

ORGANISATIONAL COMMUNICATION

03-06-2021

• Notice, Agenda and Minutes:31-05-2021 English - Assignment:Question:

Imagine that you are the Secretary of RMS Cotton Mills and conduct a meeting with board of directors discussing various issues.

Notice without Agenda:

RMS Cotton Mills
12/7, Adhin Street, Chennai, TN
600123

NOTICE

31st May 2021

Notice is hereby given that the third meeting of the Board of Directors will be held at the registered office of the Company at 11 a.m. on Thursday, June 3rd 2021.

The agenda is enclosed.

S Kunal Keshan

Secretary

Cc

Members of Board of Directors.

Notice with Agenda:

RMS Cotton Mills
12/7, Adhin Street, Chennai
Tamil Nadu - 600123

NOTICE

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S Kunal Keshan

Secretary

Agenda:

1. Confirmation of the minutes of the last meeting.
2. Matters arising from the minutes
3. Expansion plans for the Company
4. Improvements in the Company marketing department.
5. Date of next meeting.

Cc:

Members of Board of Directors.

Minutes of Meeting:

RMS Cotton Mills
12/7, Adhin Street, Chennai
Tamil Nadu - 600123

Minutes

Minutes of the third meeting of the Board of Directors held on 3rd June 2021 at the registered office of the Company.

The following members were present:

Mr. G. Thira Managing Director
 Mr. A. Michael Director, Planning and Development
 Mr. P. Sahil Director, Purchase
 Mr. A. Jeevan Director, Human Resources
 Mr. S. Kumar Director, Finance

Mr. S. Kumar Keshan Secretary.

1. Confirmation for Expansion plans.

The directors were in formal agreement for the new expansion plans put forth by the Director of Planning and Development. It was signed by all members and is now ready to be executed.

2. Improvement in the Marketing Department.

Improvements in sales have been significant in the past quarters due to the unyielding efforts and hard-work of the Marketing Department. The Committee members agreed to increase the funds to the marketing Department.

3. Dividend Payout:

Increase in profits have been substantial in the past and in agreement, the Company will pay a dividend of ₹ 5 to all of its shareholders on the 1st Apr 2022.

4. Next meeting

The next meeting of the Board was fixed to be held on Monday, July 5 2021 at 11 A.M.

With this the meeting ended at 3:00 PM while the Directors thanked each other.

S. Kumar Keshan
 Secretary.

Cover Letter and Resume

6th June 2021

English - Assignment

Question

Write a Job Application to Zero Tech Info Private Ltd, requesting the General Manager of the Concern to consider you for the position of Zonal Manager for their newly established branch in New Delhi. Send the Cover letter along with the Resume.

Cover Letter:

Kunal Keshan
 12, Nehru Street
 Ashok Nagar
 Chennai.

6th June 2021

The General Manager,
 Zero Tech Info Private
 17/18, Vittal Roadway
 Mandi
 Mumbai - 400003.

Dear Sir/Madam,

Subject: Applying for the post of Zonal manager for the newly established branch in Delhi with reference with Linked In post, dated 31st May 2021

I would like to apply for the post of Zonal manager for the newly established branch in Delhi as advertised in the Companies Linked In Post. After carefully reviewing the requirements in the job description, I feel that I am a suitable candidate for the job.

I have a Bachelors degree in Electronics and Communication Engineering from SRMIST, Chennai. I have been a participant in various leadership related events both in and out of College and also participated in and won various debates.

I believe with the skills I have acquired and my critical thinking, that I am capable of managing a team and providing the right instructions. I am approachable to my peers and bring about professionalism. I feel that I am capable of bringing more than satisfactory results under my supervision.

If you think that I am a Capable Candidate, I would welcome the opportunity to meet you to learn more about the Company, and whether my qualifications and skills would meet your expectations.

Thank you in advance for your time and consideration. I look forward to hearing from you soon.

Yours faithfully,
Kunal Keshav.

Enclosure: Resume.

Resume

Resume

Kunal Keshav

12, Nehru Street, Ashok Nagar,
Chennai - 600023, 9876543210
KunalK@gmail.com

Position Sought Zonal Manager

Objective:

To work as the Zonal Manager in the newly established branch in Delhi where I will have opportunities to use my experience in Communication, Decision-making, technical, Conceptual and interpersonal leadership.

Academic Qualifications				
Degree/Certificate	Institute	Board/University	Year	Grades
B-Tech in Electronics and Communication Engineering	SRM Institute of Science and Technology, Chennai	SRMIST	2021	85%
12th	St. John's Residential School, Chennai	CBSE	2017	84%
10th	St. John's Residential School, Chennai	CBSE	2015	86%

Experience:

Team Leader for an award winning project on Circuits held at IIT, Madras.

