An important consideration in making salads is that the vegetables should be fresh, crisp and completely dry. If vegetables have to be cooked, it should be ensured that their nutritive value is preserved to the maximum extent possible. The following hints will be useful in achieving this:

- (i) The vegetables, after thorough wash, should be cut into as large pieces as for as possible.*
- (ii) The cut pieces should be added to water which has been brought to boiling point and to which salt has been added. This is necessary to avoid loss of B-complex vitamins and vitamin C.*
- (iii) Only bare minimum water necessary to cover vegetables should be used. Spinach and other tender greens need no water.*
- (iv) Vegetables should not be exposed to atmospheric air. They should be covered tightly while cooking*
- (v) They should be cooked for as short a time as possible. They should be cooked till they are just soft to the touch for easy digestion.*
- (vi) They should be served hot.*

To prevent loss of nutrients in vegetables, it would be advisable to steam or boil vegetables in their own juices on a slow fire and the water or cooking liquid should not be drained off. If the vegetables are boiled hard and for a long time in a large quantity of water, they would lose their nutritive and medicinal values. No vegetable should be peeled unless it is so old that the peeling is tough and unpalatable. In most root vegetables the largest amount of minerals is directly under the skin and these are lost if vegetables are peeled. Soaking of vegetables should also be avoided if taste and nutritive value are to be preserved. Finally, vegetables should not be cooked in aluminium utensils. Aluminium is a soft metal and is acted upon by both food acids and alkalis. There is scientific evidence to show that tiny particles of aluminium from foods cooked in such utensils enter the stomach and that the powerful astringent properties of aluminium injure the sensitive lining of the stomach, leading to gastric irritation, digestive and intestinal ailments. An intake of about 280 grams of vegetables per person is considered essential

for maintenance of good health. Of this, leafy vegetables should constitute 40 per cent, roots and tubers 30 per cent and the other vegetables like brinjals, ladies finger the remaining 30 per cent.

(Adapted from: http://www.kvwarangal.org/admin/downloads/1565821188xi_engl_support_material-kvs_guwahati_regn.pdf)

- Q.1. How are vegetables important for us?
- a. They build up and repair the body
 - b. Give us energy
 - c. They are tasty
 - d. Highly beneficial when we fall ill
- Q.2. What do farinaceous vegetables consist of?
- a. Proteins
 - b. Starchy roots
 - c. Vitamins
 - d. Energy
- Q.3. How does cooking in aluminium utensils affect the body of consumers?
- a. Causes day blindness
 - b. Causes heart attack
 - c. Causes kidney failure
 - d. Injures the sensitive lining of the stomach.
- Q.4. How does salt work to sustain the value of vegetables while boiling?
- a. By retaining B complex vitamin & Vitamin C
 - b. By adding the energy level
 - c. By enhancing the nutrient value
 - d. By adding taste
- Q.5. Find the word which means: 'to remove the skin from vegetable or fruit.
- a. to soak
 - b. to peel
 - c. scratch
 - d. to expose
- Q.6. How much vegetables do a person need for good health?
- a. 280 grams
 - b. 40% leafy & 30% tubers & roots
 - c. As much as they can eat
 - d. Maximum brinjals& ladies' fingers

EXAMPLE 7

NOW, STUDY THE FOLLOWING NEWSPAPER REPORT CLOSELY AND AGAIN SELECT YOUR ANSWER FOR THE QUESTIONS GIVEN HERE BELOW.

New Delhi: AtithiDevoBhavah. To make visitors to the city feel welcome during the Commonwealth Games, India Tourism Development Corporation (ITDC) is set to train taxi and auto drivers, CISF personnel posted at monuments, dhaba owners, hotel staff etc. Participants will be taught English as well as courtesy and ways to communicate with tourists. At present, there is a shortage of trained guides in the city and with Commonwealth Games drawing close, the issue has to be addressed promptly.

With hundreds of historical sites to visit and each monument boasting its own unique history, foreign nationals are often left to fend for themselves and depend on tourist books and brochures for information. Language is another problem. Quite a contrast to facilities offered in tourist sites in western countries, where trained guides-proficient in several languages-are easily available to aid visitors apart from group-guided trips at regular intervals. Although the Archeological Survey of India (ASI) plans to introduce audio guide services in five languages at some world heritage sites our experts point that not a single monument or tourist place in the city has an interpretation centre where tourists can come and get all information pertaining to a particular site. ASI is also in the process of bringing out more brochures and guides for foreign visitors in the city. Experts say such facilities are crucial if the government wants to promote Delhi as a 'heritage city'. Various agencies like INTACH are also involved in the plans.

Under ITDC's plans, etiquette training for the Games will also be provided to residents who offer rooms to foreigners under Delhi government's bed and breakfast scheme. "House-owners will be given hospitality related training and a brief of Indian tourism scenario. Most visitors generally question their hosts on information about the city so they will be provided information on the golden triangle- Delhi, Agra and Jaipur as well as where tourists should go visiting in Delhi," said an official.

(Adapted from: <https://cbseportal.com/english/english-communicative-class-ix-reading-comprehension>)

READ THE QUESTIONS GIVEN BELOW AND WRITE THE OPTION YOU CONSIDER THE MOST APPROPRIATE IN YOUR ANSWER SHEET.

- (a) What are the initiatives to be taken up by the India Tourism Development Corporation to make the visitors feel welcome during the Commonwealth Games ?
- (i) training of drivers, CISF personals, dhaba owners and hotel staff.
 - (ii) promoting the sale of tourist books and brochures.
 - (iii) arranging audio cassettes and tapes on tourism.
 - (iv) constructing more bed and breakfast homes.

- (b) How have the western countries managed to offer aid and better facilities to their tourists?
- (i) by providing good tourist books and brochures.
 - (ii) by providing well-behaved and courteous guides.
 - (iii) by training guides in several languages and group-guided trips at regular intervals.
 - (iv) by allowing foreign nationals to fend for themselves.
- (c) Apart from the guides and the guided tours, Archaeological Survey of India has expressed the need for establishing _____ at historical sites to help tourists.
- (i) interpretation centres.
 - (ii) rehabilitation centres.
 - (iii) cessation centres.
 - (iv) training centres.
- (d) What steps have been taken by ASI to promote Delhi as a heritage site?
- (i) making brochures very informative and training the residents.
 - (ii) bringing out more brochures and involving other agencies in planning and visitor management.
 - (iii) offering tourists all sources of comfort for their stay and visits to historical sites.
 - (iv) providing owners of bed and breakfast homes information about Delhi, Agra and Jaipur.
- (e) _____ are to be provided to residents who offer rooms to foreigners under ITDC's plan.
- (i) comfortable stay, friendly and hospitable treatment
 - (ii) etiquette training, hospitality treatment
 - (iii) better tourist guides and interpretation centres
 - (iv) visits to the golden triangle cities.

2.4 LET US SUM UP

The above given examples and exercises can help you understand, comprehend and write small answers for the questions that arise. However, that is not enough. You need to study as many passages as per your requirement. Concentration in reading anything new is the key to success. At the same time, keenness to keep adding new words to our own mental dictionary is also essential. Listening and reading more such things can enhance your ability in any language.

In the above passages we have discussed:

- The meaning of comprehension and their exercises
- Different examples for study
- Different techniques of handling the unseen paragraphs

Commercial Communication 3

- Various types of questions to answer

Now, compare your answers with the following and rectify wherever necessary:

2.5 BOOKS SUGGESTED

- High School English Grammar and Composition by Wren and Martin, revised by Dr.N.D.VPrasadaRao, 1995.
- Proficiency in Reading Comprehension by Ajay Singh, 2018.

ANSWERS

PRIMARY EXERCISE

1. ward off = keep away
2. beings = animals (here)

SELF-CHECK EXERCISE 1

1. Man's Contact with Animals (You may think of other titles)
2. So that he is better able to catch or kill the animal he is hunting.
3. 1. He wants to keep cockroaches away from the kitchen. 2. And, he may like to keep a dog or a bird as a pet.
4. No, 'He may ward off the roaches in his kitchen.'
5. 1. True....2. False
6. marvel; affinity

SELF-CHECK EXERCISE 2

1. The Moon, and the Earth.
2. 'But the two worlds are very different.'
3. The Moonthe Earth

1 dead planet	3 air supports life
2 no volcanoes	5 temperature fairly constant
4 no atmosphere	
4. friend; productive

SELF-CHECK EXERCISE 3

1. 6 hours
2. 9 hours
3. Yes, it can increase life expectancy.
4. Essential
5. Very active
6. It can take away from sleep time for kids.

SELF-CHECK EXERCISE 4

1. Charak; Susruta; Madhava; Vagbhatta; Jeevak.
2. Of old times; home grown, local, native
3. The word Ayurveda literally means the science of good health and longevity of life.

4. It defines health as an equilibrium in three doshas, and diseases as disturbance in these three doshas.
5. The main aim of ayurveda has been health and longevity.

SELF-CHECK EXERCISE 5

1. It gives us the ability to think creatively and critically, to reason and to ask questions.
2. The ancient Greek first used them to educate their citizens.
3. All arts, languages, business theories, politics, poetry, philosophy, history etc..
4. Investigating a branch of philosophy might get you thinking about ethical questions. Learning another language might help you gain an appreciation for the similarities in different cultures.
5. It helps us understand various similarities of different cultures.

SELF-CHECK EXERCISE 6

1. a
2. b
3. d.
4. a
5. b
6. a

SELF-CHECK EXERCISE 7

- (a) i
- (b) iii
- (c) i
- (d) ii
- (e) ii

(Note: The first two examples above have been adapted from FEG-2 FOUNDATION COURSE IN ENGLISH, IGNOU)



: STRUCTURE :

3.0 Learning Objectives

3.1 Introduction

3.2 Purpose of group discussion

3.3 A team and a group

3.4 Group discussion

3.5 Difference between a group and a team.

3.6 Why are group discussion skills important?

3.7 Nature and characteristics of a group discussion

3.8 Organisational group discussion

3.8.1 Brainstorming

3.8.2 Nominal group technique

3.8.3 Delphi technique

3.9 Group discussions which are a part of selection process

3.9.1 Characteristics of a group discussion for selection process

3.9.2 The evaluation criteria for selection – Knowledge level, Group communication skills, Group behaviour and Leadership skills

3.10 Body language in group discussion

3.11 Dos and Don'ts of group discussion

3.12 Let Us Sum Up

3.13 Key Words

3.14 BooksSuggested

Answers

3.0 LEARNING OBJECTIVES

To know the importance of Group discussion

To understand the nature and characteristics of Group discussions

To Learn the various techniques used in organisational group discussions

To identify the evaluation criteria in Group discussion for selection process

To become aware of the dos and don'ts of group discussions

3.1 INTRODUCTION

It is essential for a student to possess the skills required for group discussion. Group discussion is a process where in one person shares information with the other members of the group. There are group discussions techniques for organisations and group discussions which are a part of the selection process

for recruitment and admissions for higher studies. Group discussion helps one to summarise the information gained from the participants of a group. In general, each participant has to stimulate the ideas and thoughts within other participants and after a discussion collectively, the information gained becomes a sum of its individual parts. At the end of a discussion the group collectively comes to a conclusion.

3.2 PURPOSE OF GROUP DISCUSSION

- Share ideas, information and thoughts.
- Useful in decision making on important matters.
- Solving complex issues.
- Finding solutions for those issues which affect the organisation as a whole.
- To elaborate on any research/ work done and to get feedback over it.
- Arrive at conclusion in a democratic way

3.3 A TEAM AND A GROUP

When talking about a team one must very well understand that a team has set objectives. On the other hand a group is involved in discussing and in meeting the long term goals of an organisation. In a team every person is assigned specific duties/tasks to be completed, whereas a group develops itself as a team as and when the common purposes are well understood by all. A team is process based whereas a group is function based.

CHECK YOUR PROGRESS 1

1. How is a group different than a team?

Ans.

.....
.....
.....

2. What are the various purposes of a group discussion?

Ans.

.....
.....
.....

3.4 GROUP DISCUSSION

A group discussion can be defined as *a process that is a systematic oral interaction with a purpose*. The oral interaction could be an exchange of ideas, views, information and opinions over a topic, problem, issue or a situation between the members who share common objectives within a group. The potential of group discussion was first tapped by the Indian Defence Forces for the recruitment of candidates.

This is a mode of communication where in a group of 3 to 8 members meet each other face to face. They have free oral interaction where they share,

develop and discuss ideas equally with all. Many of the organisations across the globe use this mode of group communication for problem solving and decision making. Group discussion is also a tool for taking a personality test of candidates by evaluating them critically while recruiting them at positions of responsibility in the service sector and also for getting admission in professional institutes. The discussion could be on social, political and economic ones and could be formal and informal.

3.5 DIFFERENCE BETWEEN GROUP DISCUSSION AND DEBATE

A group discussion is different from a debate in terms of its nature, procedure and approach. A debate advocates a particular point of view where as a group discussion raises a particular issue for an exchange of thoughts in positive light. Debates are competitive where as group discussions are cooperative. In a debate the speaker can either speak for the topic or against the topic – a limited approach, where as in a group discussion the approach is not limited to a single point of view. A debate is more formal in terms of its procedure compared to a group discussion. Voting is done to take a decision in a debate where as a group discussion has to arrive on the group consensus.

3.6 WHY ARE GROUP DISCUSSION SKILLS IMPORTANT?

Irrespective of the position – be it a student, a professional, a job seeker or a company executive, one should possess the skills required to do an effective group discussion. Students participate in academic discussions, student meetings, in the interactions of the classrooms or selection group discussions for admission in professional courses. The people who are hunting for jobs have to participate in group discussions which are a part of the selection process. Even the professionals from various sectors need to attend meetings and be a part of professional discussions. And each of these situations requires the skill to take decisions and contribute significantly in the deliberation of a group.

Importance :

- An important skill for professional success.
- An effective tool for personality evaluation, problem solving and decision making.
- Supports in taking wise and effective decisions for the organization.
- Helps in increasing your persuasive ability.
- Helps you to maintain coordination and discipline with members of the group.

CHECK YOUR PROGRESS 2

1. Define group discussion.

.....

.....

.....

2. True or False
1. A GD is an oral interactive process.
2. Everyone must equally participate in a group discussion.
3. In a group discussion there is a systematic exchange of ideas.
4. A debate is a cooperative process.
5. A group discussion is a competitive process.

3.7 NATURE AND CHARACTERISTICS OF A GROUP DISCUSSION

Characteristics

GD is an exchange of ideas among the individuals of a group on a specific topic.

- Used as a reliable, testing device - as one of the tools to assess all the candidates from a group at one go - in order to select the best in comparison
- An informal discussion in which participants of the same educational standard / experience discusses a topic of current interest.
- GD is known as leaderless discussion. It means its aim is to find out the natural leadership level of the candidates.
- Conducted in a competitive mode.
- Helps you come across as a person with sound, logical reasoning and the ability to respect and accept another's viewpoint.

Nature

- The dynamics of the group will stimulate each participant to reveal his/her inherent natural leadership qualities in a spontaneous manner.
- As all the participants are rivals, there is bound to be competition and clash of interests among them.
- In this free for all act- you have to manage yourself and others and get the cooperation of the group by continuously relating to situations as they keep developing and changing.
- Each one in the group would be keen to top in the discussion, resulting in a good deal of rivalry and maneuvering for situations of advantage.
- GD is a verbal-oriented performance and you have to talk your way out with one's gift of the gab or power of expression. GD requires the verbal display of the knowledge of the candidate.
- Only if one remains alert by adapting himself / herself to the changing situations as they emerge, and only those who utilize the opportunities with enterprise, imagination and tact can come out successfully.
- Under GD circumstances, the conduct and behavior of each candidate will bring to the surface his / her natural leadership.

3.8 ORGANIZATIONAL GROUP DISCUSSIONS

The significant use of group discussions is for decision making. The members of the group which interacts with one another explain their ideas and arrive at a decision on a consensus. Group discussions are very helpful in solving complex issues that hamper the progress of an organisation. The traditional interactive groups that are a setup of the hierarchical chain within the organisation may at many a times promote a group think. In a group think there is great emphasis on sustaining the loyalty and maintaining unity. In this process one cannot think critically and open discussion is prevented. It could even be a possibility that the members within a group think may be pressurized into agreement. To avoid this, the following techniques can be used in organizations for decision making and problem solving:

3.8.1 Brainstorming

A method of generating as many ideas and perspectives as possible. This technique is as uncritical as possible because the free flow of ideas is restricted by criticism. The People involved in brainstorming are from diverse disciplines and must have different cultural and social backgrounds. This diversity is beneficial in the generation of novel ideas and solutions and unexpected insights and connections can be sought for any problem. The basic steps to conduct a brainstorming session are:

- Six to twelve persons form a group and sit around a table.
- The problem is clearly stated by the group leader so that each participant understands it.
- Every member suggests alternatives that come to his/her mind within a stipulated time.
- The alternatives may be recorded for discussion on a black/white board, flipchart or a note pad.
- There is no criticism allowed during discussion and analysis of the alternatives.

There are two types of brainstorming techniques - 1. Story boarding 2. Lotusblossom.

1. Storyboarding is used to identify the major issues in an organisation. These issues are brainstormed by each and every member of the group. The complex issues within an organisation can be solved through this technique.
2. Lotus blossom is the technique wherein a core thought is presented and every participant generates eight ideas which surround it in the way the petals of the lotus blossom. Each of the idea generated then becomes a core thought and is again enveloped by another set of eight ideas. This continues till the members of the group can no longer generate ideas. Sometimes if the members have had a grasp over the problem they can arrive at a decision on a consensus through potential solutions.

3.8.2. Nominal Group Technique

The name nominal itself refers to the practice that this technique follows. It restricts interpersonal communication or discussion during the process of decision making and hence it is called Nominal group technique. Members of this group meet like in a traditional meeting but operate independently. The problem is stated and then they follow these steps:

- Every member silently and independently jots down his/her ideas to the stated problem even though they are in a group.
- After the ideas are jotted down, every member presents a single idea which is recorded on a chalkboard or a flipchart.
- The ideas are discussed and evaluated for clarity.
- The group independently and silently gives a rank to the ideas.
- The idea with the highest aggregate ranking is the final solution to the problem.

In normal conditions, an interacting group restricts independent thinking but in this technique the group is permitted to meet formally and there is no restriction on independent thinking.

3.8.3 Delphi technique

This technique is time consuming and more complex in group decision making. It is quite similar to the nominal group technique but it does not require the physical presence of the members of the group. The members of this group never meet face to face.

- Once the problem is identified, members are asked to generate potential solutions through the designed questionnaires provided to them.
- Each of the members independently and anonymously answers the first questionnaire.
- After every member completes the questionnaire, the results of this questionnaire are compiled at a central location, recorded and reproduced.
- A copy of the results is sent to each member.
- If anyone of the group does not agree to the results, another questionnaire is produced. The members again have to provide solutions because the compiled results usually give rise to new solutions or bring a change in the original position.

The steps 4 and 5 are repeated as required or until a consensus is reached.

This technique insulates the members from the undue influence of the other members. It can be used in decision making by groups that are geographically scattered. For example, a multinational company may have its branches in Japan, New York, France, Melbourne and London can use this to find out the best competitive global rates for one of its products. The cost of bringing all executives under one roof can also be avoided by using the Delphi technique.

The drawbacks of this technique are that as it is time consuming. It cannot be applied in situations where it is necessary to take speedy decisions. It is incapable of developing the rich array of alternatives which brainstorming or nominal group technique is capable of. Also the absence of face to face interactions may never stimulate ideas that come up while having a face to face interaction.

It is up to the organization to choose a technique based on the urgency of the situation, availability of time, location of the members and the complexity of the decision to be taken.

CHECK YOUR PROGRESS 3

1. What is brainstorming?

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.....
.....

2. Why Nominal group technique is called Nominal?

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.....
.....

3. State the drawbacks of Delphi technique.

.....
.....
.....

3.9 GROUP DISCUSSIONS WHICH ARE A PART OF A SELECTION PROCESS

This group discussion is conducted for selection of candidates for a job, and to get admission in professional institutions. It acts as a tool for evaluation of the candidates based on their knowledge, communications skills and their group adaptability skills required to work together.

It is highly essential for the recruitment of managerial trainees and at the executive level. These group discussions look for such candidates who can shoulder responsibility, face challenges, work together in a team and demonstrate leadership skills. The selection group discussions aim to evaluate the team-playing skills of an individual, individual traits and leadership qualities along with communication skills.

3.9.1 Characteristics of a group discussion for selection process.

Usually these group discussions which are conducted for recruitment of candidates, either a case study or a topic are given for discussion. It is a leaderless group of around 8 to 10 candidates. There is a time limit for the discussion. It could be around 30 minutes. If candidates are given a case study for discussion then they have come up with viable solutions for it. If a topic is given, candidates have to discuss it meaningfully comes to a conclusion collectively.

All candidates are made to sit either in a circular, rectangular or U shaped arrangement depending upon the infrastructure of the organisation. Sometimes the seats are allotted by the selection panel. If not, the candidates can take a seat wherever they want. The panel comprising of executives of the company – technical and human resources are present there to observe and evaluate the candidates. All rules regarding the time limit and expectations of the panel are explained before the group discussion begins. The panel can either watch you from behind a screen or can even watch directly.

Thinking time for the case study / topic may be given. Only upon the instruction of the panel can the group discussion begin and end only when the termination time is signalled by the panel.

3.9.2 The evaluation criteria for selection

This group discussion for selection process for employment and for admission is an effective and powerful tool for assessing the personality traits of candidates. The group discussion method is considered a reliable means while recruiting candidates. The depth and range of the candidate's knowledge, the ability to present the knowledge convincingly, the group communication skills, group behaviour and the leadership skills can be evaluated from this group discussion which is a part of selection process.

Knowledge level

Thorough knowledge of the subject is the basic requirement to participate effectively in the group discussion. A candidate must also possess the knowledge of various subjects and be aware of the current affairs across the globe, burning issues that are of importance to the economy, environment and technology. The dynamic companies and organisations always look for a candidate who has a great depth and range of knowledge.

The candidate may be given any topic for the group discussion test – be it social, culture, polity, technical and scientific research, problems related to the economy, environment, controversial issues or a case study. A person who reads the news papers, magazines, periodicals, watches news bulletins and debates on television on a daily basis will always be abreast of these kinds of topic. Be aware of the latest innovations through internet.

The candidate should be able to analyse the topic/information systematically by correlating it with personal experiences and exposure with the help of his/her knowledge level. This ability to analyse the existing knowledge and trying to assimilate it with ideas helps one to brainstorm new ideas and schemes. The candidates who have ideas are in a winning position but the candidate that puts such ideas that will work for the organisation emerges naturally as the leader of the group. All candidates are required to analyse the topic clearly and state their interpretation over it. The candidate will be evaluated on the basis of the contribution in the group discussion and by putting forward ideas that have a relevance to the topic with an original approach and wide perspective.

Group Communication skills

A person is not only known by the level of knowledge but by how effective a communicator he/she is. Your presentation of ideas in a logical sequence with conviction will make the group discussion meaningful. The panel that is observing you tries to look for specific traits in your personality. Traits related to the communication skills of a person like – how active a listener you are, what kind of words and language you use, the clarity and freedom of expression and the non verbal cues. While assessing a candidate on the communication skills, the panel looks for:

Listening skills

A person who attentively listens to the views and ideas of all and continues the thread of discussion is an active listener during the group discussion. Only when you are an active listener you can critically analyse and systematically discuss within the group. This brings out the quality of being a good leader because a good leader is a good listener first. Do not listen to confront someone. Listen with zeal and enthusiasm for the deliberations of the group. Listen to participate with a positivity that envelops the others too. The panel also questions at the end of the discussion to know whether you are a good listener or not. In case you are unable to answer the questions, you emerge as a poor listener.

Appropriate language

Be aware of the language you use during group discussion. Do not make long winding sentences. Use simple and short sentences. The words you speak must not be full of technical jargons which someone does not understand. Be accurate with grammar. Pronounce the words distinctly and clearly. Give pauses when required. Learn to emphasize the right words while discussing. Be as simple as you can in the choice of words. Do not use complicated words to create an impression. Simplicity is the hot cake now. Complication never creates an impression but simplicity does. Be simple; be convincing. Do not use flowery words to flatter the person. Never curse during the group discussion. Have an appropriate audible voice and state your views regarding the topic.

Clarity of expression

This deals with being clear about what you speak. Do not change your stand once you know that there is no one in your support. The ability lies in convincing the person to agree with your views not in changing your stand. It is often seen that people keep on changing their stand out of fear. Be clear and precise with your ideas. You cannot change what you believe but you can definitely change the way a person believes in you. Convince the person and get your point across and demonstrate clarity of expression which is vital in your speech. Be confident while you speak. If you are confused you will definitely confuse the others. Be crystal clear with your thoughts and use direct speech while discussing. Indirect language, unnecessary ornamentation in the language, artificial eloquence and exaggeration should be avoided.

Nonverbal signals

The panel observes your facial expression, eye contact, the body movements you make, gestures and your posture while speaking and listening to others. They observe to note the traits of your personality. They watch to determine the level of nervousness, frustration, aggression, insecurity, defensiveness, cooperation and weaknesses within a person. Recognize the power of non verbal communication and use them wisely and effectively. Your body language should reflect your self-confidence, positive attitude, cooperation, politeness, sincerity and the openness of your mind.

To be a successful communicator in the group discussion

@Tone - the quality of your voice should express a particular mood/feeling.

Use polite tone

@Voice - Right projection of the voice. Not very loud, Not very low

@Articulation – to speak/express your idea in words. Clarity in pronunciation

@Fluency – Speak/write in an easy free flowing style.

@Modulation – Have variations in tone/volume while speaking. Don't speak on the same pitch.

@Good delivery – Express the ideas fluently in the right tone, right voice and with the right articulation.

Tips

Look at the person speaking to you with attention and a meaningful eye contact and regular nods to show that you are listening.

While speaking in a group have an eye contact with all without ignoring anyone.

Do not indulge in overt gestures. Keep pleasant gestures, wear a smile or show anger

Never point a finger / raise hands while speaking to others.

Group Behaviour

The employers today look for candidates that work together in a group/team by displaying team management skills that make them successful while working together as a group/team. It is a very short acquaintance which the candidate has during the group discussion but it is enough to evaluate the emotional maturity and balance of thoughts, feelings and behaviour which are highly required in such interpersonal relations. A candidate must be more people centric rather than being egocentric/self-centric.

To effectively participate the candidate must coordinate and cooperate with all the members in the group. The members of the group are all different. There may be members who are active participants initially but slowly and gradually they become silent. This shift in their participation is noted by the panelists. The shift could be out of boredom, due to disinterest or due to lack of ideas to discuss. Sometimes the silent members of a group are ill treated. The person who takes an interest in every member and keeps the ball rolling

during the group discussion emerges naturally as the winner. There are a variety of roles to play during the group discussion like being an initiator, illustrator, informer, leader, moderator and a coordinator. According to the panel an ideal candidate is the one who opens the gates rather than closing them over the members, who share time with each and every member, listens to them and reacts to the views unbiased.

A good communicator is one who has the skill to analyse a problem and persuade all to view it from various perspectives. Never open your mouth just for the sake of speaking. Speak sensibly and meaningfully during the group discussion. One should argue in a modest and amicable manner and be open towards the views of others and be supportive to the group.

Leadership skills

The success of any team depends on its leader. No group can function successfully without an efficient leader. In the group discussion for the selection process there is no leader appointed within a group. The leader emerges as the discussion proceeds. The candidate who has the coordinating and functional abilities is the person who is the leader. The coordinating abilities are the group adaptability and group motivation that a candidate demonstrates within the group. The functional abilities are the mental and physical energy, knowledge, objectivity, emotional stability, communication skill, emotional intelligence and integrity.

Group adaptability is the skill to adjust with one and all within the group and be a cohesive force that keeps the group bound as a single unit rather than a collection of people. Group motivation is the ability to influence and motivate others. It is to encourage the participants to bring out their best participation by nurturing cooperation, team spirit and understanding within the group members.

Being a leader in this group means to make an influence over the proceedings of the group by constructive participation, convincing others to a particular point of view, rational arguments, building support with the supporters and logically weakening the opponents within the group.

The leadership styles that are being demonstrated are observed by the panel. The authoritative leaders impose their ideas/views on the group. These leaders go to the extent of passing judgements on other and their views. If the discussion does not go in the direction they desire, they even block action within the group. The friendly leaders are consistently avoiding conflict or unpleasant feelings. They focus on maintaining a peaceful environment. The democratic leaders are those who keep the whole group united and include all in the discussion. They do not judge others and express their feelings/opinions openly and directly. In case a conflict arises, they deal with it as a problem –solving exercise.

Based on all these styles, the panel prefers the democratic leader. Thus a leader in the group discussion must be able to deal with hostility and deal with those '*bulldozers*' who are high on lung power and low on logic. He/she must also have the efficiency to control the fish market environment if it

arises during the group discussion. The persons who are deviating from the topic or who are trying to dominate must be controlled by the leader. The leader must ensure equal participation of one and all within the group.

CHECK YOUR PROGRESS 4

1. Which are the evaluation components for the selection process group discussion?

Ans

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.....
.....

2. Which are the factors to be assessed while assessing the group communication skills of a candidate?

Ans.

.....
.....
.....

3. Write the functional abilities required by a leader within a group.

Ans.

.....
.....
.....

4. Describe the leadership styles in 1-2 lines each.

Ans.

.....
.....
.....

3.10 BODY LANGUAGE IN A GROUP DISCUSSION

The members of the group involved in group discussion have a chance to use body language while the discussion is going on. Every member expresses through facial expressions, postures and gestures to convey and support what is being said in words. The rest of the group members observe the body language of the member who is speaking. The body language may vary depending on the degree of formality of the groups. For example, the meetings that are conducted formally at the work place do not involve much use of non verbal cues. But a group discussion which is less formal compared to meetings entails more use of non verbal cues. Keep track of the non verbal cues while communicating in a group. A list of guidelines for the effective use of body language during group discussion is given below:

- Have a meaningful eye contact when you speak and listen to others.
- Demonstrate a facial expression that displays interest and enthusiasm.

Commercial Communication 3

- Do not be emotional during group discussions while arguing or disagreeing.
- If the group is small, use small hand gestures in order to avoid intruding the personal space of others.
- Change your posture while sitting because as the members are seated in a group there is restriction in the movement. Example – sit with your legs crossed, lean on the chair for a moment or place one arm on the back of the chair.
- Observe the non verbal cues of the members to understand the intentions of their verbal cues.

Given below are different non verbal cues along with their interpretation

Non verbal behaviour	Interpretation
Head tilt	shows interest
Tapping foot /drumming fingers	shows impatience
Drooping shoulders	No interest/ tired
Palms open	openness, sincerity /candid
Arms folded	disagreement/ feeling threatened/ nervousness/complaint
Looking away/ slumped posture	suppressing irritation/anger
Stare	aggression/ seeking attention
Wringing one's hand	worry/tension/stress/ seeking sympathy/ acute anxiety
Point finger while talking	Anger/frustration/ aggression/ complaint
Frequent nods while listening	Agreement/ sign of understanding
Rubbing hands	Confused by a question or by something
Frown	Strongly disagree/ puzzled/ need more explanation or listening intently.
Fiddling with jewellery/ accessories	Stress/ discomfort/ embarrassed
Look down to the left	Talking to oneself
Eyes narrowed	Anger/ disbelief
Eyebrows raised	Disbelief/ sarcastic/ arrogance
Smile/ eye contact / lean forward	Interested/ friendly
Hand to cheek	Thinking/ evaluating
Head resting in the hand with eyes downwards	Disinterest/boredom
Steepled fingers	Air of superiority/ authoritative
Less eye contact/ rapid blinking/ Hands covering the face/mouth	Shy/ lying
Lean back on the chair with hands clasped	Arrogance/ over confident/ intends to belittle you behind the head.

3.11 DOS AND DON'TS FOR GROUP DISCUSSION

- Have knowledge of the current issues.
- Always have a pen and paper with you during the group discussion.
- Listen with rapt attention to the topic.
- After knowing the topic jot down the ideas that come to your mind related to it.
- Dissect the topic thoroughly by analysing and trying to explore the underlying causes.
- Frame your ideas into meaningful sentences before you speak.
- Make it a point to speak first only if you have something sensible and meaningful to say.
- Never speak for the sake of speaking, contribute to substantiate the discussion whenever you speak.
- Recognize the supporters who augment your ideas and know your opponents too.
- Share time fairly by keeping a track of time.
- Listen to the views of all with an open mind.
- Have a meaningful eye contact while speaking and listening to others.
- Avoid aggressive gestures like thumping on the table or pointing out with a hand or fingers.
- Avoid parallel conversation in a group discussion.
- You must be tactful and witty.
- While using humour see that it does not hurt anyone or deviate from the discussion.
- Demonstrate an accommodative nature by showing the spirit of cooperation.
- Try to make the silent members speak by encouraging them.
- Try to provide a new direction to the group discussion and restore peace if things get chaotic.
- The ultimate aim is to arrive at a conclusion by arriving at a consensus.

CHECK YOUR PROGRESS 5

FILL IN THE BLANKS.

1. The open palm shows _____.
2. The _____ should be meaningful while speaking and listening to others.
3. A raised steeple shows _____.
4. The _____ during group discussion must display enthusiasm and interest.

3.12 LET US SUM UP

In this unit you have learnt about group discussions and how it is useful in organisations for decision making and solving complex issues.

You have also learnt about the group discussions which are used in the selection process and the various evaluation factors for such group discussions.

Lastly you have learnt about the body language and dos and don'ts in a group discussion.

3.13 KEY WORDS

Stimulate – inspire, motivate, encourage

Systematic – methodical

Recruitment – enrolment

Consensus – agreement

Professional – skilled, proficient

Inherent – inbuilt, natural

Sustain – maintain

Hierarchy – chain of command

Loyalty-faithfulness

Criticism – disapproving the views of others, condemn the views of others

Anonymously – namelessly

Viable – feasible, practical

Adaptability – flexibility

Termination – stop, close

Assimilate – take in, absorb

Brainstorm – think, come up with

Interpretation – understanding

Trait- mannerism, characteristic

Zeal – keenness, passion

Audible- easy to hear

Confront – tackle, deal with

Modest – humble

Amicable- friendly

3.14 BOOKS SUGGESTED

- Technical communication: Meenakshi Raman and Sangeeta Sharma
- Effective Technical Communication: M Ashraf Rizvi
- Advanced Technical Communication: KavitaTyagi and Padma Misra
- Communication skills: Sanjay Kumar and PushpLata

CHECK YOUR PROGRESS 1

1. The objective of a team is set and the members are assigned specific duties to achieve a target/goal. A group is more involved in discussing and planning the completion of the long term goals.
2. The various purposes of a group discussion are:
To share ideas, information and thoughts.
Useful in decision making on important matters.
Solving complex issues.
Finding solutions for those issues which affect the organisation as a whole.
To elaborate on any research/ work done and to get feedback over it.

