**GEPS S2 04**

# English for Professional Studies

**SEMESTER II**

## BCOM/BBA/BCA

**BLOCK 2**

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**

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## 15.9 FURTHER READING


McGee, Paul. *How to write a CV that works*. Revised and updated 4th Edition.

Wallwork, Adrian. (2014). *CVs, Resume and Linkedin, A Guide to Professional English*. Italy and Springer Science Business Media, New York.


## 15.10 ANSWERS TO CHECK YOURs PROGRESS

**Ans to Q No.1.** A CV is different from an application in the sense that an application will have a standard format with little scope for customised information. In a CV, the information may be presented as per the requirement of the job and the choice of the applicant as well. The information provided in both the cases may be same, but the style is different.

**Ans to Q No.2.** CVs are used for

i. screening applications
ii. reducing number of applicants,
iii. preparing lists of applicants for telephonic interviews maintaining personal records

## 15.11 MODEL QUESTIONS

**Q1.** What are the most common mistakes people make in preparing a CV?

**Q2.** Should CVs be written by ourselves or left to the so-called experts?

**Q3.** Discuss the essential tips for preparing CV/Resume.

**Q4.** What could be the role of a CV or a resume in the interview process? Discuss.

**********

The voice and preparation for the telephonic interview is the key for success. The applicant has to accomplish the goal – selling oneself and one's skills, experience, and value. The applicant has to appear with nothing but with the words that comes out of his or her mouth. Having easy access to the company and job information will allow the applicant to confidently respond to questions without fumbling. The CV/ Resume at hand can help the interviewee with the expectation that the same will be at the hands of the interviewer(s). Before the interview starts, the applicant should have a copy of the job description also in front of him along with the copy of the resume or application that was submitted. A mirror may be placed by the phone. The interviewee should make a point of looking into it and smiling while talking on the phone. The smiles will be "heard" by the interviewer making for a positive impression. Facing interviews confidently on the basis of sound information provided in the CV/Resume may lead to a good chance of selection.



## 15.8 LET US SUM UP

In this unit, we have discussed the basic differences between a CV and a Resume. Both the formats help a job applicant to present his/her personal and professional information in a concise and convincing manner. A CV or a Rusume can be conceptualised as a selling tool. To that extent, one should be thorough with the nitty-gritty and intricacies in writing a CV/Resume. The CV/Resume can help an applicant in facing interview in a confident manner. That aspect also needs a serious consideration while preparing CV/resume.



**BCOM/BBA/BCA**

**ENGLISH FOR PROFESSIONAL STUDIES**

**BLOCK 2**

**DETAILED SYLLABUS**


**Page No.**

**UNIT 7: Precis Writing** **133-147**

Precis Writing, How to Write a Precis, Examples, Exercises

**UNIT 8: Note Making** **148-162**

Note making and Note taking, Skimming and Scanning, Format of note making, Samples

**UNIT 9: Communication** **163-179**

Defining Communication, Significance and Process of Communication, Communication Network, Communication Media or Methods, Barriers To Communication, Effective Communication.

**UNIT 10: Introduction to Office Management** **180-190**

Meaning of Office, Introduction to Office Management, Functions of Office, Relationship of Office with Other Departments, Office Accommodation, Layout and Environment, Office Furniture and Stationery, Office Correspondence and Filing System

**UNIT 11: Correspondences I** **191-206**

Letter Writing, How to Write a Letter, Format of a Business Letter, How to Write a Memo, Examples

**UNIT 12: Correspondences II** **207-217**

Notices, Types of Notices, How to Write a Notice, Press Release, How to Write a Press Release, Format of a Press Release

**UNIT 13: Business Presentation I** **218-232**

Report Writing, Process of Writing a Report, Determining the Purpose of the Report, Determining the Factors, Gathering the Information Needed, Interpreting the Findings, Organizing the Report Information, Writing the Report, Project Report Writing, Criteria of a Good Project, Advantages of a Good Project, Disadvantages of Project Method, Format of a Project Report

**UNIT 14: Business Presentation II** **233-243**

Writing Executive Summaries, Making Business Presentations

**UNIT 15: Writing Curriculum Vitae/Resume** **244-255**

Difference between CV and Resume, Tips for writing CV/Resume, Essentials for writing CV/Resume, Facing Interviews based on CV/Resume, Telephonic Interviews based on CV/Resume

## BLOCK 2: INTRODUCTION

The Second Block of the Course titled 'English For Professional Studies' introduces the learners to some of the important areas of writing and communication skills which are essential in both our professional and day-to-day lives. For example, take the case of Precis Writing which involves the skill of extracting only the relevant or significant portions of information from any given text or source. Precis writing sharpens comprehensive skills in accordance with the prescribed rules of the form. Similarly, in a professional set up, note making is necessary to document or record any piece of important news or other information in a concise form. Therefore, the learners must learn the various skills involved in quick note taking and note making on important events like public meetings, conferences, press meetings, important conversations etc. It also provides a fair idea on the structural format together with the skimming and scanning techniques that helps in developing efficient reading and note making skills.

This Block also includes the essential features of communication as defined by various intellectuals and theorists. The information provided shall help you to streamlines the importance of communication particularly in an establishment or organization. Another major concern in this Block has been to familiarise the learners with the skills of Office Management, Business Correspondences and Business Presentations, which are the buzzwords of any official establishments of present times.

English being a compulsory subject for the professional courses, its importance and application in an array of professional engagements has increased like never before. Keeping this in mind, this Block (Block 2) of the English Course for Professional Studies contains the following units.

UNIT 7: Precis Writing
UNIT 8: Note Making
UNIT 9: Communication
UNIT 11: Correspondences I
UNIT 12: Correspondences II
UNIT 13: Business Presentation I
UNIT 14: Business Presentation II
UNIT 15: Writing Curriculum Vitae/Resume

While going through a unit, you may also notice some text boxes, which have been included to help you know some of the difficult terms and concepts. You will also read about some relevant ideas and concepts in "LET US KNOW" along with the text. We have kept "CHECK YOUR PROGRESS" questions in each unit. Which have been designed to self-check your progress of study. The hints for the answers to these questions are given at the end of the unit. We strongly advise that you answer the questions immediately after you finish reading the section in which these questions occur. We have also included a few books in the "FURTHER READING" which will be helpful for your further consultation. The books referred during the preparation of the units have been added at the end of each Course or Block. However, this SLM is not an end in itself and the learners are strongly advised to consult the books and other resources recommended for reading.are given at the end of the unit. We strongly advise that you answer the questions immediately after you finish reading the section in which these questions occur. We have also included a few books in the "FURTHER READING" which will be helpful for your further consultation. The books referred during the preparation of the units have been added at the end of each Course or Block. However, this SLM is not an end in itself and the learners are strongly advised to consult the books and other resources recommended for reading.



If someone applies for the post indicated in the email above, the CV would need to demonstrate that one has such qualities. For example, by writing that one had 12 research papers accepted at international conferences indicates about the ability of writing technical documents and also about the experience in presenting one's work. It is indicative of the standard of English also. One should not state directly, either in a CV/ Resume or cover letter that 'I have good communication skills' as such skills are subjective and difficult for the recruiter to evaluate. Instead, the recruiter should be able to understand that one has these skills from the evidence that one provides in the CV/Resume in education, work experience and personal interest sections.

While facing interviews, the prospective job applicants need to substantiate the points in the CV/Resume. While writing the CV/Resume, the applicant should consider and include those points which can be defended and well projected in the interview. Many of the things in the CV/Resume may not be clear for the prospective user of the CV/Resume. They would like to clarify these aspects while conducting the evaluation processes. From this perspective, writing the CV/resume and preparing to face the interview has an intricate relationship. A well designed and well written CV/Resume will help the candidate in facing the interview in a confident manner. This may lead to a better chance of selection.

## 15.7 TELEPHONIC INTERVIEWS BASED ON CV/ RESUME

As it has been pointed out already, that the recruiters are bombarded with lots of job requests. They receive a large number of applications/CVs/Resumes. So, conducting interviews has a high degree of time and cost involvement. The recruiters are interested in eliminating a number of applicants who may not have a high chance for selection. In order to reduce the number of applicants, they may prefer conducting telephonic interviews with the intention of conducting face-to-face detailed interviews at a later stage. Sometimes, telephonic interviews are conducted by top notch executives after the face-to-face round conducted by executives at a lower level.

## 15.6 WRITING FACING INTERVIEWS BASED ON CV/ RESUME

Interviews take on a new meaning when we see the role a good CV/ Resume typically plays in that situation.

Both companies and institutions clearly look for evidence from the CV/Resume that the applicant is qualified in terms of both education and work experience for the position that is on offer. But they also want evidence that the applicant has strong human values and personal values. They would like to have the information that the job applicant has failed to work as per deadlines, even though it may be stressful. One's ability to work in a team is also an essential requirement in many organizations and in many job positions. That one is proactive, flexible and has the required technical, emotional and analytical skills for problem solving may also be required by the prospective employer. That one has good communication and presentation skills and can write reports may also be required by the prospective job giver. That one is enthusiastic and passionate about the job or the project on offer is also an important requirement. Whether the job applicant is well-mannered and appropriately dressed has also an important role to play as far as selection is considered. Whether the applicant will fit well with the work ethos and standards of the company are also the important aspects to be probed.

Depending upon the job requirements, one needs thorough preparations. One needs to inject each section of the CV/Resume with evidence that one has the above attributes as may be applicable.

Here is an extract from an email from an HR manager to a recruiting agency: The candidate should have:

a. Excellent communication skills
b. Analytical thinking
c. Be able to build patterns from raw data
d. Be able to write good quality reports in English as per tight deadlines
e. Be a go-getter and self-motivator, who can work fairly independently



# UNIT 7 : PRECIS-WRITING

## UNIT STRUCTURE

7.1 Learning Objectives
7.2 Introduction
7.3 Précis Writing
7.4 How to Write a Précis?
7.5 Let us Sum up
7.6 Examples
7.7 Exercise
7.8 Further Reading
7.9 Model Questions

## 7.1 LEARNING OBJECTIVES

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

- define precis and explain the techniques of precis writing
- develop precis writing skills on your own

## 7.2 INTRODUCTION

This unit introduces you to the concept of précis writing and the method of writing a précis. You may perhaps be familiar with what a précis is. Précis is a French word meaning a summary of a passage, written in an intelligible form. It should express the idea of the passage as concisely as possible without losing its meaning.

In this unit, you will get an idea about what précis writing is. You will also get a detailed explanation of the procedure involved in writing a précis. There will also be examples worked out for your benefit.

## 7.3 PRECIS WRITING



**Succinct**

Concise, to the point

Let us look at a definition of précis given by Lydall- "*A précis is a **succinct** digest of the essential facts contained in any piece of printed, written, or spoken matter*." As mentioned earlier, a précis is a summary, and précis writing is the process of summarising. By summary we mean the gist or the main theme of the passage in question, expressed in as few words as possible. It should be precise, coherent and should include all

the essential points so that a reader is able to grasp the main thought without any difficulty, and without referring to the original. In a summary, the matter is reproduced in a reduced form; in a précis, however, the facts should be arranged concisely in a logical manner. Another point to be kept in mind is that a précis should always have a heading. This will help the reader to understand at a glance the subject of the narrative.

You should not, however, confuse précis writing with paraphrasing. A paraphrase reproduces the entire details of the passage along with the substance. It will, therefore, be as long as or even longer than the original. But a précis is always shorter than the original, reproducing only the main points and that too as briefly as possible. As different writers write differently, no fixed rule can be laid down regarding the length of a précis. But it is generally held that a précis should not contain more than a third of the number of words in the original passage.

Passages can be of three kinds, namely, descriptive, which gives a description of places, things etc.; narrative, which narrates events or stories; and reflective, which contains reflections on abstract things.

Let us now see how précis writing can help us improve our reading and writing skills.

Précis writing is a very good exercise in reading. Most people do not pay attention while reading and therefore retain only a vague idea of what they have read. You can yourself understand this by conducting a simple exercise. Read a passage in your usual way; and then try to put into writing the substance of what you have read. You will find that you have difficulty in penning down your thoughts. This is not because your memory is weak. It is because your attention was not centred fully on the passage. Therefore you could not grasp it as you read it. Here précis writing helps you in the sense that it forces your attention on the passage. Otherwise, you will not be able to write the summary unless you have grasped its meaning. So don't you think that précis writing is an excellent means of improving the concentration power of an individual? It teaches one to read with both the mind as well the eye, engaged on the passage in question.

In a similar manner, précis writing is also a good exercise in writing a composition. It teaches one to organise one's thought and express it clearly,





applicable, references. There are of course variations in this order. Some people may puta sentence on career objective before the main body of the CV/Resume. If one is an academic, one may put publications in a separate document. If one is not an academic and has work experience, then, he or she will probably put work experience before education. In a multilingual country like India, one may add an item on language proficiency i.e. one's ability to read/write/speak a language. English, Hindi and command over a vernacular language is normally a sought after quality. Not all templates will include all the points as mentioned above.

**Iv.** ***Being clear about the requirements of prospective user*****:** There appears to have no real difference in the requirements in industry and in research, though in the field of research, one's academic qualifications are likely to have more weightage. How do recruiters filter CVs? Most recruiters may require an electronic version of one's CV. This enables them to use application-tracking systems that scan CV for key words. After this initial screening, the recruiter will be left with a limited number of CVs. They will then look at each CV individually, and ask themselves the following questions:

a. Is this CV laid out in a way I am familiar with?
b. Can I get a clear picture of who this person is and what he or she can offer to my company?
c. Does the person have the relevant qualifications?
d. Does the CV look as if it was specifically written, or at least tailored, for my company?
e. Is this person credible?
f. Is this CV reasonably short (i.e. maximum two pages)?

If the answers to at least two of the above questions are affirmative, they may put the CV aside for further consideration, otherwise they trash it. To fulfil the criteria on layout, one needs to use or adapt a standard format / layout, i.e. a format that the recruiter will have seen hundreds of times before and will thus be very familiar with, rather than a format that is completely new for him / her and which will thus be more difficult to navigate.



**CHECK YOUR PROGRESS**

**Q1.** In what ways is a CV different from an application form?

_____

_____

**Q2.** List five uses for a CV.

_____

## 15.5 ESSENTIALS FOR WRITING CV/RESUME

***i.*** ***Being clear about the purpose*****:** What is the purpose of a CV/ Resume? We have already discussed that the aim of a CV or Resume is to encourage a recruiter to contact the applicant regarding a possible job. The CV or Resume should be written from the point of view of the person who will receive it and examine it, i.e. a recruiter in an agency, an HR person in a company or research institute, a professor or fellow researcher in a research team. This means one should use a format which is flexible. One may use the features of computerised word processing like a standard template so that the CV/Resume can be adapted to suit the different requirements of different prospective users. A standard format is easier to navigate for the reader–he/she knows exactly where to look in order to find what he / she is interested in.

***ii.*** ***Being clear about what to present*****:** As it has been pointed out earlier, one should include the relevant information only in a CV/Resume. The relevant information implies relevance for the job that one is looking for. Information needs to be filtered from this perspective. One should be honest and accurate. Personal ethics play a big role. One should not exaggerate which will increase the chance of rejection at later stages although the CV/resume may be accepted at an initial stage.

***iii.*** ***Being clear about the format*****:** What is the typical order of information in a CV? The most common order is outlined as name, personal details, (objective / personal statement / executive summary) education, work experience, skills, personal interests, publications if





succinctly and effectively. You may have seen an illiterate man narrating a story. He is not always apt, brings in irrelevant matter and leaves out the important details, bringing them in as an afterthought sometimes. He also takes a lot of time to say what could well be expressed in a few words. In a précis, you have to express your thoughts in a certain number of words. Hence you have to choose your words carefully, construct your sentences in a way as to make them full and brief at the same time, and also put the matter in a coherent and logical manner.

So we see that précis writing is of great value in our daily life. It helps us to grasp, what we hear and read, quickly and accurately, and reproduce it clearly and precisely. Let us now have a look at the procedure of writing a précis.

## 7.4 HOW TO WRITE A PRECIS ?

Let us have a look at how to write a good précis. It will help you if you keep in mind the following points :

- In order to write a good précis, the first thing you need to keep in mind is to *read the passage in question carefully*. If you are not able to comprehend the passage in your first reading, you read it several times so as to grasp the subject matter of the passage. You can try and question yourself in order to make yourself more clear about the main theme of the passage. You can mark on the passage the point at which you will start the précis and the point where you will end it.
- The next thing you need to do is note down the main points of the passage. *The notes should be very brief*. You should be able to decide which parts are essential and which parts are not important and hence can be omitted. It is useful to pay special attention to the principal clauses of complex sentences.
- After this, try to express in your own words what is said on each of the main points. You may rearrange the ideas in your own way, but care should be taken so that *your final copy does not seem to be series of disjointed sentences*. You need to keep

in mind that a précis is a summary of the original. Hence it should not contain any extra information or any colloquialism, rhetorical expressions etc. Also there should not be any phrases or sentences quoted from the original. *Your précis should be self contained* so that it is able to convey its message clearly without referring to the original.

- After making a rough daft of the précis and counting the number of words you have used, make a fair copy of the précis in a single paragraph. You can also state the number of words you have used in the end. It is necessary to keep in mind that *your précis reads as a continuous paragraph*.
- A précis is usually written in the indirect speech as a rule. But care should be taken regarding the change in the grammar. It is necessary to avoid exclamations, interrogations etc. It is also necessary to use the pronouns *he*, *she*, *they* carefully. Some passages are however best summarised in the direct speech. You should avoid being repetitive and also omit illustrations and examples which are not necessary.
- The précis needs to be in simple, correct grammatical English without the use of difficult words and sentences. For example, we may look at the following sentences which can be written in simple English :

John behaved in a manner which made him liable to prosecution :
-John behaved illegally.
Jack fell into the river and before anyone could help him, he sank to its depths :
- Jack drowned in the river.
His courage in battle might without exaggeration be called lion- like:
-He was very brave in battle.

