

## Unit II – EXERCISE II

1. Write a Memorandum report.
2. Write a reprinted or blank form report.
3. What do you mean by a proposal?
4. Explain various types of Proposals.
5. What do you mean by RFP or EOI? Write a request for proposal inventing the necessary details yourself.
6. What are the qualities of a good proposal?
7. Write the significance of proposal writing.
8. Write the structure of a proposal.

Q.1. Write a Memorandum report.

### A Sample Memorandum (Memo) Report

To: Ministry of Commerce and Industry  
II-2022

No. 98371-

From: Ramesh Singh (Under Secretary to GOI)  
2022

09 May,

Subject: Shri M K Kapoor's Memorial

In returning the application of Shri M K Kapoor's memorial dated 09 May, 2022, the sender is directed to say that the Government of India absolutely declines to consider an application couched in such an impertinent language.

Shri Kapoor is, however informed that if he desires the matter to be considered by the Government of India, he must alter the tone of his letter and resubmit the same through proper channel through the Government of U.P.

-sd-

XYZ

Under Secretary to GOI

Q.2. Write a reprinted or blank form report.

**A SAMPLE BLANK FORM REPORT or REPRINTED FORMAT REPORT**

**Proforma for Appraisal Report of a Senior Research Fellow working on a project**

Name:

Designation:

Date of Birth:

Academic Qualification:

Name of the Degree	Year of Passing	Subjects	Division	Percentage

Title of the Project:

Details of Data Collection:

Details of the findings:

Recommendations:

Time taken in the completion of the Project:

Remarks:

I certify that the information given above is correct to the best of my knowledge.

Signature

### Q.3. What do you mean by proposal?

#### **Proposal:**

The word proposal has been derived from the word 'propose' that means to offer or put forward for consideration- a suggestion, plan or scheme.

Proposal thus means 'something proposed': plan or scheme. It is often defined as a plan or scheme that persuades its readers to accept the writer's idea.

In other terms, a proposal is a properly conceived idea or plan, an action oriented report. But it is different from a report. The proposal is a suggestive plan of future task where the proposer aims at getting the acceptance or the approval of the authorities but a report deals with what has already been done.

### Q. 4. Explain various types of proposals.

#### **Types of Proposals:**

Proposals are written for **business enhancement, scientific enquiry, and technical knowledge and so on**. Some of the main types of proposals are mentioned below:

1. **Business Proposals:** Proposals dealing with any aspect of business, trade and commerce are called business proposals.
2. **Research Proposals:** Proposals concerned with a project requiring scientific enquiry or systematic investigation are known as research proposals.
3. **Technical Proposals:** Proposals relating to technical knowledge and skills are known as Technical Proposals.

Proposals related to an organization may be categorized in to following two types:

1. **External Proposal:** A proposal written by a firm in order to win contracts for work is called External Proposal.
2. **Internal Proposals:** The writer prepares an internal proposal with a motive to convince the person or group in authority to allow him to implement his ideas. Internal proposals are thus, submitted within a company.

All the above proposals may be broadly classified into following two categories:

#### **1. Solicited Proposal:**

When a proposal is prepared in response to an invitation from a firm or some government or non government organization, it is known as solicited proposal.

In such forms of proposals, the proposer receives a form from the firm inviting the proposals. The writer is required to supply the relevant particulars as demanded by the firm. Solicited proposals are generally prepared in response to some advertisement.

#### **2. Unsolicited Proposal:**

Sometimes a proposer prepares a proposal about the solution of a problem. This type of proposal is developed by an individual without being asked or without any external encouragement. Such proposals are commonly known as unsolicited proposals where the proposer tries hard to rouse the interest of the people to whom he has sent his proposal.

Q.5. What do you mean by RFP or EOI? Write a request for proposal inventing the necessary details yourself.

**Answer:**

**RFP – ‘Request for Proposal’ or ‘Statement of Request’:**

The RFP - Request for Proposal or the statement of Request forms the main body of the proposal. Often a request for proposal is issued by some Government Agency or small and large corporation. This RFP explains the project details and also its significance precisely. The companies that receive RFP now work hard to find out the ways to develop the project. After developing the project the companies reply the RFP sent by various organizations by their RFP, which helps them to win the contract for the Project.