CHECK YOUR PROGRESS 2

1. A group discussion can be defined as a process that is a systematic oral interaction with a purpose.
2. True or false
1. True. 2. True. 3. True. 4. False. 5. False

CHECK YOUR PROGRESS 3

1. Brainstorming is the method of generating as many ideas and perspectives to a problem/situation.
2. Nominal group technique is called nominal because it restricts interpersonal communication or discussion. All members function independently and very little discussion is done here.
3. The drawbacks of this technique are that as it is time consuming. It cannot be applied in situations where it is necessary to take speedy decisions. It is incapable of developing the rich array of alternatives which brainstorming or nominal group technique is capable of. Also the absence of face to face interactions may never stimulate ideas that come up while having a face to face interaction.

CHECK YOUR PROGRESS 4

1. The evaluation components for a selection process group discussion are level of knowledge, group communication skills, group behaviour and leadership skills.
2. The factors to be assessed in group communication skills are listening skills, appropriate language, clarity of expression and the non verbal signals sent by the candidate.
3. The functional abilities are the mental and physical energy, knowledge, objectivity, emotional stability, communication skill, emotional intelligence and integrity.
4. The leadership styles that are being demonstrated are observed by the panel. The authoritative leaders are authoritative; they impose their ideas/views on the group. The friendly leaders are consistently avoid-

Commercial Communication 3

ing conflict or unpleasant feelings. The democratic leaders are the ones who keep the whole group united and include all in the discussion.

CHECK YOUR PROGRESS 5

1. The open palm shows sincerity/openness/ candidness.
2. The eye contact should be meaningful while speaking and listening to others.
3. Raised steeple shows a feeling of superiority/ authoritative.
4. The facial expression during group discussion must display enthusiasm and interest.



: STRUCTURE :

4.0 Overview

4.1 Learning Objectives & Outcomes

4.2 Introduction

4.3 Interview Skills

4.3.1 What is an Interview?

4.3.2 Structure of the Interview

4.3.3 Types of Interview

4.3.4 Being Successful in Interview

4.3.5 Pre-Interview

4.3.6 During the Interview

4.3.7 Post-Interview

4.3.8 Interview Checklist

4.3.9 Answering Some General Interview Questions

4.3.10 Some Important Job Websites

4.3.11 References

4.4 Let Us Sum Up

4.5 Key Words

4.6 Books Suggested

4.7 Self Evaluation Exercise

Answers

4.0 OVERVIEW

This unit targets at preparing learners to apply for jobs and face interviews. The unit will guide them about ways to emphasize their accomplishments and contributions to prove value added worth to the employers. First, the learners will learn about what actually the interviews are. Then, the focus will be on preparing for interviews. They will examine the different stages of interview: the opening, the exchange of information, the closing, and the follow up. Finally the learners will look at the ways to present themselves professionally through dress code and behaviour.

4.1 OBJECTIVES & OUTCOMES

The main objective of this unit is to furnish the learners with knowledge and techniques to effectively tackle the interview process, and leave a positive impression with their prospective employer by boosting their strength, experience and suitability for the job in question.

By the end of this unit, the learners will be able to:

4. Practice interview skills either as a viewer, an employer, or a candidate.
5. Understand interview questions according to job requirement.
6. Use mock situations to develop attention on interviewing techniques to get ready for coming interviews.

4.2 INTRODUCTION

“Find a job you like and you add five days to every week.”

H. Jackson Brown, Jr.

Interviews are a reality of present working life and the skills needed to do well at an interview will be used by us all many times throughout our lives. Most jobs are filled using these one-to-one meetings between the employer and the best applicants, but interviews are needed in a variety of other situations too. Whether applying for a job, a promotion, a training programme, a college course, or even a bank loan, we all need to know exactly what is involved in the process of interviews, and about how to impress people at first meeting and in a short space of time. With part-time and temporary work increasing, we will all be attending interviews more commonly from now on and the sort of interviews we have will be varied.

In recent years, thousands of fresh graduates get frustrated searching for a job. Many graduates carrying impressive mark sheets are not able to get through the interviews because of the lack of preparedness. Some graduates think that appearing for an interview doesn't need any preparation and underestimate its significance, and as a result they fail to make an impression on the panel.

An interview is a conversation with a purpose – for an employer to assess the candidate and for a job seeker to convince the employers. The interview enables the employer to learn about the candidate, his/her personality, social skills and general abilities, potential and whether he/she will fit in the organization. The interview enables candidate to learn more about the organization, the position, and the people working within it. Before going to an interview, candidates need to prepare thoroughly. One can succeed in interview only if he/she is prepared.

4.3 INTERVIEW SKILLS

4.3.1 What is an Interview?

The dictionary defines an interview as a face-to-face meeting for the purposes of an appointment. In additional words, it is a discussion between two or more people for one reason or another. Organisations, companies and institutions use this method of meeting and discussion to help them select the best candidates to hire.



The employers spend a pretty good time and money trying to ensure that they choose the right person for each job. In this context, the right person means the one who will contribute most to the good of the organisation and who will pay back the time and money invested in them as an employee by being with the company for a long period of time with good performance.

The Résumé/CV and/or the application letter submitted before the interview contain relevant facts and information about the candidate's education, experience and other accomplishments. The interviewer may seek to verify these during the interview. They want accurate examples of how and when the applicant has utilized the skills mentioned in his/her résumé. The interview enables applicant to learn more about the organization, the post and the people working within the organization. Before going to an interview, one must be highly prepared.

4.3.2 Structure of the Interview

Now, here is the structure of the interview and methods to respond to them. An interview usually follows three stages:

- Opening
- Information Exchange
- The Closing

Stage One- Opening: Generally, interviewers use the opening of the interview to set the candidate at ease with flexible questions. The questions may not be applicable to the post. Interviewers make primary evaluation based on candidate's arrival, character, manner, tone of voice, etc. The first five minutes can set the stage for the rest of the interview.

Stage Two- Information Exchange: Interviewers try to find out more about the candidate's abilities, characteristics, and interests for the position, how he/she fits in with others in the organization etc. Keep in mind that they are looking the most appropriate applicant for the post. The most appropriate applicant is not necessarily the best qualified academically. Academic accomplishment is only one measure, but others also include work experience, social skills, capability, and zest.

Stage Three- The Closing: At this stage, it is important for the candidate to leave a final positive impression. It is just as significant as the primary impression and includes non-verbal and verbal messages.

4.3.3 Types of Interview

There are several types of interview which one should be aware of:

Commercial Communication 3

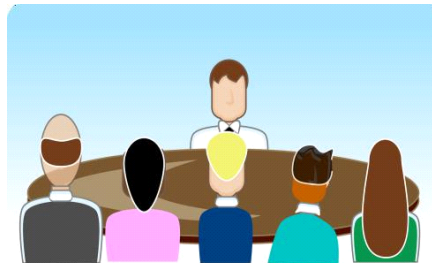
One-to-one: It is considered to be the easiest to deal with.

- 1 It is considered easier to shape bond with the interviewer.
- 2 It could be one of a series of interviews as different panel members take turns to evaluate the candidate.
- 3 It could be pretty precise and focused as the interviewer could be directly involved in the candidate's future work.



Panel: It is considered to be more challenging than one-to-one interview.

- It could have facing between three to six interviewers.
- It is popular with large organisations.



Group: It consists of certain candidates answering questions either individually or as a part of the group.

- The candidates could be given a topic to discuss as a group.
- The candidates could be asked to make a presentation either as a group or individually.



Competency Based:

- 2.0 To a greater extent, it is used by organisations which look at essential abilities and aspects such as communication, problem solving and team work.
- 3.0 Here, questions based on providing examples of how the candidates possess these competencies.
- 4.0 It could have accurate and continuous questioning, so one needs to be prepared for a challenging one.

Assessment Method:

- It has a multi-disciplinary approach of evaluating the candidates.
- It could have up to two days of profound interviewing, examining and activities.

Telephonic & Online Video Calling:

Due to the organization's geographic location, travel costs, and diverse schedules, a telephonic interview and video interview may often be candidate's primary contact with a prospective employer. Therefore, here are telephonic interview tips.

1. The idea behind a telephonic interview is to gain an invitation for a personal interview, and to gain more information for future steps in the process.
2. Have a pad, pen, and a copy of résumé near the phone. Use a phone in a quiet area. Avoid any background noise. Also avoid using a cordless phone, because sometimes they don't transmit well.

As appointment becomes worldwide and more employees work remotely, video interviews have become common. It saves transportation costs, and gets the interview process started much faster than in-person interviews.

ACTIVITY- MOCK INTERVIEW

You will be the interviewer. You have very little time to interview the candidates and find out if they are fit for the position. You need to have an exceptional understanding of the position and make questions to ensure you collect necessary information about the candidates efficiently. Ask as many questions as you can. Avoid asking yes/no questions. To get prepared for the interview, you need to predict the questions as well as the answers. Look at the job advertisement and try to predict what the questions will be and which answers should be expected. Also keep in mind the three stages of the interview- The opening, the information exchange and the closing. To get prepared here are some questions:

1. What qualifications and certifications should the candidate have?
.....
.....
.....
2. What characteristics should the candidate have to fit the company culture?
.....
.....
.....
3. What characteristics would a good candidate have?
.....
.....
.....
4. What previous experience should the candidate have had?
.....
.....
.....

Commercial Communication 3

Design questions that will help you decide if the candidate has the experience, capabilities and competence needed.

Pre-Interview:	In the 1st Column	In the 2nd Column	in the 3rd Column	
	List the chief knowledge, capability and competence needed for the post	Note down possible questions	Note down the words on/about answers expected	
Post-Interview:	Rate each question and comment.			
Experience, capabilities or competence needed	Questions or evaluation method	Expected Answer (main words)	Rating and comments	Example Given
			<ul style="list-style-type: none"> • Excellent • Satisfactory • Unsatisfactory Comments:	
			<ul style="list-style-type: none"> • Excellent • Satisfactory • Unsatisfactory Comments:	

4.3.4 Being Successful in Interview



The interview is an only opportunity for the candidate to present his/her potential to the employer. There is very limited time for them to get to know about him/her, understand what he/she can do, and be convinced that he/she is the most appropriate candidate. The candidate has to understand the position and then make sure his/her profile agrees to the needs. After gathering solid understanding of the position, be well prepared to answer the questions the interviewers are supposed to ask.

Three Golden Rules:

The most productive way to prepare for the interview is to keep in mind the 'Three Golden Rules':

1. Know the organization
2. Know yourself
3. Know your job

Know the Organization:

In internet era, there is no reason for the candidate not to collect information about the organization. The candidate must try researching as much as he/she can about the organization, such as their web site and annual reports. The candidate should read about their founders and organization hierarchy. Candidates should endeavour to understand why the organization is growing and its role. When there is a new post, organizations generally search for someone to fill very particular role in the company. Relevant press clippings should be read. The candidates must research the company's competitors and their products.

Know Yourself:

One's personal characteristics are very important. How do you work under pressure? What strategies do you use? What are your strengths? What type of management style do you prefer working with? What keeps you motivated? How do you know when you have been successful? How did you come to choose your course of study? Knowing one's self will help assess if he/she is fit for the job.

Know the Job:

Candidates must fully understand the job description of an announced post/vacancy. Details such as following must be kept in mind:

- 1.0 Hierarchy
- 2.0 Work environment
- 3.0 Skills required
- 4.0 Performance expectations
- 5.0 Team structure
- 6.0 Accountability level
- 7.0 Management style

Candidate may even talk to someone working in a similar job. This knowledge will help him/her highlight the skills matching with the position.

4.3.5 Pre-Interview

"Before everything else, getting ready is the secret of success."

Henry Ford

One needs to keep a printout of application form/CV with him/her in a folder, a pen and paper, and the interview contact number. Make sure to arrive in plenty of time, but not too early. About 15-20 minutes is perfect as this gives time to freshen up, to get calm, perhaps with deep breathing exercises and to take the opportunity to get a 'feel' of the place.

Be amiable to the receptionist. When waiting for interview, mark what is occurring around. Turn off the mobile phone. Get a feel of the ambience of

the organization. An interview is not just about the company finding out about the candidate, but it is a two-way process as he/she should also be finding out about what it would be like to work there.

Dress Code:

Although it is said ‘do not judge the book by its cover’, the first impression someone has of the candidate will often be decided by the way he/she looks. Dress code is very significant. In advance, the candidate should prepare what he/she is going to wear. What is to be worn does not have to be new, but it does have to be clean and neat. Dress smartly in an outfit which is convenient to wear and fits. It is likely preferable for men to wear a suit of a dark, plain colour and wear a tie. Women can wear a skirt or smart trousers with a matching jacket. Shoes should be comfortable and clean. Hair should be neat, and remember to keep any jewellery to a minimum. The visual appearance is very significant and right impression should be made. Sometimes, looking good also boosts confidence.

Practice Interviews:

Note down a list of possible questions that could be asked, then have a friend act as an interviewer and direct them to you in a practice interview situation. Don’t stop until you feel comfortable answering each question. Practicing in advance will make you feel more comfortable and relaxed during the interview.

Arrival:

Try to arrive at the interview place a little early. This gives time to determine where to go, and will give a few minutes to collect thoughts. Don’t arrive late. Nothing destroys a chance at impressing an employer more than arriving late. If one learns at the last minute that he/she is going to be arriving late at the interview, he/she should call and let the interviewer know. Interviewers understand that things can come up unexpectedly.

4.3.6 During the Interview

Opening Introduction with an Impact: Self introduction is an essential part of an interview. The employer may have seen the candidate’s résumé and a cover letter, but that may not reflect the aspects of communication skills. Introduction speech reflects confidence, communication skills, and provides an opportunity to create a favourable first impression.

First Impressions: First impressions take just thirty seconds. Building bond, direct and continuous eye contact, a gentle handshake, a warm smile, good posture, and introducing yourself in a confident way are important factors. A well-groomed, professional appearance is very significant. Greet the interviewer with a firm handshake, whether it is a woman or a man. Always have an eye contact while shaking hands.



Smile: A smile denotes confidence in a candidate. Try to smile often. Also, don't be afraid to use some hand animation while answering questions. This suggests enthusiasm in a candidate.

Body Language: Use good posture, and look the interviewer right in the eye. Sit up straight.

Never slouch.

Speak Clearly: Don't mumble. It shows a lack of confidence. Speak with assurance. This indicates confidence.

Previous Employers: Never, ever say anything negative about the present or previous employers. No matter how much disliked is someone, find a way to give your experiences a positive spin.

Be Truthful: The candidate shouldn't lie when asked about something he/she hasn't done. The next question will be "tell us about it." The candidate should admit that he/she doesn't know the answer.

4.3.7 Post-Interview

Back in Touch: Candidate must ask the interviewers when he/she is expected to get back to them on their decision.

Following Up: Once the candidate is done with the interview, within two working days, he/she should write a "thank you letter" to each person who interviewed him/her. Basically, each letter can follow the same format. Make sure that there aren't any typing and spelling mistakes in the thank you letter. Do show appreciation for the interviewer's interest. Don't ever fail to send a thank you letter, even if you are sure that the job is not for you.

ACTIVITY- ENTERING AND HANDSHAKE

Instruction :

You will walk up to your teacher/trainer/experienced person in a professional manner and shake his/her hand. For demo, search internet to get information or ask an experienced person.

Aim:

Aim of this activity is to learn the importance of good posture and how your posture and handshake can give a lasting impression.

ACTIVITY- IDENTIFY YOUR THREE UNIQUE STRENGTHS

Instruction :

Identify 3 unique strengths which you can apply at your job.

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STRENGTH 1	
STRENGTH 2	
STRENGTH 3	

Note: You should also know your weaknesses. If asked about the weaknesses, admit it without any hesitation, but ensure that you are trying to overcome it.

ACTIVITY- INTRODUCTION SPEECH

Instruction :

You will prepare a 2 minutes introduction speech and present it before the trainer/ teacher/experienced person.

Objectives:

By the end of the activity, you will have the ability to convey your knowledge, experience, and skills in a precise way mandatory for a successful interview.

4.3.8 Interview Checklist:

DOs:

1. Keep in mind that first arrival counts – how you dress and behave.
2. Have a decent smile, maintain an eye contact and acknowledge all interviewers.
3. Shake hands in a firm but gentle way, not crushingly strong.
4. Wait to be asked to sit down.
5. Make sure you sit correctly and comfortably before starting.
6. Show interest.
7. Answer only the questions asked.
8. Be positive at all times.

DON'Ts:

1. Be late.
2. Be nervous or look at your watch.
3. Argue.
4. Put anything on the interviewer's desk.
5. Say anything negative.
6. Be indifferent
7. Be aggressive or behave in a superior way.
8. Show too much interest in money and holidays.

4.3.9 Answering Some General Interview Questions

(1) Tell me/us about yourself.

This is the most often asked question in interviews. Tell your academic record, your skills, qualifications, certifications etc. Talk about things you have done, and jobs you have held that relate to the position you have applied for. Also mention some things which are not mentioned in your Résumé/CV.

(2) What do you have to offer us?

Answer in terms of the skills and personal qualities you have matching to the job. You may refer to your academic qualification, relevant sections of university courses, experience in the workplace, leisure activities, or personal activities.

(3) What has promoted you to apply for this position?

Explain why you are interested in the organization. If you have had a long-term interest in them, say so. If location is important, you could mention this after talking about your interest in the organization. Focus on the qualities you will bring to them. You could mention that you see the position as offering challenge, a change to learn new things from the position. But be specific. Say which skills and abilities and what new things you are likely to be able to apply immediately.

(4) What do you want from us?

This is a right time to talk about training or promotion chances and give idea of long-term career plans. There may be aspects of the firm's work that really interest you, and you may wish to move into that area later on. The interviewer is probably trying to assess your goals.

(5) What attracts you about this position?

The interviewer knows there are number of factors which draw to this position. There is a right way and a wrong way to answer this question. The wrong way is to see matters entirely from your own point of view, and needs. The right way is to make sure that you identify the needs of the position, and place importance on how to meet the needs of the organization.

(6) What are your long term plans?

If you are flexible about your long-term plans, you must give a general picture of what interests you now, and how you see that growing. You should not commit yourself to a long term period with an employer if you do not honestly feel that you can do so. Avoid answering 'I don't know' by shrugging your shoulders, since the interviewer is usually trying to evaluate how interested and motivated you are.

(7) How long do you expect to stay with us?

Do not commit yourself to a specific time unless you are very clear. Mention that you would be interested in experiencing other opportunities within the organization as your abilities and interests change.

After sharing your thoughts, you can always turn this question back to the employer and ask how long they would expect you to stay with them.

(8) Why should we appoint you?

Answer in terms of the qualifications, skills, and interests that you have which are relevant to the position: summarize your appropriateness. Where a job description is available before the interview, make sure you have studied it properly as part of your preparation for the interview. Your reply should be based on the required skills outlined in the job description. Do not compare yourself with other applicants even if you know some of them. If you are invited by the interviewers to compare yourself with other applicants, politely state that you are not in a position to judge others, and leave that side of the interviewing to them.

4.3.10 Some Important Job Websites

- www.naukri.com
- www.linkedin.com
- www.indeed.com
- www.careerbuilder.com
- www.dice.com
- www.idealists.com
- www.monster.com
- www.winenranch.com
- www.jobsahead.com
- www.digitalbhoomi.com
- www.cybermediadice.com
- www.careerbuilder.com
- www.hotjobs.yahoo.com
- www.timesjob.com

4.4 LET US SUM UP

Following all the above rules will enable learners to approach their interviews with confidence. Always understand the objective and the employer's perspective. Don't assume and always read rules and regulations, as well as instructions very carefully.

4.5 KEY WORDS

Competency: The ability to do something successfully or efficiently.

Accountability: The face or condition of being responsible.

Verbal: Relating to or in the form of words.

Non-verbal: Not involving words or speech.

Body language: The conscious and unconscious movements postures by which attitude and feelings are communicated.

Hierarchy: A system in which members of an organization or society are ranked according to relative status or authority.

Terminology: The body of terms used with a particular technical application in a subject of study, theory, profession, etc.

Curriculum Vitae (CV): A brief account of a person's education, qualifications, and previous occupations, typically sent with a job application.

4.6 BOOKS SUGGESTED

Dictionary for Reference

1. *Oxford Advanced Learners Dictionary of Current English* by A.S. Hornby 3rd Edition (Revised and Updated)

Suggested Reading

- 2.0 Eric Kramer: *101 Successful Interviewing Strategies*
- 3.0 Marilyn Pincus: *Interview Strategies that Lead to Job Offers*
- 4.0 Michael Spiropoulos: *Interview Skills that Win the Job*

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Corfield, Rebecca. *Successful Interview Skills*. Fifth Edition. Kogan Page. 2009.

Zulfiqar, Atiya. "Training Manual on Interview Skills".

Setch, Fiona. *The Art of Interview Skills*. First Edition. E-book. 2014.

4.8 SELF EVALUATION EXERCISES

Q-1 DESCRIPTIVE QUESTIONS.

(1) What is an interview? What are the types of interview?

The dictionary defines an interview as a face-to-face meeting for the purposes of an appointment. In additional words, it is a discussion between two or more people for one reason or another. Organisations, companies and institutions use this method of meeting and discussion to help them select the best candidates to hire.

The employers spend a pretty good time and money trying to ensure that they choose the right person for each job. In this context, the right person means the one who will contribute most to the good of the organisation and who will pay back the time and money invested in them as an employee by being with the company for a long period of time with good performance.

The Résumé/CV and/or the application letter submitted before the interview contain relevant facts and information about the candidate's education, experience and other accomplishments. The interviewer may seek to verify these during the interview. They want accurate examples of how and when the applicant has utilized the skills mentioned in his/her résumé. The interview enables applicant to learn more about the organization, the post and the people working within the organization. Before going to an interview, one must be highly prepared.

There are several types of interview which one should be aware of:

Commercial Communication 3

One-to-one: It is considered to be the easiest to deal with.

1. It is considered easier to shape bond with the interviewer.
2. It could be one of a series of interviews as different panel members take turns to evaluate the candidate.
3. It could be pretty precise and focused as the interviewer could be directly involved in the candidate's future work.

Panel: It is considered to be more challenging than one-to-one interview.

- 2 It could have facing between three to six interviewers.
- 3 It is popular with large organisations.

Group: It consists of certain candidates answering questions either individually or as a part of the group.

4. The candidates could be given a topic to discuss as a group.
5. The candidates could be asked to make a presentation either as a group or individually.

Competency Based:

- To a greater extent, it is used by organisations which look at essential abilities and aspects such as communication, problem solving and team work.
- Here, questions based on providing examples of how the candidates possess these competencies.
- It could have accurate and continuous questioning, so one needs to be prepared for a challenging one.

Assessment Method:

1. It has a multi-disciplinary approach of evaluating the candidates.
2. It could have up to two days of profound interviewing, examining and activities.

Telephonic & Online Video Calling:

Due to the organization's geographic location, travel costs, and diverse schedules, a telephonic interview and video interview may often be candidate's primary contact with a prospective employer.

1. The idea behind a telephonic interview is to gain an invitation for a personal interview, and to gain more information for future steps in the process.
2. Have a pad, pen, and a copy of résumé near the phone. Use a phone in a quiet area. Avoid any background noise. Also avoid using a cordless phone, because sometimes they don't transmit well.

As appointment becomes worldwide and more employees work remotely, video interviews have become common. It saves transportation costs, and gets the interview process started much faster than in-person interviews.

(2) What are the steps in order to get successful in an interview?

The interview is an only opportunity for the candidate to present his/her potential to the employer. There is very limited time for them to get to know about him/her, understand what he/she can do, and be convinced that he/she is the most appropriate candidate. The candidate has to understand the position and then make sure his/her profile agrees to the needs. After gathering solid understanding of the position, be well prepared to answer the questions the interviewers are supposed to ask.

Three Golden Rules:

The most productive way to prepare for the interview is to keep in mind the 'Three Golden Rules':

1. Know the organization
2. Know yourself
3. Know your job

Know the Organization:

In internet era, there is no reason for the candidate not to collect information about the organization. The candidate must try researching as much as he/she can about the organization, such as their web site and annual reports. The candidate should read about their founders and organization hierarchy. Candidates should endeavour to understand why the organization is growing and its role. When there is a new post, organizations generally search for someone to fill very particular role in the company. Relevant press clippings should be read. The candidates must research the company's competitors and their products.

Know Yourself:

One's personal characteristics are very important. How do you work under pressure? What strategies do you use? What are your strengths? What type of management style do you prefer working with? What keeps you motivated? How do you know when you have been successful? How did you come to choose your course of study? Knowing one's self will help assess if he/she is fit for the job.

Know the Job:

Candidates must fully understand the job description of an announced post/vacancy. Details such as following must be kept in mind:

- 1.0 Hierarchy
- 2.0 Work environment
- 3.0 Skills required
- 4.0 Performance expectations
- 5.0 Team structure
- 6.0 Accountability level
- 7.0 Management style

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Candidate may even talk to someone working in a similar job. This knowledge will help him/her highlight the skills matching with the position.

(3) What is the structure of an interview?

An interview usually follows three stages:

- Opening
- Information Exchange
- The Closing

Stage One- Opening: Generally, interviewers use the opening of the interview to set the candidate at ease with flexible questions. The questions may not be applicable to the post. Interviewers make primary evaluation based on candidate's arrival, character, manner, tone of voice, etc. The first five minutes can set the stage for the rest of the interview.

Stage Two- Information Exchange: Interviewers try to find out more about the candidate's abilities, characteristics, and interests for the position, how he/she fits in with others in the organization etc. Keep in mind that they are looking the most appropriate applicant for the post. The most appropriate applicant is not necessarily the best qualified academically. Academic accomplishment is only one measure, but others also include work experience, social skills, capability, and zest.

Stage Three- The Closing: At this stage, it is important for the candidate to leave a final positive impression. It is just as significant as the primary impression and includes non-verbal and verbal messages.

Q-2 SHORT NOTES.

(1) Interview Checklist

DOs:

- Keep in mind that first arrival counts – how you dress and behave.
- Have a decent smile, maintain an eye contact and acknowledge all interviewers.
- Shake hands in a firm but gentle way, not crushingly strong.
- Wait to be asked to sit down.
- Make sure you sit correctly and comfortably before starting.
- Show interest.
- Answer only the questions asked.
- Be positive at all times.

DON'Ts:

- a. Be late.
- b. Be nervous or look at your watch.
- c. Argue.
- d. Put anything on the interviewer's desk.
- e. Say anything negative.

- f. Be indifferent
- g. Be aggressive or behave in a superior way.
- h. Show too much interest in money and holidays.

2. Post-Interview follow-up

After the completion on an interview, the candidate must do the following things:

Back in Touch: Candidate must ask the interviewers when he/she is expected to get back to them on their decision.

Following Up: Once the candidate is done with the interview, within two working days, he/she should write a “thank you letter” to each person who interviewed him/her. Basically, each letter can follow the same format. Make sure that there aren’t any typing and spelling mistakes in the thank you letter. Do show appreciation for the interviewer’s interest. Don’t ever fail to send a thank you letter, even if you are sure that the job is not for you.

(3) Pre-interview preparations

Before the interview, one need to keep a printout of application form/CV with him/her in a folder, a pen and paper, and the interview contact number. Make sure to arrive in plenty of time, but not too early. About 15-20 minutes is perfect as this gives time to freshen up, to get calm, perhaps with deep breathing exercises and to take the opportunity to get a ‘feel’ of the place.

The candidate must be amiable to the receptionist. When waiting for interview, one should mark what is occurring around. He/she should turn off the mobile phone. He/she should get a feel of the ambience of the organization. An interview is not just about the company finding out about the candidate, but it is a two-way process as he/she should also be finding out about what it would be like to work there.

Dress Code:

Although it is said ‘do not judge the book by its cover’, the first impression someone has of the candidate will often be decided by the way he/she looks. Dress code is very significant. In advance, the candidate should prepare what he/she is going to wear. What is to be worn does not have to be new, but it does have to be clean and neat. Dress smartly in an outfit which is convenient to wear and fits. It is likely preferable for men to wear a suit of a dark, plain colour and wear a tie. Women can wear a skirt or smart trousers with a matching jacket. Shoes should be comfortable and clean. Hair should be neat, and remember to keep any jewellery to a minimum. The visual appearance is very significant and right impression should be made. Sometimes, looking good also boosts confidence.

Practice Interviews:

One should note down a list of possible questions that could be asked, then should have a friend act as an interviewer and direct him/her in a practice interview situation. One shouldn’t stop until he/she feel comfortable answering each question. Practicing in advance will make him/her more comfortable and relaxed during the interview.

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Arrival:

Candidate must try to arrive at the interview place a little early. This gives time to determine where to go, and will give a few minutes to collect thoughts. Don't arrive late. Nothing destroys a chance at impressing an employer more than arriving late. If one learns at the last minute that he/she is going to be arriving late at the interview, he/she should call and let the interviewer know. Interviewers understand that things can come up unexpectedly.

Q-3 MCQs.

- (1) _____ is one of the stages of an interview.
A. Information passing B. Information exchange
C. Detailing D. None of this
- (2) _____ is not a type of interview.
A. Panel B. Group
C. Unparallel D. One-to-one
- (3) _____ type of interview there could be between three to six interviewers.
A. Panel B. Group
C. Unparallel D. One-to-one
- In an interview, when you don't know an answer, you should.....
A. Admit you don't know the answer B. Keep guessing C. Remain quiet
D. Bluff
- If interviewer asks, "What motivates you to succeed?" What would be an ideal reply?
A. A high professional standard of excellence
B. I don't want to disappoint my team
C. Bonuses
D. None of these

1-B 2- C 3-A 4-A 5-A



PRESENTATION STRATEGIES

: STRUCTURE :

5.0 Objectives

5.1 Introduction

5.2 Planning a Presentation

5.2.1 Preparing a Presentation

5.2.2 Structuring a Presentation

5.2.2.1 Introduction

5.2.2.2 Body (Mainpoints)

5.2.2.3 Conclusion

5.2.3 Tips of Effective Presentation

5.2.3.1 Open up cheerfully

5.2.3.2 Analyze the audience and locale

5.2.3.3 Plan your presentation

5.2.3.4 Structure your presentation

5.2.3.5 Keep it simple

5.2.3.6 Engage your audience

5.2.3.7 Use short stories and anecdotes

5.2.3.8 Practice leads to perfection

5.2.3.9 Interact with the audience

5.2.3.10 Use your body language

5.2.3.11 Use visuals

5.2.3.12 Keep a back plan ready

5.2.4 Analyzing the audience and locale

5.2.4.1 Demographic Analysis of Audience

5.2.4.2 Psychological Analysis of Audience

5.2.4.3 Contextual Analysis of Audience

5.3 Key Words

5.4 Let Us Sum Up

5.5 Books Suggested

Answers

5.0 OBJECTIVES

After going through this unit, you will be able to,

- understand the importance of presentation
- plan your presentation effectively

- prepare your presentation
- learn how to articulate and present your ideas

5.1 INTRODUCTION

Presentation has remained as “Present Tension” for everyone. The reason why people fail to present their ideas effectively is they do not start with Why. Simon Sinek, a well-known business strategist of USA, in his book “*Start With Why*” shares the secret how great leaders communicate effectively. The difference between an ordinary person and a great leader is that they “think, act and communicate” in the same way. Hence, if the presenter is clear with why he / she is presenting, he can be clearer with how and what part too. Planning has utmost importance in the presentation because it is rightly said that if you fail to plan, you plan to fail.

Once ShriRamkrishnaParamhans asked Swami Vivekananda, “What should be the objective of life?” ShriRamkrishnaParamhans, to explain this question, replied that the objective of life should be to strike a balance between action and contemplation. This, in the simplified words, can be explained as there must be balance between what you think and act. Hence, the clarity of what is to be presented is a must in the mind of the presenter before the presentation is being prepared.

This unit, Presentation Strategies, will be helpful in day to day life wherever one intends to present his ideas in any of the occasions. Be it formal or informal, the details discussed here will be helpful. You will learn various tips for effective presentation, how to prepare a presentation, how to analyze the audience and various techniques of presentation in this unit.

CHECK YOUR PROGRESS 1

ANSWER THE FOLLOWING QUESTIONS.

1. Who has authored the book “*Start with Why*”?
.....
.....
.....
2. What is the most important element in presentation?
.....
.....
.....
3. What was asked by ShriRamkrishnaParamhans to Swami Vivekananda?
.....
.....
.....
4. What was the message conveyed to Swami Vivekananda?
.....
.....
.....

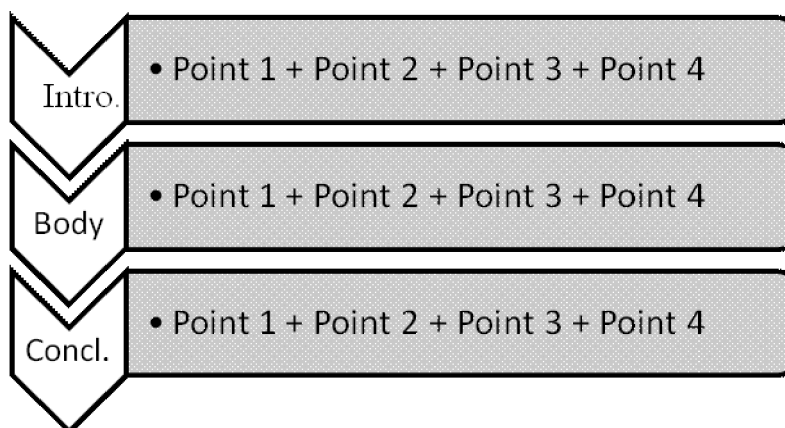
5.2 PLANNING A PRESENTATION

Presentation Strategies

The way of presentation is more important than the ideas itself. It is the reason why one should be very careful in preparing the presentation. Stephen Richards Covey, an American educator, author, businessman, and keynote speaker, in his famous book, “*7 Habits of Highly Effective People*” mentioned that the second habit as “Begin with End in Mind.”, which means you should have a big picture in your mind while you have initiated the plan of your presentation. This will help you to cover all the points and present them effectively. Let’s discuss how to prepare and presentation and how to structure a presentation.