- Passages which contain advice should be written in the first or third person even if the passage itself is in the second person. Example- Obey your elders: We must (or should) obey our elders.





a. There seems to be a general consensus that the maximum length of a CV is of two pages. One's ability to be concise and to highlight the most relevant skills and qualifications is revealed through the CV one submits. If the CV is more than two pages, the HR person may think 'this person is unable to express themself clearly and concisely.' The HR manager may think that this is not the kind of person he wants as an employee for his company.
b. However, if someone is looking for certain high-level or high-profile jobs in research or academia, it may be appropriate to use more pages so that one finds sufficient space to describe the projects and experiences. Even in this case also, the list of publications may be put in a separate document or one may create a link to one's website where the prospective recruiter or research funding agency or a professor (or whoever is dealing with the CV) can download if he/she wish.
c. Some other common tips are stated below.
   i. Make good use of headings
   ii. Use plenty of white space
   iii. Ensure that you have not tried to include further information simply by reducing the font size (10 pt should be the minimum)
   iv. Don't make any spelling mistakes. This will indicate lack of seriousness.
   v. Consider your CVs like a short abstract or summary.
   vi. Be concise, short and clear. Cut all redundancy.
   vii. Put the most important (and most recent) information first.
   viii. Tell recruiters only what they need to know, not everything that YOU know.
   ix. Give maximum importance to what makes you different.

immediate, positive impact on the reader? When you conceptualise your CV as your personal sales brochure, which works/projects you were associated, what you have done and can do for the employers need to be highlighted. Then, you have an increased chance of meeting your objectives.

h. Information overload needs to be avoided. **A nine page CV/ Resume may be presented in a 'tell mode'** which may not be listened/attended. Preciseness is very important. One need not put all the information regarding schools and colleges he had attended throughout his life, the year he was married, the names and respective ages of spouses and children etc. Writing a CV/ Resume is an art and depends upon the demographic profile and the kind of qualities and experiences one possesses.

i. The CV/Resume should be:
   i. Relevant
   ii. Should sell one's achievements
   iii. Easy to read and follow
   iv. Detailed and accurate
   v. Truthful
   vi. Reflective of the skills one has developed both in and outside of work.

j. It should NOT be:
   i. Full of irrelevant information
   ii. A list of job titles and duties
   iii. Jumbled and cramped
   iv. Vague and lacking in detail
   v. Dishonest.

k. While preparing a CV/Resume, one needs to research what one has done previously. The skills one has developed needs to be analysed.This will help knowing oneself in order to project oneself better. It might help convincing that one may have more to offer than one thinks. One needs to guard oneself against all negative feelings about oneself. At the same time, we need to be cautious regarding not overestimating ourselves. Striking the balance is very important.





- If the original passage is in the first person, then the précis should be in the third person, either giving the name of the author wherever it is available or using terms such as the author, the speaker, the narrator etc. For example- "I wandered lonely as a cloud.": The poet was wandering about alone.
- You should keep in mind the length of the précis while writing it. A few words more or less however do not matter. The first draft may be a little longer. In fact, it is only after several drafts that you will succeed in writing a coherent, logical précis. If the passage contains very condensed matter, the précis may be longer. It is generally seen that poetry pieces tend to have a longer précis than prose pieces. You will find that a good deal of patience and revision is required before you get your précis right! The finished product, as mentioned earlier, must be a piece of good, clear, simple English prose.
- Finally, you may give a suitable title to your précis which sums up the subject matter. Sometimes, you may find the title in one of the key sentences in the passage. Otherwise, you may use a phrase, a word, or a short sentence which briefs up the main thought of the passage. You will be more clear if you go through the examples worked out later in this unit.



## 7.5 LET US SUM UP

After going through this unit, you have learnt that a précis is a summary of a given passage written in clear, simple English in a logical manner. You have learnt how a précis can improve your reading and writing skills. You have also learnt the numerous aspects that you need to keep in mind while writing a précis. The following worked out examples will help you further in your understanding of how to write a précis.

## 7.6 EXAMPLES

Let us look at a step by step method of writing a précis:

First, let us read the following passage:

We reached a point where the path crossed a motor road under construction, and we could see that it ran through a cutting made in the side of a steep hill. Men were working in the cutting, and there were more men far up the hillside above it. The bed of the cutting was full of huge boulders, which were to form the foundation of the road.

Over these boulders we picked our way with difficulty, jumping from one to the other like so many goats. In the middle of them I stopped to take a photograph, while the others went on ahead. Suddenly I heard shouts, followed by a dull sound of an explosion from the hillside above me. Looking up, I found I was now alone in the cutting. The smoke of a blasting charge floated out against the blue sky, and an enormous rock was bounding savagely down the hill.

I had no doubt where it was going to land. It was going to land on me. This opinion was clearly shared by the men who had released the boulder, as they were gesticulating wildly two hundred yards above me. I made a prodigious leap from my rock to the next. The galloping boulder bumped against the hillside, kicked up a cloud of dust, and slightly changed direction. It was still coming straight for me. There was nothing to be done but to take cover if I could find any; otherwise the prospect before me was one of almost certain death. I glanced hastily around. Just as I was resigning myself to inevitable disaster, I noticed a narrow opening between two rocks quite near me. I reached this in time, wedged myself in and shut my eyes. With a tremendous thud the mass of rock struck the ground and came to rest a few feet away from me. It hardly splintered at all, and none of the splinters came my way. It was indeed a miraculous escape.

Now that we have read the passage, let us make a note of the main points in the passage:

1. Explosion- smoke- sky.
2. Rock bounded savagely.
3. Men above gesticulated.
4. Writer jumped- next rock.
5. Boulder hit hillside- dust.
6. Came towards him.





to present their skills, experiences and qualities. Their future success depends on how these elements are projected and how these are marketed.

b. The purpose of a CV is to briefly inform the reader of a number of points about oneself. This usually includes:
   - **i.** Personal details (name, address, telephone number, education, training received).
   - **ii.** Work history (the name of the previous employers and how long one worked there).
   - **iii.** Skills that one possesses.

c. Other details that may be included are: Age (date of birth), marital status, hobbies/interests, references etc.

d. The aim of a CV is to do more than simply inform the reader of one's life to date. The objective of a CV is not to get a job or two in a contract, but to get an interview or meeting.

e. While applying for Government jobs, one may be asked to apply in a Standard Form. Unlike an application form, when we have little choice in what we include and the way we present the information, the CV is completely different. We design the layout of our CV. We decide what to include and what to exclude. We determine how long it will be and how it will be presented.

f. We are competing in an overcrowded market, seeking to grab the attention of our prospective employer. Every day, personnel managers, HR Directors and HR Managers concerned with recruitment may receive lots of CVs/Resumes. They are bombarded with lots of unwanted CVs/Resumes which may end up in the bin. A single job advertisement can result in a company receiving hundreds, if not thousands, of submissions. In addition to these, there could be forced applications or applications submitted through referral system. Hence, one should be quite thorough while preparing the CV/Resume so that it receives the attention for future reference and action.

g. The key question is: How will you make yourselves stand out amidst so many other candidates like you? How can you make an

There is no widely held and accepted framework for writing a CV or Resume. In many cases, the intended users may not also be fully familiar about the expectations from the prospective job applicants. From this perspective, writing a CV/Resume is basically an individualised approach. In the absence of a widely held scientific tool to write a CV/ Resume, it can also be considered an art. If we guide ourselves by this belief, then we would be able to project ourselves in written words to suit different situations. The art of writing a good CV/Resume can be learnt through trial and error. Usually, the CV/Resume gets enhanced with an individual's acquisition of new experiences, qualification and credentials.

## 15.4 TIPS FOR WRITING CV/RESUME

A CV can be considered to be the applicant's sales document that highlights skills, achievements and experience in such a way that the reader of the CV is motivated to meet the applicant. Perhaps you know that we are living in a society where changes are taking place at a rapid pace. Competition in the job market is increasing. The days of full employment are almost unthinkable now-a-days. There is an increasing participation of women in work force in order to supplement their partner's income. The employers are recruiting fewer graduates resulting in plenty of unemployed qualified people with little or no work experience. A permanent job or a job for life has not been a regular phenomenon. Because of the fast changes taking place in the working practices and working environment, many employees today soon turn out to be redundant, following with they look for employment opportunities elsewhere. People have to look for work experiences by engaging themselves in short contracts/projects without having job security. Flexible working hours also are being accepted as an industry practice.

In view of the emerging complexities in the job market, it becomes quite difficult to project oneself so as to meet the requirements of job givers or employers. Therefore, one needs to be quite careful while preparing one's CV/Resume. In this regard, the following tips may be useful.

a. When someone applies for a job to sell their services, one needs





7. Glanced round.
8. Noticed opening- 2 rocks.
9. Wedged himself in.
10. Rock struck ground, thud.
11. Stopped near him.

Having made a note of the main points, let us now make a rough draft of the précis:

After the explosion, the writer saw smoke drifting across the sky and a big rock rolling wildly down the hill. The men above waved to him to warn him of the danger and the writer jumped on to the next rock. Then the boulder struck the side of the hill and raised a cloud of dust. It then came towards the writer, who quickly looked around for cover. He noticed a gap between two rocks and wedged himself between them. The boulder struck the ground with a thud and stopped quite near him.

(92 words)

Finally, let us write the fair copy of the précis:

After the explosion, smoke appeared in the sky and a great boulder came rolling wildly downhill. Above, the workmen waved to the writer warning him of the danger and he jumped on to a nearby rock. After striking the hillside and raising a cloud of dust, the boulder moved towards the man. Quickly glancing round for shelter, he noticed a gap between two rocks and wedged himself in it as the boulder thudded against the ground and then stopped still.

(80 words)

Here are some more examples which will give you a fair idea as to how to write a précis:

1. Once a little mouse, while playing, ran across a sleeping lion's face. The lion awoke in anger and caught the mouse in his paw. The mouse begged for pardon. It said, "I am very sorry. Please pardon and spare my life. One day perhaps I may help you". The lion laughed, but pardoned the mouse. So the mouse thanked him and ran away in joy. One day after this the lion was caught in a net by some hunters. He roared loudly in rage. The mouse heard the roar and went to the lion. The lion was strong; but could not

break the net. The mouse first cut one rope and then another, and soon the lion was free.

**Précis**

***Title*** : *The lion and the mouse*

Once a mouse disturbed a lion in his sleep. The lion caught the mouse and was going to kill it; but it begged for pardon and was let go. Shortly after the lion was caught in a strong net. Hearing his roar, the mouse came there and cut the ropes with its teeth. The lion became free.

(De Sarkar: 2007, 591)

2. The family, like the house in which we live, needs to be kept in repair, lest some little rift in the walls should appear and let in the wind and rain. The happiness of a family depends very much on attention to little things. Order, pleasant comfort, regularity, cheerfulness, good taste, these are the ornaments of life, deprived of which it degenerates into a wearisome routine. There must be brightness and cheerful smiles in the dwelling. Home is not usually the place of toil, but the place to which we return, and rest from our labours; in which parents and children meet together and pass a careless and joyful hour. To have nothing to say to others at such times, in any rank of life, is a very unfortunate temper of mind, and may perhaps be regarded as a serious fault; at any rate, it makes the house vacant and joyless.

**Précis**

***Title***: *How to make your home lively*

Home is the place for peace and rest at the end of the day's labour. But the happiness of a house depends upon little things such as order, regularity, cheerfulness and pleasant conversation. Without these, the home becomes dull and cheerless. So, it will be unfortunate if a man has no pleasant word to say to others. It may ultimately spoil the happiness of the whole family.

(De Sarkar: 2007, 595)

3. Speech is a great blessing, but it can also be a great curse, for





someone wants a career change, the ?rst priority is to write a CV or a Resume. It has to be written for the benefits of the intended or the targeted reader. Through the CV/Resume one can project one's personality. It works as a 'personal sales brochure'. Preparation of a CV/Resume requires some tips. In this Unit, after learning about the concepts of a CV/Resume, we shall discuss the essentials in writing a CV/Resume. In addition to that, we shall also discuss some of the tips while facing personal interviews and telephonic interviews.

## 15.3 DIFFERENCE BETWEEN CV AND RESUME

What is the difference between a Resume and a CV? It is a common and confusing question. The word résumé is a French term and means 'summary'. It is a concise overview, which is generally presented just on one page. In that page, the career objectives and main achievements of the person concerned may be highlighted. But, in a CV, the same areas are presented in a different way. A CV is more like a technical description of a product (i.e. the candidate), whereas a resume is more like a sales brochure – though a good CV will also try to sell the candidate.

Curriculum Vitae (in short CV) is a document prepared by one who provides a chronology of one's education, work experience, skills and interests. A CV is generally a few pages long (in a majority of cases it is two pages long). CV is typically used in all Anglo countries apart from the US and Canada. Resume is a brief summary of one's achievements and skills, not necessarily in reverse chronological order. Resume is generally not as comprehensive as a CV. Resume is generally of one page, and is typically used in the US and Canada.

However, in a country like India, job applicants may be required to submit either of the two. In that case, they may be guided by the definitional framework of both the terms. In case of a CV, the applicant will provide detailed information about himself/herself in a chronological order. And in case of Resume, the job applicant will provide the basic information in a summarised manner.

# UNIT 15 WRITING CURRICULUM VITAE/RESUME

## UNIT STRUCTURE


15.1 Learning Objectives

15.2 Introduction

15.3 Difference between CV and Resume

15.4 Tips for writing CV/Resume

15.5 Essentials for writing CV/Resume

15.6 Facing Interviews based on CV/Resume

15.7 Telephonic Interviews based on CV/Resume

15.8 Let us Sum up

15.9 Further Reading

15.10 Answers to Check Your Progress

15.11 Model Questions


## 15.1 LEARNING OBJECTIVES

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

- explain the meaning of CV and Resume
- distinguish between CV and Resume
- list the tips required for writing CV/Resume
- list the essentials for writing a CV/Resume
- state the requirements of CV/Resume for facing interview/telephonic interview

## 15.2 INTRODUCTION

One of the most important marketing tools individuals can have when seeking to promote themselves is a Curriculum Vitae (CV for short) which is the Latin for 'the course of your life'. While submitting applications for a job, many times the applicants are asked to send their Curriculum Vitae or Resume. But for that, one needs to learn the tips for writing a CV/Resume. When someone completes an academic programme like a Certificate/Diploma/Degree course etc. or when





while it helps us to make our intentions clear and desires known to our fellows, it can also, if we use it carelessly, make our attitude completely misunderstood. A slip of the tongue, the use of an unusual word or of an ambiguous word, and so on, may create an enemy where we had hoped to win a friend. Again different classes of people use different vocabularies, and the ordinary speech of an educated man strike an uneducated listener as showing pride. Unwittingly we may use a word which bears a different meaning to our listener from what is done to men of our class. Thus speech is not a gift to use lightly without thought, but one which demands careful handling. Only a fool will express himself alike to all kinds and conditions of men.

**Précis**

***Title***: *Speech- a great blessing*

Speech is a valuable gift, but, if we are to make ourselves understood, we must use it carefully, since we may distort our meaning not only by the careless use of words but by ignoring the fact that words do not always mean the same thing to different people.

(Aggarwala: 2001, 324)

## 7.7 EXERCISE

Try to write the précis of the following passages:

1. A great part of Arabia is desert. Here there is nothing but sand and rock. The sand is so hot that you cannot walk over it with your bare feet in the daytime. Here and there in the desert are springs of water that come deep down under the ground- so deep that the sun cannot dry them up. These springs are few and far apart, but wherever there is one, trees grow tall and graceful, making a cool, green, shady place around the spring. Such a place is called an oasis.

   The Arabs who are not in the cities live in the desert all the year round. They in tents that can be put up and taken down very easily

and quickly so that they can move from one oasis to another, seeking grass and water for their sheep, goats, camels and horses. These desert Arabs eat ripe, sweet figs, and also the dates that grow upon the palm trees; they dry them too, and use them as food all the year round.

These Arabs have the finest horses in the world. An Arab is very proud of his riding horse, and loves him almost as he loves his wife and children. He never puts heavy loads upon his horse, and often lets him stay in the tent with his family.

The camel is much more useful to the Arab than his beautiful horse, however, for he is much larger and stronger. One camel can carry as much as or more than two horses. The Arab loads the camel with goods and rides him, too, for miles and miles across the desert-just as if he were really the "Ship of the Desert", which he is often called.

2. A poor woman once came to Buddha to ask him whether he could give her any medicine to restore her dead child to life. The holy man told her that there was only one medicine to bring her son back to life. He bade her bring him a handful of mustard seeds from a house where death had never entered. The sorrowing mother went from door to door seeking the mustard seeds, but at every door he met with sad replies. One said, "I have lost my husband." Another said, "Our child died last year." She returned to the teacher and told him the result of her quest. Then Buddha told her tenderly not to think much of her own grief, since sorrow and death are common to all.
3. Each one of us must realise that the only future for India and her people is one of tolerance and co- operation which has been the basis of our culture from ages past. We have laid down in our Constitution that India is a secular state. This does not mean irreligion. It means equal respect for all faiths and equal opportunities for those who profess any faith. We have, therefore, always to keep in mind this vital aspect of our culture which is also of the highest importance in the India of today. Those who put up barriers between one





**Ans to Q No.2.** Executive Summaries briefly cover every main section of the entire report. In the executive summary you will probably want to put the Issue (Problem) and Purpose in the first paragraph. The Scope and Limitations as well as the Alternatives (Procedures) will go in the next paragraphs. The Significant Considerations, Analysis, and Decisions will comprise the final paragraphs.

**Ans to Q No.3.** While giving presentation we should consider the following factors:

1. choice of vocabulary
2. use of short forms in writing
3. choice of pronouns
4. choice of grammar



## 14.8 MODEL QUESTIONS

**Q1.** Define Executive Summary. What are the main components of an executive summary?

**Q2.** Prepare a model executive summary for any report.

**Q3.** What do you understand by oral presentation?

**Q4.** Prepare an Executive Summary for your organizational project.

**Q5.** Prepare slide presentation on your bio-data.

———————



## 14.5 LET US SUM UP

In this unit, we have learnt about how to prepare Executive Summary and business presentation for projects. Executive summaries are much like any other summary in that their main goal is to provide a condensed version of the content of a longer report. In every Executive Summary, we first start with the Introduction, then the significant considerations, Analysis & decisions in the executive summary. Executive summaries will appear at the beginning of the report. The first paragraph of your Executive Summary can have the problem & the purpose. In the second paragraph, you can explain the scope, limitations, and the procedures.

Again a business presentation is the process of presenting the entire thing in a logical and attractive way. Presentations may be either in oral or in written form (power point slide presentation). In case of a slide presentation, the presenter can use different tools like-graphs, tables, pictures etc to make the presentation more attractive.



## 14.6 FURTHER READING

Lesikar, Flatley. *Basic Business Communication*. (10th Edition).

R.C. Sharma, Krishna Mohan. *Business Correspondence and Report Writing.* (3rd edition).