- Coordinated and brought together the cooperation of the team.
- Planned and executed the required components.
- Communicated and expressed the project to the client in a easy to understand manner.

Participated in MUN

- Exposed to people of various background and improved communication skills.
- Decision making to counter in various debates held.
- Team work to present new amendments and such.

Special Skills

- Communication and Interpersonal Skills
- Quick Decision Making
- Ability to work in multi cultural environment and easily adapt to any change.
- Team worker and work towards producing best results.

Activities and

Interests:

- Member, Think Digital, SRMIST
- Member, IEEE
- Coding, Video editing and photo editing and finance.
- Reading books.

Achievements:

- First Place in Circuits Competition held at IIT, Madras
- Participated in MUN
- First place in College Debate Competitions.

References:

Prof. AJ Kumar,
Professor of Communication,
SRMIST, Chennai
Tel: (044) 98761113101
Email: kumaraj@gmail.com

Dr. K. Anand
Professor, Psychology
Coordinator of MUN
Tel: (044) 7243741101
Email: Anandk@gmail.com

I hereby affirm that the above provided details are true to the best of my knowledge and belief.

Place: Chennai

Date: 6th June 2021.

• Work Ethics:

A Collection of Values and behaviours which people feel are moral. "Ethics" is a name given to our values of good behavior.

A positive work ethic is the Collection of all the values and actions that people feel are appropriate in the work place.

→ Moral:

Relates to right and wrong. Values are beliefs that a person feels very important. Our behaviour and actions are most often a reflection of our values.

Today's workplace is demanding and competitive.

→ Characteristics of Work Ethics:

1. Attendance: attend workplace, arrive and leave on time, make advance notice for planned absences, punctuality.
2. Character: Display loyal, honesty, trustworthiness, reliability, dependability, initiative, self discipline and self-responsibility.
3. Teamwork: Cooperative, assertive, customer service attitude, continuous learning, mannerly behaviour.
4. Appearance: Display appropriate dress, grooming, hygiene and etiquette.
5. Attitude: Positive, confident, realistic expectations of self.
6. Productivity: Safety practices, conserve materials, keep work area neat and clean, follow directions and procedures.
7. Organizational Skills: Personal and time management, prioritizing, flexibility, dealing with change and stress management.
8. Communication: Appropriate verbal and non-verbal skills.

9. Cooperation: Display leadership, handles criticism and Complaints, demonstrate problem solving capacity, follows chain of command.

10. Respect: Respects the rights of others, deal appropriately with Cultural / racial diversity and not engaged in harassment of any kind.

→ Core Values:

Essential for individuals in acquiring a high quality of life, a successful career and to be a good citizen.

i) Honesty: Being truthful and not deceptive or fraudulent.

ii) Respect: Having a genuine regard for others and a showing of consideration.

iii) Compassion: Understanding the feeling of others and recognizing the effects of one's actions will have on others.

iv) Fairness: Practicing actions that are just and impartial along with treating people in a consistent manner.

v) Responsibilities: Assuming ownership for personal actions and to be accountable for one's action and behavior, assigned task, duties and functions.

Taking action against wrongdoing and dishonesty, misconduct or such inappropriate behaviour.

→ Benefit of Good Work Ethics:

i) Positive work ethics skills make for more employable and valuable employees.

ii) Employers use hire workers with desirable work habits.

iii) More motivated and attentive workers.

• Workplace Etiquette:

Workplace etiquette means the socially acceptable ways that we interact with one another and behave in our workplace.

What behaviours does workplace etiquette include?

- The way you relate to your coworkers.
- The way you relate to customers.
- Your behaviours while at work.
- What you wear.
- How you speak / communicate to / with people.

→ Workplace Dos and Don'ts:

What are some of the most bothersome, and time wasting don'ts?

- Loudness.
- Intending on Personal Space.
- Making your personal hygiene a public affair.
- Lunch time Don'ts.
- Complaining.
- Others.

In detail,

i) Loudness:

- Loud telephone conversations.
- Loud talking in general.
- Loud music.
- Listening to offensive music.
- Not getting co-workers consent before playing something.

ii) Intending on Personal Space:

- Constantly coming in to your space to chat about non-work things.
- Seems to always need help with something from others.
- Always coming into your space to complain.

iii) Making your personal hygiene a public affair:

- a) Grooming yourself in public
- b) Too much perfume
- c) Lack of Grooming
- d) Bare feet
- e) Scuffed, worn, torn or dirty shoes, clothes etc.

iv) Lunchtime Don'ts:

- a) Smelly leftovers
- b) Burning Popcorn
- c) Taking other people's food
- d) Clean up after yourself

v) Complaining:

What do people complain about?