5.2.1 Preparing a Presentation

As discussed earlier, one should find, filter and finalize the objectives of your presentation, which will help you to lead your presentation to the desired destination. One can use the following technique for the effective brainstorming.



One can jot down the points into these three categories so that later, one can develop those points and prepare a presentation. The other way of brainstorming is that one should jot down all the points and then categorize them into three parts like: I, B and C where I stand for Introduction, B stands for Body and C stands for Conclusion. This exercise will bring in clarity about preparing a presentation.

5.2.2 Structuring a Presentation

The presentation is likely to flop if one doesn't organize it well. The way of presenting an idea is more important than the idea itself. The ideal structure of any presentation is:

- **Introduction**
- **Body (Main points)**
- **Conclusion.**

Let's discuss these points.

5.2.2.1 Introduction

The introduction is the point at which the presenter describes the content and objective of the presentation. This is a crucially important part of your talk as you

will need to seek the audience's interest and confidence. Introduction helps in building the rapport with the audience. It is necessary to have a gripping introduction to capture the audience's attention. One can start with a relevant story, an anecdote, a rare joke, a relevant question, an astonishing statement or provocative quote can be a good start. Nevertheless, a joke is risky because if you crack a joke and nobody laughs, it will destroy the effectiveness of your presentation. Story and anecdotes are safer experiments in comparison. Talking about the purpose of the presentation might be a good start in formal and technical presentation. If you start with a story or a joke, one should ensure its relevance with the topic. If you tell a story without its relevance to the topic, the audience may get disappointment.

One should aim to deliver your introduction confidently (wait until the audience is quiet before you start speaking) and communicate with energy and enthusiasm for the topic.

It is better to prepare a thesis statement which clears your stand and the objective of your presentation. If possible, one should add the points stating the reasons so that the same can be developed in the body part and you can achieve coherence by this practice.

5.2.2.2 Body (Main points)

Thesis statement is considered as the backbone of the presentation. The main function of the body is to deliberate expansion of the thoughts in a structured way. There should be logical sequence maintained in the presentation. It should clearly be looked as each idea / point is interrelated and connected and flow of the presentation is progressing logically.

One should try to support your points and reasons with suitable examples and illustrations. You can use facts and figures, charts, images; audio, video etc. can be used in support of the argument and to convince the audience.

5.2.2.3 Conclusion

The summing up is equally important as the introduction is. The conclusion is an essential section of a presentation. Conclusion is the last phase of the presentation to convince the audience. If one fails to conclude properly, all efforts of presentation will go to vain.

One should include the thesis statement and summarize all the important points in the conclusion. The objective of one's presentation should also be conveyed clearly in order to connect one's ideas, else one may lose the impact of your presentation. Do not forget to express your feelings of gratitude towards the audience for their patience and participation.

CHECK YOUR PROGRESS 2

ANSWER THE FOLLOWING QUESTIONS.

1. Explain the second habit, *begin end in mind* by Stephen Covey?

.....

.....

.....

2. What is the first step of preparing a presentation?

.....

.....

.....

3. How many steps are there in preparing a presentation?

.....

.....

.....

4. What should be included in the conclusion?

.....

.....

.....

5.2.3 TIPS OF EFFECTIVE PRESENTATION

Those who are efficient in group discussion and debate many a times fail to perform well in presentation as it is only presenter who deals with the presentation alone. Here, neither overconfidence nor lack of confidence works in the case of presentation. However, if the presenter is follow some tips, he can do miraculously well in the presentation. Some such tips have been discussed here:

5.2.3.1 Open up cheerfully

The audience likes the smiling face, one need to address the audience cheerfully which will help to establish the healthy connection with them.

5.2.3.2 Analyze the audience and locale

The golden rule is not to give what you have, give what is required to get acknowledged and appreciated. If you know the type of audience, it will always help you to deliver your talk as per the level of the audience. Therefore, it is advisable to scan the audience in advance. One cannot present his ideas in the same way to the science students and to the scientists.

5.2.3.3 Plan your presentation

As per the time given, you should work upon tentatively on duration and the points you wish to cover in your presentation. If you are planning to use the slides of PowerPoint Presentation, you should not include more than 4 points in each slide to avoid confusion in the minds of the audience.

5.2.3.4 Structure your presentation

As discussed earlier, your presentation should have three sections; (1) Introduction (2) Body and (3) Conclusion. The points which you have planned should be divided into these three sections and justify as per the requirement. Each and every point with their required examples should be presented.

5.2.3.5 Keep it simple

Your presentation is required to be simple in terms of the content that you use and the way you present. If your presentation is loaded with heavy words

and lots of figures, it may disconnect the audience as they cannot absorb beyond certain extend. It's better and advisable to keep the presentation simple and select the simple way of presentation.

5.2.3.6 Engage your audience

Asking questions to the audience frequently, will keep them connected with you. They will also feel like involved in the presentation and are the part of the presentation. However, overdose of such questions may ruin the impact of your presentation. You may ask them their point of view. People have short attention spans so try to do something interactive every 15 – 20 minutes.

5.2.3.7 Use short stories and anecdotes

Your love for list of things to be discussed may not work effectively, as people do not have patience and capacity to remember things. Moreover, it kills their interest in the presentation. On the other hand, presenter may not be able to present each point enlisted in the script which in addition to invite trouble for him. However, people remember and love to listen to stories. Hence, the ideas incorporated with the storied shared with the audience can be more effective. Compare all other methods and means of presentation.

5.2.3.8 Practice leads to perfection

You are for sure inviting the troubles if you are presenting your ideas without preparation. It is rightly said that if you fail to plan, you plan to fail. The more you practice, the more perfectly you can perform. It is also advised not to practice before mirror but before the live audience / people with a view to getting feedback about your performance.

5.2.3.9 Interact with the audience

Your lecturing may not help you to keep the audience connected with you. You should interact with them and involve them in order to maintain their interest in the presentation. You should use real life examples in your presentation.

5.2.3.10 Use your body language

Your body speaks before you speak so use your body language appropriately as per the need of the presentation. It can even be better if you can blend your emotions with body language. Try to learn and adopt positive gestures and postures to convey your ideas more effectively. You may even move around the audience. If you cannot be mobile, you can use hands to seek the attention of the audience.

5.2.3.11 Use visuals

Your words may perish from the memories of the audience, but the visuals used in the presentation to support your presentation will have longer life in the memories of the audience. It has been rightly said that a **picture is worth 1000 words. Various charts, graphs, images etc. will surely live** in the head and heart of the audience for the long time moreover, it will help them in understanding the point of presentation more lucidly.

5.2.3.12 Keep a back plan ready

Murphy's Law normally applies during a presentation. The projector may work, there can be power cut, or other issues which may create adverse situation for your presentation. So, it is advisable to confirm the required tools in advance at the location and in addition to this, you should have a back plan ready in your mind if your desired plan fails.

CHECK YOUR PROGRESS 3

MATCH THE FOLLOWING TIPS WITH THEIR DETAILS.

Tips		Details		Answer
1	Keep a back plan ready	A	Try to learn and adopt positive gestures	1
2	Engage your audience	B	Audience cannot absorb beyond certain extend	2
3	Use your body language	C	People have short attention spans	3
4	Structure your presentation	D	If your desired plan fails.	4
5	Keep it simple	E	The points which you have planned should be divided into these three sections	5

5.2.4 ANALYZING THE AUDIENCE AND LOCALE

The interpersonal skills vary from person to person. You cannot deal with your boss in the same way you deal with your friend. Likewise, presentation can never be the same for the different types of audience. If you fail to scan the audience, your all endeavors will go in vain as the audience will not be able to connect with you and your ideas. It is, therefore, very important to analyze the audience before you present. It is even more advantageous if you know about the audience while you prepare your presentation in order to connect, convey and convince them. Let's discuss the types of audience.

5.2.4.1 Demographic Analysis of Audience

Demographic Analysis of audience tries to analyze the audience by their age, gender, background, education, profession, culture and country so that the presentation can be prepared accordingly.

5.2.4.2 Psychological Analysis of Audience

Every person carries preconceived notion about the speaker. This preconceived notion can be either positive or negative. If the audience carries the positive notion about the speaker, it is known as Halo effect whereas if the audience carries the negative notion about the speaker, it is known as Horn effect. Whether the audience is familiar with the topic of the presentation or not these are the factors affect the audience psychologically. Hence, it is required to consider this while preparing and presenting your ideas to the audience.

5.2.4.3 Contextual Analysis of Audience

Whether is it mandatory or voluntary? What is the time of the presentation? What is the topic of the presentation? These are the questions which comply the objective of contextual audience analysis. If the audience has voluntarily joined the presentation, the members will be found more open minded and responsive in the presentation. If the presentation has been scheduled immediately after the lunch, the members may attend the presentation with filled stomach and blank mind.

5.3 KEY WORDS

- **Anecdote:** A short account of an incident
You can start with a relevant story, anecdote, a rare joke, a relevant question, astonishing statement or provocative quote can be a good start.
- **Astonishing:** so surprisingly impressive as to stun or overwhelm
You can start with a relevant story, anecdote, a rare joke, a relevant question, astonishing statement or provocative quote can be a good start.
- **Brainstorm:** try to solve a problem by thinking intensely about it Preparing a Presentation
The first step is to brainstorm about the point for which you are to prepare the presentation.
- **Coherence:** the state of sticking together
If possible, you should add the points stating the reasons so that the same can be developed in the body part and you can achieve coherence by this practice.
- **Contextual:** relating to the set of facts surrounding a situation
Contextual Analysis of Audience Whether it is mandatory or voluntary?
- **Deliberate:** carefully thought out in advance
The main function of the body is to deliberate expansion of the thoughts in a structured way.
- **Jot:** write briefly or hurriedly
You can jot down the points into these three categories so that later, you can develop those points and prepare a presentation.
- **Lucid:** easily understandable
It will help them in understanding the point of presentation more lucidly.
- **Notion:** a general inclusive concept
Psychological Analysis of Audience Every person carries preconceived notion about the speaker.

- **Perish:**pass from physical life
Your words may perish from the memories of the audience
- **Preconceived:** formed beforehand
Psychological Analysis of Audience Every person carries preconceived notion about the speaker.
- **Provocative:**serving or tending to excite
You can start with a relevant story, anecdote, a rare joke, a relevant question, astonishing statement or provocative quote can be a good start.
- **Rapport:** a relationship of mutual understanding between people
Introduction helps in building the rapport with the audience.
- **Strategist:** an expert in systematic plans of action
Simon Sinek, a well- known business strategist of USA.
- **Tentatively:**in a hesitant manner
As per the time given, you should work upon tentatively on duration

CHECK YOUR PROGRESS 4

ANSWER THE FOLLOWING QUESTIONS.

1. What does *Demographics Audience Analysis* do?
.....
.....
.....
2. Explain the following terms.
Anecdote
Provocative
Rapport
Notion

5.4 LET US SUM UP

We have, in this unit, discussed how to plan and prepare a presentation, various tips to make the presentation effective, and how to analyze the audience and locale to connect with them to convey the idea.

5.5 BOOKS SUGGESTED

- Duarte, Nancy. *HBR Guide to Persuasive Presentations (HBR Guide Series) (Harvard Business Review Guides)*. USA: Harvard Business School Publishing, 2012. English.
- Reynolds, Garr. *Presentation Zen: Simple Ideas on Presentation Design and Delivery* . Berkeley, CA: New Riders, 2011. English.
- Schwabish, Jonathan. *Better Presentations: A Guide for Scholars, Researchers, and Wonks*. New York: Columbia University Press, 2016. English.

Commercial Communication 3

- Sinek, Simon. *Start with Why: How Great Leaders Inspire Everyone to Take Action*. USA: Penguin Group, 2011. English.
- Tracy, Brian. *Speak to Win: How to Present with Power in Any Situation*. USA: AMACOM, 2008. English.

ANSWERS

Check your progress 1

1. Simon Sinek has authored the book ***“Start With Why”***
2. Planning is the most important element in presentation?
3. ShriRamkrishnaParamhans asked Swami Vivekananda What should be the objective of life.
4. The objective of life should be to strike a balance between action and contemplation, was the message conveyed to Swami Vivekananda

Check your progress 2

1. The second habit, ***begin end in mind*** by Stephen Covey, suggests that one should have a big picture in mind so that no point of presentation is left.
2. The first step is to brainstorm about the point for which you are to prepare the presentation.
3. There are three steps of preparing a presentation. They are Introduction, Body and Conclusion.
4. Summary, thesis statement and feelings of gratitude towards the audience should be included in the conclusion of the presentation.

Check your progress 3

1 – D, 2 – C, 3 – A, 4 – B

Check your progress 4

1. Demographic Analysis of audience tries to analyze the audience by their age, gender, background, education, profession, culture and country.
2. Explain the following terms

Anecdote short account of an incident

Provocative serving or tending to excite

Rapport a relationship of mutual understanding between people

Notion a general inclusive concept

Editor

Prof. (Dr.) Ami Upadhyay
Vice Chancellor
Dr. Babasaheb Ambedkar Open University, Ahmedabad

Programme Advisory Committee

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Vice Chancellor
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Programme Coordinator

Dr. Nikita D. Gadani
Dr. Babasaheb Ambedkar Open University

Publisher

Dr. Bhavin Trivedi
Registrar (I/c), Dr. Babasaheb Ambedkar Open University, Ahmedabad

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COMMERCIAL COMMUNICATION III

Block

2

Unit 6

Proposal Writing	73
------------------	----

Unit 7

Agenda of the Meeting	83
-----------------------	----

Unit 8

Minutes of the Meeting	90
------------------------	----

Unit 9

Application/CV Writing	98
------------------------	----

Unit 10

Banking Correspondence	116
------------------------	-----



PROPOSAL WRITING

: STRUCTURE :

6.0 Objectives

6.1 Introduction

6.2 Developing your topic

6.2.1 It must be interesting to you

6.2.2 Ask questions about your topic

6.2.3 Define Your Topic

6.2.4 Broaden a Research Topic

6.2.5 Select Keywords to Use as Search Terms

6.2.6 Using Search terms

6.2.7 It must be feasible in the time allocated

6.2.8 It must fit within financial and other resource constraints

6.2.9 It must be within your competence

6.2.10 It must be sufficiently delimited

6.2.11 It must be manageable in size

6.2.12 It must have the potential to make an original contribution to knowledge or practice in the appropriate area

6.2.13 It must be able to meet all ethical, legal and risk assessment requirements.

6.2.14 Keep Track of Sources

6.2.15 Suggestions for organizing notes and citations

6.3 Creating a good research proposal

6.4 Guidelines for creating a well-developed research proposal

6.4.1 Research topic

6.4.2 Background and context of the study

6.4.3 Methodology

6.4.4 Literature review

6.4.5 Proposed timeline/milestones

6.4.6 Resources needed and available

6.4.7 Select bibliography or references

6.4.8 Evaluating your research proposal

6.5 Let Us Sum Up

6.6 Key Words

6.7 Books Suggested

6.8 Exercises

Answer

6.0 OBJECTIVES

- Emphasize how aims are to be accomplished
 - Must be highly focused and feasible
 - Address the more immediate project outcomes
 - Make accurate use of concepts
 - Must be sensible and precisely described
 - Should read as an ‘individual’ statement to convey your intentions
-

6.1 INTRODUCTION

Before any research project begins, detailed plans are essential. Designing and planning a whole research project involves choosing a researchable, significant topic and preparing a well-developed research proposal. Both of these activities need to be carried out under the guidance of your supervisor/s and the earlier this planning takes place in your candidature the better. During this time your supervisors will advise on methodological issues and reading material that will help you to refine your research project. Ultimately, a good proposal serves as a valuable direction finder that helps the researcher to get going on their project with more confidence.

After admission to candidature, you as a higher degree research student are required to refine your preliminary research proposal and present for approval a more detailed proposal. This will occur within the first six months of candidature for full-time students and within twelve months for part-time students, either proceeding or as part of your Confirmation of Candidature, a process which ensures that only research studies that meet the rigor required will be allowed to proceed. Choosing and developing a researchable topic and securing a tight fit between methodological framework and nature of the problem to be researched involves a high level of conceptualization. Discussions and negotiations between you and your supervisor at this stage are therefore of vital importance.

A research proposal should be viewed as more than the outcome of a formalized procedure. It tests in particular your ability as a researcher to conceptualize clearly and to plan and organize carefully and thoroughly. It must be done well in order to do justice to the research idea, and to ‘sell’ the idea. It needs to be kept in mind however, that your plan need not be rigidly adhered to as opportunities to refine your topic arise, unforeseen circumstances come your way or if unexpected data or sources of data arise. The importance is to have a clear sense of direction right from the start.

6.2 DEVELOPING YOUR TOPIC

The purpose, structure and format of a proposal will depend on the disciplinary area in which the proposed research is located. Proposals vary considerably in format and length but around 3,000 words would be desirable for proposals in the social sciences and humanities and less so for many of the experimental sciences. While a proposal format is fairly standard for quantitative studies, for qualitative studies there is no one set format. However,

some basic principles guiding preparation of a good research proposal are worth noting.

First, the topic chosen must be of some significance in your field of interest. In other words, the topic must be justifiably well worth researching. Next and importantly, two principles guiding the choice of topic which are elaborated below are **interest** and **feasibility**. Examine carefully the following to determine to what extent your chosen topic meets the criteria:

6.2.1 It must be interesting to you. It takes great interest in a topic to sustain enthusiasm and enjoyment, and hundreds of hours of effort. There must also be some excitement about the topic. It may or may not be relevant to your current work position but if it is, more interest may ensue.

6.2.2 Ask questions about your topic

- What do I already know about this topic?
- Who was involved in it? (inventor, victim, instigator, bystander)
- Brainstorm on your topic:

Talk to your professor, classmates, and friends. Think about your class discussions and reading assignments; did anything spark your curiosity? Browse the Subject Guides in your subject area.

If the topic is a current event or social issue browse newspapers, general interest magazines, and online sources such as <http://shodhganga.inflibnet.ac.in/>

6.2.3 Define your topic

Researching a topic that is too broad or too narrow can turn into a very frustrating experience. If your topic is too general, you will find an overwhelming amount of information and will need to focus your topic. If your topic is too specific, you will find very little information and will need to broaden it.

6.2.4 Broaden a research topic

Sometimes a research topic is so specific that you cannot find adequate information to fulfill the requirements of the assignment. In this case it is time to broaden your topic. The techniques used to focus a general topic can also be used to expand a narrow topic.

Use ideas discovered while you were generating topics to add to your topic. For example, you could compare and contrast two ideas.

Use background research, found in reference books, to find a researchable topic.

If the topic is narrowed by a factor that can be broadened, such as time period, specific population, or geography, expand the limiting factor. Go from a state to a region or county. Go from a few years to a decade or longer.

6.2.5 Select keywords to use as search terms

- ❖ Step 1. Identify the keywords and central ideas of your topic and write them down.

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- ❖ Step 2. List synonyms or alternate terms for your original keywords.
- ❖ If one term retrieves too much or too little information, or irrelevant material try a synonym.
- ❖ The online catalog and databases may not recognize your original search term, but may recognize a synonym or variation on the search term.
- ❖ Step 3 Refine you search terms by using controlled vocabulary.
- ❖ Controlled vocabulary terms are standardized terms that databases or indexes use to organize information. Controlled vocabulary terms yield very specific results. Most databases and indexes give users a way to look up their controlled vocabulary terms by using the “help” or “Search Tips”
- ❖ Library of Congress (LC) Subject Headings are the controlled vocabulary of the library catalog.

6.2.6 Using search terms

Step 1. Identify keywords from original topic and research question	Step 2. Generate synonyms for keywords	Step 3. Look up controlled vocabulary terms
Environmental protection	Conservation	Environmental policy Environmental impact analysis Conservation of natural resources
Toxic Dumps	Pollution Waste disposal	Pollutants
America's	America American U.S.	America United States
Cities	Towns	Urban cores Inner cities Land use -- urban Capital cities

6.2.7 It must be feasible in the time allocated.

Do you, for instance, have the time and human resources to pursue this topic? If you live, say, in a city, planning to carry out a study requiring extensive fieldwork in rural areas may not be practical (depending on how much time could be spent traveling and costs involved). Family considerations are also important to consider.

6.2.8 It must fit within financial and other resource constraints.

A clearly laid out budget in the proposal should indicate what costs will be involved. Other resources (e.g. technical, statistical and analytical skills) required to complete the project, should be clearly indicated.

6.2.9 It must be within your competence.

Familiarity with an issue or phenomenon, and some background in appropriate

ate research methods, should, at the very least, save time and give you a greater sense of direction and confidence. If you strongly wish to pursue a topic that requires expertise you do not possess, plan additional work time and, perhaps take relevant course units to acquire those skills.

6.2.10 It must be sufficiently delimited.

Setting realistic boundaries helps you organise your literature search and produce a specific problem statement that has a well-argued theoretical rationale. The topic area, for instance, might be organizational effectiveness but the problem might be expressed in terms of the effectiveness of team-based management where a case study could be carried out of say, three different organizational settings that operate on team-based principles.

6.2.11 It must be manageable in size.

Consider carefully the word limit that is imposed on your thesis. It is a good idea early on to develop an outline of potential chapters, keeping in mind the word limits that are set.

6.2.12 It must have the potential to make an original contribution to knowledge or practice in the appropriate area.

Questions need to be considered about the significance, value or potential use of your research. You will need to ascertain what is expected of the research findings and what contribution they will make (e.g. generating new knowledge, contributing to the literature or improving practice).

6.2.13 It must be able to meet all ethical, legal and risk assessment requirements. Issues such as securing permits from government or other agencies and UNE ethics committees, protecting the privacy of individuals involved in your study, ensuring intellectual property and likely access to information, need to be considered carefully. Any risk assessment procedures required to be carried out must be clearly indicated.

6.2.14 Keep Track of Sources

Have you ever found and lost an important source? To prevent sources from slipping away note the citation information for a potential source as soon as you find it. Be consistent in how you save citations and the format you use. Citing sources accurately and in the citation style of your paper (APA, MLA) will save you time by preparing you for the later stages of research paper writing: in-text citations and the bibliography.

6.2.15 Suggestions for organizing notes and citations:

- Open a Word document at the beginning of each research session and type in citation information and other notes as you find them.
- E-mail search results and copies of electronic journal articles to yourself.
- Store all articles, citations, and notes related to the research paper in a single folder or envelope.
- Always write your name on diskettes, you could even include your phone number.

- Save more than one copy! Use your T drive and diskettes so that you have saved a copy of your hard work in more than one place.

6.3 CREATING A GOOD RESEARCH PROPOSAL

Most novice researchers ask what an outline of a proposal might look like. If exemplars of good proposals are available, it will pay you to study these before you set out developing yours.

You would do well to keep the following principles in mind when developing your proposal:

1. A good proposal explains clearly three elements – **what** research is intended, **why** it is being researched and **how** the researcher proposes to carry out the research.
2. A good proposal is **straightforward**. The first words are of vital importance. They need to get to the point directly without ‘beating around the bush’. There should be a succinct statement of what the study proposes to do at the start (written in the future tense), something like, ‘This study will examine ...’ or ‘This study aims to ...’.
3. A good proposal uses **clear and precise language**. While not meant to be a literary masterpiece, all readers with knowledge of the subject need to be able to understand exactly what is meant in the most concise language possible.
4. A good proposal should be **clearly organized**. It should be written in simple, logical, prose with clear headings and subheadings to mark out major sections.

What follows is a general guide for putting together a more highly developed proposal in the social sciences areas.

6.4 GUIDELINES FOR CREATING A WELL-DEVELOPED RESEARCH PROPOSAL

The following elements are important to include:

6.4.1 Research topic

- Title of the project
- Nature of the problem or issue under examination (the focus of the study)
- Proposed aims and objectives and research questions/hypotheses

6.4.2 Background and context of the study

- How did the problem or issue arise?
- Why is this important area to study? The significance of the study needs to be stated and comments on the practical and/or theoretical value of the research included.
- Include any underlying assumptions.
- Provide definitions of key terms or concepts used.
- Point out the limitations imposed (the boundaries set).

6.4.3 Methodology

- A tight fit between aims of the study and research strategy chosen must be evident.
- Include statements on:
 - research strategy (e.g., qualitative, quantitative) and justification for approach;
 - research methods (e.g. survey, case study, ethnography, experimental);
 - tools of data collection (e.g., questionnaire, interviews, focus groups, documentary analysis);
 - location and availability of data;
 - methods of data analysis and interpretation;
 - ethical implications (if relevant); and
 - any problems that may be encountered in the conduct of the research.

6.4.4 Literature review (or a general introduction to the topic of 3-5 pages if in experimental sciences)

- Familiarity with the relevant literature needs to be demonstrated.
- A précis of relevant **literature** needs to include:
 - what is already known on the topic;
 - what gaps need to be filled;
 - how the study relates to, builds on or differs from previous work in the topic area; and
 - Theoretical considerations (what theory is from the literature would help to develop a meaningful conceptual or analytical framework?)

6.4.5 Proposed timeline/milestones

- A schedule indicating plans from commencement right through to submission needs to be provided.

6.4.6 Resources needed and available

- Resources needed should be listed, their availability checked and a budget proposed before beginning the project.

6.4.7 Select bibliography or references

When you have completed preparing your proposal, it would be a good idea to self-evaluate what you have produced. A checklist for doing so appears in what follows.

6.4.8 Evaluating your research proposal

Circle your ratings according to the following criteria

Choice of problem	(insignificant)	1	2	3	4	5	(significant)
Statement of problem	(unclear)	1	2	3	4	5	(clear)
Questions/hypotheses developed	(unclear)	1	2	3	4	5	(clear)
Knowledge of previous work	(poor)	1	2	3	4	5	(excellent)
Critique of relevant literature	(poor)	1	2	3	4	5	(excellent)
Key concepts defined	(poorly defined)	1	2	3	4	5	(clearly defined)

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Theoretical framework	(nonexistent)	1	2	3	4	5	(developing)
Mode of inquiry	(inappropriate)	1	2	3	4	5	(appropriate)
Importance in topic area	(unimportant)	1	2	3	4	5	(important)
Likely significance of findings	(low)	1	2	3	4	5	(high)
Research plan	(vague)	1	2	3	4	5	(detailed)
Scope and limitations	(unrealistic)	1	2	3	4	5	(realistic)
Proposal structure	(poorly organised)	1	2	3	4	5	(well organised)
Consideration of ethical issues	(nonexistent)	1	2	3	4	5	(strong)
Persuasiveness	(low)	1	2	3	4	5	(high)
Writing style	(obtuse)	1	2	3	4	5	(precise)
Interest engendered	(low)	1	2	3	4	5	(high)
Argument in support of							
-the significance of the problem	(nonexistent)	1	2	3	4	5	(strong)
- the choice of research strategy							
- the way the research problem is stated (in relation to the literature reviewed)	(nonexistent)	1	2	3	4	5	(strong)
- limitations on the conclusions	(nonexistent)	1	2	3	4	5	(strong)

6.5 LET US SUM UP

This section should be only one or two paragraphs long, emphasizing why the research problem is worth investigating, why your research study is unique, and how it should advance existing knowledge.

Someone reading this section should come away with an understanding of:

- Why the study should be done,
- The specific purpose of the study and the research questions it attempts to answer,
- The decision to why the research design and methods used where chosen over other options,
- The potential implications emerging from your proposed study of the research problem, and
- A sense of how your study fits within the broader scholarship about the research problem.

6.6 KEY WORDS

1. **Objective:** mention the more immediate project outcomes
2. **Purpose of the Study:** Clearly identify the goal of the study in one precise sentence
3. **Feasibility:** The state of degree of being easily or conveniently done
4. **Methodology:** explains each step the experimenter will take in order to conduct his or her research.
5. **Literature review:** provides the background for the research problem and illustrates to the reader that the researcher is knowledgeable about the scope of the theory.
6. **Research Design:** Include the proposed research design of the study, whether it is a survey, experiment, observation, secondary data of analysis, etc.

7. **Hypothesis / Research Questions:** Research questions ask what relationships exist between the different variables in the study, while the hypothesis predicts the relationship between variables.
8. **APA:** American Psychological Association
9. **MLA:** Modern Language Association
10. **Citations:** a quotation from or reference to a book, paper, or author, especially in a scholarly work.

6.7 BOOKS SUGGESTED

1. McGranaghan M. Guidelines on Writing a Research Proposal. [Last accessed on 2016 Jun 25]. Available from: <https://www.2.hawaii.edu/~matt/proposal.html>.
2. Research Proposal. [Last accessed on 2016 Jul 04]. Available from: <http://www.web.stanford.edu/~steener/gendertech/assignments/ResearchProposal.pdf>.

Web Resources

1. <http://libguides.usc.edu/writingguide/researchproposal>
2. <https://www3.dbu.edu/uwc/documents/HowtoWriteaProposalTemplate.pdf>

6.8 EXERCISE

CHOOSE THE CORRECT OPTION FROM THE GIVEN BELOW.

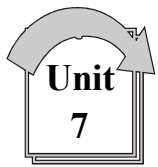
1. What is the main advantage of producing a written research proposal?
 - a. Helps keep people employed.
 - b. Informs all interested parties.
 - c. Helps the institution
 - d. Helps the credibility
2. All of these may appear in a research proposal, but which one will ALWAYS appear?
 - a. Marketing objective.
 - b. Business objective.
 - c. Research objective.
 - d. Creative objective.
3. Which word fills all the blanks in this extract?
 We talk about generating_____, testing_____, rejecting_____
 - a. hypotheses
 - b. questions
 - c. objectives
 - d. aims
4. The timing section of a proposal will NOT include:
 - a. deadlines for submitting the final report.
 - b. guidelines on ethics.
 - c. deadlines for ending data collection.
 - d. progress report dates.
5. Good research proposals will always:
 - a. provide respondent names and addresses.
 - b. focus on the Harvard style.
 - c. Consider all possible research that had previously been done on the topic.
 - d. focus on addressing the research objectives.

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6. The proposal's literature review is important because:
 - a. The tutor insists upon it.
 - b. It shows that you are knowledgeable about the literature that relates to your research topic
 - c. It looks authoritative.
 - d. It is expected by the university.
7. Which proposal section is intended to describe the purpose with a full statement of the research question?
 - a. References.
 - b. Literature review
 - c. Introduction
 - d. Proposed Method
8. Which ONE of these phrases is best avoided in a proposal?
 - a. The intention is to complete the study by.....
 - b. This research seeks to.....
 - c. This research draws upon the work of.....
 - d. I hope to.....
9. Which ONE of these is best avoided in a proposal?
 - a. Accurate spelling and grammar.
 - b. Careful use of correct gender terms.
 - c. Jargon
 - d. Short, clear sentences.
10. The final research report is NOT:
 - a. future secondary data.
 - b. a research proposal.
 - c. a basis for decision-making.
 - d. tangible evidence of a research project.
11. What helps to agree timing, agree resource allocation and also draws boundaries?
 - a. The questionnaire.
 - b. The observation form.
 - c. The final report.
 - d. The proposal.
12. What is a research design?
 - a. A way of conducting research that is not grounded in theory.
 - b. The choice between using qualitative or quantitative methods.
 - c. The style in which you present your research findings, e.g. a graph.
 - d. A framework for every stage of the collection and analysis of data.

ANSWERS

1-b, 2-c, 3-a, 4-b, 5-d, 6-c, 7-c, 8-b, 9-b, 10- b, 11-d, 12-a.



AGENDA OF THE MEETING

: STRUCTURE :

7.0 Objectives

7.1 Introduction

7.1.1 What is an Agenda?

7.1.2 Importance of Agenda

7.1.3 Preparation of Agenda

7.2 How to systematically develop an effective meeting agenda

7.2.1 Format of the Agenda:

7.2.2 Detail description about each item on the agenda:

7.3 Let Us Sum Up

7.4 Key Words

7.5 Check Your Progress

7.6 Books Suggested

Answers

7.0 OBJECTIVES

After learning this unit, you will be able to understand:

- What is an agenda and why it is important ?
- How to systematically draft an effective agenda to optimise meeting efficiency

7.1 INTRODUCTION

7.1.1 What is an Agenda?

The literally meaning of the term agenda is ‘things to be done’. An agenda is essential list of items to be discussed at the meeting. It is considered as one of the most important documentations since it gives structure to the meeting and also sets the tone and direction of what needs to occur before and during the meeting.

7.1.2 Importance of Agenda:

The agenda of the meeting determines whether or not the meeting will be productive, meaningful and meet the expected outcomes of the meeting. Therefore, it is necessary that the items placed on the agenda should be precise, (to the point) in clear and explicit language. Moreover, it is expected that the meeting must be conducted in the same order in which the items are listed in the agenda.

7.1.3 Preparation of Agenda:

The format of the agenda normally varies in formality and detail. Some of the agenda includes detailed list of topics while other agendas identify a single or

general topic to be discussed. However, a lot of rigorous discussion and consultation is necessary to develop an effective agenda which provides meaningful information, at the same time one should make sure that it should not become a lengthy narrative document. Two most important points to be considered while preparing an effective agenda are:

- to ensure that all items of importance will be dealt with and consider in their proper order
- To give an idea to all the members of what business has to be discussed in the meeting.

It is important to note that the agenda should be distributed to the members of the meeting well in advance so that they will be aware of the subjects to be discussed and are able to prepare for the meeting accordingly.