**Web site:** www.assamtribune.com



## 14.7 ANSWERS TO CHECK YOUR PROGRESS

**Ans to Q No.1.** An executive summary,as the term implies, is a summarized version of a longer presentation. It is similar to an abstract, but it is usually less formal. It is intended to be read quickly and easily by an audience that is not necessary expert on the topic. Executive summaries vary in length and format.





Indian and another, and who promote disruptive tendencies do not serve the cause of India or her culture. They weaken us at home and discredit us abroad.



## 7.8 FURTHER READING

Aggarwala, N.K. (2001). *Essentials of English Grammar and Composition*. New Delhi: Goyal Brothers.

De Sarkar, P. K. (2007). *Higher English Grammar and Composition*. Kolkata: Book Syndicate Limited.

Wren and Martin. (2007). *High School English Grammar and Composition*. New Delhi: S. Chand & Company.



## 7.9 MODEL QUESTIONS

**Q1.** Which are the three different kinds of narratives ? Discuss.

**Q2.** Do you think that Precis Writing is like paraphrasing ?

**Q3.** Discuss the important points that one should keep in mind while writing a Precis.

*** ***** ***

# UNIT 8: NOTE MAKING

## UNIT STRUCTURE


8.1 Learning Objectives
8.2 Introduction
8.3 Note making and Note taking
8.4 Skimming a Piece of Text
8.5 Scanning a Piece of Text
8.6 Format of Note making
8.7 Samples of Note making
8.8 Let us Sum up
8.9 Further Reading
8.10 Answers to Check Your Progress
8.11 Model Questions


## 8.1 LEARNING OBJECTIVES

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

- learn the difference between note making and note taking
- discuss the role of skimming and scanning in efficient reading
- analyse the importance in efficient reading in note making
- grasp the techniques of note making as a part of study skills

## 8.2 INTRODUCTION

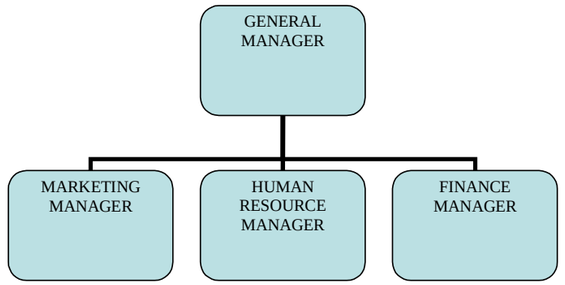
Note making is an important study skill like summarising, substance writing and precise writing. It is a form of information transfer skill. The information contained in a piece of text is given in one form, note making required you to transfer the information to another form. In this unit, we shall look at some of the ways by which we transfer information contained in a piece of written or printed text to yet another forum or format.

## 8.3 NOTE TAKING AND NOTE MAKING

You must have noticed in public meetings or conferences, people sitting quietly in press galleries noting down the main points, facts, ideas and arguments made by the speakers in the meeting or conference. These persons in the press galleries are actually taking








Example of a good slide presentation: This is an example of power point slide presentation.






**CHECK YOUR PROGRESS**

**Q3.** What are the factors that should be kept in mind while giving presentations?

_____

_____

_____



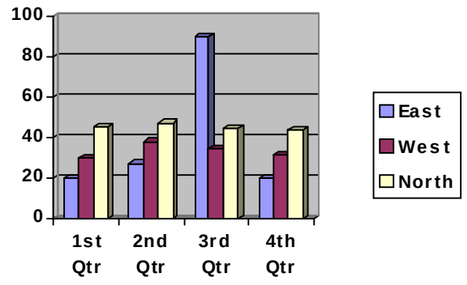
**ACTIVITY 14.1**

After reading this unit, prepare few slides for the main points of this unit.

Following are some of the important factors we should consider while giving slide presentation:

- **Layout:** We should use a good layout design while making presentation. It should be clearly visible by the reader. While designing the layout we can select the typeface we wish to use and its size. The computer also allows us to style the typeface as per our wish like, plain, bold, italics, underline, shadow, small capitals etc.
- **Visuals:** Visual images are a powerful way of communicating complex ideas. Business people are accustomed to the use of charts and diagrams to present numerical information in a way that makes it easier to understand. Some of the visual images are table, charts and diagrams.

Some of these images are shown below:




**Example of Bar chart is shown in the above figure**

Another way of giving presentation is by drawing flow charts, organizational charts etc.

Flow charts are those charts are those charts where we can show the diagram of a sequence of movement in logical order.

Again, a decision chart is a diagram that helps the reader to go through a series of choices in order to come to a decision.

One of the examples of organizational chart is given below:





down notes. They will use these notes to write their reports on the meeting for the paper or agency that they represent. Thus, note taking means noting down the most important facts, ideas and arguments given by a speaker.

Note making, on the other hand, means listing out, in brief, the most important facts and ideas and arguments contained in a piece of written text. Note making is a means of recording information from the written or printed material that we are reading. The material may be a book, an essay or an article, a piece or fiction or even a poem.



**CHECK YOUR PROGRESS**

**Q1.** Select the appropriate answer:

(a) Note taking requires the use of the skill of _____ (listening/ speaking/ reading)

(b) Note making requires the use of the skill of _____ (listening/ speaking/ reading)

(c) Note taking means taking down notes that we _____ (listen/ speak/ read)

(d) Note taking means taking down notes that we _____ (listen/ speak/ read)

## 8.4 SKIMMING A PIECE OF TEXT

The term ‘skimming’ refers to a reading activity that involves reading a text quickly by running one’s eyes over the text to get a gist of the text. By skimming, we get information regarding:

- What does the passage deal with?
- How does the writer develop the theme?

You might be wondering why this activity has been given the first priority. Until recently materials have concentrated on the units smaller than the sentence. It was assumed that a text was a succession of separate sentences thematically related and that it would be necessary

to proceed from words to phrases, from phrases to clauses, from clauses to sentences, from sentences to paragraphs to understand a paragraph. But if reading is to be efficient, the structure of longer units such as the paragraph on the whole text must be understood. Efficient reading involves starting with global understanding and moving towards detailed understanding rather than working the other way round. Reading is a constant process of guessing, and what one brings to the text is often more important than what one finds in it.

When you read a paragraph, or let us say, when you skim through a paragraph, what will be your immediate task? You are certain to find difficult words and sentences in the passage. But we shall take care of that at a later stage. First, your task will be to identify the topic sentences of the text. Every paragraph has a topic sentence which usually contains one central idea and enough particulars to put the idea across.



**CHECK YOUR PROGRESS**

**Q2.** Read the text given below -

There are three kinds of book owner. The first has all the standard sets and best sellers -unread, untouched. (This deluded individual owns wood pulp and ink, not books.) The second has a great many books - a few of them read through, most of them dipped into, but all of them as clean and shiny as the day they were bought. (This person would probably like to make books his own, but is restrained by a false respect for their physical appearance.) The third has a few books or many - every one of them dog-eared and dilapidated, shaken and loosened by continual use, marked and scribbled in from front to back. (This man owns books.)

- Mortimer J. Adler, “How to Mark a Book”

## 8.5 SCANNING A PIECE OF TEXT

While reading the passage globally, the first thing that you did was to identify the central controlling idea of the passage. The next





increase from around 33% up to around 66%. And that is a major competitive advantage.

- **Rehearsing:** One of the most important things in presentation is Rehearsing. We should practice well before giving the presentation.

**TIP ON PRESENTATIONS:**

Write your presentation, take several small sheets of paper and scribble down one key point on each. Now select the most important point you need to make and put this at the top of a pile of the sheets of paper. Then select the next most important and place it next in your pile. Now add your least important point to the pile and before adding something slightly more important. This means your least important points are sandwiched between your main messages.

Many business students will have to perform a presentation in English to clients, suppliers or potential suppliers. Alternatively a presentation may be made internally, to colleagues, subordinates or management. But even if your students haven’t had to make presentations in the past, they can benefit from the skills needed to perform this challenging exercise.

Many business students have to perform a presentation to clients, suppliers or potential suppliers or even within the organization. The way in which you present your report is very important. Your presentation should be interesting to the listener.

Business presentation may be of two types- oral presentation and written (computerized -power point slide) presentation. In oral presentation, the communicator should use a clear voice, should have a comprehensive knowledge about the topic; and should have a presentable personality. While giving the presentation, the greeting usually comes first, and then introducing the topic is introduced in an interesting way. The ending of the presentation usually restates the subject, summarizes the key points, and draws a conclusion.

In case of a slide presentation, the presenter can use different tools like- graphs, tables, pictures etc to make the presentation more attractive.

## 14.4 MAKING BUSINESS PRESENTATIONS

Presentation is the art of presenting some facts to the viewer. However good our text may be, but it will not have much impact if it is not presented well. So, presentation plays a vital role. While giving presentation we should consider the following factors:

1. choice of vocabulary
2. use of short forms in writing
3. choice of pronouns
4. choice of grammar

With the wide spread use of computers, we can present a text more effectively and attractively.

- **Purpose of Business Presentation:** This is the first thing that you will need to ask yourself. Why are you presenting? Is there an important message to give or are you simply making up numbers. Are you looking to raise your personal profile or are you standing in for someone who has dropped out? Are you comfortable with your subject matter or have you been given the topic of the presentation? If you have serious doubts now is the time to start considering if you need to be speaking or if you can start to change the topic of the presentation.
- **Block out some time in your diary:** This is one of the most common mistakes that we see a lot of. For an important business presentation, we suggest that you block out around 20 hours of your time. This is how much time it will take to do a good job - in research, planning and most importantly in rehearsing. If you haven't got that much space in the diary then you will simply have to move something out, or you will have to work in evenings or weekends. This is what most of us end up doing.
- **Your competitive advantage:** We have sat through thousands of business presentations - and many can be quite boring affairs. The one common factor that we see a lot is bullet points. Business research shows that the chances of achieving your objectives





step for you would be to move on to explore the way by which the central controlling idea is developed. The cohesive devices used in the passage will help you to explore this.

Cohesive devices are linkers that find a piece of text together. Just as one word in a sentence leads to another, one sentence in the text ought naturally to lead to another. The cohesive devices as linkers help in the process of linking up the sentences to bind them together to form a unified piece of text. These cohesive devices can be covert or overt.

(a) Covert cohesive devices are usually reference features. For example, a pronoun in a subsequent sentence may refer back to the concerned noun in the proceeding sentence and thereby establish connectivity between the sentences.

(b) Overt cohesive devices are usually the following -

**(i) additives:** and, or, further more, similarly, firstly, secondly etc.

**(ii) adversatives:** but, however, on the other hand etc.

**(iii) causal:** so, consequently, for this reason etc.

**(iv) temperal:** then, after that, an hour later, finally, at last etc.

Look at the paragraph in check your progress 2 once again and try to find out the main points that are contained in the central controlling ideas. When you scan the passage for specific details, you will perhaps be able to form a mental image on the paragraph which would appear as follows -

Whole Part

Kinds to book owner non-readers

partly-reader reader

With this visual image, it will be possible for you to make the following notes on the passage -

I. Three kinds of book owners -

1. Has all the standard sets and best sellers

2. Has great many books - a few of them read

3. Has a few books or many - each one of them bears signs of being thoroughly read.

Note how the numbering is done:

- The major point or division is given in large Roman numbers I, II, III etc.
- The main points are given as 1, 2, 3 etc.
- Sub-points are given as a, b, c etc.
- To break up sub points still further, we use (i), (ii), (iii) etc.
- If major themes are to be identified in a passage - between I and 1, we can use capital letter indicators A, B, C etc.

## 8.6 FORMAT OF NOTE MAKING

Here we shall look at some of the major points that require attention in the task of note making.

(a) If you are reading a long text, an essay for example, your first task will be to chunk into meaningful parts. It is possible that the text may begin with an introduction and end with a conclusion. In between, there may be two or three points in which the thematic concerns are taken care of. For each major division supply suitable headings and give large Roman numbers I, II, III etc.

(b) For each heading and sub-heading, it is not necessary to use complete sentences. First you identify the topic sentence of each chunk or section and condense the information into brief, clear and crisp words and phrases. Thus the topic sentence : 'There are three kinds of book owners' can be condensed to the words 'book owners' as shown in the Check your Progress examples.

(c) Omit illustrations and examples if you think that they are not important. In the passage cited at (b) above, it is possible to draw out illustrations and examples. For example, the information about the non-reader includes the following illustration: "This deluded individual owns wood pulp and ink, not books." But we omit this





**EXECUTIVE SUMMARY**

**Project Title** Study of "Overall structure of _____ Ltd".

**Duration** 6 Weeks

**Under the guidance of :**

Organizational guide _____

**Research objectives**

1. To study and understand the organization _____ Ltd

2. To find out the financial condition of the organization

3. To find out the advantages and drawbacks of the organization.

4. Recommendations to overcome the drawbacks.

**Methodology**

Research Design :First a research design was formulated, and then a survey was conducted among the employees of _____ Ltd.

Sample design :Sample size was IOO.By using random sampling of every department of _____ Ltd.

Research Tools :1. Observations 2. Interview

**Major Findings** The workers of _____ Ltd.are partially satisfied with their job.

They have a very strong quality policy and employees are dedicated to the work.



**CHECK YOUR PROGRESS**

**Q1.** Define an executive summary.

_____

_____

**Q2.** What does executive summary include?

_____

_____

**TIPS FOR WRITING THE BUSINESS PLAN'S EXECUTIVE SUMMARY**

- Focus on providing a summary.
- Keep your language strong and positive. Don't weaken the executive summary of your business plan with weak language.
- The executive summary should be no more than two pages long. Resist the temptation to pad your business plan's executive summary with details .The job of the executive summary is to present the facts and entice your reader to read the rest of the business plan, not tell him everything.
- Polish your executive summary. Read it aloud. Does it flow or does it sound choppy? Is it clear and succinct? Once it sounds good to you, have someone else who knows nothing about your business read it and make suggestions for improvement.
- Tailor the executive summary of your business plan to your audience. If the purpose of your business plan is to entice investors, for instance, your executive summary should focus on the opportunity your business provides investors and why the opportunity is special.
- Put yourself in your readers' place... and read your executive summary again. Does this executive summary generate interest or excitement in the reader? If not, why?

Remember, the executive summary of the business plan will be the first thing the readers of the business plan read. If your business plan's executive summary is poorly written, it will also be the last, as they set the rest of your business plan aside unread!

An **executive summary,** as the term implies, is a summarized version of a longer presentation. It is similar to an abstract, but it is usually less formal. It is intended to be read quickly and easily by an audience that is not necessary expert on the topic. Executive summaries vary in length and format.

Another example of executive summary is given below:





information in our notes.

(d) Organize the condensed information in a suitable format. Depending on the concepts of the passage/ article/ essay, choose a suitable format. A neat format is the one used for the Mortimer Adler passage.

Let us take another passage and carry out the exercise of note making. Read the passage given below -

Women in our society complain of the lack of stimulation, of the loneliness, of the dullness of staying at home. Little babies are poor conversationalists, husbands come home tired and sit reading the paper, and women who used to pride themselves on their ability to talk find on the rare evening they can go out that their words clot on their tongues. As the children go to school, the mother is left to the companionship of the fridge and the washing machine. Yet she can't go out because the delivery man might come, or a child might be sent home sick from school. The boredom of long hours of solitary one sided communication with things, no matter how shining and streamlined and new, descends upon her. Moreover, the conditions of modern life, apartment living, and especially the enormous amount of moving about, all serve to rob women of neighborhood ties. The better her electric equipment, the better she organizes her ordering, the less reason she has to run out for a bit of gossipy shopping at the corner store. The department stores and the moving picture houses cater to women alone on their few hours out. Meanwhile efficient mending services and cheap ready made clothes have taken most sensible busy work out of women's hands and left women -still at home- listening to the radio, watching television.

-Margeret Mead, "What Women Want"

You will find that the passage has a very clear structure. We will come to that later. First let us check your progress.



**CHECK YOUR PROGRESS**

**Q3.** Read Margeret Mead's passage and identify the topic sentence. It is obvious that the first sentence is the topic sentence.

"Women in our society complain of the lack of stimulation, of loneliness, of the dullness of staying at home." Now, in order to make a heading of the passage, you have to condense that sentence into a phrase. Which of the phrase appears more appropriate for the passage?

1. Women in our society.
2. Lack of stimulation.
3. The dullness of staying at home

Ans.

_____

_____

_____

Why did you choose the phrase "the dullness of staying at home?" The passage begins with the generalisation that women experience the dullness of staying at home. Before you read the passage beyond the first sentence, you mentally prepare yourself for the possible reasons for this experience of dullness. The passage gives five adequate reasons, with details, to support the view that the home is dull.



**CHECK YOUR PROGRESS**

**Q4.** From Margeret Mead's passage, the following five reasons are given to support the view that the home is dull. Read each reason and condense the information to a sub-point to support the main point.

1. Little babies are poor conversationalists, the husbands are too tired to talk.

_____





When you reach the Analysis or conclusion, concentrate on the generalization. Tell what you want the company to do, base on the data. Then you say the individuals to do what you want.

When you start writing an Executive Summary, you should first read over the entire report several times, and then you can start writing the report. You can carry out some of these activities.

- mark in the margins of the report
- underline key pages
- think how the report will look on paper

A good example of the format of executive summary is given as follows-

**EXECUTIVE SUMMARY**

*Project course* :

*Approved project proposal and Synopsis No*.

*Project Title: Human Resource Management- in "Assam State Electricity Board."*

*Organization:* Assam State Electricity Board

*Project Supervisor* :

*Name and Address of the Student*:

*Enrollment No. :*

*Study Centre:*

*Objectives of the Study:*

- To study the existing HRM practices of ASEB

*Methodology:*

- Research Design
- Sampling Unit
- Sampling Size

*Data Sources:*

- Primary data
- Secondary data

*Findings:*

*Recommendations:*

*Conclusions:*

## 14.3 WRITING EXECUTIVE SUMMARIES

Executive Summaries provide the essence of the report. The first sentence of the Executive summary must grab & keep the reader's attention. By reading it you can see if the rest of the report is worth reading.Executive summaries complete the report, whether an analytical report memo or whatever. Executive summaries are the parts of the reports that are read first. Readers may not even get to the detail in your report. They read the executive summaries to see if the rest of the report is worth reading.

Executive Summaries briefly cover every main section of the entire report. In the executive summary you will probably want to put the Issue (Problem) and Purpose in the first paragraph. The Scope and Limitations as well as the Alternatives (Procedures) will go in the next paragraphs. The Significant Considerations, Analysis, and Decisions will comprise the final paragraphs.

