

☐ **Specimen Application Letter and Resumé**

7/21, West Patel Nagar
New Delhi-110008

October 25, 20..

The Personnel Manager
Spencers India
27 Jain Plaza
Andheri (W)
Mumbai

Dear Sir

Marketing Executive to look after northern India.

I believe a gold medal from Delhi Public School, R.K. Puram, New Delhi, the most reputed name in school education in India, second position in B.Com (H) from Delhi

University, 3-month professional training with Hindustan Lever and a 2-year stint with the same company as a marketing executive fully qualify me for the Marketing Executive's post that you have advertised in the *Hindustan Times* dated 18 October 20...

I have just completed 22 and am enthusiastically looking forward to working with a prestigious organisation like yours to put my marketing skills to greater productive use. I have a knack of establishing rapport with people, even with strangers, which I think is the key personality trait required to do well in marketing.

The environment in both my family and the institutions I studied in was highly conducive to the development of ethical values and the ones that I most respect and have cultivated are integrity and commitment. You will surely be looking for these very values in your staff to further the interests of your organisation.

All I need is a personal interview at your convenience to convince you that I have the ability to fully measure up to your expectations.

Yours faithfully

Rahul Singhania

Resumé

Name	... Rahul Singhania
Date of birth	... 17 September, 19...
Address	... 7/21 West Patel Nagar New Delhi-110008
Telephone No	... Landline – 011-25884382 Cellphone – 09810342718
E-mail address	... rsinghania@gmail.com
Statement of purpose	...

To work as a Marketing Executive with a prestigious organisation like yours with the ultimate aim of finding a position on the management to coordinate all marketing operations.

Work experience

Working as a Marketing Executive with Hindustan Lever since April 20..., promoting the sales of their cosmetic products and other toiletries in the entire northern India.

Educational qualifications

- B.Com (H) from Hindu College, Delhi University in 20...; 76.8 per cent marks
- Class XII from Delhi Public School, R.K. Puram / CBSE in 20...; 94.5 per cent marks

- Class X from Delhi Public School, R.K. Puram/C.B.S.E. in 20..; 93.75 per cent marks.

Achievements

- B.Com. (H) : Second position in the University
- Gold medallist from Delhi Public School, R.K. Puram, New Delhi
- 8th rank in Regional Maths Olympiad, 20..
- Won more than a dozen trophies and individual prizes in debates and declamation contests for my school and college.

Professional training

A three-month training with Hindustan Lever in their Head Office at Mumbai; leading to a permanent placement with them.

Projects

A detailed survey of four South Delhi colonies to study the sale of soap, cream and shampoo products in the higher market segments during my college days.

Extra-curricular activities and hobbies

- President, Students Union, Hindu College, 20..
- Organised the highly acclaimed college festival, *Mosaic*, 20..
- Chess, debates, dramatics, traveling.

Languages

- English, Hindi, Panjabi, Marathi, Japanese.

Key strengths and skills

- Initiative/Personal drive
- Ability to establish quick rapport with people.

Project management

- Interpersonal effectiveness within and outside the team/department: contribution towards meeting team objectives.

Leadership and respect for individuals

- Contribution to People Development. Ability to set a personal example to others as demonstrated through the Students Union Presidentship.

Honesty and sincerity

- Of the three basic qualities indispensable for success—intelligence, energy and integrity—I give greatest importance to integrity. I believe in integrity towards my organisation, towards the job in hand and towards myself.

Dedication and punctuality

- Committed towards delivering the job in hand on time with quality.

References

- Prof. D.P. Verma
Head, Department of Commerce
Hindu College
Delhi
Cellphone No. 09872341567
- Mr. S.N. Raina
Teacher Incharge
Debating Society, Hindu College, Delhi
Cellphone No. 09810023416

(Rahul Singhania)

Questions for Assessment

- A** Briefly answer the following questions:
1. What is bio-data? What details are usually included in the bio-data?
 2. In what respects is a job application letter similar to a sales letter?
 3. What are solicited and unsolicited job application letters?
 4. How would you address a job application letter in response to an advertisement appearing in the *Hindustan Times*, New Delhi, giving a Box No. reference?
 5. What is the importance of mentioning references in a job application letter?
- B**
1. Chandra Electric Lamps. Ltd., 4 Fairy Corner, Chennai, are looking for a dynamic sales manager to lead the Company's sales force. The sales manager will be responsible for organising sales promotion, publicity, movement of goods and control over the various depots and distribution centres of the Company. Draft a suitable application for appointment.
 2. Eastern Trading Corporation, Hyderabad, require a business development manager. The person they are looking for must be able to plan for and produce tangible results in business growth. He must have good command over spoken and written English and Telugu. Draft a suitable application letter along with your resumé.
 3. Write an application in response to the following advertisement : "Wanted an assistant for the cooperative store of an educational institute. The applicant should be young and energetic, experienced in salesmanship and in keeping accounts, should be competent in handling correspondence independently."

Apply with testimonials, stating age, qualifications and salary expected to the Principal, Vidya Niketan, Agra Road, Nasik."

4. Draft an application in response to the following advertisement : "Wanted sales representative, willing to travel extensively in Southern India to sell space and organise distribution of an English Film magazine. Salary commensurate with qualifications and experience. Apply within seven days to Box 220518, *the Times of India, Mumbai.*"
5. Draft an application in response to the following advertisement: "Wanted sales engineer in executive cadre to solicit business and build sales of well-known engineering products. Will be required to travel extensively to maintain contacts with customers on all-India basis from Delhi. First class graduate in Mechanical Engineering with specialisation in bearing applications. Proven sales record in engineering products will be a distinct advantage. Salary and terms negotiable. Apply in strict confidence with full details, qualifications, age, past and present employment, salary drawn and expected, etc., and recent passport size photograph to Box 202007, *the Hindustan Times, New Delhi-110001.*"
6. Draft an application for the post of the secretary of a large public limited company.
7. Write a letter of application in response to the following advertisement: "Wanted a secretary for a business house in Mumbai; knowledge of import/export business essential; must be accustomed to the control of large office staff. Apply giving particulars of qualifications, experience, salary expected, etc., to Box No. 1966, *the Daily Mirror, Mumbai-1.*"