7.2 HOW TO SYSTEMATICALLY DEVELOP AN EFFECTIVE MEETING AGENDA

7.2.1 Format of the Agenda:

The standard format of the agenda includes the following items:

- The title, date and place of the meeting
- Noting apologies for absences
- Confirming minutes of the previous meeting
- Discussion on matters arising out of the minutes of the previous meeting
- Items for discussion mentioned in the agenda
- Taking any other item not listed in the agenda with the permission of the chair
- Date, time and place of the next meeting
- Closing the meeting

7.2.2 Detail description about each item on the agenda:

- **The title, date and place of the meeting:** Information of the venue, timing and date of the meeting. However, it is not necessary to mention this details if the agenda is circulated along with the notice.
- **Noting apologies for absences:** Information of the members who were unable to remain present in the meeting and have submitted their apologies for the absence.
- **Confirming minutes of the previous meeting:** Confirmation of the minutes of the previous meeting is a formal procedure which is to be followed before the commencement of the meeting. It should be presented before the members for their approval. However, if the minutes have already been circulated well in advance along with the agenda, they should be taken as read. In case of any objections or concerns regarding the minutes, they will be taken up for the discussion, and if necessary, corrections will be made in the records. These corrections must be initiated by the chairman and the secretary. Once the corrections are completed, the revised minutes will be presented before the members for the approval.

- **Discussion on matters arising out of the minutes of the previous meeting:** There are possibilities that many a times after the confirmation of the minutes of the previous meeting, the members would like to know the action taken on the resolution passed in the last meeting. In such circumstances, the chairman or the secretary will present the report or discuss the relevant information. However, the chairman should ensure that discussion on matters arising out of the minutes of the previous meeting is relevant.
 - **Items for discussion mentioned in the agenda:** Discussions on the items mentioned in the agenda is the most important part of the meeting. It usually requires a major share of time. It is necessary that these items are listed on the agenda in appropriate and logical way so that the members can get an idea about the focus of the discussion. In this section, routine or non controversial items are listed first so that minimum time is spent in discussing them. Further, those items are listed which requires rigorous discussion and consultations. It is to be noted that the secretary is responsible for documenting all the decisions in the manner and style they are passed.
 - **Taking any other item not listed in the agenda with the permission of the chair:** Once all the items listed on the agenda are discussed, any other item which needs immediate attention and decision is taken up with the permission of the chairman.
 - **Date, time and place of the next meeting:** At end of the meeting the date, time and venue of the next meeting is communicated well in advance to the members.
 - **Closing the meeting:** While concluding the meeting, a vote of thanks will be proposed and chairman shall announce the closer of the meeting.
- C. Apart from the above mentioned points it is advisable to:**
- **Include Objective of the meeting on the agenda:** Identifying or highlighting the meeting objective will lead to a focus discussion. Moreover, the members present in the meeting will get an idea of what the meeting is intended to accomplish at the end.
 - **Seek Inputs from team members:** In order to have effective discussion, it is necessary to engage the team members while developing the agenda. The team members should suggest the agenda items along with the reasons why each items needs to be addressed.
 - **Process for addressing each agenda item:** The process helps in moving together to complete the discussion or make a decision. Moreover, it helps in increasing the effectiveness of the meeting. The process for addressing each item should appear on the written agenda. Example of the process for addressing each agenda item is given below.

Commercial Communication 3

Statement of the problem	Time - 5 Minute
Members identify and agree on each relevant information	Time- 10 Minute
Discussion on solution of the problem	Time- 10 Minute

- **Identifying a person who can lead the discussion on a particular agenda item:** It is one of the best practices which can be followed while developing an effective agenda. In most of the formal meeting except the chairman of the meeting, there are designated individuals who are responsible for beginning or leading the topic. He/she may be providing base for a particular agenda item or may have an organizational responsibility for that area. Following this protocol will ensure that anyone who is responsible for leading part of the agenda knows it before the meeting. It also lets other members know who is responsible for each topic or subtopic
- **Estimating a realistic time slots for each item:** Time management in formal meetings is one of the most difficult facilitation tasks. Moreover, it is necessary to end the meeting on time. Therefore, it is advisable to assign realistic time slots for each agenda item by calculating how much time a member will need for introducing the topic in agenda item, resolving queries/ questions from members, discussing the potential solutions and agreeing on the action items that follow from discussion and decisions. In case if the discussion on a particular agenda item is not completed within a given time slot, members can suggest that more time should be allotted or the item should be referred to in the next meeting.
- **Ensure type of action needed for each item agenda:** In most of the formal meetings sometimes it becomes difficult for members to participate effectively in the meetings if they are not aware whether to simply listen, give their input, or be a part of decision making process. In order to avoid this, it is advisable to include the type of action expected from the members next to each agenda item.
- **End the meeting with a review:** It is advisable to include on the agenda the time to review or evaluate the meeting before adjourning. It will help to improve the outcome of the meeting. Moreover, the members can use this opportunity to get clarification on any issues raised, duties assigned, or to propose topics for the next meeting.

7.3 LET US SUM UP

In this unit, you have learnt:

- What is Agenda and why it is important?
- How to systematically prepare an effective agenda for the meeting
- Detail description about each item on the agenda

7.4. KEY WORDS

- **Agenda:** A 'time-table' listing items for discussion at a meeting

- **Apologies for absence:** Written or orally delivered excuse for not being able to attend a meeting
- **Chairperson:** Coordinator of a committee, working party, etc.
- **Minutes:** Written summary of a meeting's business
- **Statement of the problem:** Concise description of an issue to be addressed
- **Meeting objective:** The purpose of the meeting
- **Matters arising from:** feedback, follow-up on action which has been taken to implement the decisions of the minutes previous meeting

7.5 CHECK YOUR PROGRESS

ANSWER THE FOLLOWING QUESTIONS BRIEFLY.

- A. Why is an agenda necessary for a meeting and is considered as an important documentation?
-
-
-
- B. What are the two most important points to be considered while preparing an effective agenda are?
-
-
-
- C. Why it is important to include objective of the meeting on the agenda?
-
-
-
- D. Why it is necessary to seek inputs from the team members while developing an effective agenda?
-
-
-
- E. Why it is necessary to identify a person who can lead the discussion on a particular agenda item?
-
-
-
- F. How are the 'items for discussions' listed in the agenda and why?
-
-
-

Commercial Communication 3

- G. Which factors should be considered while estimating time slot for each item in the agenda?

.....
.....
.....

- H. You are planning to hold a meeting to organize a visit to 'The Institute of Chartered Accountants of India' (ICAI), New Delhi for all the students. Draft an agenda for the meeting. You can include some of the points given below or add additional points if required.

- Date, time, duration of the programme
- Places of visit
- Transport arrangements
- Food arrangements
- Organiser of the trip
- Preparation requirements
- Cost of trip
- Any other issue

7.6. BOOKS SUGGESTED

- Burleson, Clyde W. (1990). *Effective Meetings: The Complete Guide*. New York: John Wiley & Sons
- Thill, J.V. & Bovee, C.L. (1993) *Excellence in Business Communication*, New York: McGraw Hill
- Hodgson, P. & Hodgson, J. (1992) *Effective Meetings*, London: Century Business
- Carter, W. (1996): *Communication Skills, A Complete Package for a One-Day Training Workshop*. 2nd ed. New Delhi: Kogan Page
- Koul, O.N and Sharma, K.K. (1994): *Effective Communication Skills*, New Delhi: Creative Publishers.
- Marnoria, C.B and Gankar, S.V. (2003): *Personal Management*, Mumbai: Himalaya Publishing House.
- Rai, U. & Rai, S.M. (1992) *Business Communication* (IV Edition), Bombay: Himalaya publishing House

ANSWERS

Check your progress 1

Answer-A: Agenda of the meeting is necessary because it determines whether or not the meeting will be productive, meaningful and meet the expected outcomes of the meeting. It is considered as an important documentation since it gives structure to the meeting and also sets the tone and direction of what needs to occur before and during the meeting.

Answer-B: The two most important points to be considered while preparing an effective agenda are:

- to ensure that all items of importance will be dealt with and considered in their proper order
- To give an idea to all the members of what business has to be discussed in the meeting.

Agenda of the Meeting

Answer-C: Including the Objective of the meeting will help in maintaining the quality of the discussion. Moreover, the members present in the meeting will get an idea of what the meeting is intended to accomplish at the end.

Answer-D: It is necessary to seek inputs from the team members while developing an effective agenda so that the discussion can be effective and meets the expected outcome.

Answer-E: It is necessary to identify a person who can lead the discussion on a particular agenda item as it will ensure that anyone who is responsible for leading the discussion is aware about his/her topic before the meeting. It also lets other members know who is responsible for each topic or sub-topic. Moreover, it is one of the best practices which are followed while developing an effective agenda.

Answer-F: Items on the agenda should be listed in appropriate and logical way so that the members can get an idea about the focus of the discussion. The routine or non controversial items should be listed first so that minimum time is spent in discussing them. The items which require rigorous discussion and consultations should be listed last.

Answer-G: In order to assign realistic time slots for each agenda item, one should consider how much time a member will need for introducing the topic in agenda item, resolving queries/ questions from members, discussing the potential solutions and agreeing on the action items that follow from discussion and decisions.

Answer-H: Department of Commerce

Agenda for the meeting - Visit to The Institute of Chartered Accountants of India

Date: 10th November 2017

Venue: Multipurpose Hall- 2

Time: 2. 00 p.m.

- A. Apologies for absence
- B. Confirmation of the minutes of the previous meetings
- C. Matters arising from the minutes
- D. Items for discussion
 - Date of the proposed visit to be finalized
 - Places to be visited
 - Transport arrangements
 - Election of student-in-charge for the visit
 - Budget allocation and cost per head
 - Any other issue



: STRUCTURE :

- 8.0 Objectives**
- 8.1 Introduction**
- 8.2 Importance of Minutes**
- 8.3 Notice**
- 8.4 Agenda**
- 8.5 Minutes of the Meeting**
- 8.6 Let Us Sum Up**
- 8.7 Key Words**
- 8.8 Books Suggested**

Answers

8.0 OBJECTIVES

In this unit we shall

- Discuss the importance of minutes
- Understand the importance of notice and agenda

On completing the unit, you should be able to

- Write minutes in various formats
- Write notice in the required format
- Write agenda in a systematic and structural way

8.1 INTRODUCTION

Meetings are a form of formal interaction and are held in all organization, small or big, public or private, government or semi-government. Minutes are the written proceedings of the business transacted during a meeting. Minutes is the communication which requires a lot of planning and preparation. There are three major components namely *notice*, *agenda*, and *minutes*. The minutes are generally recorded sequentially by the secretary of the concerned group or organization. However, at times, any other member attending the meeting may also be required to draft the minutes. *Minutes, thus, are a written record of committee meetings times, attendance, topics covered, discussion on topics approved.* Besides, it includes all the important decisions taken, and methods and motions adopted.

8.2 IMPORTANCE OF MINUTES

Minutes are regarded as an important record in the organization. Minutes of a meetings form the basis of future action and decision related to matters discussed, such as promotion of staff, determining the incentive in the membership fee etc. Since minutes will service as an official record of what took place during the meetings, it must be accurately recorded.

8.3 NOTICE

As discussed earlier notice is written information about the day, time, and venue of a meeting. These are sent a few days before the meetings. Notices are sent to all

those who are entitled to attend it. It is important to inform the participants well in advance about the meeting so that all can attend and contribute in the decision. This can be done by circulating notice either through an email or a hard copy.

Any notice needs to include:

- Date on which the notice is sent
- Details regarding the purpose (why); date; day; time; venue of the meeting
- List of agenda items
- Signature
- Lastly, the names of the members who will attend the meeting

For example:

HOPE SQUARE MALL
Jawahar Chowk, Ahmedabad 380026

21st July, 2008

The Fourth Meeting of the Executive Committee will be held as per the following schedule.

Date: 28th July, 2008

Day: Friday

Time: 3 pm

Venue: Community Hall, Hope Square Mall.

The agenda for the meeting is attached.

Anubhav Sharma

Secretary

To: The members of the Executive Committee.

Check your progress I: (Check your answers with those given at the end of the unit)

Prepare a notice which includes the date, time, and venue of the meeting. (As given in the example; assume the details whenever required.)

8.4 AGENDA

A written agenda is the list of the individual items that need to be discussed in the meeting. This agenda items are circulated among the meeting attendees along with the notice. The agenda keeps the meeting on course and helps to ensure that the planned objectives are resolved. It also serves as a planning for the committee members and a control tool for the chairperson. In brief, an agenda is a list of the topics the meeting will address to get to that objective, with a time limit to keep you on track.

Significance of the Agenda:

1. It forces the Chairperson to think on what needs to be accomplished.
2. It allows the committee members to get ready with the required preparation as it is sent beforehand.
3. This helps them to think even about the things that are uncovered and that can be discussed at the end of the meeting with the permission of the Chairperson.

How to prepare an agenda?

To prepare an agenda one has to take utmost care. Mainly there are two parts in agenda:

Commercial Communication 3

- a) Header: It includes...
 - i. i. Name of the organization
 - ii. Date
 - iii. Group meeting agenda
 - iv. Starting and ending time
 - v. Location

- b) Body- list of all the items discussed

For example, if you are writing an agenda for the fourth meeting, write that as shown below:

HOPE SQUARE MALL
Jawahar Chowk, Ahmedabad 380026

21st July, 2008

Agenda for the Fourth Meeting of Executive Committee to be held at 3 pm on Friday, 28th July 2008 at Community Hall, Hope Square Mall, Ahmedabad.

- 4.1 Confirmation of the minutes of the last meeting.
- 4.2 Appointment of the Manager at the New Branch in Surendranagar.
- 4.3 Announcement of the festive discount.
- 4.4 Decision to be made regarding decoration of all the branches before the 2nd Anniversary.
- 4.5 Date of next meeting
- 4.6 Any other matter with the permission of the Chairperson.

Anubhav Sharma
Secretary

Check your progress II: (Check your answers with those given at the end of the unit)

The following business was transacted at the tenth meeting of the Board of Directors of Nixon Electronics Co. Ltd. Assuming yourself to be the secretary of the company, write the agenda in proper format.

- i. Minutes of the previous meeting
- ii. D.A. to the employees, purchase of furniture for the common room.
- iii. Creation of five posts of travelling salesperson
- iv. Opening a cultural centre in the company's premises.

8.5 MINUTES OF THE MEETING

Traditionally, after the meeting is over, the secretary works on the minutes of the meeting. Minutes are a record of what happened at a meeting. They serve as a useful tool to remind the participants of the actions that need to be taken, show the process of arriving at certain decisions, and also serve as a repository of information for future reference. After the meeting gets over, a copy of the minutes is prepared with all the contents arranged in an appropriate format. This is then circulated among the members for any suggestion if required. Once the comments are received, the final minutes are prepared. It is these *Minutes* that are read as the first item in the agenda for the next meeting.

Minutes can be classified into two types:

Formal Minutes	Informal Minutes
• Minimal	• Bullet point list
• Medium	• Table format
• Verbatim	• Narrative report

Depending upon the style formal minutes contain the following details:

- *Minimal* The bare minimum of information, such as when and where the meeting was held and the decision arrived at
- *Medium* A précis of what was said at the meeting in the form of a structured report
- *Verbatim* A word-for-word account of what was said

Similarly, informal minutes should contain the following details:

- A bullet point list of the decisions taken and the work progress to date
- A list in tabular format, giving the topic, the decisions made or progress to date, and subsequent action items
- A narrative report of a conversation that took place between several people

The following are the important features of a well-written minutes:

1. The minutes are generally written in the letterhead of the company.
2. At the beginning of the minutes, there are details such as the day and date on which and the time at which the meeting was held, the venue of the meeting and the kind of meeting it was supposed to be.
3. This is followed by a list of those who were present at the meeting.
4. The first resolution is normally the confirmation of the minutes of the previous meeting and the last resolution is normally the formal vote of thanks to the chairman.
5. If any member/Director is absent and has written for permission, this resolution comes second. But if a condolence resolution is to be passed, it comes after the approval of the minutes of the previous meeting.
6. When an appointment is recorded (individual/group/sub-committee) the sentence says that the person or the committee “is hereby appointed”. Similar wording is used when someone is authorized to do something in the name of the company.
7. At the end of the minutes, there should be provision for the date and the chairman’s signature. The data is the date on which the minutes are confirmed and signed.

Commercial Communication 3

Pattern of Minutes

LETTER-HEAD OF THE COMPANY/NAME OF THE COMPANY		
Day and date of the meeting:		
Venue and the kind of the meeting:		
<u>Members present:</u>		
Mr. _____, Chairman		
Mrs. _____, President		
Mr. _____, Director		
Ms. _____, Treasurer		
<u>In Attendance:</u>		
Mr. _____, Secretary		
Mr. _____, Solicitor		
On the agenda:		
a. _____		
b. _____		
c. _____		
d. _____		
No.	Title	Details
1.	Minutes of the previous meeting	_____
2.	Transfers	_____
3.	X	_____
4.	Y	_____
5.	Vote of thanks	The meeting ended with a vote of thanks to the
Chairperson/mans.		
Date:		Chairman

Example 1: Minutes of a Routine Board Meeting

Minutes of the monthly board meetings of Bibliophile Publications Ltd. at which, among other things, the following items were on the agenda:

- a. To consider the proposal for extension of the administrative office building of the company at Narayanguda.
- b. To consider the request for building a welfare center for the employees of the company
- c. To consider the suggestion of appointing a Liaison Officer for the company.

BIBLIOPHILE PUBLICATION LTD.

Minutes of the Routine Board Meetings of the Directors of Bibliophile Publication Ltd, held on February 17, 2003, at 4-00 p.m. at the registered office of the company in Hyderabad.

Present: Mr. Madhusudan
Mr. JanakiramRao
Mr. AdinarayanRao
Mr. Muniraj

In Attendance: Mr. C. Thrinath (Secretary)

No.	Title	Details
1	Minutes of the Previous Meetings	The minutes of the previous board meeting were read, approved and confirmed.
2	Share Transfers	Resolved that the request for transferring share certificate (no.9076 to 9087) be granted
3	Extension of administrative Wing	Resolved that the proposal for extending the administrative office of the company by taking over the recently vacated office at Balaji Towers be accepted. The Secretary was authorized Balaji Towers be accepted. The Secretary was authorized to negotiate for thus in consultation with the solicitors of the company
4	Construction of Welfare Center	Resolved that a sub-committee is for employees: hereby appointed to find out the feasibility and the cost employees of the company. Further resolved that Mr. Satish be designated the convener of the committee and Mr. kumar and Mr. Gaurav be members of the committee and that the committee should submit its report by March 15,2003
5	Liaison Officer	Resolved that a Liaison Officer be appointed at the head office of the company and that the Secretary is hereby authorized to advertise for the post.
6	Next Meeting	Resolved that the next meeting of the board will be held at 6.00 p.m. on March 30, 2003 at the same venue.
7	Vote of Thanks	The Meetings ended with a vote of thanks to the Chair.

Date:

Chairman

8.6 LET US SUM UP

In this unit, you have learnt

- To draft notice, agenda and minutes
- arious formats for drafts, notice, agenda and minutes

8.7 KEY WORDS

- Notice: the fact of observing or paying attention to something

Commercial Communication 3

- Agenda: a list of matters to be discussed at a meeting
- Minutes: the written record of what was said at a meeting
- Chairman: a person in charge of a meeting or organization
- Secretary: someone who works in an office, writing letters, making phone calls, and arranging meetings for a person or for an organization
- In attendance: the number of people who go to an event, meeting, etc.
- Header: is the title given on the page of an organization giving its name, address, contact, fax details etc.

8.8 BOOKS SUGGESTED

- Sanjay kumar&PushpLata: Communication Skills
- Meenakshi Raman &Sangeeta Sharma: Technical Communication Principles and Practice 3rd Edition
- ArunaKoneru: Professional Communication
- C. Murlikrishna&Sunita Mishra: Communication Skills for Engineers

Answers

Check your progress: 1 (Check your answers with those given at the end of the unit)

Prepare a notice which includes the date, time, and venue of the meeting. (As given in the example; assume the details whenever required.)

Group of Ashray In Hotels

Subhash Bridge, Ahmedabad 380026

11th September, 2018

The Fifth Meeting of Management Committee will be held as per the following schedule.

Date: 24thSeptember, 2018

Day: Monday

Time: 3 pm

Venue: Community Hall, Group ofAshray In Hotels.

The agenda for the meeting is attached.

Rahul Yadav

Secretary

To: The members of the Management Committee.

Check your progress: 2 (Check your answers with those given at the end of the unit)

The following business was transacted at the tenth meeting of the Board of Directors of Nixon Electronics Co. Ltd. Assuming yourself to be the secretary of the company, write the agenda in proper format.

- i. Minutes of the previous meeting
- ii. D.A. to the employees, purchase of furniture for the common room.
- iii. Creation of five posts of travelling salesperson
- iv. Opening a cultural center in the company's premises.

Nixon Electronics Co. Ltd. Ahmedabad - 38000262nd August, 2018

Agenda for the tenth meeting of the Board of Directors to be held at 1 pm on Monday, 9th August, 2018 at Community Hall, Nixon Electronics Co. Ltd. Ahmedabad.

- 10.1 Minutes of the previous meeting.
- 10.2 D.A. to the employees, purchase of furniture for the common room.
- 10.3 Creation of five posts of travelling salesperson
- 10.4 Opening a cultural center in the company's premises.
- 10.5 Date of next meeting
- 10.6 Any other matter with the permission of the Chairperson/man.

Ashish Patel
Secretary

Minutes of the Meeting**Check your progress: 3 (Check your answers with those given at the end of the unit)**

1. Draft the minutes of the monthly executive committee meeting of your cooperative society at which, among other things, the following items were on the agenda:
 - a. To consider the proposal for increase the loan amount.
 - b. To consider the need for acquiring a permanent structure for the society.

Darshan Cooperative Society, Ahmedabad

Minutes of the monthly executive committee meeting of Darshan cooperative society, held on September 4, 2018, at 4-00 p.m. at the Manager office of the Darshan Cooperative Society in Ahmedabad.

Present: Mr. MayankBarot

Mr. Vivek Patel

Mr. Ashok Shah

Ms. Radhika Patel

In Attendance : Mr. K. Patel (Secretary)

No.	Title	Details
1	Minutes of the Previous Meetings	The minutes of the previous board meeting were read, approved and confirmed.
2	For Increase The Loan Amount	Decided to increase 1.83% of loan amountby the society
3	A Permanent Structure for The Society	Allocated Land and Budget for a permanent structure
4	Next Meeting	Resolved that the next meeting of the board will be held at 4.00 p.m. on October 24, 2018 at the same venue.
5	Vote of Thanks	The Meetings ended with a vote of thanks to the Chair.

Secretary**Chairman**



: STRUCTURE :

- 9.0 Learning Objectives**
- 9.1 Learning Outcomes**
- 9.2 Introduction**
- 9.3 Covering Letter**
 - 9.3.1 Meaning/ Definition of Covering Letter**
 - 9.3.2 Points to be covered in Job Application's Covering Letter**
 - 9.3.3 How to Draft Covering Letter**
 - 9.3.4 General Hints for Eye-catching Covering Letter**
 - 9.3.5 Steps to Write a Covering Letter**
 - 9.3.6 Suggested Ways to Draft Circular Letter**
- 9.4 Curriculum Vitae**
 - 9.4.1 Meaning/ Definition of Curriculum Vitae**
 - 9.4.2 Purpose of Curriculum Vitae**
 - 9.4.3 Categories of Information Need to Include in the Curriculum Vitae**
 - 9.4.3.1 Heading**
 - 9.4.3.2 Career Objective**
 - 9.4.3.3 Key Skills, Abilities, and Aptitude**
 - 9.4.3.4 Position Desired**
 - 9.4.3.5 Career History**
 - 9.4.3.6 Educational Qualifications**
 - 9.4.3.7 Reference**
- 9.5 Examples of Job Advertisements**
- 9.6 Do's and Don'ts of Job Application Writing**
- 9.7 Words and Phrases to use while preparing Job Application**
- 9.8 Let Us Sum Up**
- 9.9 Keywords**
- 9.10 Books suggested**
- 9.11 Check Your Progress**

9.0 LEARNING OBJECTIVES

After finding out this unit, you must be able to

1. Know the importance of a good job letter and Curriculum Vitae
2. Learn how to write a job letter

3. Learn how to write Curriculum Vitae
4. Make a careful self- assessment
5. Understand components' of Curriculum Vitae
6. Get helpful tips on creating Curriculum Vitae
7. Find detailed information how to address on specific fields and what to include in the job application
8. To create complete Curriculum Vitae that represents applicants' skills, experience and educational background

9.1 LEARNING OUTCOMES

After finding out this unit, you ought to be ready to

1. Understand what to include in a resume and how to present information in a professional manner
2. Identify transferable skills and techniques
3. Learn to review, summarize and present experience, achievements and key skills and strengths
4. List out main contents of application for job
5. Obtain the knowledge regarding appropriate steps to write application

9.2 INTRODUCTION

“The art of communication is the language of leadership”

- James Humes, American Director and producer.

Once candidates find appropriate vacancy advertisement that he wants to do, the first task he needs to perform is to write effective application. It was written in one newspaper about few executives' responses regarding letters, proposals and reports that had marked career turning points.

- I spent ***a whole day composing a bright letter to accompany my resume***
- The ***time and effort I spent on my resume probably made the single largest contribution to my initial career opportunities.***
- Believe it or not, ***the most important piece of writing I did at the beginning of my career was two paragraphs long: the brief essay I had to write as part of my job application. I took time to do it right and received praise – and a job- from those who interviewed me.***

Like these executives, applicants may understand the importance of application writing and once he has the job, he will be expected to write well in order to succeed at his workplace. Besides, his content of application will represent not only his image but also company's status. In essence, the resumes and application letters are like sales letters. Thus, time, care and miscellany of vocabulary are come first.

Besides, a job application is an offer of service and it must show the appropriate information about applicants' qualifications and persuade employer that you are the same person whom they are looking for. While drafting applica-

tion, applicant must inform academic qualification, academic history, skills, references and other publication details (if the applicant's has)

9.3 COVERING LETTER

- 4.1. Meaning/ Definition of Covering Letter
- 4.2. Points to be covered in Job Application's Covering Letter
- 4.3. How to Draft Covering Letter
- 4.4. General Hints for Eye-catching Covering Letter
- 4.5. Steps to Write a Covering Letter
- 4.6. Suggested Ways to Draft Circular Letter

“There are no secrets to success. It is the result of preparation, hard work, and learning from failure”.

-Colin Powell

9.3.1 Meaning/ Definition of Covering Letter

Covering letter means using cover letter with application. Covering letter always assists to provide friendly introduction or opening about applicant and his profile to employer. A covering letter or letter of application is to be accompanied with Curriculum Vitae. A covering letter may be solicited or unsolicited, general or specific. Besides, covering letter must be persuasive enough to develop an intense desire for the prospective employer to move towards action. The content of the message must attract the employer.

9.3.2 Points to be covered in Job Application's Covering Letter

Before drafting covering letter job seeker should focus on the following aspects:

1. **Quality, Color and Size** of the **paper** must be up- to the date.
2. **Inside address** is properly positioned.
3. **Date** of application should be written either American or British Style.
4. **The salutation** of the letter is to be written in formal style.
5. If **subject line** and **attention line** are required then write it at appropriate place.
6. End the covering letter with **complimentary close**.
7. Receiver and writer both **address** must be written in clear handwriting or typed so that it may reach the place without any problem.
8. **Folding** the letter is equally important. Letter should be properly folded and packed along with all requisite documents like Covering letter, Curriculum Vitae and proper size of the envelope.
9. Be clear and attentive regarding **abbreviations, punctuation, comprehension and action**.
10. Use appropriate, meaningful and relevant **vocabulary**. Polite, humble and formal tone is required while drafting covering letter.

9.3.3 How to Draft Covering Letter

Curriculum Vitae is always accompanied by covering letter. It should briefly elaborate on your accomplishments and highlight prior experience that will make the Curriculum Vitae more alive and well connected. Here, there are certain tips that job seeker or applicant should keep in mind before drafting covering letter for job application.

First of all, before writing the covering letter, research the position for which you are applying and find out whatever you can know about the organization. This type of investigation helps the job applicant to present himself/ herself as perfect fit for the institute or firm.

Secondly, write about abilities; mention your strength, and a present the record of academic history, and intellectual contribution. All these would be useful for the company's growth and development. Apart from this, write a fresh, natural, energetic and well-cultivated vocabulary to present your personality.

Thirdly, each and every detail of the covering letter need careful attention; parts of the layout must be arranged neatly and framed accurately:

- Names (Writer and Receiver)
- Designation
- Address
- Date
- Subject line
- Salutation
- Body of the letter
- Complimentary close

This is very important to understand that small error tells the future employers about applicant's carelessness. While drafting or preparing covering letter, look at or think about employer's point of view which help them to understand applicants personal qualities like

- Diligence
- Willingness to learn
- Ability to work with others etc...

In addition, covering letter must consist all these qualities that employers' needs. Importantly, writing about the employers' need and interest is the art of using "YOU" attitude in the application letter.

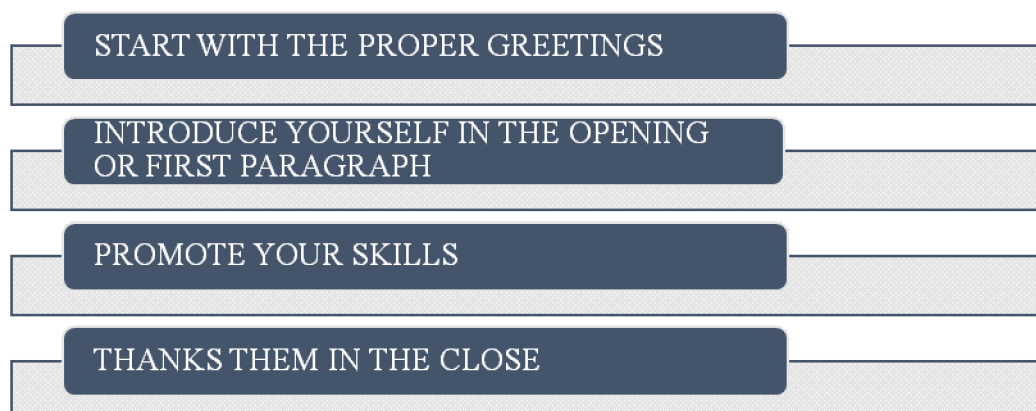
Additionally, another aspect that job seeker should keep in mind is that when job offer is attractive, there will be many applicants with similar qualifications in such situations, impressive letter with impressive vocabulary and drafting style can make them think that this is most routine letter and based on covering letter they will give you chance to have personal interview.

All in all, use your own style, be concise, and don't write more than one page; use simple language without embellished phrases. Above all, show your distinctiveness and fit for the organization.

9.4.4 General Hints for Eye-catching Covering Letter

- Follow American style format.
- The applicant's address and contact number are at the top right corner of the letter.
- Clean, advanced and formal layout is necessary.
- If the advertisement asks that the application must be written in the candidate's own handwriting and write with dark blue ink.
- Don't attach original documents only certified copies are enclosed. Produce original documents at the time of interview.
- Be careful regarding salutation and complimentary close.
- If the given address is like 'BOX NO' the first line of the inside address is, "The Advertiser".

9.4.5 Steps to Write a Covering Letter



9.4.6 Suggested Ways to Draft Circular Letter

Opening:

Here, are some traditional opening sentence:

1. *Please, consider my academic qualification, given below for the post of which you have advertised in today's The Times of India.*
2. *With reference to your application for the post of*
3. *I am interested in the I have been working as in this field for fifteen years. I believe that I'm compatible for this position.*
4. *I recently came across the (Position) at (Company Name) through (Resource). I am very interested in continuing to build a career and gain more experience at your company and I believe that I could contribute a great deal.*
5. *In the past, I have gained a lot of experience with (Subject) which is very relevant to the (Position) and will allow me to start successfully and with little training. Not solely have I had hands-on expertise in (Subject) for (Years). I also have an academic background in (Subject).*

6. *I write in response to your advertisement seeking (Position) at (Company). As a highly competent (Designation). Not solely have I had hands on expertise in*

Closing:

Here, are some traditional closing sentences:

1. *You will find my resume and a list of all reference attached please feel free to contact me at your earliest convenience.*
2. *If you have any questions in reviewing my qualifications, please do not hesitate to contact me at my email or my given contact number. I expect to hearing regarding your call shortly. Thank you for your time and consideration.*
3. *Here, I enclosed my resume for your ready reference. I will be highly pleased if you invite me for personal discussion.*

9.4 CURRICULUM VITAE

9.4.1 Meaning/ Definition of Curriculum Vitae

9.4.2 Purpose of Curriculum Vitae

9.4.3 Categories of Information Needed to Include in the Curriculum Vitae

9.4.3.1 Heading

9.4.3.2 Career Objective

9.4.3.3 Key Skills, Abilities, and Aptitude

9.4.3.4 Position Desired

9.4.3.5 Career History

9.4.3.6 Educational Qualifications

9.4.3.7 Reference

9.4.1 Meaning/ Definition of Curriculum Vitae

A CV sometimes called a Curriculum Vitae or resume is a summary of your career history, and the skills and experience that person has achieved during the career:

While preparing Curriculum Vitae, a person should include mainly three things:

- Attract the attention of the reader
- Create a good impression
- Present skills, qualities and experience clearly and briefly

9.4.2 Purpose of Curriculum Vitae

The aim of Curriculum Vitae is to sow a prospective employer that you have the necessary qualities and qualifications to do the job.

- To demonstrate your skills which employer wants
- To elaborate on your personal qualities and strengths
- To understand the specific requirement of the job.

9.4.3 Categories of information need to include in the Curriculum Vitae

While preparing Curriculum Vitae to keep it very simple because the easier a

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Curriculum Vitae is, it is better to read. Many times due to more applications for the single vacancy, many job seekers have applied for the post, on the other side, employers have a very small amount of time to justify each and every line of the Curriculum Vitae, and so it is advisable to keep Curriculum Vitae short, clear, and relevant. Furthermore, it is equally important to use good quality A4 size paper and black ink. Besides, avoid gimmicks, spellings, and grammatical mistakes and always take fresh and correct copy after final alternation and amendments.

Following are the categories of information need to include in the Curriculum Vitae:

Heading	
Career Objective	
Key Skills, Abilities and Aptitude	
Position Desired	
Personal Details	
Career History	
Educational Qualifications	
Reference	
Declaration	
Enclosures	

Heading

The heading of Curriculum Vitae comprises Applicants name, full postal address with pin code, Contact Number with email id.