Normally, your executive summary (with double spacing) will run about one to one-half pages of copy. You should make sure you only put in significant Considerations, Analysis, and Decisions.

Executive summaries go by so many different names. Sometimes the executive summary is called an Abstract. You usually find that designation in scientific papers and academic efforts. You can also call the Executive Summary simply a Summary.

In every Executive Summary, we first start with the Introduction (Issue, Purpose, Scope & Limitations, and Alternatives), then the significant considerations, Analysis & decisions in the executive summary. Executive summaries will appear at the beginning of the report. The first paragraph of your Executive Summary can have the problem & the purpose. In the second paragraph you can explain the scope, limitations, and the procedures.

When you write the findings, concentrate on the major findings. Make sure that you cover every major part of the considerations so the report has cohesion.





_____

_____

2. As the children go to school, the mother is left to the companionship of the fridge and the washing machine.

_____

_____

_____

3. Living in apartment, and the enormous amount of moving about robs her of neighborhood ties.

_____

_____

_____

4. Surrounded by the modern appliances, she has less reason to go out for gossips.

_____

_____

_____

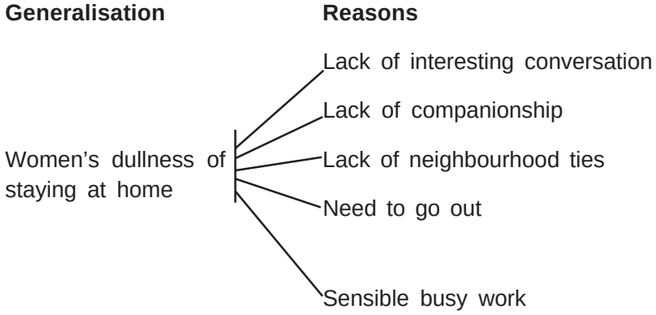
5. Efficient mending services have eliminated sensible busy work out of women's hands.

_____

_____

_____

Let us now represent the information of the passage in a flow diagram as follows -



With this visual we are now in a position to work out the note making of the passage from Margaret Mead.

Note : Women's boredom

I. Women's boredom of staying at home

1) Lack of interesting conversation
   (a) Babies are poor conversationalists
   (b) Husbands too tired to talk
2) Lack of companionship
   (a) Only company - the fridge and the washing machine
   (b) Tied to home - delivery man, child sent home early
3) Lack of neighourhood ties
   (a) Too much work at home
4) Need to go out
5) Sensible busy work
   (a) Listening to radio
   (b) TV

However, it is possible to use symbols and abbreviations wherever possible. You can use abbreviations in common use; you can make your own abbreviations.

(i) Standard abbreviations include KKHSOU, GU, DU, AHSEC, SEBA, ASEB, ASTC, Rly, AIR, DD

(ii) Create your abbreviations - ME for Minister of Edn. AS for Assam Secretariat etc.

(iii) Clipping longer words - govt., dept., engr., res., sub. (subject), exam., fig. (figure) etc.

The following are some of the common standard symbols generally used

| | |
|---|---|
| ≈ | approximately |
| w | with |
| ... | because |
| ∴ | therefore |
| / | or |
| + | positive |
| - | negative |



# UNIT-14 : BUSINESS PRESENTATION-II

## UNIT STRUCTURE

14.1 Learning Objectives
14.2 Introduction
14.3 Writing Executive Summaries
14.4 Making Business Presentations
14.5 Let us Sum up
14.6 Further Reading
14.7 Answers to Check Your Progress
14.8 Model Questions

## 14.1 LEARNING OBJECTIVES

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

- analyse the Importance of Executive Summary in Business
- make Executive Summary for different reports
- prepare a good oral presentation
- prepare written business presentation.

## 14.2 INTRODUCTION

In the previous unit, we have already learnt how to write different types of reports, project reports etc.

In this unit, we are going to explain how to write executive summary and make business presentation. Executive summaries provide the essence of the report. And business presentations are basically required to present their project work.

You will find this unit very interesting and important to study, because all professionals need to write project reports, executive summaries etc. in their job. Most business students will have to do this in some form, so making presentations a part of your lesson will be useful and may lead to some worthwhile productive lessons.

etc. Invent the necessary details and prepare a project report to the company and give it to the Managing Director of the company about the suitability of the place for the establishment of the factory.

**Q6.** Explain the format of a project report.

**Q7.** Discuss the advantages and disadvantages of project method.

———————





| | |
|---|---|
| = | equal to |
| ≠ | not equal to |
| ‖ | parallel |
| ‖‖ | similar |
| c | it follows that |
| esp | especially |
| > | more than |
| < | less than |
| ff | following |
| cf | compare |
| * | most important |
| → | resulting in |
| ← | as a result of |
| Δ | change |

## 8.7 SAMPLES OF NOTE MAKING

In this section we shall look at two samples of note making by using texts which are not linear as we have found in Martimer Alder's and Margaret Mead's passages.

**Sample-1: The Passage**

The human brain is spherical like a ball. It is divided into two halves called the two hemispheres. The right hemisphere controls the working of the left side of the body, while the left hemisphere controls the right side. Furthermore, each hemisphere controls certain kinds of mental activity. In most people, reasoning or logical thinking and the learning of mathematics and languages are controlled by the left hemisphere while the abilities in the arts and crafts and in music, dance and spent are controlled by the right hemisphere.

Notes : Human Brain-2 Hemispheres

I. Left Hemisphere controls.

1. right side
2. reasoning

3. log. thinking

4. training of

(a) maths

(b) log.

II. Right Hemisphere controls

1. Left side

2. Abilities in

(a) fine arts

(b) crafts

(c) sports

**Sample-2: The Passage**

With the HSLC/ AHM examination being over, now in the time for students to make plans for their future course of studies and to take positive decisions on the aims that they would like to pursue in life. At this stage of their lives it is obvious that they would be receiving abundance of advice from guardians and neighbours, teachers and well-wishers on what to study and where to study. It is all very good to be provided with such inputs on one's career. However, what is of greater importance is that more than anyone else, it is the student who must have a clear understanding of himself/ herself, his/ her aptitudes and abilities, interests and limitations, resources and facilities. The student should understand that a particular course of studies may be suitable for him/ her or may not be within his/ her easy grasp. Wrong choice of a course due to parental pressure and wrong role-models, often lands many a student in a mess.

Secondly, the student should have clear knowledge of the requirements and opportunities and prospects in different courses of studies. Unemployment is a serious problem of our country. But more serious is the fact that millions of unemployable people are coming out of various institutions every year, people who could have made themselves more useful had they chosen a field of study more suited to their competence. There are enormous numbers of young men and women who lack the attitudes, skills or personal goals that constitute employability.





**Ans to Q No.3.** A project report describes the purpose of the project and how it will be organized and managed. Project report should communicate the results of an investigation in a clear and useful way.

**Ans to Q No.4.** 1. It promotes co-operative activity and group interaction.
2. It adopts a democratic way of learning.



## 13.8 MODEL QUESTIONS

**Q1.** Read the following news story and make a good report with a head line.

GUWAHATI, March 12 – The Opposition today charged the State Government with according little importance to agriculture, industry and employment generation in the Budget, and also said that the budgetary provisions did not address the issue of inflation.

**Q2.** Suppose you, are attending a workshop on painting. About 50 prominent artists are participating in it. The place is at Kalakhetra, Guwahati-37.Write a report of the workshop for the cultural page of a daily paper.

**Q3.** Select a current technological innovation that is for business use and report it to a company's top administrators (you select the company). You will describe the innovation and point out how it will benefit the company. If appropriate, you may recommend its purchase.

**Q4.** Write a report on the existing communication system in your organization/college. Include any suggestion for improving it.

**Q5.** A B C company is considering a proposal to establish a new factory in your town. some of the factors which will influence the decision are given below: raw material, labour, transport facilities, market, competition, climate, construction cost, fire fighting facilities, nearness to state headquarters, communication facilities



## 13.5 LET US SUM UP

In this unit we have learnt about how to write a report. While writing a report we should concentrate on the content. It has to be in a logical order and should include the basic concepts. Then we have learnt how to prepare a project report, which should include the background of the topic. We have also described the procedures used; dentified the major sources of error and explained how they are dealt with. The final results should be presented clearly and concisely; it should include an analysis of errors, but omit details of arithmetical manipulations. The interpretation of the results must be discussed, and improvements and possible extensions of the work suggested. You should give references to any books, articles or other sources of information (e.g. web sites) that have proved useful in preparing the report, or carrying out the work.



## 13.6 FURTHER READING

R.C. Sharma, Krishna Mohan. *Business Correspondence and Report Writing*.(3rd edition).

Lesikar, Flatley. *Basic Business Communication*.(10th Edition).

**Web site:** www.assamtribune.com



## 13.7 ANSWERS TO CHECK YOUR PROGRESS

**Ans to Q No.1.** A report is a formal communication written for a specific purpose which includes description of procedures, analysis of data, their significance, conclusions and recommendations if required.

**Ans to Q No.2.** Good report writing presents facts and interprets them logically. It avoids presenting the writer's opinion, biases and attitudes.





India is a vibrant country with enormous developmental strides being taken at all fronts. This fact implies that India is constantly in need for a vibrant work force in order to meet her emerging needs. As the future leaders in these diverse fields of work, the students should be able to equip themselves with the skills and techniques that would make them employable in one field or the other. Today's students have much more educational and career avenues open to them than their counterparts a decade or so ago. They can see a growing linkage between education and work with lots of institutions opening the doors for what is known as campus interviews. What is necessary on the part of each student in whatever institution he or she studies is the willingness to seriously pursue a field of study and put some extra dedication to one's work at hand and not leave everything to luck and chance.

Notes : Choosing a career

I. HSLC/ AHM exams over
   1. make plans - aims in life
   2. advice from guardians etc. on career
   3. student's clear understanding necessary of
      (a) abilities
      (b) aptitudes

II. Prospects available
   1. Unemployment
   2. Unemployability
      (a) lack attitudes
      (b) lack skills needed

III. India, a vibrant country
   1. need for vibrant work force
   2. future leaders - need to equip themselves
   3. willingness to pursue goal



## 8.8 LET US SUM UP

After having gone through the unit, you must have gained a better idea on the importance of note making while also being able to distinguish it from note taking. The role of skimming and scanning is necessary for efficient reading, Besides, this must enabled you must have to trace the importance in efficient reading in note making. Therefore, the unit has taken up the techniques necessary for note making as part of study skills.



## 8.9 FURTHER READING

Brown, Harry M. (1997). *The Contemporary College Writer*. D. Van Nostrand Company, New York.

Grillet, Francoise. (1986). *Developing Reading Skills*. Cambridge University Press, Cambridge.

John Seely. (1998, 2005). *Oxford Guide to Effective Writing and Speaking*.



## 8.10 ANSWERS TO CHECK YOUR PROGRESS

**Ans to Q No 1:**

(a) listening (b) reading

(c) listen (d) read

**Ans to Q No 2:** “There are three kinds of book owners”.

**Ans to Q No 3:** “The dullness of staying at home”.

**Ans to Q No 4:**

1. lack of good conversation
2. lack of company
3. lack of neighbourly ties
4. modern appliances prevent going out
5. efficient services eliminate sensible busy work.





*HUMAN RESOURCE MANAGEMENT*

IN

“ASSAM STATE ELECTRICITY BOARD”

EXISTING PRACTICES AND SCOPE FOR IMPROVEMENT

A

PROJECT REPORT

PRESENTED TO

THE DIRECTOR (S.R. &E)

INDIRA GANDHI NATIONAL OPEN UNIVERSITY,

MAIDAN GARHI, NEW DELHI-110068

ON

OCTOBER, 2004

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR

THE PROJECT COURSE (MS100) IN THE

MASTER OF BUSINESS ADMINISTRATION PROGRAMME

BY

A.B. PUZARI

ENROLLMENT NO: XXXXXXX

ASSAM



### CHECK YOUR PROGRESS

**Q3.** What is project report writing?

_____

_____

**Q4.** Mention two advantages of project report writing.

_____

_____



### ACTIVITY 13.1

Visit any nearby organization and prepare a project report for the organization as per the given format. (Your project may be in any of this field- IT, Marketing, H.R., Finance etc)

The reader should be able to pick up from the abstract what it entailed, how it was undertaken and an indication of what was found out. The **third part** should comprise a **table of contents**, indicating the page numbers of the different sections.

**Fourth part** onwards the report should include- the introduction, results and discussion, summary and conclusion, reference etc.

This is where we need to outline the underlying concepts (and if required a brief version of any theory) needed to discuss the project. You need to present your results in a logical sequence, highlighting what is important and how the data you obtained have been analyzed to provide the results you discuss. You should discuss what you infer from the data. **Make sure that all diagrams, graphs etc. are properly labeled and have a caption.**

And the final component or **fifth part** of the project (Summary/ conclusions) must relate closely to the first. In the Summary and conclusion section, you need to put it all together. Coherently you should include a concise version of your discussion, highlighting what you have found out, what problems you had, and what might be done in the future.

\Your report should be sufficient to indicate to the reader what you have done, what you have found out and also provide enough information for them to repeat the work if they so wished. You will have made use of information from a variety of sources; in these cases you must include a reference to such sources.

By including a reference to the source others can check your work and reduce the time taken to make further advances.

There are generally three types of reference according to the source- journal article, book, and web site.

A good example of the front page for a project report is shown as below-







## 8.11 MODEL QUESTIONS

**Q1.** Read the following passages and make notes:

**Passage-1**

It is undoubtedly very heartening for the people of Assam that the state Government had chosen the occasion of the 82nd birthday to confer upon celebrated singer and musician and Dada Saheb Phalke Award winner, Dr. Bhupen Hazarika the first Assam Ratna award. The award announced as a “birthday gift” from the people of Assam was given in recognition of Dr. Hazarika’s immense contribution to the socio-cultural life of the State through his creations spanning over more than half a century.

At the age of 82, Dr. Hazarika took the occasion to share his thoughts with his millions of admirers in the state telling them that “he was feeling younger each day though the doctors do not agree”. True, at this age one can hardly be in the best of health. But it is equally true that he will remain forever as the best among the best, an inexhaustible source of the richness of life for generations to come. On the occasion of his birthday, his message to the people of Assam is of great significance. “I want peace everywhere in the world. I want Assam to prosper. If there is peace, the rest of the good things will follow.”

In his songs Dr. Hazarika pours out his soul for the cause of peace. He becomes in the songs at once the humble hutment dweller tending to the embers of a husk fire, he becomes at other times, the spar itself, igniting a people in stupor with electrifying energy. Cutting across the bonds of high and low, rich and poor, young and old alike, Dr. Hazarika sings tirelessly with gushes of various types of emotions making one to laugh and to cry, to rejoice and to despair and yet, long after the music ceases, it continues to echo in our hearts. Through the magic of his songs, he invites each one of us to be aware of the fact that we are indeed in the same boat; we are brothers that know not that we are truly brothers.

**Passage-2**

Several State Governments including Assam have adopted the

Non-detention Policy (NDP) at the lower and upper primary stages of education. The Policy implies that students are to be promoted to the next higher class without detention. The immediate positive result of this Policy is that it has been able to check the alarming drop out rates at these stages of education to a considerable extent considering that failure in annual examination was seen to be a major factor of school drop-outs. However, the issue concerning the achievement levels of students under NDP vis-a-vis those under non NDP remains an interesting field of study.

A recent NCERT study comparing the achievement levels of class V students in the States where the NDP is implemented vis-a-vis students of the States where the NDP is not implemented showed interesting finding. The objective of the study was restricted to knowing the achievement levels of students in Language and Mathematics in class V. For achieving the objectives of the study and finding answers to the questions, a multi-stage sampling design was used. From each region one State was identified and from each state one district was selected from where two rural blocks and one urban area were randomly identified. It was found that.

- Students studying where NDP is in practice performed better in Mathematics than their counterparts studying in the States where detention policy is followed.
- The performance of students studying in the States where NDP is being followed was better in language than their counterparts studying in States following detention policy.

The study is of value of us because it throws light on several important issues. It has been recommended that there is the need for thorough re-look into the entire stages of school education vis-a-vis NDP. There is also the need for establishing a mechanism which should regularly maintain that implementation of the policy. To improve the achievement levels of the students it was recommended that diagnostic and remedial teaching should become an integral part of the teaching learning process. Considering that these mechanisms have been strengthened, can we think of implementing the NDP up to class IX in our state?





- **Results and discussion**: In this section we give the result of our findings.
- **Summary/conclusions:** Sum up the main points of the report. The conclusion should clearly relate to the objectives of your report. No surprises please! (that is, don't include new information here.)
- **Recommendations**: These are suggestions for future action. They must be logically derived from the body of your report.
- Abbreviations and/or glossary: **If necessary, we should provide an alphabetical list of the abbreviations you have used in the report, especially if they may not be familiar to all readers of the report. If we have used a lot of technical terms, we should also provide a glossary (an alphabetical list of the terms, with brief explanations of their meanings).**
- **References** : References are the list of books and different sites which reader can access from different sources. With the help of references we can further go in details of the topic.
- **Appendices** (if used) an appendix contains material which is too detailed, technical, or complex to include in the body of the report (for example, specifications, a questionnaire, or a long complex table of figures), but which is referred to in the report. Appendices are put at the very end of the report, after everything else. Each appendix should contain different material. Number each appendix clearly.

Generally a project can be segmented into five basic parts which are described as follows:

The **first part** should contain the title, the author(s) and the date. This should convey the area and scope of the project.

The body part should include the detailed work carried on in the project. The **second part** should consist only of the abstract. The idea of the abstract is to provide a brief summary of the report.

### 13.4.3 Disadvantages of Project Method

1. It is a time consuming method.
2. It over- loads the teacher with work.
3. It believes the teacher to be -a scientist or an encyclopaedia having an all-round knowledge of every subject.
4. It is a syllabus- hampering method.
5. It provides superficial knowledge to students.
6. It is an expensive method.

### 13.4.4 Format of a Project Report

While it is not mandatory, there are good reasons for the usual format of a report. Below, you will see some important sections for a project report-

- **Title:** This must contain:
  1. the report title which clearly states the purpose of the report
  2. full details of the person(s) for whom the report was prepared
  3. full details of the person(s) who prepared the report
  4. the date of the presentation of the report.
- **Table of contents:** This is a list of the headings and appendices of the report. Depending on the complexity and length of the report, you could list tables, figures and appendices separately. Make sure the correct page numbers are shown opposite the contents. Up-to-date word processing packages can generate a table of contents for you.
- **Introduction:** Give enough background information to provide a context for the report. State the purpose of the report. Clarify key terms and indicate the scope of the report (ie what the report will cover).
- **Experimental techniques and methods**: Here generally we put the statistical and mathematical techniques to find the result of the project.



