

Question: - 1 What is Memo? Or Inter Office Memorandum?

Answer:

An inter-office memorandum is a document written to pass information between two people and department within an organization. Memos are extremely important for smooth running of an organization because they provide a written record and history of a company's decisions.

One may be expected to write a memo to one's superior to make a routine recommendation; to a fellow colleague or an associate to confirm an agreement; or to a subordinate to announce, explain or remind.

Question: - 2 Usages/ Purposes to write Memo:

Answer:

There are several purposes to write memo which are as under:

1. Informing about the meeting schedules.
2. Issuing the instruction to the employees.
3. Communicating the change in the organizational policies.
4. Asking for explanations.
5. Making appeal.
6. Making an announcement or Asking for information
7. Granting or taking certain permission to do something.
8. Reminding certain information or instructions.
9. Asking for proposal, advice or recommendations.
10. Issuing warnings.

Question: - 3 Write Advantages of Memo:

Answer:

1. Memos easily and readily capture the reader's attention.
2. It is an effective and convenient way of proving and asking certain information.
3. The effectively drafted memos support your position and build up your image in the organization.
4. The memos provide the information about the next steps and deadlines of various activities or matters.
5. The memos are easy to write and read because of its simple format. It is because of its simple layout that the memos take lesser time to draft and transmit than letters.
6. Memos are far better means of communication than telephone especially when you have to convey the routine or small information. As the memos are the written records so it is easy to determine the accountability or answerability of the concerned person.

7. As the memos are regularly maintained as office records or soft copies, they can be used as future reference.

Question: - 4 Write Format/Structure of Memo

Answer:

Memos are more informal in appurtenance than the letters. Memos are often written on the printed formats. Normally the memos consist of two sections: 1. Heading and 2. The Main body.

A. Heading:

1. To:

A. List of the names of the recipients of the memo.

B. The list of persons to arranged in the alphabetic order or by talk.

C. Add the word “Distribution” at the end of the memo and then list out the names of the recipients who will receive a copy of the memo.

2. From:

A. List of the names of writer or drafter in the same way as the name/s recipients.

3. Date: Use format like this: 2Feb,2021

Avoid using number like 2/2/2024

4. Subject:

Indicate the main subject of memo.

5. Copies to:

List of all person who should have copy of it.

B. Main Body:

1. Instruction:

Statement of the general matter or idea.

2. Statement of the facts:

Discussion of the problem or issue.

3. Conclusion:

Summing up the main idea

Question: - 5 Write a Sample Memo.**Answer:**

Sample III

Knitfare Woolens and Garments Pvt. Ltd, Ludhiana
Inter-office Memorandum

To: General Manager
From: Sr Sales Officer

Reference: S/Pun/2009/08
Date: 16 January 2010

Subject: Sales Figures for the month ending December 2009

As desired, given below are the sales figures for the month of December in the last two years as reported by the district supervisors in Amritsar, Jalandhar, Ferozepur, Gurdaspur:

District	December sales (2009) in Rs	December sales a year ago
Amritsar	5,75,383	6,70,000
Jalandhar	4,18,998	8,35,345
Ferozepur	2,09,320	2,08,987
Gurdaspur	1,34,540	1,30,560

As can be seen, sales dropped by almost 50% in the Jalandhar district and by about 20% in Amritsar. The other two districts held their own. This may be partly attributed, in my view, to the fact that the senior sales supervisors in both these districts were new and they took charge only by the first week of December. Moreover, both these supervisors had to deal with the workforce that consisted of fresh graduates. This however does not mean that they are to blame for the decrease. I believe they should be given a fair chance to prove their worth. Let me see what I can do to help them.

Ashok Arora
Sr Sales Officer

Question: - 6 What is Circular?**Answer:**

- Circular is a brief piece of professional communication that goes to everyone concerned in an organization. Circulated both within and outside an organization, a circular is written to promote a new product, to inform policy holders of movements in the insurance field, to inform shareholders of market trends, or to make matters of general interest known to several persons.
- Depending upon their function, circulars can be divided into various categories, which are briefly discussed below.