Look at the example:

DR. JILMIL A. PATEL
G-306, Ram Colony,
Near Meera Bridge, Maninagar,
Ahmedabad – 380009.
Mobile No: 9000000111
Email: jilmil880@gmail.com

Career Objective

Career objective is very important and special part in Curriculum Vitae. When an applicant is responding to an advertisement for a certain job position, an applicant should include the career objective in Curriculum Vitae. As the main purpose of drafting career objective is to express general career goals and tell the prospective employer the sort of work that you are going to do. In short, it should be very specific and express the career goals in relation to the targeted position.

Study following examples:

- Seeking a position in a reputed institute like yours and eager to utilize vast experience for the benefit of the students. Also interested in shar-

ing skills for success in exams drawn from personal experience with students.

- A Challenging position in design and project management.
- To obtain a position in Computer Aided Design in leading IT company where I will have opportunities to use my experience.
- A versatile, quick- thinking, personal assistant looking for the opportunity to make use of an arts education in the field of publishing.
- A dynamic, people-oriented professional interested in all types of communication, wishing to focus on a career in public relations where specific skills and experience can be put to effective use.

Key Skills, Abilities, and Aptitude

In this part of Curriculum Vitae applicant's special skills, abilities and aptitude have more significance to the job applied. Besides, it is necessary to be selective, specific and highlighting only those skills and talents that are relevant to the target groups.

While writing about key skills focus more on extracurricular, co-curricular, hobbies, the area of interest, and professional achievements. Nowadays, industries anticipate energetic, dynamic, and multi-tasking candidate for their industry. Apart from this, one should include scholarship, fellowships, awards, and certificates as it gives design about achievement or recognition.

The following are some examples:

- Skilled at facilitating the exchange of ideas and problem solving skills.
- Communication skills – written & spoken.
- Language skills - fluent conversational in English, Hindi & Gujarati.
- Delivering a workshop on Effective Public Speaking.
- Performing duty as a chief- editor and Co- editor in Annual Magazine of college.
- Contributing the development, planning and implementation of high quality curriculum reviewing course and materials on regular basis.

Position Desired

When an applicant is applying via solicited job position, 'Position Desired' should be mentioned so the employer is able to distinguish the application from those who might have applied for other position in the same company. On the contrary, it is not always compulsory to include this part in CV, when the application is for an unsolicited job.

Let's look at some examples:

- Assistant Professor in English
- Senior Executive Manager in IT firm
- Lab Assistant in Chemical Industry

Personal Details

Name : Mahi S. Patel

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Date of Birth : August 8, 1999.
Gender : Female
Marital Status : Married
Nationality : Indian
Mother Tongue : Gujarati
Languages Known : English, Hindi, and Gujarati
Contact No. : 9016083767

Career History

Career History may include a professional summary in place of career objective. Like career objective, it should be specific and to the point. This part should be included in the resume or CV if the job aspirant wishes to highlight the relevance of qualifications, special skills, and key work experience.

Look at some examples:

- Eight years' experience in sales of air conditioning equipment's with extensive knowledge.
- Ten years of training and experience as a production engineer with deep understanding of smart tools.

Academic Achievements

This part mainly focuses on the specific details regarding the applicants' education and professional training. Include the following things in the details of academic achievements:

- Name of the school or university
- Name of the university or institute
- Passing month and year
- Major areas of the study
- Name of the degree or course
- Grade/ Points/ Percentage

Arrange all the details in chronological order, means starting from the most recent educational qualifications. **Look at the example:**

1. Ph.D from Sony University Passed in November-2017.
2. M.Phil from ABC University. Passed with 71.00% in December-2012.
3. Master of Arts (Entire English) from T& T Arts (ABC University). Passed with 61.13% in April -2009.
4. Bachelor of Arts (Main English) from J.J.Arts (ABC University). Passed with 62.78% in April-2007.
5. H.S.C.E from Gujarat Board. Passed with 60.33% in March-2004.

Reference

Some employees need references from persons who know the applicants' work or professional competence through formal and professional interaction with him or her. If the applicant is applying for a solicited position where

the employer wants references, where the name of three persons who can give letters of recommendations or references should be mentioned.

Here, an applicant can write name of his or previous employer, teacher, professor, research guide, colleague or any subordinate name as a reference. While writing anybody's name as a reference, job seeker should include the following things:

- Name of the person
- Designation of the person
- Full contact address
- Email/Mobile number

Study the following example:

Dr. Rahul Desai

Principal, R.R.Mehta Arts College,

Gujarat University,

Ahmedabad-380009.

Contact No : 9825209000 Email: rahuldesai1234@gmail.com

Declaration

I, here by, declare that all above information are true to the best of my knowledge and belief.

Signature of the Applicant

[Name of Applicant]

Enclosures

Write name of the degree in chronological order as per the job application.

Study the following example:

1. S.S.C Examination Marksheet
2. H.S.C Examination Marksheet
3. B.A Examination Marksheet
4. B.A Degree Certificate
5. M.A Examination Marksheet

9.5 EXAMPLES OF JOB ADVERTISEMENTS

MEDICAL TEACHING INSTITUTION
AYUB TEACHING HOSPITAL, ABBOTTABAD
 Advt.No. 135 Dated 21st February 2018

WALK-IN INTERVIEW

Walk-in-interview for appointment as **Junior Clinical Technicians in Anesthesia and Surgical Disciplines** for short term period will be held in the office of undersigned on **26th February 2018**.

The candidates fulfilling the criteria, available on our official website **www.ath.gov.pk** are directed to appear before the Selection Committee alongwith one page CV and original documents.

Registration for walk-in-interview will start from **8:00 a.m to 9:00 a.m.**

SAY NO TO CORRUPTION

HOSPITAL DIRECTOR
MEDICAL TEACHING INSTITUTION
AYUB TEACHING HOSPITAL
ABBOTTABAD

TIMES ASCENT
 Potential beyond boundaries

Book Job Vacancy/ Situation Vacant Ad in Newspaper Online through Myadvtcorner

One of the fast emerging organization headquartered in Pune requires the following personnel for their North operations:

SALES MANAGER
 With experience in marketing of Hardness Testers.

SALES MANAGER
 With experience in marketing of Teaching Equipment.

SALES & SERVICE ENGINEERS
 For Mechanical, Scientific & Analytical Instruments.

Right candidates will be offered attractive salary. Pl. apply in confidence along with your latest photograph to: **hr.tipl@gmail.com**

00 Bedded Multi Specialty Brahmi Shakti Hospital, Buch Vihar, Near Rohini, New Delhi-110086 req. exp. Medical Officers for Casualty & ICU, Senior Resident/Junior Consultant Pediatrics, GMM / B Sc Staff Nurses, OT Technician, Receptionist & qualified Electrician. Contact: Dr. Ramesh Aggarwal 9313835577 Mail / Fax Resume -27532092 & Email: brahmishaktihospital@gmail.com Walk in interview (11 am to 1 pm & 4 pm to 6 pm daily)

REQ. an HR-5-8 yrs exp. DGO, RMO, Doctors & Staff Nurses 2-5 years Exp. for A-20 bedded Hosp. C-155, Sec-19, Noida, Ph-01204221654-55, 4329652

WNTD Physiotherapist Field work Recop. BAMS, Bapu nature cure Hospital & yoga ashram 256 milan vihar street no.-11 Dtd-8449312174487/01165568888

REQ Cons Paid, RMO, OT Tech & Nurse, RPO, Comp Oprtr cum Acctt, ICU Space for lease Astha Hosp. Bahadurgarh-99923335967 hospital.astha@gmail.com

PRIVAT Hospital, a 100 bedded, Multi specialty hospital requires 1 Microbiologist- MD Microbiology 2 ICU Trained residents with minimum 5 years of Experience 3 Junior Gynecologist- Post MD O NB Salary no constraint for suitable candidates. Send your resume to - Medical Director Privat Hospital DLF Qutub Enclave PH-II Gurugram 12002 or E-mail: info@privathealthcaregroup.com

PRIVAT Hospital, a 100 bedded, multi specialty hospital requires Medical Superintendent MBBS, MHA with 3-5 years experience in large multi specialty hospital Send your resume to: Medical

myadvtcorner.com
 Instant online newspaper advertising
Book Now!
 Call: 09810904604

Job Opportunity

A well established modern poultry breeding firm **Renata Agro Industries Ltd.** is looking some energetic and self motivated person for the following position:

Sl. No.	Name of position	Qualification	Experience	Age
01.	Parent stock officer	Minimum Bachelor degree in Animal Husbandry/Doctor of Veterinary Medicine but Masters Degree in Poultry Science/Nutrition/Breeding/Pathology/Medicine/Microbiology will be preferred.	Work experience in poultry firm will be treated as extra advantage.	Encourage Only male Candidate Above 30 years old.

Interested candidates can apply along with CV on or before **October 07, 2012** to the following address. Only short listed candidates will be call for interview.

Renata Agro Industries Limited
 Plot # 1, Milk Vita Road, Section # 7, Mirpur, Dhaka - 1216
 Or
 E-mail: **khalid@renataagro.com / mesir@renataagro.com**

VACANCY
"Fashion Designer."

We are an Equal Opportunity Employer

Build your Career by joining our design team. Candidate should be Graduate from Fashion Design Institution recognized by HEC along with 2 to 3 years experience in designing Denim casual wears. Please send your CV at:

COTTON WEB (Pvt.) Ltd.
16KM off Main Feroz Pur Road, Kamahan Attari Road, Azam Chowk Lahore. Tel: 042- 35801846-47
Fax: 042- 35825525, mail: admin@cottonweb.net.pk

9.6 DO'S AND DON'TS OF JOB APPLICATION WRITING

	Do's	Don'ts
1.	Make sure that everything that is supposed to be included is enclosed	Leave write in script.
2.	Fill out your own applications. Type the information yourself to avoid crucial mistakes	Blank spaces
3.	Start with the simple applications and then progress to the more complex ones	Don't use the word "resume"
4.	Describe how you can make a contribution to the companies to which you apply	Don't use the word "I"
5.	Do use bold/CAPS to make all section headings stand out	Don't include salary information
6.	Do start every skills statement with a strong verb	Don't include job references as part of the resume itself
7.	Do revise your resume for each position	Don't include testimonials
8.	Do organize your resume so the most relevant information is at the top	Don't give personal statistics or profile
9.	Do expand on points related to the position and condense less relevant information	Don't include photographs
10.	Do use resume quality paper	Don't use too many fonts or font sizes
11.	Do send your resume with a cover letter	Don't use decorative fonts or bullets
12.	Do include CURRENT phone number and e-mail address	Don't leave big gaps in your employment history - explain why

9.7 WORDS AND PHRASES TO USE WHILE PREPARING JOB APPLICATION

Choosing the appropriate words while drafting job application is the most important task for any job applicant. Here, few examples of different words and phrases that helps job aspirants to include in the job application:

To describe **positive characteristic**:

Able	Accurate	Ambitious	Alert
Adaptable	Capable	Competent	Consistent
Dedicated	Determined	Diligent	Effective
Efficient	Experienced	Flexible	Focused
Goal oriented	Hard working	Helpful	Honest
Keen	Proactive	Proficient	Qualified
Resourceful	Successful	Thorough	Trustworthy
Valued	Versatile	Willing	

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To describe **responsibilities and achievements**:

Achieved	Communicated	Co-ordinate	Distributed
Ensured	Checked	Facilitated	Interacted
Interacted	Liaised	Maintained	Participated
Networked	Performed	Planned	Presented
Programmed	Promoted	Reacted	Represented
Specialized	Responded	Undertook	Unsupervised

To describe **qualities**:

Reliable	Punctual	Trustworthy	Friendly
Willing to learn	Enthusiastic	Accurate	Leader

Useful phrases to be used:

Extensive academic / practical background in...	Proven track record in...
Demonstrated skills in...	Extensive academic-practical background in...
Experienced in all facets / phases / aspects of...	Accurately checked...
Experience involved / included...	Efficiently organized...
Professionally handled...	Researching, assessing and synthesizing...
Initiated financial savings by...	Worked closely with...

9.8 LET US SUM UP

This unit guides you to learn the meaning and importance of choosing appropriate sections, vocabulary and details to write a job application. Besides, this unit provides in detail guidance to draft Covering Letter and Curriculum Vitae with examples. It is important to note that the above-mentioned sections of Curriculum Vitae are only indicative. Some of them like education, experience, experience, personal profile and references are not necessarily to be included. However, it totally depends on the country, job profile, prospective employer needs and requirements. For reference following some sections are not always required to be included:

- A career objective can be skipped for more experienced applicants
- Position Desired can also be skipped where it was clearly asked for the certain designation
- Personal information like religion, age, marital status etc can be skipped
- Hobbies, interest, and activities which are not directly included to job profile, don't include all those details
- References are also not needed when companies have not asked for. In some cases, industries ask for references later

9.9 KEY WORDS

- | | |
|--------------------------------|--|
| 1. Curriculum Vitae: | A brief account of a person's education, qualifications, and previous occupations, typically sent with a job application. |
| 2. Resume: | A one- to two-page formal document submitted to job recruiters as means of showing a list of an applicant's work experience, education and skills. |
| 3. Bio- Data: | Bio Data means Biographical Data, and is now considered an old fashion word for both resume as well as CV. |
| 4. Covering Letter: | Covering letter means using cover letter with application. |
| 5. Embellished Phrases: | Make (something) more attractive by the addition of decorative details or features |
| 6. Enclosure: | A document or object placed in an envelope together with a letter. |
-

9.10 CHECK YOUR PROGRESS

CHECK YOUR PROGRESS- 1

Study the following statements about Curriculum Vitae and mark True or False against each of them:

1. A Curriculum Vitae is written summary of your education experience, skills, special traits and achievements.
2. In Curriculum Vitae skills and achievements is specially meant for particular position.
3. Your Curriculum Vitae should begin with a statement expressing career objective.
4. Curriculum Vitae should have an effective design with focus on readability and adaption of an employer.
5. The design of the Curriculum Vitae does not depend on a person's background and employment needs.
6. You may rewire your Curriculum Vitae for every new job that you apply for because every job has its own requirement.
7. The standard parts of Curriculum Vitae include heading, career objective, education, work experience, references etc

CHECK YOUR PROGRESS- 2

1. What is Curriculum Vitae?
2. What could be the appropriate sequence of Curriculum Vitae?
3. On behalf of Palak Patel write an application for the post of Research Assistant. Palak Patel has completed her MBA with Human Resource Management from IIT, Delhi. Prepare covering letter and a Curriculum Vitae and send it to MICA, Ahmedabad

Commercial Communication 3

4. Wanted a General Manager at our Delhi Branch. You should preferably be B.Tech and MBA with 3 to 5 years full time and relevant experience. A pleasant temperament and smart communication skills are essential. Please send your detailed resume with a covering letter to Priya Software Solution, Kalam Road, Delhi.
5. Examine your educational qualifications, professional training, skills, and achievements and prepare your own Curriculum Vitae.
6. Read the following information about how to prepare an effective resume and fill in the blanks with appropriate words/phrases/ expressions from the one given in the boxes:

Resume Essentials

Before you write take time to try to a self- assessment on paper. Outline your(1) and (2) as well your(3) and(4). This will build it easier to arrange a radical resume.

The content of your resume

.....(5),.....(6),.....(7),(8) all your contact information should go at the top of the resume.

- Avoid.....(9)
- Use a(10),
- Use a permanent(11) and include the area code
- Add your(12)

Objective or summary

An objective tells potential employers the kind of labor you're hoping to try to.

- Be(13)about the job you want.
- Tailor your(14) to each employer you target/ every job you seek.

Education

New graduates while not tons of labor expertise ought to list their instructional info initial. Your most(15) educational information should list their educational information first.

Responsibilities, address, extra curricular activities, nicknames, email address, degree, work experience, mobile number, skills, recent, grade point, abilities, name permanent address, academic, specific, objective, institution, achievements, academic, sports, professional, organization, employment, position, work, references, skills, experience

CHECK YOUR PROGRESS- 3

Study the following statements about Curriculum Vitae and mark True or False against each of them:

1. Check the spelling and grammar thoroughly
2. Present it as attractive as clearly as possible.

3. If you are sending your CV as an attached file, remember to include your own name in the file name such as moxdazhalaCV.doc
4. Your email address should be as business like.

CHECK YOUR PROGRESS - 4

Write short question answer:

1. A resume is sales tool- comment
2. A successful job application is the first step to one's career- elaborate the statement
3. What are the various categories of information in resume?
4. In what order should the experience and education be written in the resume?

9.11 BOOKS SUGGESTED

Bell, Arthur H., and Dayle M. Smith. Management communication. John Wiley & Sons, 2009.

Bovee, Courtland L., John V. Thill, and Barbara E. Schatzman. Business communication today. Upper Saddle River, NJ: Prentice Hall, 2000.

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Gupta, R. N. Business Organisation & Management. S. Chand Publishing, 2007.

Khetarpal, V., and M. K. Sehgal. "Business Communication (pp 4-5)." (2006).

Lesikar, Raymond Vincent, John D. Pettit, and Marie E. Flatley. Basic business communication. Irwin, 1993.

Rai, Urmila, and S. M. Rai. Managerial Communication. Himalaya Publishing House, 2009.

Rizvi, M. Ashraf. Effective Technical Communication: 2/e. McGraw-Hill Education, 2006.

Williams, Lynn. Readymade CVs: Winning CVs and Cover Letters for Every Type of Job. Kogan Page Publishers, 2012.

Answers

CHECK YOUR PROGRESS- 1

Study the following statements about Curriculum Vitae and mark True or False against each of them:

1. A Curriculum Vitae is written summary of your education experience, skills, special traits and achievements. **TRUE**
2. In Curriculum Vitae skills and achievements is specially meant for particular position. **FALSE**
3. Your Curriculum Vitae should begin with a statement expressing career objective. **TRUE**
4. Curriculum Vitae should have an effective design with focus on readability and adaption of an employer. **TRUE**

Commercial Communication 3

5. The design of the Curriculum Vitae does not depend on a person's background and employment needs. **FALSE**
6. You may rewrite your Curriculum Vitae for every new job that you apply for because every job has its own requirement. **TRUE**
7. The standard parts of Curriculum Vitae include heading, career objective, education, work experience, references etc **TRUE**

(Answers: T, F, T, T, F, T, T)

CHECK YOUR PROGRESS- 2

1. What is Curriculum Vitae?

Covering letter means using cover letter with application. Covering letter always assists to provide friendly introduction or opening about applicant and his profile to employer. A covering letter or letter of application is to be accompanied with Curriculum Vitae.

2. What could be the appropriate sequence of Curriculum Vitae?

Appropriate sequence of Curriculum Vitae follows:

1. Heading
 2. Career Objective
 3. Key Skills, Abilities and Aptitude
 4. Position Desired
 5. Personal Details
 6. Career History
 7. Educational Qualification
 8. References
 9. Declaration
 10. Enclosures
3. Read the following information about how to prepare an effective resume and fill in the blanks with appropriate words/phrases/ expressions from the one given in the boxes:

Resume Essentials

Before you write take time to try to a self- assessment on paper. Outline your(1)and (2) as well your(3) and(4). This will build it easier to arrange a radical resume.

The content of your resume

.....(5),.....(6),.....(7),(8) all your contact information should go at the top of the resume.

- Avoid.....(9)
- Use a(10),
- Use a permanent(11) and include the area code
- Add your(12)

Objective or summary

An objective tells potential employers the kind of labor you're hoping to try to.

- Be(13) about the job you want.
- Tailor your(14) to each employer you target/ every job you seek.

Education

New graduates while not tons of labor expertise ought to list their instructional info initial. Your most(15) educational information should list their educational information first.

Answers:

1. Responsibilities, (2)
2. address, (11)
3. extracurricular activities, (4)
4. nicknames, (9)
5. email address, (12)
6. degree, (7)
7. work experience, (1)
8. mobile number, (6)
9. recent, (15)
10. grade point, (10)
11. name permanent address, (5)
12. academic, (3)
13. specific(13)
14. objective, (14)
15. achievements (8)

CHECK YOUR PROGRESS- 3

Study the following statements about Curriculum Vitae and mark True or False against each of them:

5. Check the spelling and grammar thoroughly – **TRUE**
6. Present it as attractive as clearly as possible. - **TRUE**
7. If you are sending your CV as an attached file, remember to include your own name in the file name such as moxdazhalaCV.doc- **TRUE**
8. Your email address should be as business like. – **TRUE**

(Answers: T, T, T, T)



: STRUCTURE :

10.0 Objectives

10.1 Introduction

10.2 Fine Tuning the Mind

10.3 Focus on Language

10.4 Practice for Reading I: Various kinds of banking letters.

10.5 Vocabulary: Multiple Meanings of the Same Word

10.6 Practice of Writing-I: Arranging The Argument.

10.7 Practice for Reading II: Suggestions for Email Correspondence

10.8 Practice for Writing II: Effective Ways of Email Writing.

10.9 Let Us Sum Up

10.10 Key Words

10.11 Books Suggested

Answers

10 OBJECTIVES

With the help of this unit one can learn about some of the important things:

- What is banking correspondence?
- The Fundamental Aspects for Drafting Banking Correspondence
- Kinds and Purposes of Banking Correspondence
- Characteristics of Banking Correspondence
 - Brevity
 - Accuracy
 - Lucency
 - Secrecy
 - Courtesy
- The Kinds of Banking Correspondence
 - Opening Account
 - Stop Payment of a Cheque
 - Error in Pass-Book/ Bank Statement
 - Wrongful Dishonour of a Cheque
 - Intimating the Loss of a Credit Card/ Debit Card/ ATM Card
 - Transfer of a Bank Account
- Correspondence Through Emails
 - Few Tips for writing Emails
- Writing II : Writing An Email

10.1 INTRODUCTION

Banking Correspondence

As a student it is necessary to differentiate two types of letters written by the same person. At the same time one has to evaluate whether they have the same tone, format or content? Which elements are similar and which are different? And finally why? To understand them let us explore the below given examples.

Letter No.1

7, Akash Ganga,
Lodhi Road,
Mumbai- 09.

Date : 17th October 2017.

Dear Sunny,

How are you? I hope you are keeping fine. Thanks a lot for your last letter. It was great to listen from you after such a long time. You seem to have good time in London.

Thank you again for the photographs that you have attached. You look gorgeous with have London Bridge on the background. London looks very pleasant. If time permits I would like to visit London this year only for some academic purpose.

By the way, are you coming anytime soon? Let me know in advance so that I can arrange for your hospitality in advance.

Hope to see you soon!

With love
Pratik

Letter no. 2

To,
The Marketing Manager,
Fang Fung, Civil Lines,
Mumbai- 09.

Date: 17th October 2017.

Respected Sir,

I have recently purchased Double Door refrigerator from your nearby showroom. Subsequently, after using it for less than a month, I find that the deep frost is not working properly at the same time the internal cooling system is also having some trouble at times. I find it extremely disappointing that your new and highly expensive Refrigerator is malfunctioning. As the refrigerator is within five years warranty period, I humbly request you to send someone immediately to repair/ replace the Refrigerator.

Sincerely Yours,
Anant Kumar

(7, Akash Ganga, Lodhi Road, Mumbai- 09.)

10.2 FINE TUNING THE MIND

One can easily observe the similarity to correspond in both these letters. The second one is having the tone and content of a complaint in a business context. On the other hand, the first letter is informal and casual by its content and context.

Variances between Formal and Informal Letters

Informal Letter	Formal Letter
There is no prescribed format for this type of letters.	Formal letters are always having prescribed format.
It is address to people we know with various topics of discussion.	It is address to a person/organisation that are known as well as unknown with specific issue.
It deals with private thoughts, feelings and topics.	It primarily aims to convey information.
It contains exclamation, questions and contracted forms etc.	It contains formal linguistic features.
It may talk about different subjects and even ramble a bit.	By nature it would be brief, clear, precise and complete.
Generally, it is in Active Voice.	Generally it is in Passive Voice.
It contains short and simple sentences.	It contains long and complex sentences.

Activity 1

Explore few more differences from your perspective.

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10.3 FOCUS ON LANGUAGE

In general, we use language both written and spoken – with specific purpose in mind. We use specific words and phrases to convey one purpose and other words and phrases for another one. Specific group of words serve a specific task can be considered as structures. They provide different level of formality to create different types of moods. There are numbers of ways of expressing the same intent is possible in differing degrees of observance.

Formal	Informal
I haven't thought about it.	I haven't given it a much thought.
They are going to start living together.	They are moving in together.
Go to the library.	Hit the library.
It is easy.	It's piece of cake.
We need to tell everyone about this thing.	We need to go to public with this thing.

In the contemporary world of internet communication people hardly find time to digest stilted, outdated, stylized pompous language. Instead they would prefer to the point discussion.

Activity 2

There are certain skills are required to write a simple, clear and brief letter. Have a look upon the paragraph given below.

When the hotel owners were approached on January 12th, the executive manager told the senior chef that they were pondering over advertising lawn 1 for rent. At the same time, he also exhibits his powerlessness to take any specific judgement by convincing owners to finalise their view of purchasing the lawn in the time duration of a week meanwhile their executives would come back from their tour, which will be February 28th.

Here one can observe that only two things become clear after reading the paragraph given above. First is that the hotel owners were contacted on 12th January, second the executives would return on 28th February. The significant details about the renting of lawn is confused by the unnecessary verbose.

Try to rewrite the same paragraph which can make some sense.

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The Fundamentals of Writing a Letter

At the time of writing a banking correspondence one has keep few things clearly in the mind such as attractiveness along with clarity of thought can create a positive impression in the mind of the readers. At the same time, it becomes responsibility of the writer to balance between both stuff and presentation. Before writing a letter one has to plan a letter, for which there are some steps involve in it, such as;

- First of all, get confirmed about: why we are writing this letter?
- It is necessary to collect all the necessary details and documentations for the subject.

Commercial Communication 3

- Concretise the key issues one must discuss
- Evaluation of the recipients, their age, social/ economic status, attitudes and characteristics more significantly when the recipient belongs to culture other than our own.
- Clearly mention the purpose of writing such letter
- Formatting of such letters should be done carefully. One has to take care of titles, salutations, beginnings and even ends of such letters.
- There should be proper revision and re-reading of such letters to scrutinise each and every aspect related to grammar and personal information.

There are some essential elements that one should keep in mind while writing a banking letter:

- The name, designation and purpose of the sender must be made clear.
- The name, designation as well as the address of the receiver should be mentioned clearly. One has to ensure that there is no mistake in spelling of the receiver. At the same time one has to look after proper attributes of the receiver as well.
- In case of banking correspondence there is a whole lot of importance of the dates. One has to be particular about the mentioning of the proper dates at proper places.
- The addresses of both sender and recipient should be mentioned properly. In case in future any one wants to communicate!

10.4 READING – I: VARIOUS KINDS OF BANKING (REQUESTING AND DOCUMENTING) LETTERS.

Looking at the significance of the banking sector in the contemporary world one of the thinker has rightly observed that, “The banking sector was always deemed to be one of the most vital sectors for the economy to be able to function. Its importance as the “lifeblood” of economic activity, in collecting deposits and providing credits to states and people, households and businesses is undisputable.”

The progress and development of any nation essentially depends upon the growth of banking sector. The various kinds banking facilities have contributed to the phenomenal flow of the money in the contemporary world. It is significant to acknowledge that the ‘force to function’ for banks are being provided from the investments that the common man does in the form of deposits in the bank.

On the other hand, to attract more and more customer banks are also providing great many facilities in the form of digital and online banking facilities. In this process the economy gets the ultimate benefit. The ever increasing industrialisation and business world, no one can do without banking services. One can observe ever increasing dependence upon the banking services. Any amount of hindrance in the banking activity would result in the overall loss of the nation. Almost all kinds of organisations are assisted by

banking facilities. For the smooth functioning of this sector it is necessary to have concrete communication between bank and its clients. Therefore, banking correspondence plays its significant role in nation building.

The significant tasks that a bank has to perform can be counted as below:

- A. Opening new personal/ institutional/ industrial accounts.
- B. Receive deposits of money from the account holders.
- C. Solve disputes regarding accounts for clientele.
- D. Verifying the details of the applicants and sanctioning the loans.
- E. If asked by other banks provide details regarding reputation of its customer and at the same time obtain similar such information from the other banks.
- F. Cashing the certificate of deposit
- G. Serve customers with online banking, internet services and credit/ debit card facilities.
- H. Allotment of Safe Deposit Box and collect charges on it.
- I. Investment of deposited money on profitmaking shares.
- J. Facilitating customers with Demat accounts.
- K. If needed, transfer or close the account of the customers.

The significant role of the banking sectors demands for the efficient and hurdle-less functioning of the bank. It is the responsibility of a government to provide proper environment for the sector to flourish and function. A letter from bank demands special attention because it cannot be too stiff or too casual. At the time of banking correspondence one has to follow below mentioned instructions:

- a. **Brevity:** In the banking sector time plays its crucial role. Letter forwarded by the bank should not carry unnecessary lengthy details.
- b. **Accuracy:** Every letter forwarded by the bank deals with the matter of money even a small error in writing amount or any ambiguity can cause big loss for clientele or bank itself.
- c. **Lucency:** The letter forwarded by the bank should contain a certain degree of clarity, the reason is it may go to the clientele of the lower strata. The employment of the language should be understood properly by the layman.
- d. **Secrecy:** The details regarding accounts of the clientele are confidential, therefore at the time of correspondence one should keep in mind that none of the confidential details should be disclosed.
- e. **Courtesy:** Even if the situation is worst of worst, you have to write about most nefarious thing; but when you have pen and paper in front of you for banking correspondence, be polite as much as you can. Try to treat the clientele as you yourself would like to be treated.

Activity 3

Think Akshay is a son of an ordinary farmer living in the interior village of

Commercial Communication 3

Jamnagar district. He has secured his admission in FY B Com in Gujarat Commerce College, Ahmedabad. He has applied for MYSY (*MukhyaMantriYuvaSwavlambanYojna*). For which he has been asked to submit details of the bank account. Now, how can he open his account is the big question. The reason is 1) he is new to the city, 2) he has never ever approached bank for any reason. Try to arrange the following actions in appropriate sequences.

- Requesting for Pass Book
- Requesting to correct error in the Pass-book
- Requesting for safe deposit Box
- Requesting for Opening an account
- Disputing Account Statement
- Requesting to stop payment of a cheque

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2.
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4.
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6.

Examples of Different Kinds of Banking Correspondence

Letter to Open an Account

The entire process of banking starts with the opening of an account by its clientele. Let us have a letter from an ordinary student to open his account after joining college. The format of the letter can be helpful to all the students who have not opened their accounts as yet.

Jangid Akshay
B – 1001, Samras Hostel,
Gujarat University,
Ahmedabad -15.
5th May, 2018

The Manager,
State Bank of India,
Gujarat College Branch,
Ahmedabad.

SUB: To Open an Account.

Dear Mr.Kulkarni

I wouldlike to open a personal account in your bank. As it is difficult for me to visit your bank during the college hours, I would like to manage the transaction entirely online.

Kindly forward the proper signature forms to be filled up by me, at the same

time any necessary details you may think important for me with regards to bank policies and norms.

As being a student I may be frequent in online transactions with limited amount of income so avoid monthly charges by maintaining your minimum balance requirements. If possible, provide me with ATM card of my choice, the sample I have attached here with and debit my account for that cost.

My current address is B – 1001, Samras Hostel, Gujarat University, Campus, Ahmedabad 15. My email ID is jangida@gmail.com. Mob.63444 55536. Your bank has established a unique reputation in the country and I am looking forward for strong banking relationship in the time to come.

Sincerely Yours,

JangidAkshay

Letter to Stop Payment

On certain occasion it may happen that due to our hasty manoeuvring we misplace or loose the cheques. In such circumstances we need to stop the payment immediately for security of our money. Here is an example for such correspondence.

Rajiv Verma

12, Apple Arcade,

Maninagar, Ahmedabad -06

8th May 2018.

[To- Name]

[Company]

[Address]

[City, State PIN code]

Dear [Mr./Ms. Last name]

Re. : To Stop Payment of Cheque : Saving Bank A/C No. 200023341111.

With reference to the above cited subject with regret to inform you that my cheque no. SB034567 of 2,00,000/-, dated 31st March, 2018 drawn in favour of K S Rao has been either misplaced or lost by me.

As it is bearers cheque, I request you to take the necessary actions to ensure if the same cheque being presented for the payment, it must be duly dishonour.

Kindly confirm

Yours Sincerely,

()

Commercial Communication 3

Letter to inform the Bank About the Wrongful Dishonour of a Cheque.

Under certain circumstances or by mistake, sometimes banks may have dishonoured the cheque of the customer. In this situation it is moral right of a customer to inquire about the wrongful dishonour of the cheque. Below given letter provides one such example of epistolary communication. Especially, as an educated young member of the family one should help the elders in such situations.

Abhi S. Rai
32, Meghani Nagar,
Rajkot – 3.
23rd May, 2018.

To,
Manager,
Kotak Mahindra Bank,
Kalupur, Ahmedabad.- 05.

Dear [Mr./Ms. Last name]

Re.: Wrongful Dishonour of My Cheque No. SB 002345.

I am extremely surprised to know that my cheque no. SB 002345 of Rs.65,000/- drawn on 10th May in favour of Raj Stationary has been dishonoured by your bank, even though there was sufficient amount in my account.

My pass-book indicated a balance of Rs.2,00,000/- on 12th May 2018. On 15th May of the same month I paid Rs.20,000/- by cheque no. 00678594, drawn on Bank of India. Therefore, on 16th May my balance should be Rs.2,20,000/-. Thus, there was no reason to dishonour my cheque.

Kindly look into the matter at the earliest and reply me with valid explanation for such wrongful dishonour of the cheque. It is a matter of great concern to me.

Yours Sincerely,
()

Activity 4

Due to continuous experience of such errors a young man may get irritated and would try to seek a strong resolution. The immediate solution comes to the mind is to close account because of poor services. Below given letter proves a guideline for such letter. For the better exercise of the grammar kindly fill in the blanks with appropriate form of the verb given in the bracket.

Rudra Bhatt
9, Alap Avenue,
Kalawad Road, Rajkot- 05.
23rd Nov, 2018.

To,
Manager,
ICICI Bank,
Kalawad Road,
Rajkot- 360005.

Dear [Mr./Ms. Last name]

Re.: To Close My Account Because of Poor Service.

I have had a saving account with your bank since April 2007, but I would like.....(close) my account today. You may have your question that why I am closing my account immediately. The reason is I can no longer (tolerate) the poor service that I have experiences the past year. I(have) a telephonic talk with your account manager Mr.Chovatiya on Monday. He(inform) me that a letter of intent is sufficient to close my account. Please provide proper facility to close my account without any issue.