# UNIT 9 : COMMUNICATION

## UNIT STRUCTURE

9.1 Learning Objectives
9.2 Introduction
9.3 Defining Communication
9.4 Significance of Communication
9.5 Process of Communication
9.6 Types and Channels of Communication
9.7 Communication Network
9.8 Communication Media or Methods
9.9 Barriers to Communication
9.10 Effective Communication
9.11 Let us Sum up
9.12 Further Reading
9.13 Answers to Check Your Progress
9.14 Model Questions

## 9.1 LEARNING OBJECTIVES

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

- define the concept of communication
- learn the importance of communication
- learn about the types and means of communication
- discuss the elements of communication and communication networks
- identify the barriers and bridges in communication
- grasp the ideas of effective communication

## 9.2 INTRODUCTION

Communication plays an important role in every person's life, whether it is personal or official. You may already have a fair idea about English Grammar, as in the earlier units we had discussed the different concepts of grammar in English. Now, in this unit, we shell discuss how communication plays an important role in business organization. It is an obvious fact that communication is a vital part in our lives as it contributes heavily to the success or failure of every human task. In

an organization, it is only through communication that all the important functions of controlling, informing, instructing, directing, integrating, and monitoring etc carried out. Mutual trust, understanding, and cooperation can be achieved only with the help of meaningful communication. Interpersonal conflicts and misunderstandings arise where there is a lack of effective communication. Communication thus, may be regarded as basic to the functioning of an organization.

The objective of this unit is to create an understanding of the process of communication and how it is related to the structure of organization, and how it helps in one's effective task performance.

## 9.3 DEFINING COMMUNICATION

Communication has been defined in numerous ways. Communication takes place between two people and is a mutual exchange of facts, thoughts and perceptions, resulting in a common understanding of all parties. According to L.A. Allen, "communication is the sum of all the things one person does when he wants to create understanding in the mind of another". It bridges communication between people when it is meaningful. The essential features of communication are given below:

- **Two people:** Communication always involves two people- a sender and a receiver. Communication is not a one way street; a person cannot communicate alone.
- **Sequential process:** Communication is a process, involving several steps. Firstly, the sender has an idea to communicate. Secondly, the idea is translated into a recognizable form, called encoding information. Thirdly, the encoded message travels a distance through various communication channels like telephone, mail routes etc…Fourthly, once the receiver gets the message; he begins decoding. Finally, the communication takes place.

  **Decoding:** It is the process through which information received through communication is converted back into ideas or concepts.





select what is essential, and to omit what is merely an incidental detail, is a skill every scientist needs.

The following points should be considered while writing a project-

- Concentrate on getting the information over the reader as clearly as possible.
- Do not use unnecessary jargons.
- Don't make the report too lengthy.
- Spelling, punctuation and grammar should be perfect.

### 13.4.1 Criteria of a Good Project

A good project should follow the following criteria:

1. It should be purposeful.
2. It should impart gainful learning experiences.
3. It should cater for the activities of pupils.
4. The students should get full freedom to work according to their own interest and abilities.
5. Project must be selected by the active participation of both pupils and the teacher.
6. It must be economical in term of time and money.
7. It should keep time constraints controlled.
8. It should be challenging.
9. It should be feasible.

### 13.4.2 Advantages of Project Method

1. It promotes co-operative activity and group interaction.
2. It adopts a democratic way of learning.
3. It supports the theory of correlation among different subjects.
4. It promotes scientific attitudes in students.
5. It supports learning by self- activity.
6. It stimulates creative thinking.
7. It enhances the educational value of the content.
8. It enriches the mental horizons of the students.

for discount, making online payments, exchanging of queries and ideas, interactions etc. In addition, the use of some of the newly developed management tools and technologies like Customer Relationship Management (CRM), Value Chain Integration Tourism (CVIT), and Knowledge Management System (KMS) etc helps efficient netting of information and communication systems.

Tourism on the other hand is one of the largest and fastest growing industries in the world with an enormous potential for further growth. It is forecasted that by 2020 the tourism industry would be the single-biggest industry in the world.

The North-Eastern region on the other hand has tremendous potential for developing the tourism industry. The rich natural beauty, serenity and exotic flora and fauna of the region serve as invaluable resources for the development of tourism in the region.



**CHECK YOUR PROGRESS**

**Q1.** Define report writing.

_____

_____

**Q2.** Write one feature of a good report.

_____

_____

## 13.4 PROJECT REPORT WRITING

A project report describes the purpose of the project and how it will be organized and managed. Project report should communicate the results of an investigation in a clear and useful way.

It is not necessary or even desirable, to describe every minute detail of what was done. One of the most important aspects of good technical writing is to be concise, yet remain informative. The ability to





- **Continuous activity:** Everything a manager does involves the literal communication of everything. A manager must always be in touch with his subordinates, peers and superiors in order to get things done.
- **Transference of meaning and understanding:** Communication involves both information and understanding. Effective communication, thus, is the process of sending a message in such a way that the message received is as closed in meaning as possible to the message intended.

**Some definitions of communication:**

1. Webster's dictionary states that communication is the act of exchanging information and communicates means to exchange ideas.
2. Peter Little defines communication as "communication is a process by which information is passed between individuals and /or organizations by means of previously agreed symbols".
3. Keith Davis states that communication is a process of passing information and understanding from one person to another.
4. The American Management Association considers communication to be: "any behaviour that results in an exchange of meaning."
5. In the words of Hicks, "when communication stops, organized action comes to an end".

## 9.4 SIGNIFICANCE OF COMMUNICATION

Communication is important to all managers, and it is required by all employees. It is important because of the following reasons:

1. **Basis of action:** Getting the right information to and from the correct sources is necessary for an organization to function properly. Communication keeps the people working in accordance with the planning and direction of the manager.

2. **Facilities planning:** Communication helps in the planning process in the following ways:

   i) It helps in interaction and provides vital inputs in planning

   ii) It helps to strike a rapport with subordinates, seek their opinions and provide realistic information.

3. **Helps in decision-making:** Communication provides the right type of information to a manager and enables him to consider the pros and cons thoroughly before arriving at a decision.

4. **Means of coordination:** For proper co-ordination, communication is a must. In the absence of communication, members may fail to realize the importance of working in a united manner towards a common goal.

5. **Improve motivation and morale:** Communication improves morale and motivation by keeping people informed. Employees can forward their grievances, troubles and problems to the management.



**CHECK YOUR PROGRESS**

**Q1.** Give a definition of communication.

_____

_____

_____

_____

**Q2.** True/False

a) Communication is one way process. (True/False)

b) Communication involves a sender and a receiver. (True/False)

c) Communication helps in decision making. (True/False)

**Q3.** Fill in the blanks.

a) According to Hicks, "When communication stops, organized action comes to an ……..."

b) Communication is a …….. process.





be serious. Altogether 36 injured persons have been shifted to Dhemaji town for treatment.

However, the Army is not operating in the district and shortage of force is turning out to be a major problem in restricting the movement of militants in the district bordering Arunachal Pradesh as the district has only four companies of Central Reserve Police Force. Sources said that the militants can easily sneak into Dhemaji from its bases in the neighbouring State by taking advantage of shortage of force and the blast last night took place near the inter-state boundary.

It may be mentioned here that this was the worst ever incident of militant violence in Dhemaji district since the blast on the Independence Day in 2004, in which 13 women and children were killed.

2. Writea report on emerging trendsin tourism Managementin Assam. (Source:The Assam Tribune, March-6, 2008).Read them carefully:

**IT ENABLED TOURISM MANAGEMENT IN ASSAM—**

Information Technology (IT), which is a key component of every industry and trade in the present day context, plays a very important role in the tourism industry. The use of new IT tools and techniques has facilitated the efficient netting of information and communication system in present-day travel and tourism management. The internet, website, e-mail, mobile, tele-text, videotext, telecopy etc have revolutionized the communication system as it has enabled organizations to demonstrate their offerings globally using multimedia interfaces. Consumers are also empowered through the new tools and techniques to search for their required information and to undertake online services like booking of airline/rail/bus tickets, hotel/resort reservations, car rentals, fixing a business meeting in a hotel/ resort, participating in a particular festival or event, enjoying a match (cricket/football etc) and also negotiating a price, asking

of organizing is not logical then people will not be able to understand it.The main aim of organizing the report is to communicate the information in the best possible way to the reader. From the introduction to the conclusion, the organization of the report should be in a logical order.

### 13.3.7 Writing the Report

The last step in this process is the writing of the report. While writing the report we need to communicate clearly and what we want to convey. Good report writing presents facts and interprets them logically. It avoids presenting the writer's opinion, biases and attitudes.

A well written report reads as one continuous story, so different parts of the reports need to connect smoothly.

A few model reports are given below. Read it carefully:

1. Write a report on a blast that has occurred recently.

**4 KILLED, 50 HURT IN JONAI BLAST**

By A Staff Reporter

(source: The Assam Tribune, March-17, 2008)

GUWAHATI, March 16 – In the worst ever incident of militant violence in Dhemaji district since 2004, at least four persons were killed and more than 50 others including women and children were injured in a grenade blast in Jonai last night. Official sources said that about 15,000 people gathered in a field near the Jonai circuit house last night to celebrate Ali-Aye-Ligang, a festival of the Mising community, when suspected militants lobbed a grenade at the crowd. Four persons were killed in the incident.

Sources said that at least 50 persons were injured in the incident and 14 of them have been shifted to the Assam Medical College Hospital, Dibrugarh, this morning. Those shifted to Dibrugarh included two children and their condition is stated to







**LET US KNOW**

People speak at 100 to 175 words per minute, but they can listen intelligently at 600 to 800 words per minute (WPM). Since only a part of our mind is paying attention, it is easy to go into mind drift, thinking about other things while listening to someone.

## 9.5 PROCESS OF COMMUNICATION

The process of communication is explained as; first an idea or message is encoded by the encoder (the sender) through a channel which can be understood by the decoder (the receiver). If the decoder understands the message, fidelity of communication is said to be 100%. Anything that obstructs communication is said to be Barrier such as noise etc.

1. **Sender:** The sender is any one who wishes to do the following
   (i) to convey an idea
   (ii) to seek information
   (iii) to express a thought or emotions.
2. **Encoding:** The sender encodes the idea by selecting symbols with which he can compose a message.
3. **Message**: The message is what is conveyed by the sender. It is the heart of communication.
4. **Channel:** The message is sent through a channel, which is communication carrier.
5. **Receiver:** The receiver is the person who is supposed to receive the message.
6. **Decoding:** It is the process by which the receiver translates the message into the terms that are meaningful to him.
7. **Feedback:** It is the response by the receiver to the sender's message.
8. **Noise:** it is any interference with a message that hampers the sharing of meaning between the sender and the receiver.

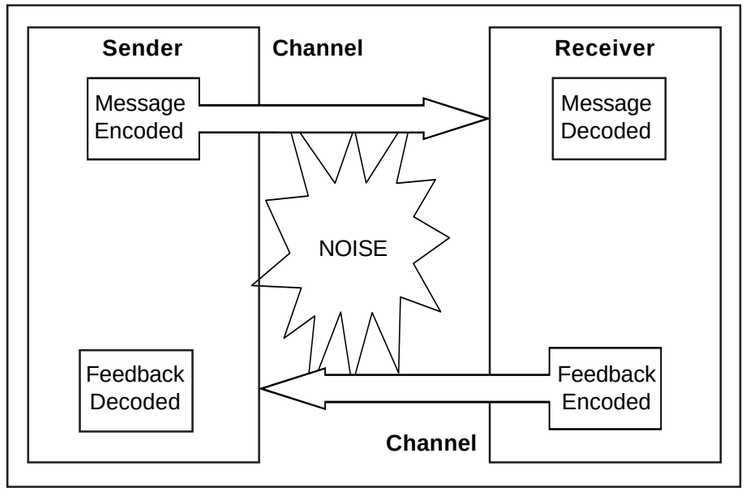



Fig: 3.1

**A model of Communication Process**

## 9.6 TYPES AND CHANNELS OF COMMUNICATION

### 9.6.1 Communication Types

In the above sections we have learnt about the meaning, importance and the process of communication. Now we will learn about the different types of communication. The following types of communication are followed in business organization. Communication is generally categorized into three types:

- **Organizational communication:** It is a kind of communication which is used in a business enterprise. It encompasses generations or collection of data, collation and dissemination of information, decision making and implementation, and managing the conflict etc.
- **Interpersonal communication:** It is one that takes place between two persons. It is characterized by active interaction.
- **Intrapersonal communication:** When a person communicates with himself to develop new and useful ideas. A human being is given to self –reflection and introspection, it is a kind of communication one holds with oneself.





2. Another problem factor may be the hypothesis which must be tested. Once formulated, the hypothesis needs to be tested and their applicability to the problem is then either proved or disproved. Suppose we assume that we have the problem of determining why sales at a certain store have declined. Our task will be to explain the reasons through brainstorming. Then the hypothesis will be of following types:

3. Hypothesis:
   - Activities of the competition have caused the decline.
   - Changes in the economy of the area have caused the decline.
   - Changes in the environment have caused the decline.

4. Another factor is the comparison. In the problems that involve comparison, there may be the bases on which the comparisons are made.

### 13.3.4 Gathering the Information Needed

Before preparing the report we need to investigate the problem personally. For example, a sales problem might require collecting information through discussions with customers and sales personnel. A computer problem might require talking to both end users and programmers.

### 13.3.5 Interpreting the Findings

After completing the research, the next step is to prepare the findings for your presentation. While preparing the findings it depends on the type of reader to whom you will give the presentation. Some readers may want only facts and some may want more analysis. Based on their preferences we need to prepare our findings.

### 13.3.6 Organizing the Report Information

Organizing a report is very important because if the process

### 13.3.1 Process of Writing a Report

- Before writing the report, you should carefully go through the entire topic, and then express it in your own words.
- The report which you are writing should be in a logical order with accuracy in facts and figures, correlation of illustrations with the text and paper documentation and cross referencing.
- You should include only relevant points leaving out what is considered to be less relevant or less significant.
- After you have prepared a rough draft of the entire report, check the outline and notes once more to ensure that you have not missed any points or facts. Also try to see if you can make necessary additions and alterations.

### 13.3.2 Determining the Purpose of the Report

Our work on a report starts logically with a need (or a problem), for which we will prepare the report. The need should be logical to prepare a report.

The next step is the preliminary investigation, where we will gather information from different sources. We can gather information either by direct contact with the source (which is known as primary source of data collection) or we can collect information from secondary sources like- earlier published material, books, survey reports and web sites etc.Then we should express the problem clearly, preferably in written form.

### 13.3.3 Determining the Factors

Our next task is to determine the factors which are responsible for the problem. The problem factors may be of three types:

1. First, they may be the subtopic of the overall topic about which the report is concerned. For example; if our report is on the production of any company, then the sub topic will be on the sales, inventory, demand and capacity etc.





### 9.6.2 Communication Channels

A communication channel is the route through which messages flow from the sender to the receiver. There are two types of channels

(i) formal

(ii) informal (which are used by the managers)

**1. Formal Communication:**

Formal communication is used for the business and managerial functions of planning, decision-making coordinating, controlling etc. The formal communication channel respects the 'unity of command' principle and prescribes in a rigid way, a specified route for the flow of information between various positions in the organization. For example, a welder cannot indent for welding rods directly from the purchase officer; the indent has to be routed through the proper channel beginning with the foreman and section head. Thus, formal communication is systematic, orderly in nature and supports the authority of superiors.

There are three ways in which formal communication can take place:

**a)** **Downward communication:** It is way of communication, which passes from the encoder who occupies a higher position in an organizational hierarchy to the decoder holding lower position, e.g. The Board of Directors to general manager through company secretary or section head.

**b)** **Upward communication:** When the information moves upward from subordinates (the encoder) who hold positions, which are lower than those of the decoders in the organizational hierarchy. Usually work progress report; grievances, etc are the forms of upward communication.

**c)** **Horizontal communication:** Horizontal communication takes place between employees who are at the same level in the organizational hierarchy.

**2. Informal Communication:**

Informal communication is the confidential conversation, which is not based on the status and the position of the encoders and decoders in the organizational hierarchy. For e.g. conversation at any official parties or celebrations organized by the organization for its employees at which the managing director may talk about the health and achievement of the children of a mechanic.

Communication channels that are not based on the official designation of the employees do not adhere to the organization's hierarchy. The best known type of informal communication is known as the 'grapevine' (or the rumour mill).



**CHECK YOUR PROGRESS**

**Q4.** What are the 8 steps involved in the process of communication.

a. …… b. ……

c. …… d. ……

e. …… f. ……

g. …… h. ……

**Q5.** Communication is of three types:

a. …… b. ……

c. ……

**Q6.** What are the ways of formal communication?

a. ……

b. ……

c. ……

## 9.7 COMMUNICATION NETWORK

There are different patterns or networks of communication, each of which has its own characteristics. The structure of the network influences speed and accuracy of message handling, and performance





## 13.2 INTRODUCTION

In the previous unit we have already learnt about how to write different types of notices. In this unit, we will discuss how to write different types of reports, project report, executive summaries and business presentations.

A report is an account of an event or an experience. Reports are of many types, like- news paper reports, scientific reports and business reports. Again, a project report describes the purpose of the project and how it will be organized and managed. Executive summaries provide the essence of the report. And business presentations are basically required to present their project work.

You will find this unit very interesting and important to study, because all professionals need to write project reports, executive summaries etc in their job. Most business students will have to do this in some form, so making presentations a part of your lesson will be useful and may lead to some worthwhile productive lessons.

## 13.3 REPORT WRITING

Before going to write a report, let us first define a report.

A report is a formal communication written for a specific purpose which includes description of procedures, analysis of data, their significance, conclusions and recommendations if required.

We can define professional report as an orderly and objective communication of factual information that serves a specific purpose.

Report writing is an essential skill for professionals. A report aims to inform a definite topic or incident as clearly and succinctly as possible. Exactly what you include in your report and how you present it will vary according to your discipline and the specific purpose of the report.

While writing a report, you should first prepare the rough draft and then with careful revision you can gradually improve the quality of the report. Good report writing needs lot of effort. So you should consider the following points before writing a report.