**EXAMPLE OF RFP- REQUEST FOR PROPOSAL OR EOI– EXPRESSION OF INTEREST**

Global Computer Solutions  
Plot No. 24, Sector 32  
Noida, U.P.,  
0120348449  
[Globalcomputers@gmail.com](mailto:Globalcomputers@gmail.com)

09 May, 2022

The Director  
Institute of Management Studies  
Plot No. 10, Sector – 62  
Noida, U.P.

Subject: **SETTING UP OF COMPUTER LABORATORY**

Dear Sir,

1. In response to your advertisement published in The Times of India dated 06 May, 2022, I would like to submit a proposal enclosed herewith.
2. I shall be very grateful to you, for an early reply at your end.

Yours faithfully,

-sd-  
XYZ  
Senior Manager

Encl: Proposal

Q.6. What are the qualities of a good proposal?

**Qualities of a good proposal or Factors to be considered for writing a good proposal:**

Following points should be followed for writing a good proposal:

- 1) Proposer should keep in mind his customer's needs as well as his own product or service.
- 2) Proposer should suggest the benefits, likely to accrue to the customer.
- 3) Certain visual aids may be appropriately used by the proposer to present his proposal in an effective way.
- 4) Proposer should describe the approach to solve the problem.
- 5) The proposer must explain the expertise of the people responsible for the project.
- 6) Time and money required for the execution of the proposed project should be estimated and clearly mentioned.
- 7) Proposals should be written in simple language.

Q.7. Write the significance of proposal writing.

**Ans:**

Proposals are important for the progress of any profession and professional. The progress of any organization to a great extent depends on good proposals. Some of the advantages of good proposals are as following:

- i) **Good Proposals win contracts for work:** Good Proposals help to win contracts for carrying out various project and infrastructure works
- ii) **Increases Business Activity:** Proposal improves the business activity as it is written in order to propose a product or service to a prospective customer or buyer. It helps businesses to compete without even needing to send marketers or representatives physically to the prospective customers to pitch or to try and sell their products or services. The business proposal, if written very well would on its own be able to do all the promotion and selling.
- iii) **Offer solution to problems:** Business proposals are written in order to offer solutions to the problems faced by prospective customers.
- iv) **Improves Interpersonal Communication Skills:** The proposal writers better their interpersonal communication skills by writing various types of proposals.
- v) **Enhances Personal Growth:** The good proposal writer gets appreciated by the authorities which fetches him better pay and promotions.
- vi) **Saves Time:** The project work is executed in a well planned manner through proposals which saves the man hours in the project completion.
- vii) **Saves Money:** The execution of projects through well planned proposals saves money by employing only required human resource on the project.

**Q. 8. Write the structure of a proposal.**

#### **PROPOSAL: STRUCTURE / FORMAT**

The structure of a proposal is determined according to the type of proposal, if it is solicited or unsolicited, internal or external. The structure of the solicited proposal is determined by the organization inviting it.

A good proposal however, has four important parts:

- a. Front Matter
- b. Technical Section
- c. Managerial Section
- d. Financial Section

**a. Front Matter:**

It includes the following elements:

1. **Cover Page:** Title of Proposal, Name of Proposer, Address & Date
2. **Title Page:** Title of Proposal, Name of Proposer, Date & Company Name
3. **Table of Contents:** It lists various sections of the proposal and page numbers on which that appear. Lists of headings and subheadings into which the content of the proposal has been organized.
4. **Abstract or Summary:** Summary or abstract is the shorter version of the proposal.

**b. Technical Section:**

In this section the proposer highlights two things: (i) Problem and (ii) Its solution.

The writer should organize the proposal around four questions:

1. What is the problem?
2. What is the solution?
3. Can the solution be implemented?
4. Should the solution be implemented?

**c. Managerial Section:**

The managerial section describes the personnel who will work directly on the project. All the details such as their qualifications, achievements and experiences are mentioned in this section.

**d. Financial Section:**

It includes a chart of anticipated expenditure. The estimate should be realistic and complete. There should be a detailed account of the amount required for several items such as equipment, lab testing, salaries of personnel, office contingencies and infrastructural facilities such as building, water, electricity, machines and so on.