Throughout the last year I have been subject to a number of accounting errors on the part of your bank. Mistakes happen, but the attempts to solve my problems were often times tinged with more bureaucracy, incompetence and even with rudeness.

Along with this letter I am..... (enclose)the summary of my last saving account for your convenience to close my account.

Yours Truly,
()

Letter to Request Bank to Support Social Welfare.

Under certain circumstance when we are working for some social cause we may need monetary assistance from economically sound institutions of the society. In this case as a young member of the NGO (Non-Governmental Organisation) you may be asked to raise the necessary fund from the well-known banks of the town. Here is an example of one such letter which can be helpful to you.

Akshar Foundation
Non-Government Organisation,
Ghogha Circle,
Bhavnagar – 3.

6thjuly, 2018.

To,
Manager, Axis Bank,
Kalanala, Bhavnagar.-3.

Commercial Communication 3

Dear [Mr./Ms. Last name]

As a volunteer of Bhavnagar's one of most popular Non-Governmental Organisations, Akshar Foundation, I would like brief you about the tasks being dealt by our organisation. The basic thrust area of our institution is social welfare of poor and downtrodden dwellers of the nearby villages. For the same purpose we have been running an educational institution for the overall development of the Vartej village and nearby area.

At the mentioned school we always try to make the process of teaching more effective and attractive. The institution always tries to provide books, pens, slates, pencils and texts at the free of charge. To meet such challenges, we have formulated a group of volunteers who works in this rural area and try to meet the demands of local education.

Every year it costs huge amount of money to meet the demands. We have been an account holder of your bank since last 17 years. We have heard about your separate fund for social welfare. We will be very much grateful to you if you allot this year's grant of Rs.2,00,000/- for social welfare for this noble cause. Moreover, the grant given to our institution would be deducted under 80G of income tax norms.

Kindly do the needful in the path humanity and oblige.

Yours Faithfully,

()

Letter to Intimate the Bank for The Loss of Debit Card/ ATM Card or Credit Card.

We all are living a very fast pace of life. At certain stages of our journey or transportation we may lose our valuables. We often listen about the loss of wallets and bags of the students while travelling by public transportations or being on the campus. At such events it is necessary for them to inform their concerned banks as soon as possible. Here we are having the example of one such letter for intimation to the bank about the loss.

SwetaIyyer

32, Bhavani Nagar,

Patan – 05., 20th August, 2019.

To,

Manager,

State Bank of India,

Rani kiVaav, Patan.-5.

Dear [Mr./Ms. Last name]

Re.: To Inform the Bank About Loss/ Theft of My Debit Card.

With reference to the above cited subject I am extremely sorry to inform you that my Debit card No. 9678595493939 has been lost yesterday. It is to inform you that regarding the same aspect I have informed The Bank of Baroda Helpline, especially Ms.RehaKaushik at 10:30 am.

I lost my card when I was travelling by AMTS bus. I am not sure whether my wallet was pickpocketed or lost. Along with my Debit Card I lost my Adhar Card, PAN Card and Driving License. Kindly take the necessary actions to stop payments from this card as soon as possible. In the last transaction from this card I withdrew 10,000/- from Naranpura branch at 9:30 am. I have preserved the necessary receipt of the transaction.

I have full confidence upon your bank that you will immediately take the necessary actions to prevent any misuse of the card. Do the needful and oblige.

**Banking
Correspondence**

Yours Sincerely,
()

10.5 VOCABULARY PRACTICE :MULTIPLE MEANING OF THE SAME WORD

Activity 5

In English certain words do exist which can be used in various categories of parts of speech. A single word can stand as a noun, Verb, adjective or an adverb. The word Light can stand as noun, verb, adjective or adverb as well. We know such kind of various words with multiple meanings. Few of such words are given below, select their use as a same part of speech from the options of the sentences.

- (1) Akshay likes to come at may place and **play** with me
 - (A) I like to watch Shakespeare's play Othello
 - (B) Monali likes to play Hockey
 - (C) Jimmy starred as Hamlet in our play of classroom
- (2) Maa turned on the **light** so I could see
 - (A) The school bags have become very light
 - (B) He put upon light colours as he would go under the sunshine today
 - (C) He was the only light of my life
- (3) He took a trip to Rajkot
 - (A) Be vigilant, or you will trip over there
 - (B) I planned my trip with my colleagues
 - (C) Rock, my pet dog, trip over things very often
- (4) Can you check my answers please?
 - (A) Papa wrote a check for my holiday trip
 - (B) If Punit gets a check than his answer is wrong
 - (C) Let me check if there is sufficient money in my account
- (5) Will you show me how to write a letter for opening a new account?
 - (A) I enjoyed the show with my Papa
 - (B) I want to show you my new cheque book
 - (C) India's Got Talent is my Favourite television show

10.6 WRITING PRACTICE:ARRANGING THE ARGUMENT

Activity 6

As we have seen and study various forms of Banking correspondence, we have learnt how to arrange the argument of the letter. Here we have the separate sentences without proper sequence. Arrange the statements as per the appropriate sequence.

- 1) Please look into the matter at the earliest and correct the error
- 2) I have saving account in your bank since last ten years
- 3) As per the bank policy the statements are issued every year
- 4) The final calculation is faulty

Commercial Communication 3

- 5) The mini statement of bank reflects withdrawal of Rs.40,000/-, but the bank statement is reflecting the withdrawal of Rs.20,000/- only
- 6) Kindly re-issue the Bank statement immediately and do the needful
- 7) My account number is A/C 200039484747, of Gujarat College Branch.
- 8) There is mismatch amongst the ATM Mini statement and my bank statement

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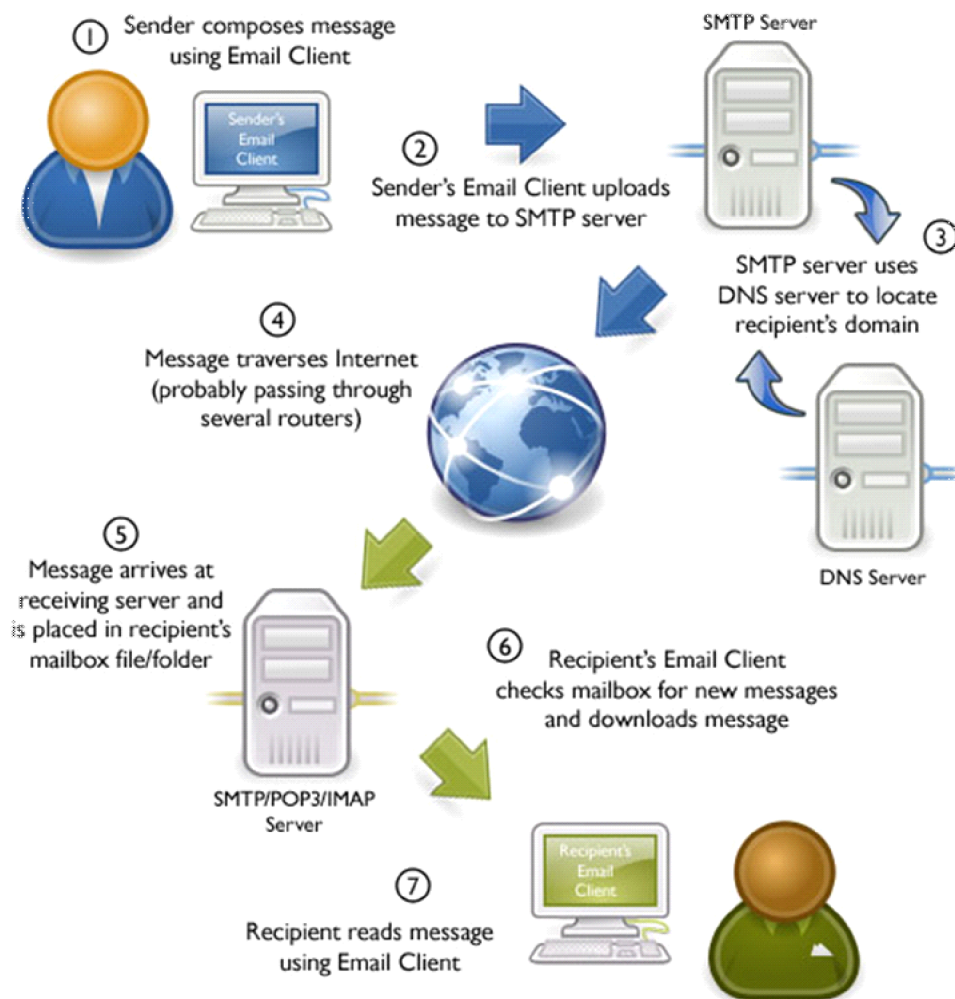
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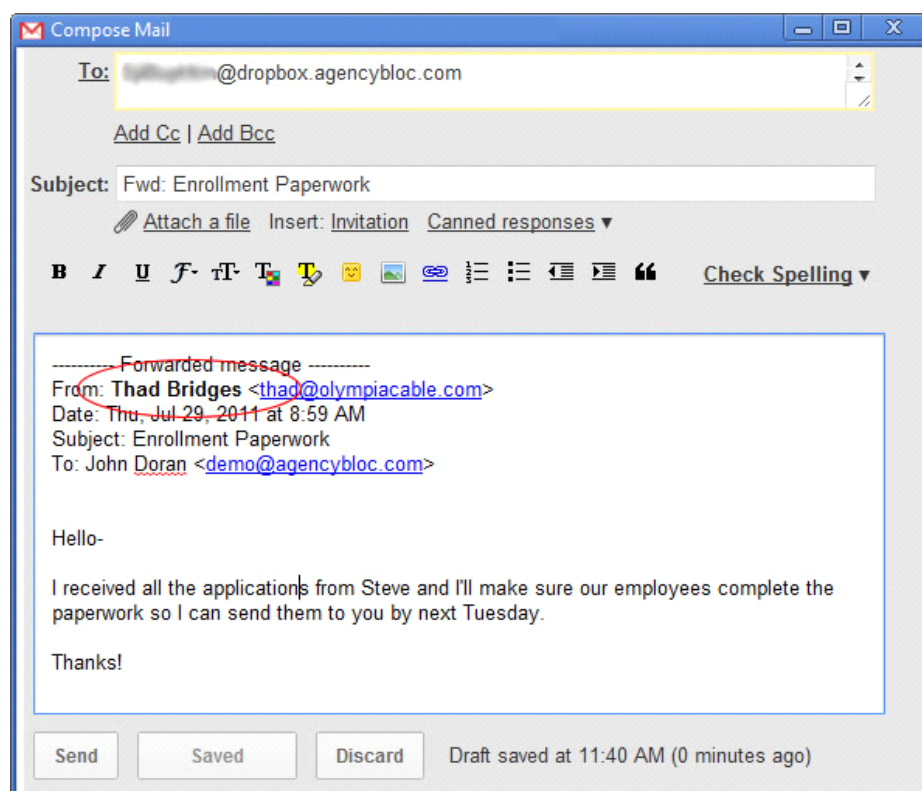
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10.7 PRACTICE READING II: SUGGESTIONS FOR EMAIL CORRESPONDENCE

Email stands for 'Electronic Mail'. It is a way to send text, photo or video message in electronic form. In most of the time Email has been underestimated as the medium of communication in comparison of telephone and mobile. But in reality Email stands higher than any of the modes of communications. The simple reason is it stands for accuracy and chance for improvement if anything wrong has been typed through the medium of proof reading. It also conveys the tone of the communication exactly the way it should be. It fulfils all the necessary demands for the communication, where the correct use of language has been appreciated more than anything else.



Here is the example of the email page:



The fundamentals really work:

Email is method of communicating between two electronic devices. Thomlison Ray invented it during 1960s and 1970s. It was initially used to communicate amongst the network of computers. There are some prerequisite protocols that has to be observed when user want to make best possible correspondence. Such protocols constitute 'Email Etiquette'. Such as,

- First of all, there should be a meaningful subject line
- The mail should be easy to read for everyone
- One must use concrete words and avoid negative connotation
- The message should be focused
- The length of the message should be kept of the screen size only. If you want convey further details send it through attachments
- There must be use of appropriate level of formality, especially when we are communicating with the higher authorities
- Try to write clear and in organised manner. Use short sentences with simple grammar. Spellings should be corrected twice and sentences should be in simple grammar
- Never forget to begin your letter with necessary salutations such as you written correspondences
- Distinguish between formal and informal salutations
- To reflect professional curtesy make yourself available to your online correspondence
- Consider that the email is not a private mode of communication, therefore try to show utmost restraint and respect while communicating
- Never remain informal by using exclamation mark or emojis to express your emotions

Activity 7

Write more guidelines you think appropriate for Email writing.

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10.8 PRACTICE WRITING II: CORRESPONDENCE THROUGH EMAIL

Activity 8

Address an email to the bank manager regarding the loss of your Credit card and to take necessary steps to stop payments through that card immediately. Use the format given above for your convenience.

To:

Cc:

Subject: To stop Payment of My ATM Card No. 9893749539597257.

Dear Sir,

With reference to the above cited subject I would like to ask you to stop all the transactions of my above mentioned ATM card. Unfortunately, I lost my card while travelling from Baroda to Rajkot by train. I have already made an emergency call on your Emergency contact no 1800 233 233 444 within an hour. I made my last transaction from the University Branch of your bank at 7:30 PM. Kindly do the needful and oblige.

Yours Faithfully,

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10.9 LET US SUM UP

In this unit one can learn what is banking correspondence through letter as well as with the help of emails. One can also learn about the fundamentals of effective communication and the mechanics of epistolary writing. One can become familiar with interactive, informative and persuasive banking correspondence that includes complaint and requesting letters. You could also experience how to write a letter to open an account, closing account, disputing the account statement, stop payment of cheque, error in the cheque book, wrongful dishonour of a cheque, complaint about the rude behaviour of the staff member, seeking support for social events, transfer of an account and

intimating for the loss of an ATM card. With the help of all such formats one can learn how to communicate properly and precisely.

Along with the changing scenario of the world through internet we could also observe the format of email writing as one of the most useful and faster mode of communication. We could also see which kind of care one has to take when writing an email.

10.10 KEY WORDS

Correspondence :To communicate with a person by exchange of letters.

Brevity : Shortness or conciseness of expression.

Lucency :The quality or state of being clear or easy to understand, free from obscurity or ambiguity.

Courtesy : A gesture marked by polished manners or respect for others.

Dishonour :lack or loss of honor, reputation or trustworthiness.

Social Welfare :Organized private or public social services for the assistance of disadvantaged.

Intimate :To communicate delicately and indirectly

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ANSWERS

Activity 1

- 1) There is no need of address for informal letters where as there is necessity of address for both sender and the receiver in case of formal letters.
- 2) Salutations for the formal letters are Respected Sir or Dear where as in the informal letters salutations like Dearest or My Dear etc.
- 3) Informal letters are like extended private conversation where as in case of formal letter conversation is brief and to the point.

Activity 2

The executive manager contacted the hotel owner on 12th January to enquire if the lawn 1 was going to be given on rent. He was informed by the senior chef that the owner was thinking to let the lawn 1. He further informed that the decision would not be finalised until the executives would come back from their tour on 28th February.

Commercial Communication 3

Activity 3

1. Requesting for Opening an account
2. Requesting for Pass Book
3. Requesting for safe deposit Box
4. Requesting to stop payment of a cheque
5. Requesting to correct error in the Pass-book
6. Disputing Account Statement

Activity 4

- 1) to close,
- 2) tolerate,
- 3) have had,
- 4) informed,
- 5) am enclosing.

Activity 5

- (1) B,
- (2) C,
- (3) B,
- (4) C,
- (5) B

Activity 6

- 1) I have saving account in your bank since last ten years.
- 2) My account number is A/C 200039484747, of Gujarat College Branch.
- 3) There is mismatch amongst the ATM Mini statement and my bank statement.
- 4) The mini statement of bank reflects withdrawal of Rs.40,000/-, but the bank statement is reflecting the withdrawal of Rs.20,000/- only.
- 5) As per the bank policy the statements are issued every year.
- 6) The final calculation is faulty.
- 7) Please look into the matter at the earliest and correct the error.
- 8) Kindly re-issue the Bank statement immediately and do the needful

Activity 7

- 1 One should avoid jargon and informal words while communicating through emails.
- 2 At the time of answering on the mail one should be gender sensitive.
- 3 Don't allow to have too much attachments.
- 4 Apply bullets and numbers to emphasise focus upon the important aspects.
- 5 Be sure about the names you have entered in the 'To' box.

Editor

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GKCK Bosamia College, Jetpur

Content Writers

Prof. (Dr.) Paresb Josbi
Dr. Sunil Shah
Dr. Parul Popat
Dr. Rupal Patel

Programme Coordinator

Dr.Nikita D. Gadani
Dr. Babasaheb Ambedkar Open University, Ahmedabad

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T.Y. B.COM

BCCCON301

COMMERCIAL COMMUNICATION III

Block

3

Unit 11

Secretariat Correspondence	133
----------------------------	-----

Unit 12

Academic and Official Writing Dos and Don'ts	152
--	-----

Unit 13

Paragraph Writing	163
-------------------	-----

Unit 14

Email Writing	179
---------------	-----



SECRETARIAL CORRESPONDENCES

: STRUCTURE :

11.0 Objectives

11.1 Introduction

11.2 Classification of Secretarial Correspondence

11.2.1 Correspondence with Director

11.2.2 Correspondence with Shareholders

11.2.3 Correspondence with Others

11.3 Let Us Sum Up

11.4 Key Words

11.5 Exercises

11.6 Book Suggested

11.0 OBJECTIVES

- To understand the position of the Secretary in the Company
- To know the role and responsibility of the secretary
- To understand how the mutual correspondence in the company is done
- To understand important terminology of Secretarial Correspondence
- Readers can learn secretarial correspondence and its technical aspects
- Readers can obtain basic knowledge about company and stock exchange

11.1 INTRODUCTION

Ours is an age of commercialization and industrialization. In such an age, a secretary of the company is a key person. He is highly responsible official in a company. He looks after the entire correspondence in the company. He is a person who looks after most of the administration and management of the company. He writes letters, reports, proceedings and minutes of meetings and even draft resolutions on behalf of the company. The duties and responsibilities of the secretary of the company are as under:

- He is a link between the company directors, governments and shareholders
- He has to manage the staff of the company
- He is fully associated with formulation of the long range and short term corporate policies and programmes
- He performs his duty as a planner, creator of the opportunities for expansion diversification, merger, takeovers etc
- He participates in raising funds of the company through public issues, private placements and public deposits

Besides shareholders of the company require to write letters to the company secretary. They make inquiry regarding various issues like dividend complaints. In reply to the shareholders, the secretary has to be polite in writing. The answer should be in courteous language as the shareholders are virtually partners of the company. Sometimes the secretary has to handle the matter tactfully so that the shareholder should not be offended.

11.2 CLASSIFICATION OF SECRETARIAL CORRESPONDENCE

Secretarial Correspondence can be classified into three categories:

1. Correspondence with directors
2. Correspondence with directors
3. Correspondence with others

Let us discuss them in detail:

1. Correspondence with directors: Secretary has to send notices of board meetings and the reports of the processing of such meetings, periodical reports of the proceedings of such meetings and periodical reports of the working of the company are the routine work of the company secretary. The secretary correspondence with the directors on special occasions, to provide some information or request for the matter to be taken into discussion during Board of Meeting. Secretary is the subordinate to the directors so he has been very tactful and courteous during communication.

Examples of the Secretary correspondence with Directors:

- ✚ On behalf of a director, write a letter to the secretary asking for the details of the previous Board meeting which he could not attend. He also request him to include in agenda for the next meeting his suggestion to hold meetings on fixed days of the months.

Mr.S.K.Shah
135, Zodiac Hotel
Naranpura Cross Road,
Naranpura, Ahmedabad-380013
October 8th, 2018.

The Secretary
Shreeji Textile Ltd.
Vile Parle,
Mumbai-400057

Sub: Asking for the details of the previous board meeting

Dear Sir,

I have been on a business tour of Kerala for the last 15 days, so I could not attend the last meeting of 3rd October 2018. I shall be thankful to you if you send me detailed proceedings of the meeting at the above mentioned address. I shall be staying here up to 25th October 2018. Would you please send me the

notice of the next Board Meeting at the same address.

I also request you to fix the date of meeting of every month which will eliminate the clashes of dates between director's programme and the board meetings. The trouble of issuing the date of board meeting will also be reduced. Will you please include this issue in the upcoming agenda of the meeting?

Please confirm at the earliest.

Thanking You

Yours faithfully,

S.K Shah

Secretary's Reply:

Write a letter on behalf of the secretary in response the letter of the director.

SHREEJI TEXTILES LTD

Vile Parle,
Mumbai-400057
October 25, 2018.

The Director

Shreeji Textiles Ltd.

Mumbai-400057

Sub: Information Regarding Previous meeting

Dear Sir,

I am hereby endorsing the copy of the minutes of the previous meeting held on 3rd October, 2018. So that you could well acquaint with the proceedings. I would like to draw your attention to point number 5 and 6 which were regarding the purchasing of new machinery for the company.

Your proposal to arrange a fixed date of each month for the Board Meeting has been discussed with the chairman. So this issue would be taken into consideration in the upcoming meeting. A notice of this meeting is enclosed for your information.

Thank you

Yours faithfully

Secretary

ENCL: Minutes of the previous meeting

Letter of the next meeting

2. Correspondence with Shareholders:

Many times shareholder of the company require to write letters to the company secretary. They require regarding dividend warrant or any information about the company. Secretary has to write regular letters. He has to reply the shareholders in a courteous language.

The following letters should be included while correspondence with shareholders by secretary and with secretary by shareholders.

**Commercial
Communication 3**

1. Non-allotment of shares
2. Reply to non-allotment of shares
3. Non –credit of refund of the application money
4. Reply to non-credit of refund of the application money
5. Non-Credit of Dividend
6. Reply to noncredit of dividend
7. Non-receipt of the annual report of the company
8. Reply to non-receipt of annual report of the company
9. Shareholders concern about declining profits of the company
10. Reply to shareholder’s concern declining profits of the company
11. Re-validation of a Dividend Warrant
12. Reply to Re-validation of a Dividend Warrant
13. Error (s) in the share certificate
14. Secretary’s reply to the shareholders complaint about an Error (s) in the share certificate
15. Issue of a duplicate share certificate
16. Reply from secretary about a duplicate share certificate

1. Non-allotment of shares:

As a shareholder, write a letter to the secretary of joint stock Company complaining about non-allotment of shares.

Mr. D. S. Pande
C.G.Road,
Navrangpura, Ahmedabad-380009
October 19, 2018.

The Secretary
The Reliance Machine Ltd,
10, Anand Complex
M.G.Road,
Bombay-400001

Dear Sir,

Reference: Public issue of 10,00,000 equity shares of 10-each

Sub: Non-allotment of shares

I have applied for 500 equity shares in the above mentioned public issue. I have paid Rs.5000-on applications No A-014513

I am shocked and disappointed to receive refund order for the same amount. Through reliable sources, I came to know that the issue was just subscribed. So firm allotment was made. Though firm allotment was made, I have not been allotted a single share. I expected at least 100 shares.

Would you please explain to me why I have not been allotted any share? I await an early reply.

Yours faithfully

D.S.Pande

2. Reply to non-allotment of shares

One of the shareholders has complained about non-allotment of shares in the recent public issue. As a secretary write a letter giving satisfactory explanation.

THE RELIANCE MACHINE LTD.

10, Anand Complex

M.G.Road,

Bombay-400001

October 2, 2018

Phone-19382519

Ref-PI/12/18

Mr. D.S.Pande

M.G.Road, Navrangpura,

Ahmedabad-380009

Dear Sir,

Sub: Reply about non-allotment of shares

We have received your letter dated October 19, 2018 expressing disappointment over non-allotment of shares. We regret to note that you have not been allotted a single share.

On inquiry, we have come to know that your application was invalid. It didn't bear the signature of the applicant itself. Therefore, it was rejected. Under such circumstances, you have not been allotted any share.

We hope you will understand our position in this matter.

Yours faithfully

R.D.Patel

Secretary

3. Non-Credit of Refund of the above application money.

Write a letter to the secretary of the company complaining about non-credit of refund of the application money.

Mr. Harish Mewada

C-8, Dev City

Near. Shayona City

R.C.Technical Road,

Ghatlodia

Ahmedabad-380061.

October 23, 2018.

**Commercial
Communication 3**

The Secretary
Zodiac Industries Ltd.
Nirman Complex
Juhu Road,
Bombay-400005

Dear Sir,

Ref: Public issue of 3,00,000, equity shares of Rs. 10 each

Sub: Non-Credit of Refund Order

I have applied for 500 shares in the above mentioned public issue of your company. I have paid Rs. 5000/- on application No. B 13518.

I am extremely delighted to receive a share certificate No-B-34618 for 100 shares. Thus, the amount deposited Rs. 1500/- only. I deserve a refund order worth Rs.3500/-

Most of the applicants have received the allotment letter and this who have not been allotted the shares, have also received the refund order. Long time has already passed but I haven't received a refund order. Please look into the matter and explain it in time.

I enclose the photocopy of the receipt of the Bank.

Yours faithfully

Harsh Mewada

ENCL: Photo copy of the bank receipt

4. Reply to non-credit of refund of the application money

A Secretary of the company has received an email from the applicant of shares who has not received the refund order of application money. Write a suitable reply.

ZODIAC INDUSTRIES LTD.

Nirman Complex

Juhu Road,

Bombay-400005

Phone-19255840

Ref-PA/R/18

October 28, 2018

Mr.HarishMewada

C-8 Dev City

Near Shayona City

R.C.Technical Road,

Ghatlodia

Ahmedabad-380061

Dear Sir,

Sub: Reply to non-credit of refund of the application money

I have received your letter dated October 23, 2018 complaining that you have not received the refund order yet. We are sorry to inform you that the refund order of Rs. 5000 is sent to you on 24th Oct. 2018. But it seems that you have not received it. Perhaps it must have been lost in transit.

For the duplicate refund order you will have to follow the legal procedure as prescribed by laws. We are sending you two specimen copies of Indemnity Bond and an Affidavit. Please get them typed on stamp paper of 20 each. Please sign the papers and send them soon. As soon as we receive these documents, we will immediately send you the duplicate refund order.

We feel sorry for the inconvenience.

Yours faithfully

G.T.Patel

(Secretary)

Encl:

1. Indemnity Bond
2. Affidavit

5. Non-Credit of Dividend

As a shareholder of Tata Industries Ltd. Write a letter to the company requesting them to send a warrant for equity dividend for the last financial year as you haven't received it after a long period.

Mr. R. M.Joshi
4, Suparna Society
Sola Road,
Sola
Ahmedabad-380060
October 25, 2018.

The Secretary

The Tata Industries Ltd.

20, Vishakha Chamber,

Jail Road,

Kolkata-700013

Dear Sir,

Sub-Non-receipt of a Dividend Warrant

I have been a share holder of your company for the last 5 years. I possess 500 equity shares on Folio No. B. 21015.

A few months ago, I received Annual Report for the year 2017-18. I have come to know that the company had declared 8% dividend to all shareholders. It was also mentioned in the Annual Report that the dividend warrants

**Commercial
Communication 3**

will be sent soon.

Long time has already passed but I haven't received the dividend warrant. It has made me worry. You will find allotment letter and bank receipt enclosed herewith.

Please look into the matter and explain it to me.

Thank you

Yours faithfully

R.K.Joshi

6. Reply to non-credit of dividend

A shareholder has complained of non-credit of dividend warrant. As a secretary of a company, write a suitable reply.

THE TATA INDUSTRIES LTD

20, Vishakha Chamber,

Jain Road

Kolkata-700013

Phone: 19243218

Ref-PB/T/18

November 1, 2018.

Mr. R. M. Joshi

4, Suparna Society

Sola Road, Sola

Ahmedabad

Dear Sir,

Sub: Non-Credit of Dividend

We have received your letter dated October 25 2018, complaining about non-credit of dividend. We are extremely sorry for the delay and the inconvenience caused to you.

Actually our office staff had been on strike for about 15 days. The whole work was stopped. We couldn't dispatch the dividend warrant which is ready. Now, they have resumed their duties.

We have the pleasure in informing you that the dispatch work has already started. We assure you that you will receive your share certificate within a week.

We await a chance to serve you better.

Yours faithfully

R. K. Jha

(Secretary)

7. Non-receipt of annual report of the company

As from a shareholder, draft a letter to the secretary of a company as you have not received the annual report of the company for the last year.

Mrs. Rupal A. Patel
5, Pankaj Society,
S.P.Road
Baroda-390007
September 1, 2018.

The Secretary
The Metallica Co.Ltd
9, G.I.D.C.
Vatva
Ahmedabad-382440

Dear Sir,

Sub: Non-receipt of the annual report of the company

I have been a share holder of your company for 7 years. I possess 1000 equity shares on Folio No. B 21874.

I have received the dividend warrant of your company of the current year. But unfortunately I have not received the Annual Reports of the company. It is very important for a shareholder as it contains the quarterly reports of the company. We know that the company has received remarkable progress but I can also come to know about the future plans of the company. So I request you to send me the annual report as soon as possible.

Kindly consider this matter and send me the report.

Thank you

Yours faithfully,

Mrs. Rupal Patel

8. Reply to Non-receipt of annual report of the company

As a secretary of the company, write a letter to the shareholder for non-receipt of annual report of the company.

THE METALLICA CO. LTD
9, G.I.D.C.
Vatva
Ahmedabad-382440

Ref-256/TS/18
Phone-722875

September 5, 2018

Mrs. Rupal A. Patel
5, Pankaj Society
S.P.Road,
Baroda-390006

**Commercial
Communication 3**

Dear Sir,

Sub: Reply to non-receipt of annual report of the company.

In receipt of your letter of 1st September, 2018 regarding non-receipt of annual report of the company, we appreciate your interest in studying our company's annual report. I would like to request you to refer our circular of 17th March, 2018 through which you will get the information that from now onwards. The company will not send you the annual report in physical form to the shareholders, but in e-mail.

Please send your email id. So that I can send you the annual report in e-form.

Thank you

Yours faithfully

D.S.Oza

(Secretary)

9. Shareholders concern about declining profit of the company.

As a shareholder of Joint Stock Company, write a letter to the company's secretary expressing your concern about declining profit of a company

Mr.A.N.Thakkar

7, Raghukul Society
Near. Sola Bus Stand
Sola Road,
Ahmedaba-380060
December 20, 2018

The Secretary

The Unique Electronics Ltd.

Oxford Tower

Juhu

Mumbai-400017.

Dear Sir,

Sub: Concern about declining profit of the company.

I have been a shareholder of your Company for 10 years. I possess 1000 equity shares with Folio No-A 24153

I am extremely disappointed to note the steady decline in the profit of the company. During the last three years, the profit has gone down at least by 25%. It is a matter of shock and concern for investors like me. Would you please explain the causes responsible for it? I await an early reply.

Thank You

Yours faithfully

A.N.Thakkar

10. Reply to Shareholder's concern about declining profits of the company.

As a secretary of the company, write a suitable letter to the shareholder who has expressed his concern about decline profit of the company.

THE UNIQUE ELECTRONICS LTD.

6, OXFORD TOWER,

Juhu, Mumbai-400016

December 25, 2018

Mr. A.N.Thakkar

7, Raghukul Society

Sola Road

Ahmedabad-380060

Dear Sir,

Sub: Explanation about declining profit of the company

We have received your letter dated 20th December 2018, expressing concern about declining profit of the company. We are pleased to note that you are interested in the progress of the company.

Let me explain the causes responsible for it.

- Many national and international companies have introduced the similar products in the market has given rise to cut throat competition.
- Hike in land rates, sales tax, corporate tax, raw-material tax, etc.have affected the profit a lot.
- Last year's fire accident too caused a big loss to us.

You will note that the profit of other companies has also gone down. We have full confidence that the situation will be better in future.

Kindly consider this matter.

Yours faithfully

A.N.Thakkar

(Secretary)

11. Re-Validation of a dividend warrant

On behalf of a shareholder of Bombay based Ltd. Company, write a letter to the secretary requesting for the re-validation of a dividend warrant

Mr. D.M.Mehta

10, Shivani Society

Navrangpura,

Ahmedabad-380009

September 9. 2018

**Commercial
Communication 3**

The Secretary
The AkarElectronics Ltd.
10, Navrang Complex
Marine Lanes Road,
Mumbai-400009

Dear Sir,

Reference: Public Issue of 10,00,000/-equity shares of Rs. 10/-each

Subject: Re-validation of a dividend warrant

I have been a share holder of your company for the last 10 years. I possess 1000 equity shares on Folio No-B-12358. This is to inform you that I had been abroad from 1st March 2018 to 30th August 2018. During that period the dividend warrant no 753180 for Rs 3000/- has reached to my place. It was valid up to 1st September, 2018.

As I had been abroad, I could not deposit it in Bank in time. You will find the dividend warrant enclosed herewith. Please re-validate it for some days.

I regret the inconvenience.

Thank You

Yours faithfully

D.M.Mehta

Encl: Copy of Dividend Warrant

12. Reply to Re-validation of a dividend warrant.

As a secretary of Akar Electronics Co.Ltd. Bombay writes a letter to the shareholder informing about re-validation of a dividend warrant.

THE AKAR ELECTRONICS CO.LTD.

10, Navrangpura Complex
Marine Lanes Road
Mumbai-400005

Tele: 7345670

Fax: 1234-5698

October 10. 2018

Mr. D.N.Mehta
10. Shivani Society
Navrangpura
Ahmedabad-380009

Dear Sir,

Sub: Reply to the re-validation of a dividend warrant

We have received your letter of 9th September 2018 requesting to revalidate the dividend warrant.

We hereby inform you that the said dividend warrant has been re-validated as

per your request. It is now valid up-to 15th Nov. 2018. You will find it enclosed herewith.

We hope, you will deposit it in the bank in time.

Yours faithfully

D.N.Mehta

(Secretary)

ENCL: A copy of dividend warrant

13. Error(s) in the share certificate

There is an error (s) in the share certificate of Mr. S.P.Pathak. Help him to write suitable letter to the secretary of the BarodaRayons Ltd. Baroda, informing about it. Request the secretary to rectify the error(s).