# UNIT-13 : BUSINESS PRESENTATION-I

## UNIT STRUCTURE


13.1 Learning Objectives

13.2 Introduction

13.3 Report Writing

- 13.3.1 Process of Writing a Report
- 13.3.2 Determining the Purpose of the Report
- 13.3.3 Determining the Factors
- 13.3.4 Gathering the Information Needed
- 13.3.5 Interpreting the Findings
- 13.3.6 Organizing the Report Information
- 13.3.7 Writing the Report

13.4 Project Report Writing

- 13.4.1 Criteria of a Good Project
- 13.4.2 Advantages of a Good Project
- 13.4.3 Disadvantages of Project Method
- 13.4.4 Format of a Project Report

13.5 Let us Sum up

13.6 Further Reading

13.7 Answers to Check Your Progress

13.8 Model Questions


## 13.1 LEARNING OBJECTIVES

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

- write a report on any event or an experience
- formulate hypothesis for your report
- interpret your report
- prepare project report for different organization
- find the advantages and disadvantages of project report





and motivation of the participants. Some of the most common structures are shown below:

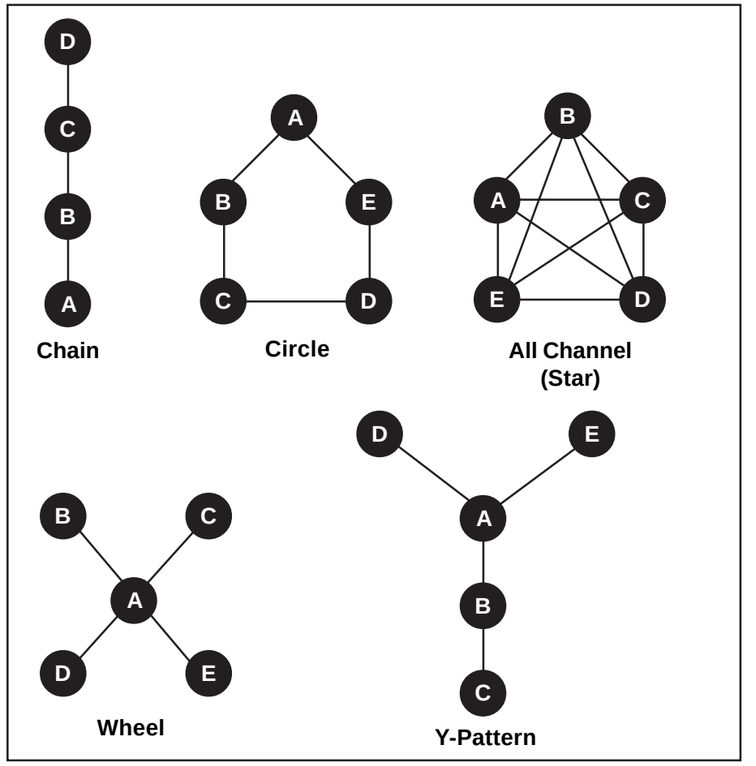



Fig: 3.2

**Communication Networks**

Following are the types of communication networks:

a) Wheel: In this, all communication flows through one person who generally happens to be the group leader.

b) Y-Pattern: The y pattern is slightly less centralized –two persons are closer to the centre of the network.

c) Chain: The chain gives a flow of information among members, although the people are at the end of the chain.

d) Circle: Here, each person can communicate with two others located on both of his sides.

e) All Channel (Star): This pattern is more decentralized and, allows a free flow of information among all group members.

## 9.8 COMMUNICATION MEDIA OR METHODS

There are three main types of communication media through which the employee or the managers can easily communicate.

**(i)** **Oral or Verbal Communication:** Oral communication is the face to face communication between individuals. In dealing face-to-face, we can judge how the other party is reacting, get immediate feedback, and answer questions to avoid any misunderstanding. Some of the electronic and non-electronic devices such as telephones, cell-phones (mobiles), walkie–talkie, speakers, and audio-video presentations are some of the examples used in verbal communication.

**(ii)** **Written Communication:** Most formal communication takes place in a written –form. It is a tangible record of communication, messages, enquiries and instructions. Written communication is transmitted through written words in the form of letters, circulars, memos, reports, handbooks, manuals etc... Written communications are permanent, tangible and verifiable. A record is maintained and, both the sender and the receiver have access to the records for further clarification.

**(iii)** **Non-Verbal Communication:** Non-verbal communication (NVC) refers to messages sent through human actions and behaviour rather than through words. It is a communication exchange that does not use words or that uses words to carry more meaning than the strict definition of the words themselves. It often relies on facial expression, body movements, gestures, eye- contact, handshakes, dress, posture, inflections etc.



**CHECK YOUR PROGRESS**

**Q7.** What are the 5 types of communication networks?

a. ……

b. ……





a) The name of the body which is to meet
b) The nature of the meeting
c) Place of the meeting
e) The purpose of the meeting
f) Signature of the secretary
g) Date of issue of the notice

**Ans to Q No.3.** A press release is a written statement of an organisation distributed to the media.

**Ans to Q No.4.** The usual way of issuing information to the press is by writing a press release.



## 12.10 MODEL QUESTIONS

**Q1.** Imagine that you are the secretary of the staff association of your organization. Write a notice, giving the agenda of the first business meeting of the General Body, convened to elect the office – bearers. The notice should contain the dates of nominations and withdrawals, the time and date of election and the place where it will be held.

**Q2.** Write a press release with a backgrounder for the organization with which you are associated.

———————



## 12.7 LET US SUM UP

In this unit, you have learnt what notice and press release are and how to write these important forms of communication. A press release is a written statement distributed to the media. It is an important tool of public relations. By now, you must have understood that a notice is a legal document, which has to be put up on an official notice board. Depending on the information that is to be conveyed, a notice could be for employees alone or for the general public. We have also given few examples of notices and press release for you clarity. So, by the end of this unit, we assume that you would write notices and press release following the tips given in this unit.



## 12.8 FURTHER READING

Black, Sam. *Practical Public Relations*. Universal Book Stall: Delhi.

*English for Practical Purposes, Business Communication,Writing Skills.* 2 Block.IGNOU (EEG-04).

Manipal Academy of Higher Education. (2002). *Communication Skills in English*. Manipal

Moore HF & FB Kalupa. *Public Relations*. Surjeet Publications, Delhi.

Sharma R.C. and Mohan Krishna. (2002). *Business Correspondences and Report Writing*. Tata Mcgraw Hill Publishing Company.

Taylor, Shirley. (2006). *Model Business Letters, e-mails and Other Business Documents*.Pearson Education.



## 12.9 ANSWERS TO CHECK YOUR PROGRESS

**Ans to Q No.1.** A notice is a legal document, which has to be put up on an official notice board.

**Ans to Q No.2.** The notice of a meeting generally includes the following information:





c. ……

d. ……

e. ……

**Q8.** Fill in the blanks:

a) All channel network is also called ……network.

b) Verbal communication is also known as ……

c) The three methods or media of communication are ……, ……, ……

**Q9.** Give some example of written communication.

_____

_____

_____

## 9.9 BARRIERS TO COMMUNICATION

Several factors may disrupt the communication process or come in the way of effective communication. This can be listed thus:

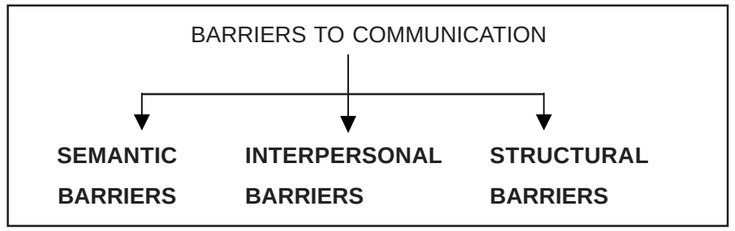



Fig: 3.3

**Barriers of Communication**

Anything that prevents understanding of the message is a barrier to communication. Many physical and psychological barriers exist: There are certain barriers to communication, which reduce fidelity of communication. This loss of fidelity may result in misunderstanding of the message, in turn lead to the negative responses. The following are the barriers of communication:

### 9.9.1 Semantic Barriers

Many of our communication problems are semantic in nature, as the same word may convey a different meaning to different people. For e.g. the word 'productivity', may mean effective usage of resource for manager but for workers it may mean doing more work to get the same amount of salary. For e.g. we often get confused with the pronunciation of word of pairs like: 'fifty-fifteen', sixty-sixteen', etc. and word groups like; 'excess, access etc.

### 9.9.2 Interpersonal Barriers

a) **Cannot express effectively:** Some people cannot communicate effectively because they cannot use their words and personality effectively.

b) **Filtering:** Any attempt to alter and colour information to present a more favourable impression is called filtering.

c) **Credibility:** Credibility is based on a person's competence in the subject area being communicated, and is based on the degree of confidence in the person.

d) **Inattention:** We often hear, but do not listen.

e) **Perceptual differences:** Perceptual differences –differences in past experiences, educational back ground, emotions, values, and beliefs also affect each person's perception of a message that is important to them.

f) **Jealousy:** It plays an important role in reducing the effectiveness of communications. Competent individuals are viewed as a threat to the security of peers and subordinates.

g) **Information overload:** The effectiveness of communication is likely to hamper when managers allow themselves to be inundated with bundles of data.

h) **Emotions:** How the receiver feels at the time of receipt of information influences effectively on how he interprets the information.

i) **Time pressure:** Managers are often subjected to time





**Press Release**

**PRESIDENT CALLS UPON IAS PROBATIONERS TO ADMINISTER WITH A HUMANE TOUCH**

**09-05-2008 :RashtrapatiBhavan, New Delhi**

The President, Smt. PratibhaDevisinghPatil, while addressing the IAS probationers of the 2007 batch who called on her at RashtrapatiBhavan today, said that they should administer with a humane touch and implement schemes in their true spirit. The President said that as the heads of their districts in the early phase of their career, they should not only make use of the law and the power at their disposal but also deal with the people with a humane touch.

Describing the officers as 'blessed ones', as they had had the benefit of good education and now being selected for this elite service, the President said they should use their education and training for the betterment of the people and to be their friend, philosopher and guide. Referring to India's rapid development with an average GDP growth rate of 9 percent, Smt. Patil emphasized on the requirement of an inclusive growth and emphasis on the importance of education in a "knowledge economy".

The President also speaking about the social evils in society such as child marriage, female foeticide and dowry, urged the young officers to play an active role in implementation of laws and schemes so that such evils would slowly disappear. Smt. Patil also strongly encouraged the officers to play a pro-active role in helping in the empowerment of the first generation of women stepping into Panchayati Raj Institutions.

desirable also to mention the designation of the person issuing the release and his telephone number.

### 12.6.2 Format of a Press Release

**WRITING A PRESS RELEASE**

Press releases are broadly categorized into the following types–

a) general news releases
b) event releases
c) product press releases
d) social media press releases

The writing style of the press releases is common. Some of these common structural elements include:

**Headline —** used to grab the attention of journalists and briefly summarize the news.

**Dateline —** contains the release date and usually the originating city of the press release.

**Introduction —** first paragraph in a press release, that generally gives basic answers to the questions of who, what, when, where and why.

**Body —** further explanation, statistics, background, or other details relevant to the news.

**Media Contact Information —** name, phone number, email address, mailing address, or other contact information for the PR or other media relations contact person. The following is an example of a press release issued by the RashtrapatiBhavan.

Now let us write a press release using the above mentioned format.

**EXAMPLE :**





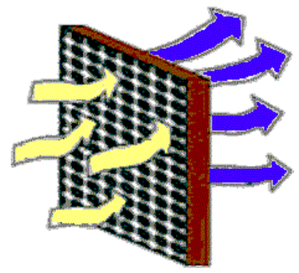
pressure; because decisions must be made within a specific deadline. Such time pressure can create communication problems.

### 9.9.3 Structural Barriers

**a)** **Hierarchy:** When an organization grows, its structure expands, creating many communication problems. Messages have to pass through several hierarchical processes. It may happen that something may be lost or added by transmission at each stage of process, and messages are likely to be delayed and distorted.

**b)** **Status:** Open and free flow of communication is also affected by status relationship in the organization.

**c)** **Specialization:** Too much fragmentation of work causes people to be more loyal to their particular departments than to their organization as a whole. It tends to separate people even when they work side by side.



These barriers can be thought of as filters, that is, the message leaves the sender, goes through the above filters, and is then heard by the receiver. These filters muffle the message. And the way to overcome filters is through active listening and feedback.

## 9.10 EFFECTIVE COMMUNICATION

Communication is the basis of managerial work. It is, therefore, necessary for a manager to study its many aspects and educate the staff about the importance of good communication. The following are

some of the ways that may help a manager improve his communication skills:

1. We must think and plan before communicating. We should be clear and well-organized for what we want to communicate.
2. State the purpose of each communication, obtain information and then initiate action
3. We should use simple language, which will be easily understandable by the other person.
4. Invite others to participate in planning a communication. Participation helps to bring additional insight and objectivity to your message.
5. We should use simple words and use them carefully so that they do not take on different meanings for different people.
6. Empathy means understanding and entering into another's feelings. So, we should try to identify with the various feelings and thoughts of another person.
7. Managers should support communication through good supervisory efforts, clear assignments of duties, fair rewards for effort, sound policy enforcement etc.
8. The manager should provide feedback, which provides an open channel, so that he can check on how the messages are being perceived.
9. Communication must be planned with the past in mind so as to support company policies consistently.
10. We should not only concentrate on the explicit meaning that another person is expressing but also on the implicit meanings, unspoken words etc.



**CHECK YOUR PROGRESS**

Q10. Write the three types of barriers to communication

a) ……

b) ……







**CHECK YOUR PROGRESS**

**Q3.** What do you mean by a press release?

_____

_____

**Q4.** How do we issue information to the press?

_____

_____

## 12.6.1 How to Write a Press Release

**TIPS TO WRITE A PRESS RELEASE**

- The press release should be written in journalistic style. It should follow the principles of news reporting.
- The introduction or the 'lead' should be in a summary format. It should answer the five W's and one H as in a news story.
- The second and the subsequent paragraphs should elucidate and elaborate the points. It should provide facts or information of interest to the readers and should attempt to cover all the aspects of a specific subject.
- The release should not generally be lengthy. It should be concise and to the point. The release is a piece of clear writing without any ambiguity, without any effort towards colour or ornamentation. As far as possible each story should be complete in itself.
- Public memory is short and people are not likely to remember what had been said on the subject a couple of months ago, or even the previous fortnight. Moreover, repetitive publicity is the essence of selling an idea.
- It should have a consistent format. Generally, the name of the agency from where the release emanates is given on the top. The date and place are indicated on the top right side. The release should have a title or sub¬title also, if necessary. In the case of releases from non-official organizations, it is

news in this form, newspaper reporters would stop going to telephone rate hearings to get the information in person, thereby minimizing uncomfortable inquiries about the rates and related matters. More often, releases were used, and continue to be used, to attract the media to attend press briefings or to request follow-up interviews. Initially it was considered a form of advertising because of their self-serving content. Releases quickly became accepted for what they are today – a free source of news and information that can be used by media. The traditional format (one or two pages of double-spaced text with standardized spelling and punctuation) was developed to satisfy the needs of editors for space in which to edit the text, and typesetters who required certain kinds of editorial markings in order to follow the flow of individual pages while typesetting the text. With more and more releases distributed via e-mail and more and more print media moving to digital printing, the format of press releases has become far less important for recipients. Many public relations practitioners also disseminate their releases far beyond the media to key audiences such as employees and investors who are as interested as the media in what the organizations they support are doing.

The usual way of issuing information to the press is by writing a press release. A press release is an official, authorized statement about the policies and activities of an organization. As the company or the government has to stand by it, the press release must be factual, and correct and must project the policy clearly and without ambiguity. It should leave no scope for misreporting. This is then sent by post or by hand to various newspapers and periodicals as well as to radio and television news offices. It should also be communicated to the news agencies, who have direct tele-printer contact with the main newspaper offices in the country. The news agencies edit the release and do not send it out in its entirety. So it is always worthwhile sending out the full release as widely as possible.





c) ……

**Q11.** State true or false:

a) There are six types of communication networks, namely- circle, and star, round, chain, wheel and Y- pattern. (True/ False)

b) Jealousy plays an important role in reducing the effectiveness of communications. (True/False)

c) Managers should support communication through good supervisory efforts, clear assignments of duties, fair rewards for effort, sound policy enforcement etc. (True/False)



**ACTIVITY-1**

Walk into your superior's/junior's door and communicate with him/her on some issue and note the non-verbal clues and come to your office and record them.



## 9.11 LET US SUM UP

After going through this unit, you have learnt to define communication, its importance, the types and channels of communication. Besides this you have also learnt about the barriers of communication and the remedies to overcome it. So, communication is the process of passing information and understanding from one person to another. It is important to all managers and is needed by all employees. The process of communication involves several steps. A communication network is the pattern through which the members of a group communicate. It may take five different shapes in an organization, namely the wheel, Y pattern, chain, circle, and star. Several semantic, structural and interpersonal barriers come in the way of effective communication. To communicate effectively a manager has to improve his listening skills. He must think and plan before communicating. The timing of the

message must also be appropriate. People must actively participate in developing a appropriate message. Simple words must be used to improve clarity and understanding. More importantly, the manager must encourage subordinates to give their feedback openly and fearlessly.



## 9.12 FURTHER READING

Chal, Harold Koontz. (1986). *Essentials of Management*. McGraw Hill Book Company: New York.

Sherlekar, S.A. (1984). *Principles of Management.* Himalaya Publishing House: Bombay.



## 9.13 ANSWERS TO CHECK YOUR PROGRESS

**Ans to Q No 1:** Communication is the process of transferring information from a sender to a receiver with the use of a medium in which the communicated information is understood by both sender and receiver.

**Ans to Q No 2:** a) False, b) True, c) True

**Ans to Q No 3:** a) end, b) continuous

**Ans to Q No 4:** a) Sender b) Encoding c) Message d) Channel
e) Receiver f) Decoding g) Feedback h) Noise

**Ans to Q No 5:**

a) Organizational communication
b) Interpersonal communication
c) Intrapersonal communication

**Ans to Q No 6:**

a) Downward communication
b) Upward communication
c) Horizontal communication

**Ans to Q No 7:**

a) wheel b) Y-pattern c) chain
d) circle e) All Channel (star)





## 12.6 PRESS RELEASE

A press release is a written statement of an organisation distributed to the media. It is a fundamental tool of public relations.Press releases areusually sent via newswire service(such asPR Newswire or Business Wire) to media outlets, where journalists may pick them up and use them as they see fit.