- a) workload
- b) Things they perceive as unfair
- c) other employees
- d) Their pay check
- e) Boss

vi) Others:

- a) Multi tasking isn't always more productive
- b) Taking cell phone calls or texting while in meetings or involved in a conversation with customers or coworkers

→ Complaining:

If you don't like something, try and change it. If you can't change it, either accept it or move on. But stop Complaining!

→ Telephone Etiquette:

- i) Be pleasant and smile when you answer the phone
- ii) Never transfer someone without letting them know what you are doing
- iii) Don't be a call center robot
- iv) When making a call, identify yourself by first and last name and where you are calling from

→ Email Etiquette:

- i) Do not send an email when a phone call or personal conversation is more appropriate
- ii) Business emails should be treated like business correspondence
- iii) Include a greeting and closing
- iv) Formality
- v) Spell and Grammar check
- vi) Include all necessary details and information
- vii) Don't use all caps
- viii) Don't use distracting fonts or font colors

• Email Writing:

1. Use neutral Email address.
2. Use a short and accurate subject header.
3. Use a proper salutation.
4. Introduce yourself in the first paragraph (if necessary).
5. Write the actual message in a formal tone and avoid abbreviations.
6. Use the correct form of leave taking.
7. Action
 - a) Any action requested should be clearly described, using polite phrases.
 - b) Subordinates should use - "Could you..." or "I would be grateful if..."
8. Attachments.
 - a) Make sure to refer, in the main message to any attachments you are adding.
eg. Please see the attached files for quotation details.
9. Sign with your full name.
10. Proofread your message for content, spelling and grammar.
11. Reply / Forward / Acknowledge / Auto reply / Vacation.
 - a) Thank you for contacting ABC Company.
 - b) Thank you for your prompt reply.
 - c) Thanks for getting back to me.

• Advertisement:

The advertising is any paid form of non personal presentation of Ideas, Goods, Services by an identified sponsor.

→ What is a brand?

It is a product whose producer has made every effort to make it uniquely desirable to potential buyers.

→ Why do Companies advertise?

If done well, it makes the brand difficult to compete against. It develops an aura making it appear better than its competition.

→ Marketing mix:

A range of tools and techniques that allows businesses to provide customers with what they want. It acts as a conduit for consumer demand to reach businesses. Thusly, turning this demand into profitable sales.

Its components are:

1. Net sales value • Gross margin, materials, packaging, manufacturing.
2. Costs and Contribution: Sales, distribution, research, communication.
3. The marketing mix: Direct marketing, Exhibitions, Promotions, etc.

→ Role of Advertising:

1. Advertising exists to help to sell things. It is mainly about brands.
2. It is mainly designed to create and strengthen consumer impressions of the brand.
3. Exceptions is public service advertising.

→ The Advertising Plan:

Targeting the Audience: Whom are you trying to ~~sell~~/reach?

Message Strategy: What do you say to them?

Media Strategy: When and where will you reach them?

→ Role of Advertising:

1. **Marketing:** The process a business uses to satisfy consumer needs by providing goods and services.
2. **Communication:** Can reach a mass audience. Introduces products. Important changes. Reminds and reinforces. Persuades.
3. **Economic:** Moves from being informational to creating demand. Advertising is an objective means for providing price-value info, thereby creating a more rational economy.
4. **Societal:** Informs consumers about innovations and issues. Teaches consumers about a new product. Helps shape consumer self-image.

→ Types of Advertising:

1. **Product Advertising:** Tries to sell a specific product to final users or channel members.
2. **Corporate/Institutional advertising:** Tries to promote an organization's image, reputation or ideas rather than a specific product.

→ Major Advertising Media:

Magazine, word of mouth, television, Newspaper, Yellow pages, Radio, outdoors, Cinema, internet. YouTube Ads.

→ The Key Players:

1. **Advertiser:** Uses advertising to send out a message about its products. Approves audience, plan and budget. Hires the advertising Agency.
2. **Agency:** Has strategic and creative expertise, media knowledge, workforce, talent and negotiating abilities.
3. **Media:** The channels of communication that carry the message to the audience.
4. **Supplier:** Assists advertisers, agencies, and the media in creating and placing the ads.
5. **Audience:** The desired audience for the advertising message.

→ Components of Advertising:

1. **Strategy:** It is the logic and planning behind the ad that gives it direction. Advertisers develop ads to meet objectives and create a message that speaks to the audience's concerns.
2. **Creative Idea:** The central idea grabs the consumer's attention and sticks in memory. Research involves creativity. Buying and placing ads require creative thinking.
3. **Execution:** Effective ads are well executed reflecting the highest production values in the industry.
4. **Media:** The channels of communication that carry the message of the product/brand to the audience. Deciding how to deliver the message requires creativity.