Mr. S.P.Pathak

4, Shalimar Society,

Vasna, Ahmedabad.-3800013

October 16, 2018

The Secretary

The Baroda Royons Ltd.

Vaghodiya Road,

Baroda-390002

Dear Sir,

Ref: Public issue of 8,00,000 equity shares of Rs. 10 each

Sub: Errors in Share certificate

I have applied for 300 shares in the above mentioned issue of your company. My application no. was C-1015201.

I am extremely delighted to receive share certificate no. 34450 for 150 shares. However let me draw your attention to an error (s) in the share certificate. An application was made in the joint names of

Mr. Suresh P.Pathak

And

Mr. Sudha P.Pathak

The share certificate bears the name of the first applicant only. The name also mis-spelt as Mr. Surish P. Pathak.

You will find the copy of the share certificate enclosed herewith. Kindly look into the matter and rectify the errors.

Yours faithfully

S. P. Pathak

Encl: Copy of a share certificate

**Commercial
Communication 3**

14. Secretary's reply to the shareholder's complaint about error (s) in the share certificate.

Mr. S.P.Pathak has written a letter about an error (s) in the share certificate. Write an appropriate reply as a secretary.

THE BARODA RAYONS LTD.

G.I.D.C Road, Manjalpur

Baroda-390007

Tale: 7344135

Fax: 2345-6831

October 25, 2018.

Mr. S.P.Pathak

4, Shalimar Society

Vasna, Ahmedabad-390011

Dear Sir,

Sub: Rectification of an error(s) in the share certificate

We have received your letter of 16th Oct. 2018, drawing our attention about an error in the shares certificate. We regret the inconvenience caused to you.

On investigation, we found that the error has occurred as oversight. However we have rectified it (them). You will find rectified share certificate enclosed herewith.

We await an opportunity to serve you better in future.

Yours faithfully,

I.R.Patel

(Secretary)

Encl: Rectified share certificate

15. Issue of a duplicate share certificate

You have been disappointed to note that the share certificate you have received is torn and dirty. Write a letter to the secretary of the Jindal Vijaynagar Steel Ltd. Mumbai, intimating about it and requesting to issue a duplicate share certificate.

Ms. Yuvragi A. Patel

68, GopiBunglows

Sola Road,

Sola, Ahmedabad-390019

October 15, 2018

The Secretary

Jindal Vijaynagar Steel Ltd.

Juhu, Mumbai-400006

Dear Sir,

Ref: Public Issue of 15,00,000 equity share of Rs-10 each

Sub: Issue of a duplicate share certificate

I am glade to receive the share certificate no-A 251389 for 200 shares. It is a matter of pride and prestige. I have been allotted 200 shares of your company.

However the share certificate I have received is torn and dirty. The effects are not clear which may create difficulty in future. I know it has happened due to negligence of the postman.

You will find the original share certificate enclosed herewith. Please, issue me the duplicate share certificate as early as possible.

An early reply in this matter will be highly appreciated.

Thank you

Yours faithfully

Yuvragni Patel

Encl; share certificate

16. Reply from the secretary about a duplicate share certificate

AS a secretary, write a suitable letter to the shareholder who has requested for the issue of a duplicate share certificate.

JINDAL VIJAYNAGAR STEEL LTD.

Juhu,

Mumbai-400010

Tele; 7447975

Fax: 1011-1836

November 5, 2018

Ms. Yuvragni A. Patel

68, GopiBunglows

Sola Road,

Ahmedabad-380060

Dear Madam,

Sub: Issuing of a duplicate share certificate

We have received your letter dated 15th October 2018 requesting for the issue of a duplicate share certificate. We regret to note negligence of the post man. We are afraid that, it might have happened with other shareholders too.

We are issuing a duplicate share certificate. You will find it enclosed here with.

We hope you will receive it safe.

Once again we regret for inconvenience.

Yours faithfully

R.S.Patel

(Secretary)

Encl: A duplicate share certificate

Commercial Communication 3

11.2.3 Correspondence with others

Secretary has to correspondence with various other people like registrar, auditors, bankers, government, officials etc. While doing correspondence with such people he has to be tactful, precise and polite. While corresponding with the Registrar and various government departments, he has to select proper words, so that any legal complications for the company may not arise.

The following are some examples.

1. Write a letter as a secretary of a company requesting the auditor's to take up the audit work.

SKY APPLIANCES LTD.

2nd floor, Ramkamal Building

D.V.G. Road

Bangalore-560004

Phone: 7893582

Fax- 4351-1835

August 5, 2019

Mr. R.P.Patel

Chief Auditor

5, Ratna Complex

S.G.V.P Road, S.G.Highway,

Ahmedabad-380004

Dear Sir,

Sub: Request to take up the audit work

I am directed by the Chairman to request you to take up an interim audit of our Branches for the half year ending on 30th June 2018.

You are requested to complete the audit work as early as possible. In any case your reports and audited accounts and the balance sheet should be submitted to the Board before the end of the first week of September for the consideration at the Board Meeting during the second week of the September.

The managers of different branches have already been asked to keep their book ready for auditing. Please inform us from when you will start the audit work.

Waiting eagerly for your reply.

Yours faithfully

R.D.Oza

2. Application to Stock Exchange for establishment of securities.

Secretarial Correspondences

As a secretary, write an application to stock exchange Company for enlistment of securities.

ZODIAC APPLIANCES LTD.

58, Akash Chamber

Fort,

Mumbai-400007

Phone-38751678

Fax-1234-5678

October 5, 2018

The Secretary

The Bombay Stock Exchange Ltd.

Bombay

Dear Sir

Sub: Application of enlistment of securities

I am happy to inform you that the above mentioned company is incorporated on 5th September, 2018 for the production and distributions of home appliances. The company has planned to enter the capital market from the next January.

As per the resolution of the Board of Directors, I am hereby enclosing an application for permission to quote the equity and preference shares of our company on your stock exchange. A cheque of Rs. 15,000 is enclosed to cover the necessary fees.

I am also enclosing the following documents for your convenience.

1. A copy of the Memorandum and the Articles of the Association.
2. A copy of the Prospectus
3. A certified copy of the Certificate of Incorporation

I request you to arrange for the consent of the Directors of the Stock Exchange at an early date. Any necessary information, if necessary, would be provided gladly.

Thank you

Yours faithfully

K.B.Pathak

(Secretary)

Encl: 1. An Application Form

2. A Cheque of Rs.15,000
3. A copy of the Memorandum and articles of Association
4. A copy of Prospectus
5. A certified copy of the certificate of incorporation

11.3 LET US SUM UP

In this unit you have learnt

- How to do Secretarial correspondence
- Classification of secretarial correspondence in three categories
 1. Correspondence with directors
 2. Correspondence with shareholder
 3. Correspondence with other registrars, auditors, bankers, government officials etc.

11.4 KEY WORDS

- Secretary: A person employed in the company or the office to assist with correspondence, make appointments and carry out administrative task.
- Correspondence: Communication by exchanging letters
- Classification: an action or process of classifying something
- Shareholders: an owner of shares in a company
- Allotment: an action of allotting something
- Credit: the ability of a customer to obtain goods or service before payment, based on the trust that payment will be made in future.
- Refund: Pay back
- Dividend: A sum of money paid regularly by a company to its shareholders out of its profits
- Decline: A gradual loss of value
- Profit: Benefit
- Concern: Make worried
- Re-Validation: Official approval of a document after a change
- Warrant: Confirmation
- Share-Certificate: A document which is issued by a company evidencing that a person named in such certificate the owner of the shares of company.
- Duplicate- Exactly like earlier, the same value

11.5 MORE EXERCISES

Questions For more Exercises

1. On behalf of a Shareholder of a Joint Stock Company, write a letter to the company Secretary complaining about non-credit of dividend
2. As a company secretary, write a suitable reply to a shareholder who has complained about non-receipt of annual report of the company
3. As a secretary of a limited company, give one of your directors a short account of the proceedings of a meeting from which he was absent
4. Write a letter from an applicant to the company secretary of a joint stock company complaining about non allotment of shares.

5. As a company secretary, write a suitable reply to a shareholder who failed to receive annual report of the company for the year ended 2017-18.
6. As a company secretary write a suitable reply to the Shareholder for non-credit of dividend.
7. On behalf of the company secretary write a reply to a shareholder who has expressed serious concern over declining profit of the company
8. A shareholder seeks your advice as he wished to buy some more share of the company. As secretary of the company write suitable reply.
9. A person who had applied for shares in your company in response to an announcement complains that he has not been allotted any shares. Draft a suitable reply from the secretary

Answer the following questions in brief.

1. What are normally the duties of a company secretary?
2. How would the secretary respond if a shareholder seeks information of a confidential nature?
3. What fact should the secretary keep in mind while writing to the Directors?

11.6 BOOKS SUGGESTED

1. Business Communication-Rajendra Pal and J.S. Korlahalli-Sultan Chand & Sons. New Delhi
2. Business Communication-Homai Pradhan & N.S. Pradhan- Himalaya Publishing House, Mumbai
3. A Handbook of Commercial Correspondence- A. Ashley-OUP, New Delhi.
4. Communicative Competence in Business English-Robinson, Netrakanti and Shenter Orient Longman, Hyderabad.



ACADEMIC AND OFFICIAL WRITINGS DOS AND DON'TS

: STRUCTURE :

12.0 Objectives

12.1 Introduction

12.2 Understanding Academic writing and Official writing

12.3 What is formal and Informal style of writing?

12.4 Guidelines for Academic Writing and Official Writing

12.5 Common problems and to overcome them

12.6 Punctuation

12.7 Importance of Citation

12.8 Different styles of citations

12.9 Let Us Sum Up

12.10 Key Words

12.11 Check your progress

12.12 Books Suggested

Answers

12.0 OBJECTIVES

In this unit we shall,

- focus on the concept of Academic and Official writing skills
- discuss the concept of writing skill, and how it differ from Academic and Official writing skills
- learn various forms of academic and official writing skills

On completing the unit, you will be able to,

- talk about concept of Academic and Official writing skills
- differentiate general writing skill, and Academic and Official writing skills
- identify various aspects of Academic and official writing skills

12.1 INTRODUCTION

Language is one of the most important inventions of human-beings. Rather it can said that it is not only a powerful tool but also a creative tool for communication. Language has major four skills namely Listening, Speaking, Reading and Writing. Out of these language skills the first two are Primary language skills and the next two are Secondary language skills. Further, two can be divided into Receptive skills and two in Productive skills. It would be very unfair to give more importance to any one language skill rather all the equally important to acquire or learn for a successful life or career in any discipline.

Writing is definitely one of the most important language skills. Knowing all the aspects, it is also important to note that though speaking and writing skills are productive, both are different in form and nature. Unlike Speaking, Writing is tangible and can be documented. Since, people are convinced that language is power, writing skill has occupied an important place among all the language learning aspirants. It is very interesting to observe that no individual write-up or writer is similar or common. All differ from each other. *Hence it becomes very important to learn how they are different and at what levels.* Answer to this statement is very important to get as it will strengthen our understanding of writing skill in general and Academic writing skill.

12.2 UNDERSTANDING ACADEMIC WRITING AND OFFICIAL WRITING

In order to understand the basics of academic writing and official writing, it becomes important to know that both are more or less complex and complicated kinds of writings. The previous one is linked with a specific study disciplines and therefore invariably contains jargons interwoven with some complex ideas to talk about specialized knowledge. However, the official writing does contain jargons, but comparatively less but is much more formal in tone in comparison to the Academic writing.

There are certain points to keep in mind about both the types of writing; Academic writing and Official writing. They are as listed below.

- Both have different objectives and purpose
- The audiences are different
- Style of writing is different, including forms of writing
- Both have different impacts on the audience
- Both are formal kinds of writing

12.3 WHAT IS FORMAL AND INFORMAL STYLE OF WRITING?

Talking about Academic writing and official writing which are to large extent much formal in tone, it becomes necessary to differentiate Formal and Informal writing style.

They serve different purposes and vary in tone, choice of words and syntactical pattern. Formal language is less personal and written for professional or academic purposes. In Formal writing use of colloquialisms, contractions or first person pronouns such as 'I' or 'We' is avoided. Formal writing is objective and no personal opinions are projected or put forth. Björk, Knight, & Wikborg (1992) have suggested some DOs and DON'ts for Formal and Informal writings.

What not to do?s	What to do?
Avoid the use of slang, jargon, colloquialisms, or sexist language.	Use formal language
Avoid the use of contracted verb forms such as <i>they're, isn't, can't</i> .	Use the full verb form instead, e.g. <i>they are, is not, cannot</i>
Avoid the use of common vocabulary, such as <i>have got, a lot, nice, the other thing</i> .	Make more formal vocabulary choices, e.g. <i>have found, a great deal, attractive/advantageous, the other issue/problem/notion/idea/topic etc..</i>
Avoid the use of conversational opening phrases, such as <i>Well, you see, Yes..., Let's move on</i> .	Use appropriate connectors and introductory phrases.
Avoid writing <i>I think</i> - especially not at the beginning of a sentence, i.e. do not write, for example, <i>I think Nunan (2008) believes that global warming will...</i>	Rather you can write e.g. <i>Nunan (2008) believes that global warming will...</i>
Avoid the use of personal pronouns e.g. <i>I, you, we</i> (unless specifically required), i.e. do not write <i>We think that you should be able to compete</i> .	Be non-personal, e.g. <i>It should be possible for everyone to compete</i> .
Avoid the use of sweeping generalisations	State your idea clearly and concisely in your own words in topic sentences.
Avoid the use of bullet points or lists, unless it is in a report.	Use complete sentences and link these into logical paragraphs to become coherent.
Avoid making assumptions or giving your opinion (unless specifically asked).	Be objective.
Do not plagiarize and maintain 'Academic Integrity'.	Provide references and acknowledge others work whenever you say something that is not your own.
Never take spelling errors for granted rather spot all spelling mistakes, since for example, your spell check will not pick up on <i>whether</i> vs <i>weather</i> .	Must check spelling, grammar and punctuation etcetera. Always use dictionary for Proofread. You can also request somebody to proofread your text for you.
Do not write direct questions in the continue text, for instance <i>Can carbon emissions be reduced?</i>	Try to convert questions into statements, like, <i>The possibility of carbon emissions being reduced is questionable</i> .

Some examples to strengthen our understanding about Formal and Informal writing are as given below:

LANGUAGE FEATURES	INFORMAL	FORMAL
Syntax	In 2008, the road was built. This was good politically. Two countries united	The road was completed in 2008, which resulted in a positive political move that united two countries.
Contractions	It's not only my responsibility to look after the family.	It is not only my responsibility to look after the family.
Objectivity	I think/believe that the issue of global warming will be the primary concern at the meeting.	There is little doubt/It is clear that the issue of global warming will be the primary concern at the meeting.
Colloquialisms	India's prime minister NarendraModi, totally flipped out when he read the latest report from the press.	The Prime Minister of India, NarendraModi, expressed his concern when he viewed the most recent report from the press.
Vocabulary choice	The research assistant checked out the incident and got back to him the next day.	The research assistant investigated the incident and reported to him the following day.
Specific vocabulary	Germs grow well in dirty and warm temperatures.	Bacteria thrive in unhygienic and warm conditions

12.4 GUIDELINES FOR ACADEMIC WRITING AND OFFICIAL WRITING

Academic writing includes texts namely research papers, research proposals, writing for academics and literature reviews whereas official writing includes letter, emails, memos and reports. Some guidelines for both the types of writings are as following;

- It is important to go for Formatting and take care of grammar rules in writing
- Names are important and therefore spell them properly. Always address people with last names
- References are important and will give your writing authenticity
- Avoid direct quotes rather paraphrase them and cite them with format

12.5 COMMON PROBLEMS AND TO OVERCOME THEM

Accuracy of grammar is extremely important in both Academic and Official writings. Therefore, it becomes very essential to discuss some of the most common problems and errors made in writings and suggestions to overcome them.

1. The use of Quantifiers:

Quantifiers are those words and expressions which are used to denote the

Commercial Communication 3

quantity of something, and are typically indicated by a noun. In terms of word classes, quantifiers are often regarded as pronouns. It is important to know that cardinal numbers e.g. *seven*, *twelve* are not quantifiers, but numerals.

Ex. Many (Countable)

(1) There were **many people** at the stadium.

(2) He gave them **many presents**.

Much (Uncountable)

(3) I am **much** worried about my daughter.

2. Capitalisation :

Capitalisation is the most basic rule of writing and still most of the time, one of the most ignored rules which simply focuses on *use a capital letter to begin every sentence*. The rules of Capitalisation also refers to the following items;

Items for Capitalisation	Examples
Names and titles	Ms Anna Sacha, Sir Henry Thomas, Auntie Jill and Uncle Jack, Alexander the Great, the Elizabethan Age, Hindu civilization, Buddhist philosophy ;
Geographical names	Paris, France, French cuisine, Bombay, India, Indian culture, Asia, Asian studies, the United States, etc.,
Words in titles of books, etc.	Books, Magazines, Articles, Short Stories, Compositions, Plays, Movies, Television Shows, Etc,
Religious names, etc.	Christian/Christendom/Christianity Jew/Jewish/Judaism Muslim/Islamic/Islamitic/Islam Hindu/Hinduism
Days, months, etc.	January, February, etc. Sunday, Monday, etc. New Year's Day Thanksgiving Diwali the Civil War
Astronomical names	Jupiter Venus Gemini Mars Saturn Orion

3. Sentence fragment

Sentence fragment is a sentence which cannot stand on its own and has no complete meaning. It is always advisable to go for drafting simple or compound sentences at the initial stage and avoid writing long and complex sentences.

The examples given show how a fragmentation of a sentence can affect the writing, and how to improve it;

- (1) Many single parents leave their babies in day nurseries for the whole day. Because they cannot afford to work part-time.

The problem in the sentence: The second sentence is a dependent clause, and as per the rules dependent clauses cannot stand on their own. They have to be a part of some larger structure, such as a main clause.

The solutions:

- (2) Many single parents leave their babies in day nurseries for the whole day, because they cannot afford to work part-time.
- (3) Many single parents leave their babies in day nurseries for the whole day. The reason is that they cannot afford to work part-time.

4. Subject-Verb agreement:

With a view to sound academic in writing, it is important to take care of concordance which is also known as 'Subject-verb agreement'. Majority of the students or academicians struggle with this point. By following this point, one can be meaningful in his or her writing and effectively convey the message and reach to the receiver or audience. Hence, it becomes very important to diagnose the problem and start working on it as soon as possible.

5. Coherence:

We use the term **coherence** for having or bringing in logical links between the words, sentences, and paragraphs of the text. The term is derived from the Latin verb *co-haerere*, which simply means 'to stick together'. This term coherence can also be described as it must have to do with good and smooth text flow. The writer is always expected to maximise the understanding of a text by making it as clear and logical as possible.

The quality of being Coherent can be achieved by many ways. According to Oshima& Hogue (2006), one can be Coherent by the following four rules:

- Repeating key nouns
- Using consistent pronouns
- Using transition signals to link ideas
- Arranging your ideas in logical order

Hence, it can be said that in the absence of all the above reasons, any academic text will lose its comprehensibility and quality of persuasion.

12.6 PUNCTUATION

Punctuations are extremely important for several reasons. With the help of correct and appropriate punctuations all the time will make the texts easy to understand for your readers and arrive at a common understanding. Therefore, it is important to learn the functions of punctuation.

Not following the rules will invariably affect the texts as badly as the errors of spelling or the use of inappropriate vocabulary affects the text. (i.e. slang words in academic writing). Some noted punctuations are commas, semicolons, colons, apostrophes, hyphens, dashes, full stops (periods), question marks, exclamation marks and various brackets.

12.7 IMPORTANCE OF CITATION

The concept of citation is extremely important as it shows the main source that you have referred to. The citation is done within the main text which has been used in the form of words, ideas, figures, images, etc. from another resources.

Citations consist of a few notable and necessary elements which help the readers to track the source from where the ideas have been adopted and adapted. These elements are as follow:

- author name(s)
- titles of books, articles, and journals
- date of publication
- page numbers
- volume and issue numbers (for articles)

There are certain elements which are always suggested to be cited like;

- Facts, figures, ideas, or other information that is not common knowledge
- Ideas, words, theories, or exact language that another person used in other publications
- Publications that must be cited include: books, book chapters, articles, web pages, theses, etc.
- Another person's exact words should be quoted and cited to show proper credit

Citations must be done as they are necessary for many reasons, namely;

- To convenience your reader that you have done proper and systematic research and the information is authentic
- To give credit to all the scholar, researchers for their ideas and contribution
- To get rid of the academic menace or crime called plagiarism by quoting words and ideas used of other scholars

Plagiarism is when you borrow another's ideas or words and care not to acknowledge them as an individual's idea is one's own intellectual property. It is believed that one's idea belongs to an individual and cannot be used without permission. Plagiarism is a very serious offense.

Plagiarism can be avoided by citing your sources - both within the text and in a bibliography of provided at the end of your paper.

12.8 DIFFERENT STYLES OF CITATIONS

There are several styles of citations which have been listed below;

1. MLA: Modern Language Association [Humanities]
e.g. Doe, John: "Causes of the Civil War." Smith.
2. APA: American Psychological Association [Social Sciences]
e.g. Doe, J. (1999). Causes of the Civil War. Ohio: Smith Books.

3. CMS: Chicago Manual of Style [various subjects]
e.g. Doe, John. 1999. Causes of the Civil War. Columbus, Ohio: Smith Books.
4. ACS: American Chemical Society
e.g. Anastas, P. T.; Warner, J. C. Green Chemistry: Theory and Practice; Oxford University Press: Oxford, 1998.
5. CSE: Council of Science Editors
e.g. John D. Doe. Causes of the Civil War. Columbus (OH): Smith Press: 1999.
6. IEEE: Institute of Electronics & Electrical Engineers
e.g. [1] B. Klaus and P. Horn, *Robot Vision*. Cambridge, MA: MIT Press, 1986.
7. NLM: National Library of Medicine or AMA: American Medical Association

e.g. Doe JD. Causes of the Civil War. Columbus, OH: Smith Books; 1999.

Over and above all the discussed citation styles, there will be many other styles of citation and that even to cite different sources there are different citation styles within one pattern of citation.

12.9 LET US SUM UP

As part of this unit, you have learnt the basic and general idea of the difference between Formal and informal writing in general and Academic writing or Official writing in particular. Along with this, you also came across some tips or guidelines to follow in Academic and Official writing to become an efficient in writing skills and aspects to take into consideration to avoid the academic menace called Plagiarism.

12.10 KEY WORDS

Concept - An abstract idea

Jargons - Special words or expressions used by a profession or group that are difficult for others to understand

Interweave - Weave or become woven together.

Vary - Differ in size, amount, degree, or nature from something else of the same general class

Colloquialism - A word or phrase that is not formal or literary and is used in ordinary or familiar conversation

Integrity - The quality of being honest and having strong moral principles

Plagiarize - The practice of taking someone else's work or ideas and passing them off as one's own

Cite - Refer to (a passage, book, or author) as evidence for or justification of an argument or statement, especially in a scholarly work

Authenticity - Of undisputed origin and not a copy; genuine

Paraphrase - Express the meaning of (something written or spoken) using different words, especially to achieve greater clarity

Persuasion - The action or process of persuading someone or of being persuaded to do or believe something

12.11 CHECK YOUR PROGRESS

1. What are the similarities between Academic writing and Official writing?
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2. What is formal and informal writing?
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3. Which category do academic writing and official writing belong to?
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4. Why do you think Colloquialisms in academic or official writing should be avoided?
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5. Share a few formats of academic writing and official writing.
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6. What are a few common problems in academic and official writing?

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7. How errors in sentence formation can be avoided?

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8. What are the four rules to be Coherent in writing?

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9. Discuss the concept of Citation.

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10. What do you understand by the term plagiarism?

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STATE WHETHER THE STATEMENTS ARE TRUE OR FALSE

1. Both academic writing and official writing formats are same.
2. Productive language skills include Listening and Reading.
3. Jargons are only found in special kinds of writing.
4. To avoid Plagiarism one must cite the referred work.
5. One of the qualities of the feature ‘**coherence**’ is to avoid repetition of key words.
6. Citation is important for convenience your reader that you have done proper and systematic research.
7. Bibliography is always found at the end of the chapter or book.
8. Citation style APA is used by Humanities and Social sciences’ subjects.
9. You have to be subjective rather than objective in your formal type of writings.
10. Slangs and colloquialisms are two integral qualities of official or informal writing.

12.12 BOOKS SUGGESTED

Bailey, Stephen. *Academic writing: A handbook for international students*. Routledge, 2014.

Bailey, Stephen. *Academic writing: A practical guide for students*. Psychology Press, 2003.

Bowker, Natilene. “Academic writing: A guide to tertiary level writing.” (2007).

Claire, Thomas R. “Kate L. Turabian: A Manual for Writers of Research Papers, Theses, and Dissertations: Chicago Style for Students and Researchers.” (2018): 1-3.

Irvin, L. Lennie. “What Is “Academic” Writing?.” *writingspaces1* (2010): 3.

Raimes, Ann. *Techniques in teaching writing*. Oxford University Press, 200 Madison Ave., New York, NY 10016 (ISBN-0-19-434131-3, \$5.95)., 1983.

ANSWERS : (1-F, 2-F, 3-T, 4-T, 5-F, 6-T, 7-T, 8-F, 9-F, 10-F)

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: **STRUCTURE** :
— — — — —

- 13.0 Objectives**
- 13.1 Introduction**
- 13.2 Structure / Components of a Paragraph**
- 13.3 Topic Sentence**
- 13.4 Body of the Paragraph**
- 13.5 Concluding / Summary statement**
- 13.6 Check Your Progress 1**
- 13.7 Qualities of a Good Paragraph**
 - 13.7.1 Cohesion**
 - 13.7.2 Coherence**
 - 13.7.3 Completeness**
- 13.8 Tips of /for Writing a a Good Paragraph**
- 13.9 Check Your Progress 2**
- 13.10 Major Techniques to Organise the Content**
 - 13.10.1 Narration**
 - 13.10.2 Description**
 - 13.10.3 Process**
 - 13.10.4 Classification**
 - 13.10.5 Illustration:**
 - 13.10.6 Cause-Effect**
- 13.11 Check Your Progress 3**
- 13.12 Let Us Sum Up**
- 13.13 Key Words**
- 13.14 Books Suggested**

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Answers
— — — — —

13.0 OBJECTIVES

In this unit, we shall

- discuss the meaning and structure of writing a paragraph
- identify techniques to write paragraphs
- illustrate the qualities of a good paragraph
- utilize knowledge to construct a paragraph

13.1 INTRODUCTION

“A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts.” –William Strunk, Jr.

A paragraph is a logical sequence of sentences that talk about an idea or a topic. A paragraph, after sentence structure skills, is the second most important quality that an individual requires to develop writing skills. Describing, defining, narrating, persuading, arguing are some of the objectives of paragraph writing.

13.2 STRUCTURE / COMPONENTS OF A PARAGRAPH

The structure of a paragraph usually consists of three components:

13.3 Topic Sentence

13.4 The body of the Paragraph

13.5 Concluding/Summary Statement

13.3 TOPIC SENTENCE

As the name suggests, **a topic sentence introduces the topic or idea that the paragraph is to talk about.** A topic sentence not only gives the subject of the paragraph but also the perspective of the author. The topic sentence, usually, begins a paragraph. However, it is not always required to do so. Sometimes, a topic sentence may be placed after one or two introductory sentences. It may even be written in the middle or end of the paragraph. However, putting a topic sentence in the middle or the end requires a good practice and skill.

13.4 THE BODY OF THE PARAGRAPH

The body of the paragraph elaborates the idea expressed in the topic sentence. This can be done by using a suitable technique such as narrating, describing, defining, compare-contrast, cause and effect, analyzing etc. As per the requirement, the use of facts, arguments, examples, analysis or any other information may be used. The elaboration of the idea can effectively be done by using transitional words. Some of the frequently used transitional words are given below:

No	Function	Transitional Words
1.	Addition	again, also, and, and then, besides, equally, further, in addition to, next, moreover, finally,
2.	Comparison	again, also, compared with, in comparison with, in the same way/manner, similarly, likewise,
3.	Contrast	Although, besides, but, however, instead, in contrast, nevertheless, on the contrary, on the other hand, regardless, in spite of, despite, still, whereas, yet
4.	Enumeration	first, second, third..., firstly, secondly, thirdly ..., finally, last, next, then
5.	Illustration	for example, for instance, such as
6.	Summation	in short, to conclude, in brief, in a nutshell, the crux of the matter is, to summarise, on the whole, to sum up...
7.	Succession	afterwards, after a while, at first, at last, before, finally, in the end, meanwhile, immediately, first, second, third, as soon as, thereafter, at the same time, before, in the end, next, in the future, later, subsequently, shortly, at last, then etc.
8.	Outcome	As a result, consequently, since, as a consequence of, accordingly, hence, thus, therefore, because of, due to

13.5 CONCLUDING / SUMMARY STATEMENT

The concluding statement of a paragraph is a link between the topic sentence and the detailing of that idea. The concluding statement should support the topic sentence.

Look at the given paragraph which illustrates the components discussed above. Topic sentence and concluding sentence have been put in bold letters.

The purpose of universities has been debated globally and in India for long. However, recently it has become more important because the world has produced more graduates in the last 35 years than the 800 years before that. A useful framework comes from the great book *Building Universities that Matter* by Pankaj Chandra; he suggests the first purpose of education is to create good citizens; an educated society usually has higher rule of law, diversity, tolerance and peace. The second purpose of education is to prepare the youth for livelihoods and incomes. The third purpose is to help find ones lifelong passion for learning and one's own meaning in that life. **Universities must reflect on how successful they have been in serving the first and third purpose which are very hard to measure but on the second the employers are clear that the system often does not work for them.**

Adapted from: <https://www.indiatoday.in/magazine/nation/story/20180813-university-4-0-1303341-2018-08-03>

13.6 CHECK YOUR PROGRESS 1

Note: Check your answers with those given at the end of the unit.

Exercise 1

State if the following statements are TRUE or FALSE. If the statement is FALSE, make the necessary changes and write the correct sentence.

1. A paragraph is a group of sentences that centers around a topic.
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2. A paragraph should always begin with a topic sentence
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3. Transitional expressions guide the reader from one point to the other within the paragraph
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Exercise 2

The following excerpts have transitional words/phrases deleted. From the given list, choose the transitional word/s or phrase that best completes each passage. Each list has two extra words/phrases.

Paragraph 1

_____ people from all over the world have come _____ invaded us, captured our lands, conquered our minds _____ we have not done this to any nation. _____ we respect the freedom of others.
(yet, however, although, if, because, and)

Paragraph 2

_____ the leader is lazy, _____ will be the followers. The most productive people too will become lazy under bad leadership. _____, an energetic and active leader will inspire even lazy people to perform beyond their own expectations. _____, being energetic is very important for a leader.

(in accordance with, therefore, if, so, on the other hand, unless)

Paragraph 3

To organize an event, you must _____ need to prepare the blueprint. _____ you get this correct, organizing an event becomes easy. _____, you might have a good plan, _____ as you start working, the plan evolves and changes.

(in many cases, at least, and, but, if, first)

13.7 QUALITIES OF A GOOD PARAGRAPH

13.7.1 Cohesion: Cohesion implies unity of ideas. All the sentences in a paragraph should revolve around the main idea expressed in the topic sentence. In addition to this, these ideas should be organized and presented logically.

13.7.2 Coherence: Coherence in a paragraph signifies a smooth flow of information from one sentence to another. Unity of ideas and their logical presentation can make a paragraph coherent.

13.7.3 Completeness: Completeness means a well-developed paragraph wherein the sentences justify the topic sentence and leads to a plausible and logical conclusion.

13.8 TIPS OF/FOR WRITING A GOOD PARAGRAPH

- Avoid writing a very long or a very short paragraph.
- Repeat key words or phrases.
- Create parallel structures by using same grammatical structure, repeating a pattern.
- Maintain consistency in point of view and tense
- Use appropriate transition words or phrases to help the reader see the connection between ideas.

13.9 CHECK YOUR PROGRESS 2

Exercise 3

Choose the missing sentence for each paragraph from the options.

Paragraph 1

Few educational programmes incorporate an internship into the curriculum,

and commercial organisations shirk their responsibility in exposing students to the workplace. This would also enhance the marketability of the educational programmes. Practical application of learning through work experience is critical for a candidate's exposure. Companies need to collaborate with academic institutions and view higher education institutions as stakeholders. Regular student internship programmes in companies should be made mandatory. It could be a win-win situation for all — graduating students with paid or unpaid internships get an opportunity to test drive a career and acquire new skills while the interested companies get to assess the services of trained individuals without having to make a hiring commitment.

Source: <https://www.indiatoday.in/magazine/nation/story/20180813-today-s-education-must-sync-with-tomorrow-s-jobs-1303344-2018-08-03>

- a. Pedagogy needs to change.
- b. There is little learning for the sake of knowledge, expertise or interest.
- c. Thus, an internship is very important.
- d. Work experience can be very valuable in helping students obtain the right vocation orientation

Paragraph 2

Excellence is a self-imposed self-directed life-long process. Excellence is not by accident. It is a process, where an individual, organization or nation, continuously strives to better oneself. The performance standards are set by themselves, they work on their dreams with focus and are prepared to take calculated risks and do not get deterred by failures as they move towards their dreams. Then they step up their dreams as they tend to reach the original targets. They strive to work to their potential, in the process, they increase their performance thereby multiplying further their potential and this is an unending life cycle phenomenon. They are not in competition with anyone else, but themselves.

Let me share an important experience from the life of the father of the nation.

Source: Speech by APJ Abdul Kalam on 'Evolution of a unique you' addressed to the students of IIT Madras

- a. Being unique will require excellence; let us understand what is excellence in more detail.
- b. That is the culture of excellence.
- c. Being like everybody else is convenient at the first glance, but not satisfying in the long vision.
- d. To learn, reflect and give

Paragraph 3

The word community joins two Latin words com ("together" or "with") and unus ("one"). A community, then, is both one and many. It is a unified multitude and not a mere group of people. As it is said in the Vedas: Man can live individually but can survive only collectively. Hence, the challenge is to form

Commercial Communication 3

a progressive community by balancing the interests of the individual and that of the society.