Question: 7 Write Types of Circular.**Answer:**

Circular is a brief piece of professional communication that goes to everyone concerned in an organization.

1. Informative Circulars

These circulars are written in the style of business letters and consist of an introductory paragraph, other information paragraphs, and a closing paragraph. In such circulars, the content is factual and the information contained is relevant.

2. Public Circulars

Public circulars are written and circulated mainly by public bodies, associations, and institutions.

These circulars contain the matters of general public interest, awareness, and welfare.

3. Circulars of Partnerships and Companies

The circulars of partnerships and companies have the same purpose as that of their business circulars.

The difference is that these letters sent out by partnerships or companies contain information and particulars which are of specific interest to shareholders and business partners.

4. Official Circulars

Official circulars contain information sent out by the head or senior members of a department or the members of other relevant departments.

Question: 8 Write Notice, Agenda, Minutes in detail.

Answer:

NOTICE

Notices are written information about the day, date, time, and venue of a meeting. Generally, these are sent a few days before the meeting.

Do the following after you have decided to call a meeting:

1. Prepare a notice which includes the date, time, agenda, and venue of the meeting. Send the notice to all the participant members five to seven days before the meeting.
2. Attach the minutes of the previous meeting (if there has been one). This gives the members a chance to bring up anything they do not understand or agree with.
3. Send the agenda with the notice.

AGENDA

The agenda is the outline of the things to be considered or done during the meeting. It is a list of the meeting activities in the order they are taken from beginning to the end of the meeting. The agenda may also be an official plan or program of meeting.

As the foundation to any successful meeting in an organization, an effective meeting agenda

provides structure and focus and clearly indicates the purpose of the meeting. The agenda serves as the road map for the meeting.

❖ **Significance of an agenda**

- It forces the convener of the meeting to think about what needs to be accomplished.
- If it is sent ahead of time, the agenda lets participants know what to expect and allows them to prepare as required.
- It provides a blueprint for the meeting to follow.
- It helps the concerned members to think of what is left uncovered and this can help in adding those issues with the permission of the chair.

❖ **Tips for preparing an agenda:**

1. Send a preliminary meeting agenda and solicit any further agenda topics (be sure to include a strict deadline for additional topic suggestions).
2. Include only those additional topics which assist in achieving the meeting objective.
3. Your agenda should include all the topics and allow the participants to begin preparing for the meeting.
4. If you have special guests attending the meeting, find out whether they have any issues that can be combined because they are related, or even the same in terms of means or ends.
5. Generally, the first item on every agenda is confirmation of the minutes of the previous meeting and the last any other matter with the permission of the chair.
6. In case there are a few points to be discussed, the agenda can be written on the notice itself.
7. Check the agenda for errors.
8. Send the agenda along with the notice or email it to all attendees. You should do this as near to the actual meeting as possible.

❖ **Format of Agenda:**

1. Meeting start time
2. Meeting end time
3. Meeting location
4. Approved Minutes of the previous meeting
5. Matters arising or pending from the previous meeting.
6. A list of the specific points to be discussed.
7. Details of the next meeting.
8. Any other points to be discussed with the permission of the chair.

❖ **Sample Example of Agenda of Meeting**

Pink Square Mall

Vaishali Nagar, Jaipur 302009

Agenda for the Eighth Meeting of Executive Committee to be held at 6 p.m. on Friday, 24 December 2014 at Seminar Hall, Ashoka Hotel, Jaipur

- 1.01 Confirmation of the minutes of the last meeting
- 1.02 Appointment of the manager at Mansarovar Branch
- 1.03 Opening a retail outlet comprising major brands of shoes and sports goods
- 1.04 Announcement of the festive discount
- 1.05 Decision to be made regarding decoration of Pink Square branches across the city
- 1.06 Date of next meeting
- 1.07 Any other matter with the permission of the Chair.