The text of a release is usually written as a news story with an eye-catching headline and text written in standard journalistic style with inverted pyramid structure. This style of news writing makes it easier for reporters to quickly grasp the message.

Some journalists believe that to copy from a press release may be unethical — they believe it is a lapse of good judgment. Ethical reporters prefer to try soliciting an individual quote from the speaker before filing their story. Public relations professionals believe that press releases and other collateral material aid a journalist's job.

Since press releases reflect the organization's preferred interpretation or positive packaging of a story, journalists are often skeptical about their contents. The level of skepticism depends on what the story is and who's telling it. Newsrooms receive so many press releases that, unless it is a story that the media are already paying attention to, a press release alone often isn't enough to catch a journalist's attention.

With the advent of modern media and new technology, press releases are to be found in the form of video news releases and audio news releases.

The workhorse of public relations, the press release, was invented in the late 1800s. Written in the form of a conventional news story, a release presents the point of view of the organization that disseminates it. Newspaper editors and reporters often use facts, quotes and other information from releases to amplify their stories or support their accuracy and credibility. Press releases were first used by the country's big railroads, although they rapidly became the norm in all corporations and large organizations, both forprofit and non-profit. Early in the 20th century, Ohio Bell Telephone discovered that if it handed out "canned"

**EXAMPLE : 1**

**TRIVENI CEMENT INDUSTRIES LIMITED**

Registered office : 40, Rajendra Prasad Road,

Patna -800002

30 November, 1999

**NOTICE**

Notice is hereby given that the second meeting of the Board of Directors will be held at the registered office of the company , 40 Rajendra Prasad Road at 3.30 P.M. on Friday,17 December 1999. The agenda is attached.

To members of the Board of Directors
Kamal Narain

Secretary

(Courtesy reproduced from Manipal Academy of Higher Education, Communication Skills in English. 2002. Manipal)

**EXAMPLE : 2**

**OUDH CLUB**

Hazrat Manzil, Faizabad Road

Lucknow -226004

20 October, 1999

**NOTICE**

The fifth meeting of the executive committee will be held in Room No. 6, Hazrat Manzil at 6 P.M. on 4 November, 1999.

(COURTESY REPRODUCED FROM Sharma R.C. and Mohan Krishna, Business Correspondences and Report Writing, 2002. Tata Mcgraw Hill Publishing Company.)





**Ans to Q No 8:**

a) Star network

b) oral communication

c) oral or verbal communication, written communication, non-verbal communication.

**Ans to Q No 9:**

Letters, circulars, reports, manuals etc

**Ans to Q No 10:**

a) Semantic barrier b) interpersonal barrier

c) structural barrier

**Ans to Q No 11:**

a) False b) True c) True



## 9.14 MODEL QUESTIONS

**Q1.** "Communication is sharing of meaning and understanding". Comment

**Q2.** 'Good communication is the foundation of sound management'. Comment

**Q3.** What are the different methods or media of communication?

**Q4.** Elaborate the model of communication Process.

**Q5.** Make a distinction between formal and informal communication

**Q6.** Write about the different networks of communication and evaluate the communication networks

**Q7.** Identify 'noises' in the communication. What are the barriers of communication? How the barriers can be removed?

# UNIT 10: INTRODUCTION TO OFFICE MANAGEMENT

## UNIT STRUCTURE


10.1 Learning Objectives

10.2 Introduction

10.3 Meaning of Office

10.4 Introduction to Office Management

- 10.4.1 Functions of Office
- 10.4.2 Relationship of Office with Other Departments
- 10.4.3 Office Accommodation, Layout and Environment
- 10.4.4 Office Furniture and Stationery
- 10.4.5 Office Correspondence and Filing System

10.5 Let us Sum up

10.6 Further Reading

10.7 Answers to Check Your Progress

10.8 Model Questions


## 10.1 LEARNING OBJECTIVES

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

- describe the meaning of office
- discuss on office management
- identify the functions of office
- learn the relationship of office with other departments
- discuss office accommodation, layout and its environment
- learn office correspondence and filing system

## 10.2 INTRODUCTION

In this unit, we are going to learn the concept of office, how it works, the various functions of office, office accommodation, the furniture and stationeries used and the correspondence and filling systems.





f) Signature of the secretary

g) Date of issue of the notice.



**CHECK YOUR PROGRESS**

**Q1**. What is a notice?

_____

_____

**Q2.** What information does a notice of a meeting include?

_____

_____

## 10.5 HOW TO WRITE A NOTICE

**TIPS TO WRITE A GOOD NOTICE:**

1) Words to be chosen carefully for a notice.
2) Be specific, clear and precise in writing a notice.
3) Temptation to be elaborate and verbosity (use of too many words) should be avoided.
4) The tone of the notice should befirm but notoffensive or arrogant.
5) Indenting ofparagaraph may be allowed in notices.
6) You shouldnot be in too much of a hurry to put up notices. Therefore care must be taken while written notices as because they are impersonal communication and read by a large number of people.

Now let us write a notice keeping in mind the above tips.

how to write notice and press release which is an important medium of communication.

## 12.3 NOTICES

Now let us first understand the concept of a notice. A notice is a legal document, which has to be put up on an official notice board. Depending on the information that is to be conveyed, a notice could be for employees alone or for the general public. However some types of notices are addressed to individual employees also. A notice is meant for a larger group of people. A single notice may cover several different issues related to one subject. For example : Staff may be informed that a particular holiday is declared. So for that purpose you may mention in the same notice that a compensatory day off for those who work on the holiday or it could also mention a different working day to compensate for that holiday. A notice can be issued only by officers designated for the purpose.

## 12.4 TYPES OF NOTICES

1) There are notices which are sent to individuals under special circumstances. Supposing if an employee in an organization is suspected of major misconduct the organization may issue a Showcause Notice. This notice will mention the allegations against the staff concerned and ask for a written explanation within stipulated time frame . It will also clearly state whataction would betaken if there were no reply to the show cause notice.
2) Again a notice is a document that can be used as evidence in court cases. Depending on the type of notice, the duration of display of a notice is specified under legal provisions.
3) Again there are notices that are used for varied meetings. The notice of a meeting generally includes the following information:
   a) The name of the body which is to meet.
   b) The nature of the meeting
   c) Place of the meeting
   e) The purpose of the meeting





The word management means to control, so we can say that, Office management means planning, organising, controlling and administering activities in an office. Office is a place of business where professional or clerical duties are performed.

In the later part of the unit, you will be able to know the various aspects related to office management. So, let us discuss office management in detail in the following sections.

## 10.3 MEANING OF OFFICE

According to Webster Dictionary, “Office is a place where business is carried on”. But, in general office comprises a room or rooms where official works are done. It is doesn’t matter whether it is run by an individual or a firm or private or public organization or even by government.

So, we may say that office is a place where the policy on administration matters and decisions are taken. Office may be small or of medium size or a very large one.

## 10.4 INTRODUCTION TO OFFICE MANAGEMENT

The word “Management” means the act of managing something or to control. So, we can say that “Office Management” is the technique of controlling an office in order to achieve its goal.

Management has to see that its resources whether human or material need to be properly utilized. The man who is engaged to look after the management of the office is the “Manager”.

Management has to plan for future; it should plan as how to get things done, and who should do it, when to do it, where to do it and so on. And for this the right type of person should be recruited for each different job.

### 10.4.1 Functions of Office

In an office, daily works are done that can be roughly mentioned as follows:

1. To receive and collect information.
2. To record such information
3. To arrange the information suitable to management
4. To furnish information to the management
5. To maintain records
6. To safeguard the assets
7. To maintain good relationship with the public

### 10.4.2 Relationship of Office with Other Department

If it is a small office, then the manager or the owner himself performs and manages the overall functions. But if it is a large office, the manager or the owner alone cannot handle the entire work. The GM has to delegate some work to his subordinates who head the different departments. The officers' in-charge are called the departmental heads; under each departmental head, there are sectional officers who run the department under the supervision of the departmental head. However, general manager remains responsible for the overall work, because he works after the functioning of the departmental heads to the section manager. The following flow chart is an example of a typical business office:

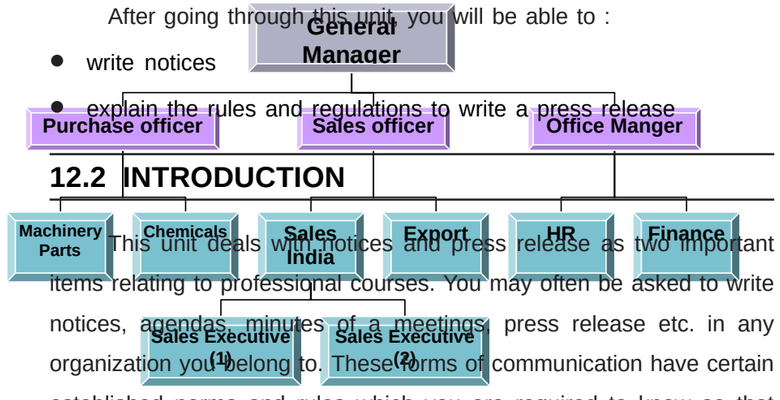



Fig:

**Organization Chart of a medium – sized factory (line organization)**



# UNIT 12: CORRESPONDENCES II

## UNIT STRUCTURE

12.1 Learning Objectives
12.2 Introduction
12.3 Notices
12.4 Types of Notices
12.5 How to Write a Notice
12.6 Press Release
12.6.1 How to Write a Press Release
12.6.2 Format of a Press Release
12.7 Let us Sum up
12.8 Further Reading
12.9 Answers to Check Your Progress
12.10 Model Questions

## 12.1 LEARNING OBJECTIVES

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

- write notices
- explain the rules and regulations to write a press release

## 12.2 INTRODUCTION

This unit deals with notices and press release as two important items relating to professional courses. You may often be asked to write notices, agendas, minutes of a meetings, press release etc. in any organization you belong to. These forms of communication have certain established norms and rules which you are required to know so that you can discharge your responsibilities effectively. In this unit along with the notices, you will also be taught how to write a press release. You may wish to publicise something then it has to be reported inregional ornational press, radio or T.V. The press release is a common way in which you may make this communication. So, a press release is also an important form of communication. In this unit, we briefly shall discuss



## 11.9 MODEL QUESTIONS

**Q1.** Answer the following questions:

a. You are the Marketing Manager in Fastlook Limited. Write a letter to a new employee who has joined as a Marketing Executive. (Points to consider: Tell him about his responsibilities and duties, the salary you are offering, honesty and sincerity will be of prime importance)

b. You work in a travel agency and the marketing team has developed new offers for their regular clients. Offers are in airline ticket booking, tour packages and hotel bookings. The first 50 clients will be offered additional discount of 10 %. Write a letter to the regular clients asking them to avail these offers at the earliest. (Points to consider: make it interesting and attractive!)

c. Write a letter to Papercrafts Limited showing your interest in their stationery items. You would like to give orders to purchase their products. Ask for the product list and the special rates they would like to offer you.

**Q2.** Try to write the following memos.

a. Excell Consultancy is conducting a seminar on Time Management. Professor Manju Nath will be conducting the seminar to be held at Hotel Manor on 15th March. The joining fees is Rs. 500/- per candidate. Many other employees are interested to participate in the same. Write a memo to you manager to give his views on participating in the seminar.

b. You are the Manager of the HR department. Write a memo to the Managers of all the departments of your organization to give suggestion on reducing absenteeism in the organization. Give your considered points – Competitive salaries, Benefit packages, Support from the Union. Elaborate on these points.

———————







**CHECK YOUR PROGRESS**

**Q1.** What do you mean by Office?

_____

_____

**Q2.** What do you mean by Office Management?

_____

_____

### 10.4.3 Office Accommodation, Layout and Environment

To have an office, it is necessary to have a proper location, situation, layout, good working condition of the office and equipment it uses.The above points can be discussed as follows:

1. **Location:** Location plays an important role for proper and smooth running of an office. If an office is not suitably situated, it may cause inconvenience to both staff and the customer resulting in valuable wastage of time and in turn leading to loss of efficiency.

2. **Situation:** After deciding on the location,now the manager has to decide on the situation of the office as to see in which part of the city the office could be situated. While deciding on the situation of an office the following factors are to be considered:
   a) Proximity to other business
   b) Nearness to the related trade
   c) Service facilities
   d) Transport facilities
   e) Availability of space

3. **Layout:** The place where the employee will work should be well developed and maintained. Layout means the arrangement of rooms, size, location etc.

While making the layout, the following points should be taken care of:

a) Reception counter should be near the entrance gate.

b) The officer's room that the visitors frequently visit should be near the reception counter.

c) In every room telephone facility should be available

d) The filing cabinets should be near to the clerks so that they can easily access the files.

e) If possible sound proof partition should be raised, so that the employees are not disturbed by one another in their work.

f) Private cabins should be made for some confidential purposes, such as meetings, interviews etc.

e) Availability of space

4. **Office Environment:** The efficiency of the workers depends not only on their training but also on the environment they work in which can affect both their amount and quality of their work. Physical discomfort produces fatigue and causes mental strain. Good working condition increases the efficiency of the workers.

The following are the some of the physical and environmental conditions that should be maintained by the office management:

i) Cleanliness: Every office shall bekept clean and free from any kind of effluviaarising from any drain or any other sources.

ii) Ventilation and temperature: Effective and suitable provision shall be made in every office for securing and maintaining in every workroom

(a) adequate ventilation by the circulation of fresh air, and

(b) such a temperature as will secure for the workers therein reasonable conditions of comfort.

iii) Lighting:In every part of an office / establishment there should be provisions for sufficient light both natural and artificial.

iv) Sanitation: Insanitary conditions in an office may affect the health and also the working capacity of the





Copy:

Let us now summarise the format of a memo.

Date :

To :

From :

Subject :



## 11.7 FURTHER READING

Barton, David and Hall, Nigel, (Eds). (2000). *Letter Writing as a Social Practice*. John Benjamins Publishing Company.

*The Oxford Guide to Effective Writing and Speaking*, Oxford University Press.

Taylor, Shirley. (2007). *Model Business Letters, E-mails and Other Business Documents*. Pearson Education Limited,

Wren, P.C. and Martin,H. (1996). *High School English Grammar and Composition*. S. Chand & Company: New Delhi.

**Website resources:**

http://www.usingenglish.com

http://www.writinghelp-central.com

http://www.writing-business-letters.com



## 11.8ANSWERS TO CHECK YOUR PROGRESS

**Ans to Q No.1.** The language should be clear and easy to understand. Simple and appropriate language reduces the possibility of misunderstanding.

**Ans to Q No.2.** The three C's of a letter - CLEAR, CONCISE and CORRECT.

**Ans to Q No.3.**The business memorandum or memo, is basically an "internal" business letter

**Ans to Q No.4.** The content of a memo is based on its objectives.

that we show him our company in the best light. Further, the following arrangements have been made for the visit.

- Accommodation has been arranged in Hotel Golden Nest and a Safari has been arranged to receive him at the airport.
- Our Mr.Ajit Sharma, will accompany him to the factory visit.
- Lunch had been arranged in our office hall.
- The Board room has been arranged for the conference.

The executives who have been assigned to make presentations are requested to show me the draft at the earliest.

You are requested to give in your input for the occasion.

In these examples, only salutation and body had been shown.



## 11.6 LET US SUM UP

Let us now summarise the format of a letter.

CORPORATE LETTER HEAD

Reference
Date
Inside Address
Address Line 2
Address Line 3
Dear (Recipient's name)
Subject line : (usually bold, sometimes underlined)
Body of the letter
2nd Paragraph
3rd Paragraph
Closing Paragraph
Yours sincerely,
Signature
(Name of signatory)
Designation or Department of Signatory

Enclosures:





workers /employees. Toilets should be cleaned several times a day to ensure healthy conditions within and outside the office premises.

v). Noise: Noise is not only kind of pollution; it also affects the work in an office, disturbing the concentration of the employees which may result in errors and delays.

vi) Heating and Air-conditioning: Humidity of the right type is of great importance for the workers from the health point of view. If the rooms are too cold or too hot, the workers suffer from discomfort resulting in their lack of efficiency.

### 10.4.4 Office Furniture and Stationery

1. **Office Furniture:** After deciding on the location, layout etc., the manager has to select the furniture to be used in the office. Usually in office the furniture consists of tables, chairs, and cabinets' etc. While purchasing the office furniture one should not only consider its utility but also its appearance. Therefore the following are to be considered while purchasing office furniture:

a) Design b) Durability
c) Utility d) Saving space
e) Weight f) Appearance
g) Safety

Basically there are four types of Office furniture:

**a)** **Executive:** Executive furniture is purchased according to the taste of executive concerned

**b)** **Special:** Some furniture has to be purchased for special purposes such as the specially designed reception table, sofas, easy chairs, etc. for the recreation room.

**c)** **Built-in:** Built-in-Almirahs consume less space and prevent dirt from accumulating in the files. Other advantage of built-in furniture is that it is economical.

**d) General clerical tables:** The requirement of this type of furniture depends upon the nature of the work of the clerk; for example, a clerk writing a ledger needs a big table while a clerk who types in the computer needs a small table.

**2. Office Stationery:** Office stationery plays an important part in an office. Office stationery not only includes such items as papers , envelops, letter heads besides other materials like printed forms, ink, pen, pencil, pins, cover files, gums, carbon paper, paperweights etc. There are three aspects of stationery:

a) Quality of stationery

b) Cost of stationery

c) Storing of stationery (receipt, storing and issue of stationery)

### 10.4.5 Office Correspondence and Filing System

**1. Office correspondence:** Letters, circulars, notices, memoranda, etc sent or received are collectively carried on by the correspondence department of an office. Correspondence department is therefore an important department of a business office.

Correspondence may be divided into two types:

**a) Internal Correspondence:** Internal correspondence is the correspondence between one department and another in the same organization/office or correspondence between one officer of the office and another officer of a particular department.

**b) External Correspondence:** The correspondence between the organization and the outsiders i.e. letters, notices etc sent or received by the organization from other offices or companies.





Dear Ms.Neha Gupta,

Please refer to our Order No. ZX. 342.

We thank you for so promptly delivering the silk sarees ordered on 15th April.

However I would like to bring to your notice that we had ordered for 20 sarees from Code 980 and only 10 were delivered. Your carrier was unable to explain the shortage nor have we received any correspondence from you as regards to the same.

We are in need of the above mentioned lot of sarees. Kindly arrange to deliver the remaining 10 sarees from Code 980 at the earliest.