Source: <https://www.scribd.com/doc/50726041/Narayanamurthy-speech>

- a. To meet this, we need to develop a value system where people accept modest sacrifices for the common good.
- b. In fact, values drive progress and define the quality of life in society.
- c. Thus, our collective survival and progress are predicated on sound values.
- d. What is a value system? It is the protocol for behaviour that enhances the trust, confidence and commitment of members of the community.

Exercise 4

Write the most appropriate opening sentence in the given paragraphs.

..... No one, on this would deny that fact that all these necessities are met mainly by plants. They are the major source of food, clothing and shelter as well as medicine.

..... It is utterly impossible for any man to survive for long without fresh air. It is a proven thing that plants take carbon dioxide that we breathe out and give us oxygen that we breathe in. Thus, plants and human beings are dependent on one another to survive.

..... All the food that we eat comes either directly or indirectly from plants. Plants are the only organism that can convert light energy from the sun into food. Plants produce all sorts of food that all living things on the earth eat. However, in return, that plants do not need much from us. They only take carbon dioxide that is breathed out by us ie. human beings.

Exercise 5

Write the most appropriate concluding sentence for the given paragraphs.

Paragraph 1

Peace is what everyone craves for. Some do yoga and meditations whereas some seek solace in reading a story. A good story is a healthy food for the brain. It transports us into the world of beauty and love, reason and wisdom where human emotions triumph. It is a world you where you can live many lives and learn to see the world from other's perspectives.

Paragraph 2

Simply stating, success means to accomplish an aim or objective. One is successful if s/he has achieved desired visions and planned goals. It can also mean a certain social status which comes with the name and fame that one has attained. Some might define success as having luxurious cars and a huge bungalow, whereas to some a life full of joy and happiness with their family as the real meaning of success.

Paragraph 3

It is not enough to sit and study in the class and pass with the notes provided by the teacher anymore. The 21st-century learner has to be a self-directed learner, an effective communicator, a problem solver as well as a productive teammember. To create such learners, every teacher too has to make efforts and inculcate 4Cs among the learners viz Communication, Critical Thinking, Creativity and Collaboration. Traditional teaching-learning practices will not help here.

Paragraph Writing

13.10 MAJOR TECHNIQUES TO ORGANISE THE CONTENT

Depending on the topic sentence/subject of the paragraph, various techniques can be employed to organize the content of the paragraph.

13.10.1 Narration: When the objective is to tell a story or write an account of chronological events, this technique is used.

13.10.2 Description: It is all about describing sensory information that a person experiences through various senses. viz. Sight, Sound, Smell, Taste, and Touch

13.10.3 Process: An explanation of the mechanism of something or sequence of a process can be done through this technique.

13.10.4 Classification: Sometimes the content of the paragraph is required to be separated into groups or be explained in various parts, at this time, classification technique is required.

13.10.5 Illustration: Analogy is a good technique to explain or prove a point. Thus, illustration is a very forceful technique in proving one's point in a discussion or winning an argument.

13.10.6 Cause-Effect: As suggested by the term itself, this technique can be used when the passage is discussing the causes of an occurrence and its effects.

13.11 CHECK YOUR PROGRESS 3

Exercise 6

Match the Topics in Column A with the Possible Techniques of Paragraph Development in Column B.

	Column A	Column B
	Topics	Techniques of Paragraph Development
1.	History of Communication	a. Process
2.	Model of Communication	b. Narration
3.	Developing Communication Skills	c. Classification
4.	Types of Communication	d. Description
5.	Barriers to Communication	e. Illustration

Exercise 7

Six paragraphs are given below. Assess your understanding of the techniques of paragraph writing by following the instructions.

- Identify and underline the topic sentence in each of the paragraphs.
- Provide an appropriate title to each paragraph.
- Identify the technique employed to develop the paragraph

Paragraph 1

Title:

The technique employed:

“Only a man who knows what it is like to be defeated can reach down to the bottom of his soul and come up with the extra ounce of power it takes to win when the match is even,” legendary boxer Muhammad Ali had once declared. The greatest barrier to success and one of the biggest fears in life that people have is - fear of failure. There are numerous examples of celebrities, sportspersons, actors, authors and leaders who in spite of facing defeat did not give up on their dreams. They succeeded in overcoming their fear of failure. Michael Jordan was cut from the school basketball team; Steve Jobs was fired from his own company; Warren Buffet was rejected by Harvard University, Richard Branson is a high school dropout, Abraham Lincoln lost eight elections and Thomas Edison, failed more than 1,000 times when trying to create the light bulb. With his acting career going nowhere and his home company ABCL going nowhere, Amitabh Bachchan had officially declared himself bankrupt once. But then KBC happened and the rest, as they say, is history! In short, if you haven’t tasted failure, you would probably never know how sweet success tastes.

Paragraph 2

Title:

The technique employed:

The easiest way to open an account is to visit the branch of closest to you. At the bank, you need to request the bank executive for an account opening form. After that, you need to fill in all the necessary details correctly ensuring that all the fields have been entered. Before submitting the form, verify that all the details mentioned in the application form match those mentioned in the KYC documents submitted to the bank. The next step is to make an initial deposit of Rs. 1000. After the verification process performed by the bank, the account holder is granted a free passbook and chequebook.

Paragraph 3

Title:

The technique employed:

It started before I was born. My biological mother was a young, unwed college graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife. Except that

when I popped out they decided at the last minute that they really wanted a girl. So my parents, who were on a waiting list, got a call in the middle of the night asking: “We have an unexpected baby boy; do you want him?” They said: “Of course.” My biological mother later found out that my mother had never graduated from college and that my father had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would someday go to college.

Source:<https://www.businessinsider.in/Heres-the-full-text-of-Steve-Jobs-famous-Stanford-commencement-speech/articleshow/54701299.cms>

Paragraph 4

Title:

The technique employed:

Floods are one of the natural occurrences. The main cause of flooding is excessive rain but the effects are many and far-reaching. Excessive rain results in the overflow of streams, rivers, lakes or oceans. Excessive rain means too much rainwater to fit in the rivers and lots of heavy rain falls over a short period of time. Lots of hardships to people and damage to public and personal properties are caused by the flood. It also ruins crops and results in soil erosion. Public and personal transport is also disrupted due to the cut off of the roads and railways lines. Sewage spills, accidental release of toxic materials from the factories can also result in serious health hazards. Unfortunately, flooding not only disturbs public lives, but it often creates personal tragedies when people and animals are swept away and drowned.

Paragraph 5

Title:

The technique employed:

Broadly speaking, books can be either fiction or non-fiction. Fiction books are ones that have been made up. Perhaps some of their elements are based on truths but have elaborated, fabricated and used to embellish into a new story. Examples of fiction books include genres like Sci-Fi, Satire, Drama, Action And Adventure, Romance, Mystery, Horror etc. Self-help books, Travel Guides, Science, Biographies, and Autobiographies fall in the non-fiction category.

Paragraph 6

Title:

The technique employed:

Invented for complex calculations, the computer is a programmable device. It is made up of two types of machinery: hardware and software. Hardware means the physical components which can be touched and seen by the user. Hardware components can be external or internal. The external components include the keyboard, the monitor, the mouse and the central processing unit (CPU). Among the internal components, the motherboard is the most impor-

tant one. Software means programs or apps. They consist of all the instructions that tell the hardware how to perform a task. As opposed to hardware, the software can perform many tasks.

Exercise 8

Identify and underline the sentence that should not belong to the concerned paragraph.

Paragraph 1

Seahorses are masters of camouflage. They can change colour and grow skin filaments to blend in with their surroundings. Seahorses have heads that resemble to those of horses. Sometimes the camouflage is so effective that they cannot be seen at all among the coral reefs in which many species make their homes.

https://archive.org/stream/Scan212171712/Scan%202_12_17%2017_12#page/n13

Paragraph 2

India's knowledge, skill and scientific tradition dates back to some 3000 years before Christ. Thanks to our ancestors' brilliant and creative minds, India made great achievements in different areas of science right from introducing the concept of zero to exploring the wonders of astronomy. The concept of the atom was first proposed by the Indian scientist Kanada. From microcosm to the vast expanses of outer space, nothing was beyond Indian scientific minds. Today, Indian scientists are internationally renowned and celebrated for the innovation and talent.

Source:<https://www.scribd.com/doc/177534075/Great-Indian-Scientists-Tell-Me-Why-81-Gnv64>

Paragraph 3

YOU don't know about me if you have not read a book by the name of The Adventures of Tom Sawyer; but that does not matter. That book was made by Mr. Mark Twain, and he told the truth, mainly. It was an awful sight of money when it was piled up. There were things which he stretched, but mainly he told the truth. That is nothing. I never seen anybody but lied one time or another, without it was Aunt Polly, or the widow, or maybe Mary. Aunt Polly—Tom's Aunt Polly, she is—and Mary and the Widow Douglas is all told about in that book, which is mostly a true book, with some stretchers, as I said before.

Source: The Adventures of Huckleberry Finn by Mark Twain, <https://www.gutenberg.org/files/76/76-h/76-h.htm>

Exercise 9

Given below is an excerpt from the response given to a student by ShriSadguru. However, all the paragraphs in the article are mixed. Read the text carefully and divide it into 4 meaningful paragraphs. Put // line where you think a new paragraph should begin.

In some way, a dream or an ambition means you are thinking of some kind of a race. They are calling it a rat race these days. If you enter the rat race, it is mainly about who is better than whom. You have to be a rat to qualify. That is a huge backwards step in the evolutionary process. If you win, maybe you are a super-rat, but still a rat. Do not think in terms of, “Where will I be, how much ahead of somebody or behind somebody?” This is a time to absorb as much as you can. This is not a time for you to yield mangoes. This is a time to pluck the damn flowers out and just grow. If you want to win a race, it will not happen just because you desire it. You must build an appropriate machine. What you have is a Maruti 800, but you are thinking of winning a Formula One race. You can dream as much as you want, about how Lewis Hamilton was trying to overtake you, but with your Maruti 800, you went off ahead of him! You can dream all that, but if you go on the track and try to do something, the four wheels of your Maruti will fly in four directions. Do not try to win the race. Just build a good enough machine – that is the most important thing. Thinking of winning the race means you are looking back and seeing, “Somebody is behind me.” If you have a bunch of idiots around you and you are winning the race, you will be a better idiot – that’s all. Do not ever think on those lines. Wanting to be better than someone is a wrong direction that has been set for the whole of humanity. This will leave you in a state of strife all the time. Above all, if you enjoy someone else’s failing, it is a sickness. What should you do in the world? You should do what is most needed, not what you fancy in your head. What you fancy in your head may be irrelevant to the world. Then what is the point of doing that? Too many people have done what they fancy and destroyed the world in many different ways. If we can joyfully do what is needed, then we will find expression and people will gather and support that activity – then things will happen.

Source: An excerpt from <https://isha.sadhguru.org/in/en/wisdom/article/how-to-make-dreams-come-true>

Exercise 10

Look at the images given below:

Choose an appropriate topic sentence and write a paragraph of 100 to 150 words giving it a suitable title.



13.12 LET US SUM UP

“Having imagination it takes you an hour to write a paragraph that if you were unimaginative would take you only a minute.” –Franklin Pierce Adams

Commercial Communication 3

Remember

- A paragraph is a technique of grouping related facts together in a logical manner to help the reader comprehend the content easily.
- A topic sentence is the gist of the paragraph.
- The topic sentence for a particular paragraph need not always be the first sentence of the paragraph. It can be at the beginning, middle, or end of a paragraph and should convey the main idea of the paragraph.
- Appropriate transitions are needed within the paragraph for the logical development of the paragraph.
- An effective conclusion or summary is a good way to make certain that the reader walks away with the most important points in mind.

In this unit, you should have

- studied the meaning and qualities of a good paragraph
- understood the structure, process and techniques of writing a meaningful paragraph
- learnt to develop an effective paragraph

13.13 KEY WORDS

- perspective (n) : a particular attitude towards something; a point of view
- elaborate (v) : develop or present in further detail
- illustration (n) : provide an example, explain something with the help of an example
- summation (n) : adding something together, offer a conclusion
- succession (n) : similar kind of things happening one after the other
- cohesion (n) : the action or fact of forming a united whole
- coherence (n) : the quality of being logical and consistent
- consistency (n) : without any logical contradictions
- transition (n) : the process or a period of changing from one state or condition to another

13.14 BOOKS SUGGESTED

- On Writing Well: The Classic Guide to Writing Nonfiction (On Writing Well) by Zinsser, William, Harper Resource Book, 2001
- Study Writing: A Course in Written English for Academic Purposes Updated edition by Ben Heasley Liz Hamp-Lyons Heasley, Cambridge University Press. 2006

ANSWERS

CHECK YOUR PROGRESS 1

Exercise 1

State if the following statements are TRUE or FALSE. If the statement is FALSE, make the necessary changes and write the correct sentence.

4. TRUE
5. FALSE

A paragraph should have a topic sentence which can be either in the beginning, middle or at the end.

6. TRUE

Exercise 2

The following excerpts have words deleted. Choose the word/s or phrase that best completes each passage. Each passage has two extra words/phrases.

Excerpt 1 Although, and, yet, Because

Excerpt 2 If, so, On the other hand, Therefore

Excerpt 3 first, If, In many cases, but

15.7 CHECK YOUR PROGRESS 2

Exercise 3

Choose the missing sentence for each paragraph from the options.

Paragraph 1.

- d. Work experience can be very valuable in helping students obtain the right vocation orientation

Paragraph 2

- a. That is the culture of excellence.

Paragraph 3

- a. To meet this, we need to develop a value system where people accept modest sacrifices for the common good.

Exercise 4

Write the most appropriate opening sentence in the given paragraphs.

Hint: The sentences should talk about the gist of the paragraph. In short, it should be the topic sentence. The answer given is one of the possible answers for the respective paragraph.

Paragraph 1: Life on the earth exists because of the availability of the basic necessities: air, water and food, clothing and shelter.

Paragraph 2: Oxygen is extremely important for a human being to survive.

Paragraph 3: Plants are important to us.

Exercise 5

Write the most appropriate concluding sentence for the given paragraphs.

Hint: The sentence should summarise the content of the paragraph.

Paragraph 1: Thus, reading stories is good as it helps a person lead a better life.

Paragraph 2 : In short, the definition of success can vary from person to person.

Paragraph 3 : It is necessary, that learning takes place beyond classrooms, notebooks and textbooks.

CHECK YOUR PROGRESS 3

Exercise 6

Match the Topics in Column A with the Possible Techniques of Paragraph Development in Column B. There are possibilities that

Column A	Column B
Topic	Techniques of Paragraph Development
History of Communication	a. Narration
Model of Communication	b. Description
Developing Communication Skills	c. Process
Types of Communication	d. Classification
Barriers to Communication	e. Illustration

Exercise 7

Six paragraphs are given below. Assess your understanding of the techniques of paragraph writing by following the instructions.

- Identify and underline the topic sentence in each of the paragraphs.
- Provide an appropriate title to each paragraph.
- Identify the technique employed to develop the paragraph

Paragraph 1

Topic Sentence : The greatest barrier to success and one of the biggest fears in life that people have is - fear of failure.

One of the Possible Titles : Importance of Failure

The technique employed : Illustration

Paragraph 2

Topic Sentence : The easiest way to open an account is to visit the branch of closest to you.

One of the Possible Titles : Opening a Bank Account

The technique employed : Process

Paragraph 3

Topic Sentence : **It started before I was born.**

One of the Possible Titles : My Adoption

The technique employed : Narration

Paragraph 4

Topic Sentence : The main cause of flooding is excessive rain but the effects are many and far-reaching.

One of the Possible Titles : Flood: A Natural Calamity / Ill-effects of Excessive Rain

The technique employed : Narration

Paragraph 5

Topic Sentence : Broadly speaking, books can be either fiction or non-fiction.

One of the Possible Titles : Types of Books / Books

The technique employed : Classification

Paragraph 6

Topic Sentence : It is made of two types of machinery: hardware and software.

One of the Possible Titles : Computer and its Components

The technique employed : Description

Exercise 8

Identify and underline the sentence that should not belong to the concerned paragraph.

Paragraph 1 : Seahorses have heads that resemble to those of horses.

Paragraph 2 : The concept of the atom was first proposed by the Indian scientist Kanada.

Paragraph 3 : It was an awful sight of money when it was piled up.

Exercise 9

Given below is an excerpt from the response given to a student by ShriSadguru. However, all the paragraphs in the article are mixed. Read the text carefully and divide it into 4 meaningful paragraphs. Put // line where you think a new paragraph should begin.

In some way, a dream or an ambition means you are thinking of some kind of a race. They are calling it a rat race these days. If you enter the rat race, it is mainly about who is better than whom. You have to be a rat to qualify. That is a huge backwards step in the evolutionary process. If you win, maybe you are a super-rat, but still a rat. Do not think in terms of, “Where will I be, how much ahead of somebody or behind somebody?” This is a time to absorb as much as you can. This is not a time for you to yield mangoes. This is a time to pluck the damn flowers out and just grow. // If you want to win a race, it will not happen just because you desire it. You must build an appropriate machine. What you have is a Maruti 800, but you are thinking of winning a Formula One race. You can dream as much as you want, about how Lewis Hamilton was trying to overtake you, but with your Maruti 800, you went off ahead of him! You can dream all that, but if you go on the track and try to do something, the four wheels of your Maruti will fly in four directions. // Do not try to win the race. Just build a good enough machine – that is the most important thing. Thinking of winning the race means you are looking back and seeing, “Somebody is behind me.” If you have a bunch of idiots around you and you are winning the race, you will be a better idiot – that’s all. Do not ever think on those lines. Wanting to be better than someone is a

Paragraph Writing

Commercial Communication 3

wrong direction that has been set for the whole of humanity. This will leave you in a state of strife all the time. Above all, if you enjoy someone else's failing, it is a sickness. // What should you do in the world? You should do what is most needed, not what you fancy in your head. What you fancy in your head may be irrelevant to the world. Then what is the point of doing that? Too many people have done what they fancy and destroyed the world in many different ways. If we can joyfully do what is needed, then we will find expression and people will gather and support that activity – then things will happen.

Source: An excerpt from <https://isha.sadhguru.org/in/en/wisdom/article/how-to-make-dreams-come-true>

Exercise 10

- Look at the images given below:
- Choose an appropriate topic sentence and write a paragraph of 100 to 150 words giving it a suitable title.

A Guideline to the possible answers:

Remember:

- Many paragraphs can be written using the combination of both the images.
- You need to decide what do you wish to focus on and accordingly you can decide your topic sentence and technique to develop the paragraphs. Some of the probable titles, their possible outline along with the techniques are given for the reference.

No	Title of the Paragraph	Possible Outline
1.	Mission Clean India: A Government Initiative	<ul style="list-style-type: none">• What is it?• Why is it initiated?• How much funding is approved?• Major activities under this initiative
2.	Need of Cleanliness in India	<ul style="list-style-type: none">• Importance of cleanliness for a nation• How is filthiness a blot for India?• Who can contribute and where?



Unit 14

EMAIL WRITING

: STRUCTURE :

14.0 Objectives

14.1 Introduction

14.2 Elements of an Email

- Subject
- Sender
- Date and time of received.
- Reply
- Recipient
- Email address of recipient
- Attachment (If any)

14.3 Writing an Email

- The message and the recipient
- Attractive subject line
- Appropriate Greeting
- Focus on message
- Use of correct grammar and Proper punctuations
- Spelling and Capitalization
- Simple Format
- Brevity
- Use of Appropriate Sign
- Look Before Sending

14.4 Key Words

14.5 Let Us Sum Up

14.6 Books Suggested

Answers

14.0 OBJECTIVES

After going through the chapter, you will be able to

- understand the format of an Email
- identify the various elements of an Email
- learn the art of writing an email
- recognize email etiquettes/netiquettes

14.1 INTRODUCTION

At the outset, an email is a shortened word for electronic mail, which is

Commercial Communication 3

an electronic message sent over a computer or cell phone to one or multiple recipients. It has outdated informal and formal letter-writing in most of the cases. Like a letter, an email can be either formal or informal. Emails are not always as formal as letters but they still need to be professional to express a good impression of you and your company where you work. When we send an informal email to our friends and relatives, we are free to write as we desire. It often resembles a text message with style and smiles. But, an email written in formal manner is sent to corporate companies, government offices, education and similar institutions. In this case, we need to follow the rules of formal writing and use appropriate language. Thus, Email is the most common form of business communication. Hence, it is essential that it has to be right.

The word Email is not unknown to you. It is one of the fastest means of communication. Today people have moved from pen and paper to electronic communication as Internet users all over the world are increasing by leaps and bounce. Communication through letters by post has almost become outdated. This is the reason why the most prominent form of writing today for communication is undoubtedly the emails.

There is an utmost requirement to teach email writing to young students at school and college level for effective communication through email. Of course, people use email communication but without required skills. Email writing is an essential skill for all units. Not only in private sectors but email communication has become an integral part in Government offices. Therefore, it is necessary to be expert in email writing to avoid any kind of miscommunication and to appear decent in professional fields. In this unit, we shall discuss Elements of an email and tips for writing an email with adequate examples.

Let's consider this email message which is directed to all staff members on an organizational grounds:

Example:- *Namaste,*

All employees of the company are hereby notified to submit a copy their AADHAR CARD on or before January 16, 2017 as it has been made mandatory by the government. If any employee fails to do so, he will not be entitled for any benefits of the company.

To begin with 'Namaste' or 'Hi!' before this message adds an air of sociability.

The above email can be much nicer and shorter and probably more effective –and direct. The email could have been more effective by considering 'please' as a polite expression and addressed the recipient directly:

Better Example: Please submit a copy of your AADHAR CARD by January 16th.

The primary aim of an email is to get the desired result.

A well-organized/written email always makes it easy for the recipient to understand and act on its message. For writing an effective email it necessary to get mastery over e-mail etiquettes/netiquettes. For instance a well-written

email with proper punctuation and a coherent message creates good impression while unclear emails lead to more confusion and delays.

CHECK YOUR PROGRESS 1

1. Why have people moved to Electronics communication today?
.....
.....
2. What is the need of teaching Email writing to young students?
.....
.....
3. What is the primary aim of an Email?
.....
.....
4. What is necessary for writing an effective email?
.....
.....

14.2 ELEMENTS OF AN EMAIL

An email message generally contains the following general elements:

- **Headers**

Headers contain information regarding the sender and recipients. The exact content of mail headers depend on the email system. Generally, headers contain the following information:

- **Subject.**

Subject gives the description of the topic of the message and displays in most email systems. A subject line could be something like “Intimation of Contribution Credit” or, if your spam filtering application is too lenient, “Sell your car in just one visit.”

- **Sender.**

This is the sender’s Internet email address. It is usually presumed to be the same as the Reply-to address, unless a different one is provided.

- **Date and time received .**

An email also shows the date and time when the message was received.

- **Reply-to.**

This is the Internet email address that will become the recipient of your reply if you click the Reply button.

- **Recipient (To:).**

First or last name of email recipient as mentioned by the sender.

- **Recipient email address.**

The Internet mail address of the recipient, or where the message was actually sent.

Commercial Communication 3

- **Attachments.**

Attachment shows files that are attached to the message.

- **Body**

The body of a message contains text that is the actual content, such as

“We wish to inform you that we have intimated our bankers to credit the dividend amount due to you into your bank account through Direct Credit / ECS / NEFT / RTGS as per details below.”

The message body also may include signatures or automatically generated text that is inserted by the sender’s email system.

The end

The end of email should be with proper complementary closing words like, “Sincerely”, “Warm regards”, “Looking forward to hear from you” etc. At the end of the mail put your Name for final considerate touch.

Check your progress 2

1. Name the general elements of an Email.

.....
.....

2. What do Headers contain?

.....
.....

3. What does Subject give?

.....
.....

4. What does the body of the message include?

.....
.....

14.3 WRITING AN EMAIL

1. The message and the recipient:

Before you start writing an email, you should be clear in your mind what you want to write. For effective email writing, first of all, you should ask yourself why are you writing? The response of the recipient of the email you have written depends upon your writing. You also should be clear what message you want to send. You might be sending for seeking information, applying for job or inquiring about something. Whatever the case may be, your request should be clear to the recipient.

While writing an email, you need to consider the point of view of the recipient. The design of the email you are writing has to be clear in your mind. After deciding the purpose of your writing an email, start thinking what kind of response you anticipate and what kind of impact you wish to create on your recipient. It is essential that after reading your email your recipient

understands the message properly and initiates actions as you desire. If you feel that it is necessary to provide background information, please provide. You should remember all etiquettes. Avoid emotional expressions like, Oh!,Sheet! ,My goodness! etc.

2. Attractive subject line:

Attractive subject line is very important to catch the eye of the recipient. If the subject line is not written in a proper way, there is a possibility that your mail may end up in spam or being ignored by the recipient. Don't send an email without proper subject line in order to avoid the above situation. It is advisable to write a short phrasethat sums up the purpose of the message instead of a long sentence. Another advantage of writing proper subject line is finding the mail in inbox later. Here are some examples:

If applying for job:	Application for the post of
Administration Office:	Meeting scheduled at 3:00 p.m
	Minutes of the meeting
	Change in recess time
	Remuneration for the extra work
From heads/director/manager:-	Delay in reporting on time
	Salary delayed for a week
General Subject line	Important! Read Immediately!
	Quick question
	Follow-up on Monday

Sending an email with a vague or no subject line will not be effective and will not serve your purpose of persuading your recipient. Only an email with clear subject line will invite a busy professional to pay attention otherwise the mail will be deleted.

3. Appropriate Greeting:

An email with proper greeting will look courteous and professional. While writing greeting line we have to keep in mind the recipient. If the recipient is male write greeting line accordingly. In case of female recipient one of the best ways to greet a female recipient is by using Ms.Aarti and not Mrs. or Miss especially when we do not know her marital status. However, the best way is also to use first or last name Dear Wilma D'Souza. General salutations like Season's Greetings, Dear Manager, etc. would also be handy when we have absolutely no background information about the person. While writing to a colleague or someone else whom we are acquainted, you should use the name we would use in person or on the phone otherwise.

4. Focus on message:

The message of your email is an integral part. Hence, write the message in your email considering the situation of the recipient. Nowadays people are so busy they prefer to read short and to the point information. They don't prefer emails full of long and boring information. That is the reason why you

should avoid long and multiple information in your email. If you are sending multiple messages, put an introductory line and mention all points one by one with bullets. Avoid short forms and slang words so that your email appear clear and professional.

Don't write long paragraph. Rather, break your texts in short paragraphs. If you want to emphasize certain points, highlight them to make easily accessible.

5. Use of correct grammar and Proper punctuations:

It is very important that your email should be grammatically correct. It also sets you tone and mood. An email with incorrect grammar and improper punctuation will create bad impression.

For Example

Incorrect: It is interesting to note that our customer demand is growing steadily.

Correct: Our customer demand is growing steadily.

Incorrect: As a matter of fact, I'm concerned about the steep decline in our regular business profit.

Correct: I'm concerned about the steep decline in our regular business profit.

These tiny pauses as mentioned above, give readers enough time for the message to sink in. These punctuations should be appropriately placed when needed to break up long sentences. But excessive use of it is not acceptable.

6. Spelling and Capitalization:

While writing an email you have to be careful in Spelling and capitalization. Spell check doesn't solve all problems. Rather, it may create a problem if wrong option is selected. Certain errors remain unsolved by spell check. There is also a problem of British and American spelling.

It is advisable to avoid abbreviation altogether. Words like "they" for "the" or "there" for "their" cannot be verified through spell check.

With the advancement of technology and emergence of social media, the use of English has drastically changed. People take liberty in their writing. It has been also observed that people consider only a few rules of capitalization like capitalizing the word at the beginning of the sentence and proper nouns, however today we fail to do so in our emails. There are growing concerns over SMS spelling and increasing amount of use of small 'i' in place of capital 'I'.

So be careful in spelling and capitalization.

7. Simple format:

Use very simple format for your email writing. Plain texts should be used so that the problem of different format displayed in another system does not arise. Highly formatted document should be avoided.

8. Brevity:

Brevity is the soul of email writing. By brevity we mean “concise and exact use of words in writing or speech”. Be as brief as possible. Remove unnecessary words and phrases so as to make the important words and ideas stand out. Long and boring description will spoil the charm of your email. Brevity does not only communicate the main idea faster, it also improves clarity of the message. So always remember that brevity is beautiful.

Some long phrases can be replaced with shorter words like:-

At the present time	now
At your earliest convenience	soon
Be in a position to	can
With an immediate effect	immediately

9. Use of Appropriate sign:

Personalize email signature depending on your job. A default standard signature should be checked according to the mail that is sent. If a mobile number is needed by the recipient, provide it accordingly. Salutations such as “Dear Mr. Ghanshyam” or “Sincerely Yours,” should be avoided in emails, instead a signature line including full name of sender can be put and a link to a blog or online profile page may be given. Occupation or the name of the organization should also be accompanied for better clarity regarding the sender.

10. Look Before Sending:

An email with errors may create several problems in future. In order to avoid this problem you must take a look on the email written before pressing “Send” button. Spelling, capitalization, punctuation and content should be duly verified before sending because the written words once sent cannot be taken back or altered. Don’t sent mail hastily. It is better to save as draft and verify later. It is also not advisable to send an email in a heat of a moment. You should avoid emailing when you are too emotional. If you want to attach any file to your email, ensure that the file is properly attached.

Dos and Don’ts

- **Do** have a clear subject line.
- **Don’t** forget your signature.
- **Do** use a professional salutation. ...
- **Don’t** use humor.
- **Do** proofread your message. ...
- **Don’t** assume the recipient knows what you are talking about. ...
- **Do** reply to all **emails**. ...
- **Don’t** shoot from the lip.

Check your progress 3

1. What is the best way to greet a female recipient?

.....

2. Why don't people prefer emails with long and boring information?
.....
.....
3. What should one do before pressing "send" button?
.....
.....
4. Why has the use of English language drastically changed?
.....
.....

14.4 KEY WORDS

1. Greeting: A polite word or sign of welcome or recognition OR a formal expression of goodwill, said on meeting or in a written message.
2. Capitalization: The action of writing or printing in capital letters or with an initial capital.
3. Remuneration: Money paid for work or a service.
4. Administration: The management of public affairs; government or activity of running a business, organization.

14.5 LET US SUM UP

In this unit, we have discussed that an email is a short form of electronic mail, which is the fastest way to communicate with others. Elements of an email and tips for writing an email have been explained with examples. Like a letter, an email can also be both- a formal and informal. When you write an email whether it is formal or informal it should be clear, brief and readable. For effective email writing, you should consider all above mentioned points. Also don't forget to use proper email etiquette when sending messages. Remember, an effective email can only give you the desired result.

14.6 BOOKS SUGGESTED

Writing That Works: How to Communicate Effectively in Business by Kenneth Roman

Words that Sell by Richard Bayan

HBR Guide to Better Business Writing by Bryan A. Garner

Business Writing for Dummies by Natalie Canavor

Crisp: Writing Effective E-Mail, Revised Edition: Improving Your Electronic Communication :by Nancy Flynn and Tom Flynn.

E-Mail: A Write It Well Guide by Janis Fisher Chan.

*Wait, How Do I Write This Email?*by Danny Rubin

The Executive Guide to Email Correspondence: Including Model Letters for Every Situation by Dawn Michelle Baude.

Writing That Works, 3rd Edition: How to Communicate Effectively in Business.

ANSWERS

Check your progress 1

1. Today people have moved to electronic communication as Internet users all over the world are increasing by leaps and bounce.
2. There is an utmost requirement to teach email writing to young students at school and college level for effective communication through email.
3. The primary aim of an email is to get the desired result.
4. For writing an effective email it necessary to get mastery over e-mail etiquettes/netiquettes.

Check your progress 2

1. The general elements of an Email are Headers, Body and The end.
2. Headers contain information regarding the sender and recipients.
3. Subject gives the description of the topic of the message and displays in most email systems.
4. The message body also may include signatures or automatically generated text that is inserted by the sender's email system.

Check your progress 3

1. In case of female recipient one of the best ways to greet a female recipient is by using Ms.Aarti and not Mrs. or Miss especially when we do not know her marital status.
2. Nowadays people are so busy they prefer to read short and to the point information. They don't prefer emails full of long and boring information.
3. An email with errors may create several problems in future. In order to avoid this problem you must take a look on the email written before pressing "Send" button.
4. With the advancement of technology and emergence of social media, the use of English has drastically changed.

યુનિવર્સિટી ગીત
સ્વાધ્યાય: પરમં તપઃ
સ્વાધ્યાય: પરમં તપઃ
સ્વાધ્યાય: પરમં તપઃ

શિક્ષણ, સંસ્કૃતિ, સદ્ભાવ, દિવ્યબોધનું ધામ
ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી નામ;
સૌને સૌની પાંખ મળે, ને સૌને સૌનું આભ,
દશે દિશામાં સ્મિત વહે હો દશે દિશે શુભ-લાભ.

અભણ રહી અજ્ઞાનના શાને, અંધકારને પીવો ?
કહે બુદ્ધ આંબેડકર કહે, તું થા તારો દીવો;
શારદીય અજવાળા પહોંચ્યાં ગુર્જર ગામે ગામ
ધ્રુવ તારકની જેમ ઝળહળે એકલવ્યની શાન.

સરસ્વતીના મયૂર તમારે ફળિયે આવી ગહેકે
અંધકારને હડસેલીને ઉજાસના ફૂલ મહેંકે;
બંધન નહીં કો સ્થાન સમયના જવું ન ઘરથી દૂર
ઘર આવી મા હરે શારદા દૈન્ય તિમિરના પૂર.

સંસ્કારોની સુગંધ મહેંકે, મન મંદિરને ધામે
સુખની ટપાલ પહોંચે સૌને પોતાને સરનામે;
સમાજ કેરે દરિયે હાંકી શિક્ષણ કેરું વહાણ,
આવો કરીયે આપણ સૌ
ભવ્ય રાષ્ટ્ર નિર્માણ...
દિવ્ય રાષ્ટ્ર નિર્માણ...
ભવ્ય રાષ્ટ્ર નિર્માણ

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

(Established by Government of Gujarat)

'Jyotirmay' Parisar, Opp. ShriBalaji Temple

Sarkhej-Gandhinagar Highway, Chharodi, Ahmedabad-382 481

Website : www.baou.edu.in



9788193828298