Yours sincerely,

**MEMO**

Let us now consider some examples of a memo.

**Example-8:**

DATE: June 23, 2006

TO: Hitesh Mehta

FROM: MonishaMalhotra

SUBJECT: Improving communication with our overseas clients.

The overseas client communication concepts that were discussed at the board meeting will have to be implemented. I would like you to look into the factors that account for differences in understanding. You would also need to make an analysis of the international management agreements with our overseas suppliers. Please send me your ideas at the earliest.

**Example-9:**

DATE : September 18, 2007

TO : Paul James

FROM : VineetAgarwal

SUBJECT : Visit of Vice President, Salco Energy

Mr. S. Roy, VP, Salco Energy will be visiting us next week. As we can expect a massive order from the organization, it is important

of the consignment will be done and the product will be dispatched to you by the 15th of April. Moreover, to ease off the backlog, we will send two experienced representatives to expedite the process of installation of the same.

We really appreciate your patience with us. We assure you our best services and hope that this error will be overlooked.

Sincerely,

**MISCELLANEOUS**

**Example-5:**

Read this payment collection letter of a mobile bill.

Dear Sir,

This is to remind you that the payment of Rs. 20,780.00 is due on our statement for January. A detailed copy of the call charges is enclosed.

We request you to kindly release the amount within ten days from the receipt of the letter.

Non payment by this extended due date will incur additional penalties.

Hope you will make an early settlement.

Regards,

**Example-6:**

This is a letter of acknowledgement to a buyer.

Dear Mr. Singh,

Thank you for your letter dated 24 February. We are pleased to receive you order and hereby confirm that the goods will be supplied at the quoted price and on the terms you have stated. Your order has been passed for immediate dispatch. We hope to meet your expectations.

Please contact me if I can be of any further help.

Yours sincerely,

**Example-7:**

The next example is a complaint letter for shortage in delivery.





2. **Filing System:** Filing means keeping documents in a safe place and being able to find them easily and quickly. Documents that are cared for will not easily tear, get lost or dirty.

A filing system is the central record-keeping system for an organization. It helps us to be organized, systematic, efficient and transparent. It also helps people to access information easily.

It is always a pleasure when someone looks for something and is able to find it without difficulties. In our organizations we work in groups. We receive and send out documents on different subjects. We need to keep these documents for future reference. It is absolutely necessary to keep the documents safely through an efficient filing system.' Filing' is the act of systematic preservation of document for any present or future purpose.

**Equipment used for filing:**

1. Filing Cabinet - It is used to keep flat files and suspension or hanging files
2. Steel Cabinet - It is used to keep big files that need to be locked up
3. Date Stamp - It is used to keep date stamp documents that are received on daily basis so that they are filed in chronological order and the record of when the document has been received can be maintained.
4. Register - It is used to record files taken out and files returned
5. Filing shelves - It is used to file box files
6. Box file - This is a big file that is used to keep big documents that cannot go into a filing cabinet. They are kept in shelves.

**Files used for keeping the documents:**

1. **Clip folders -** they are used for documents that need to be taken out very often; they hold documents tightly so that they do not fall out.

2. **Folders -** paper or cardboard folders are used to keep loose documents together. The folders are placed inside the suspension or box files.
3. **Suspension file -** the suspension files are used to keep documents in filing cabinets. The files are put into the drawers upright. The suspension files hang down from the cradle. These files always remain in the cabinets but folders inside them can be taken out.
4. **Box files -** they are used to keep big documents including magazines and books.
5. **Lever arch files -** documents are kept firm in these files and allow one may look at documents without taking them out of the file.

**Methods of filing:**

There are 5 methods of filing:

1. Filing by Subject/Category
2. Filing in Alphabetical order
3. Filing by Numbers/Numerical order
4. Filing by Places/Geographical order
5. Filing by Dates/Chronological order

These ways of filing are called classification which ensures the proper organizing of files together according to subject.. We can, however, combine some of these methods when files are kept together according to their subject, it is called subject filing but, inside each file the documents could be filed according to date order.



**CHECK YOUR PROGRESS**

**Q3.** What are the four types of office furniture?

_____

_____





**THANK YOU LETTER**

**Example-3:**

A thank you note to an aunt from a nephew.

Hi SaritaAunt ! 30th December, 2007

Thanks for the set of Tell Me Why book series you sent for my birthday. The books will really help me in my school projects!

I look forward to seeing you soon! Thanks again for the gift.

Love,

Mrinal.

**APOLOGY LETTERS**

Apology letters needs special focus on the nature of the complaint and its impact upon the individual. The sooner you write an apology letter the better it is for the relationship as the reader would know that you are concerned. Don't forget to include these points in your letter:

- Explain your perspective on the situation.
- Express that you understand the situation.
- Empathize with the individual's concerns.
- Explain the positive actions you have taken to resolve the situation. Assure the reader that you have taken the necessary steps to ensure there is no reoccurrence of the situation.

**Example-4:**

Dear Mr R. Nair,

I express my deepest apology for your recent experience with the delivery of the 29" Clear-view Colour Televisions. I, on behalf of the company, regret the inconveniences that you must have gone through.

I have spoken to the manufacturer to treat your consignment as most urgent. I am happy to state that the complete replacement

**Example-2:**

H. No.4, ABC Path,
Jorhat
August, 10, 2007
Mr.RakeshBaruah,
Human Resource Manager,
Diverse FMCG.
Dear Mr.RakeshBaruah,

It is with great interest that I am applying for the position of Senior Marketing Executive. As per your advertisement in the Assam Tribune dated August 8th, I would like to place myself as a candidate for the post.

I believe that I am the ideal candidate for the position due to my extensive experience as a Marketing Executive at Excellent Food Limited.

Highlights of my background include:

Highlights of my background include:

- Managed marketing activities for Excellent Food Limited covering 4 major products
- Led Junior Marketing team to set up base in Jorhat.
- Well versed with the market pulse of Jorhat, Moran and Moriani.

Feel free to contact me and setup an interview at your earliest convenience. You can reach me by way of e-mail at pranjal2@ hotmail.com or by way of phone at 98600-12345.

I look forward to discussing with you my future with Diverse FMCG. Thank you for your time and consideration
Sincerely,

PranjalBezbaruah
Enclosure: resume





**Q4.** Office Correspondence is divided into two ways. What are they?

_____

_____

**Q5.** State True/False.

a) Location plays an important role for proper and smooth running of an office. (True/False)

b) Office stationery includes table, chairs, and almirahs. (True/False)

c) Box files are used to keep big documents including magazines and books. (True/False)



## 10.5 LET US SUM UP

In this unit, we learned that, Office is a place where business is carried on. Office Management" is the technique of controlling an office in order to achieve its goal. To have an office, it is necessary to have a proper location, situation, layout, good working condition of the office and equipment it uses. Efficiency of the workers depended on the environment like Cleanliness, ventilation and temperature, Lighting, Sanitation,Noise, heating and Air-conditioning etc. In an Office, proper furniture should be installed so that the employees can work comfortably. There are four types of office furniture:Executive, Special, Built-in, General clerical tables. Office stationery includes items such as papers , envelops, letter heads besides other materials like printed forms, ink, pen, pencil, pins, cover files, gums, carbon paper, paperweights etc. Correspondence department of an office is responsible for receiving and sending of office documents like Letters, circulars, notices, memoranda, etc. Filing means keeping documents in a safe place and being able to find them easily and quickly.



## 10.6 FURTHER READING

Chopra R. K. *Office Management*. Himalaya Publishing House.

Gupta C.B. *Office Organization & Management*. Sultan Chand & Sons.

Varma & Agarwal. *Office Management*. Forward Book Depot.

Rao V.S.P. *Textbook of Office Management*



## 10.7 ANSWERS TO CHECK YOUR PROGRESS

**Ans to Q No.1.** An office is generally a room or other area in which people work, but it may also denote a position within an organization with specific duties attached to it.

**Ans to Q No.2.** "Office Management" is the technique of controlling an office in order to achieve its goal.

**Ans to Q No.3.** a) Executive Furniture b) Special Furniture
c) Built-in Furniture d) General clerical tables

**Ans to Q No.4.** a) Internal Correspondence b)External Correspondence

**Ans to Q No.5.** a) True b) False c) True



## 10.8 MODEL QUESTIONS

**Q1.** What do you mean by office?

**Q2.** What do you mean by office management .write down the functions of office?

**Q3.** What is filing system? What are the equipments used for filing and what are the methods of filing?

**Q4.** Write short notes on:
a) Office Environment b) Layout
c) Office Furniture d) Office Correspondence

———————





A cover letter proves to be very influential as it enables your application to stand out among hundred other applications!

You may begin in the traditional opening or a contemporary one. A conventional opening will be "I wish to apply for the position of … advertised in …" Whereas a contemporary opening would be "A proven track record in marketing with 4 years experience". Remember to conclude your cover letter with "the contributions I'll bring to your company…"

**Example-1:**

H. No.4, ABC Path,
Jorhat
August, 10, 2007
Mr.RakeshBaruah,
Human Resource Manager,
Diverse FMCG.

Dear Mr.RakeshBaruah,

I would enhance your Senior Marketing position with my expertise and a proven track record of marketing prime FMCG products.

Highlights of my background include:

- Managed marketing activities for Excellent Food Limited covering 4 major products
- Lead Junior Marketing team to set up base in Jorhat.
- Well versed with the market pulse of Jorhat, Moran and Moriani.

I would like to discuss in greater detail the contributions I would make in **Diverse FMCG.**

I can be reached at 98600-12349 or pranjal2@hotmail.com.

Your time and consideration is most appreciated.

Sincerely,

PranjalBezbaruah

- If you have had an earlier conversation about the subject that you will bring out in the memo, remind the reader about it.

Let us now elaborate on the format of a business letter.

Since a memo is an internal communication tool, there is actually no clear format. Each organization may have different rules or ways for writing a memo. Some companies have pre printed forms for internal memos but very often templates are saved on word processing systems .However, certain points that you should consider while writing a memo are discussed here.

**Date:**

Mention the date on the memo

**To:**

Write the name of the recipient with designation

**From:**

The sender's name and designation should be mentioned here

**Subject:**

The conversion should be written in this segment.



**CHECK YOUR PROGRESS**

**Q3.** What is a memo?

_____

_____

**Q4.** What is the basis of the content of the memo?

_____

_____

## 11.5 EXAMPLES

**RESUME COVER LETTER**

The letter accompanying your resume is a cover letter. It speaks about your previous experience and the position you are applying for.



# UNIT 11: CORRESPONDENCES I

## UNIT STRUCTURE

11.1 Learning Objectives
11.2 Introduction
11.3 Letter Writing
11.3.1 How to Write a Letter
11.3.2 Format of a Business Letter
11.4 How to Write a Memo
11.5 Examples
11.6 Let us Sum up
11.7 Further Reading
11.8 Answers to Check Your Progress
11.9 Model Questions

## 11.1 LEARNING OBJECTIVES

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

- get an idea about how to write a letter and a memo
- write different kinds of letter and memo on your own

## 11.2 INTRODUCTION

This unit introduces you to the concept and the method of letter and memo writing. Letter and Memo writing is very essential for communication. Mastering certain tips will make the task very simple. Remember the three C's of a letter - CLEAR, CONCISE and CORRECT. This chapter will focus on these points to give you a lucid concept of the art of letter and memo writing.

You will be given examples and detailed explanation of the procedure involved in writing a letter. Practise the exercises given at the end to Check Your Progress.

## 11.3 LETTER WRITING

Let us first understand the concept of letter writing. Letter writing is one of the most persistent written communications in human society encompassing formal and informal contexts. You may convey an array of human interactions like narrating experiences, arguing points, describing situations, offering explanations, giving instructions and so on through a letter. Letters have its importance in our day to day business as well as personal life as it displays a communication in writing and that too by adding a personal touch. Isn't it incredible that letters have passed the acid test of internet driven communication?When it comes to the actual effect and requirement, a formal letter is almost always necessary.

Letter writing is an art which requires the ability to identify and understand the reader.

The most common distinction among different sub-genres of letters is between personal and official letters. A business letter communicates various topics in a formal manner, be it informational, persuasive, motivational, or promotional. Where as a friendly letter is a way of communicating between well acquainted people consisting of issues and themes on a personal level. A friendly letter is the one which you usually write to friends or relatives.

So, it important to note that letter writing is very essential. In the next segment we will take a look at ways to write a letters. Since a formal or a business letter will be important for your professional life, we will discuss in depth about this format.

### 11.3.1 How to Write a Letter

**TIPS TO WRITE A GOOD BUSINESS LETTER**

Always remember, a formal letter speaks a lot about you or the organization that you represent. The format in which a business letter is presented gives the reader the first impression even before the letter is read. The tone and clarity of the language used plays





| | |
|---|---|
| **Received Updater 2.5 / Model A2 for repair** | Subject line |
| Warm Greetings from Updater Limited. | Body of the letter |
| I would like to inform you that the Updater 2.5 / Model A2 that you mailed to us for repair was received on 20th August. | 2nd Paragraph |
| We will be returning it to you as soon as the necessary adjustments are made. We are sorry for the inconvenience that you experienced with Our product and want to thank you for purchasing a Updater 2.5 | 3rd Paragraph |
| Assuring you our best services, always. | Closing Paragraph |
| Yours sincerely, | |
| Signature | Complementary close |
| (Name of signatory) | |
| Designation or Department of Signatory | |
| Enclosures: | |
| 1. Purchase Invoice | Enclosures: |
| 2. Complaint Invoice | |

## 11.4 HOW TO WRITE A MEMO

The business memorandum or memo is basically an "internal" business letter. A business memo has emerged to be an important communications instrument in an organization. You may use a memo to announce, inform, advise, quantify, delegate, direct, discipline, instruct, request and transmit.

Let us take a look at certain points to keep in mind to write a memo.

- The content of a memo is based on its objectives.
- Since a memo is used for convenience, the reader must be able to understand quickly the reason for the memo and the action he is expected to take. In other words, clarity in writing the memo is very essential.
- You should aim to put your message as concisely as possible while still being courteous, clear,concise and correct. Avoid offensive language.

subject matter and either state or imply your purpose in writing.

**The Body** of the lettershould contain the relevant information about the letter. Organize this segment in a clear and logical manner. It may consist of one or more paragraphs. In case you put in more than one paragraph, each paragraph should highlight a separate aspect of the subject matter.

**The last paragraph** of a formal letter should state what action you expect the recipient to take. The reader should be in no doubt about your stand in subject you have raised.

**Complementary close**

The complementary close ends your letter. Use **Yours Faithfully** if you do not know the name of the person or use **Yours Sincerely** if you know the name of the person. You may also use **Regards.**

Skip 3-4 lines between the closing and the printed name, so that there is room for the signature.

Put in your signature and type your name underneath the signature.

**Enclosure:**

If letter contains other document other than the letter itself your letter will include the word “Enclosure.”

Let us take a look at writing a letter.

CORPORATE LETTER HEAD

| | |
|---|---|
| L/ T/ 123 | Reference |
| August, 21, 2007 | Date |
| To, | Inside Address |
| The General Manager, | Address Line 2 |
| Mark Group Ltd. Assam | Address Line 3 |
| Dear Mr.Shekhar Singh | Recipient’s name |
| Subject : | |





the other important role of a letter. Only when you arrange the format and the tone in the right combination, will your letter serve the purpose.

Let us make a note of certain points which will help us to write a good business letter.

- ❖ The first and most important point is ‘paper’. Use your company letter head or an A4 size paper. Take care to format the margins and spacing so that your letter has a neat look. A drawback in this area may distract the reader and in turn leave loopholes in the effectiveness of the message.
- ❖ You should make some extra efforts to know your reader. If you are applying for a job and do not know the concerned person, then you should consider what an organization would look for in an employee. Find out more about the vacancy you are applying for and mould you letter highlighting the areas the recruiter is looking for. Merely printing a couple of common letters and sending them to organizations at random might end up letting you letter go unnoticed! Let the organization feel that you have done your homework before applying and you are serious about the job. Similarly, when you are writing to another organization from your organization for a particular deal, call up or meet the person and understand what he is looking for, his attitude and interest towards the deal. Think about the essential information the person would need to know through this communication, consider all the issues and the expectation of the reader. Once you know these, give shape to your letter so as to capture his attention. You should show the reader that you can relate to them and the situation. It must be noted that well presented facts and arguments may turn a negative mind into a positive one! So, the bottom-line is- know your reader well enough to influence him.
- ❖ Before you begin to write your letter, consider the following process:

- Make a note of the topics you want to cover in your letter.
- List out examples, facts and arguments for each topic keeping in mind your reader and aim.
- Sort the information into the best order for your readers.
- Strike off points and sentences which are not necessary.

By now you know the reader, the facts and the arguments. So, let us move ahead to some writing tips.

- ❖ Keep you letter concise, factual, and to the point. People usually do not like to read beyond the first page, unless the situation demands. 350-450 words sums up a typical business letter. Use stronger words rather than longer and keep your objective clear.
- ❖ Your language should be clear and easy to understand. Simple and appropriate language reduces the possibility of misunderstanding.
- ❖ Remember not to use informal language like short forms or contractions.
- ❖ Always be professional rather that emotional. Even while writing a complaint letter, remain polite and state the problem with the relevant information. Never use threats or slander.
- ❖ If at all you need a second page, use another page. Never use the back of the page.
- ❖ And finally, proofread your letter to check your Spelling and Grammar. Such errors would make your letter seem unprofessional.



**CHECK YOUR PROGRESS**

**Q1.** What kind of language is used in letter writing?

_____

_____

**Q2.** What are the three C's of letter writing?

_____

_____





## 11.3.2 Format of a Business Letter

Now that you have got an idea about the points that you should keep in mind to write a good letter, let us now elaborate on the format of a business letter.

All the lines of your letter should start from the left margin

**Your Addresses:**

Business letters are written on the letterhead of the organization. If not, you may use an A4 size page beginning the letter with your address and contact number.

**Reference:**

Reference is a file or departmental reference that you should note so that you may trace the correspondence at a later stage.

**Inside address:**

Inside address is the address of the person you are writing to. Write the name of the recipient, the designation and company name.

**Date:**

After the inside address follows the date. You may write it in the Month/ Day/ Year or Day/ Month / Year format. However, spell out the month in words not in numbers.

**Salutation:**

Always use the name of the recipient. Try to find out the name if you do not know it.

Or else, use Dear Sir or Madam.

**Body of the Letter:**

**The first paragraph** of your letter should introduce the