Anubhav Nagpal

Secretary

Prepared By

ABC

Submitted By

XYZ

MINUTES

Minutes are the written proceeding of the business transacted during a meeting. Since the minute will serve as an official record of what took place during the meeting. You must be very accurate in writing them. The minutes are generally recorded sequentially by the secretary of the concerned group or organization. However, at times, any other member attending the meeting may also be required to draft the minutes. In any case, the minutes of a meeting include the main points of the discussion held and the decisions taken. At times, minutes are written in the prescribed format of the organization and are regarded as an important record in the organization. Minutes, thus are a

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written record of committee meeting times, attendance, topics covered, discussion on topics approved. Besides, it includes all the important decisions taken, and methods and motions adopted.

Minutes are the written proceedings of the business transacted during a meeting.

Since the minutes will serve as an official record of what took place during the meeting, you must be very accurate in writing them.

The minutes are generally recorded sequentially by the secretary of the concerned group or organization.

Sample Minutes of Meeting given below:

Pink Square Mall

Vaishali Nagar, Jaipur 302009

Minutes of the Eighth Meeting of the Executive Committee held at 6 p.m. on Friday, 24 December 2014 at Seminar Hall, Ashoka Hotel, Jaipur

Present

Shri Narain Das Baweja

Chairperson Shri

Satish Girotra

Shri Ajit Agrawal

Shri Ashok Saxena Executive Committee Members

Shri Ravi Arora

Shri Raghav Dixit

In Attendance

Shri Anubhav Nagpal, Secretary

Shri Utkarsh Sinha, People' Officer

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No. of Minutes	Subject of Minutes	Details of Minutes
8.01	Confirmation of the minutes of the last meeting	The minutes of the previous were distributed and approved by the members with consensus.
8.02	Appointment of the Manager at Mansarovar Branch	Mr. Arun Lohiya presented the details of the interviews held for the selection of manager for the Mansarovar Branch and read the recommendations of the interview panel to appoint Mr. Akash Jain to this post.
8.03	Opening a retail outlet comprising major brands of shoes and sports goods	Mr Satish Girotra, one of the executive members, came up with the proposal of opening a retail outlet comprising major brands of shoes and sports goods of companies like Adidas, Nike on the second floor; the proposal was accepted as a positive step for the growth of the mall.
8.04	Announcement of the festive discount	The committee decided to declare the new year festive offer as proposed by Raghav Dixit, Sales Manager of Vishali Nagar Branch. Details given in the attached sheet.
8.05	Decision to be made regarding decoration of Pink Square branches across the city	As discussed and approved by the committee, decoration of all the branches was given to Glitters and Sparkles Decorations, Ajmer Road, Jaipur.
8.06	Date of next meeting	The next meeting was scheduled for 17 March 2011.

Question: 9 Write about Advertising in detail.

Answer:

Advertising is a form of communication intended to persuade an audience (viewers, readers, or listeners) to purchase or take some action upon products, ideas, or services.

It includes the name of a product or service and suggests as to how that product or service could benefit the consumer. Effective advertising is an extremely important aspect of generating business for a company.

❖ Purpose of advertising

There are several reasons for advertising; some of which are as follows:

- Increasing the sales of the product / service
- Creating and maintaining a brand image.
- Communicating a change in the existing product line
- Introduction of a new product or service.
- Increasing the market value of the company.

❖ Types of advertising

Print advertising describes advertising in a printed medium, such as a newspaper, magazine, trade journal, pamphlet, billboard, or hoarding. Billboards are large structures located in public places, which display advertisements to passing pedestrians and motorists.

Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand. Common examples include liquor brands, which are often seen to promote their brand terming it as soda.

Coffee cup advertising is any advertisement placed upon a coffee cup that is used in serving beverages in an office, café, or coffee shops.

❖ Tips of advertising

Given below are some simple writing tips to create attractive business advertisements:

1. A powerful headline, expression, or caption is one of the most crucial aspects of an advertisement. It is also possible to use a headline that centers on a problem that this particular product of the company can solve.

This will attract the attention of people experiencing that specific issue. One can easily recall the brands popularized through catchy lines such as the following:

(i) Zindagi Ke Saath Bhi-Zindangi Ke Baad Bhi (LIC)

(ii) Happy to Help (Vodafone)

(iii) How do I fulfill my daughter's precious dreams? (Bharti AXA Life Aajeevan Anand)

2. Be sure to include all information, but in a concise manner. The advertisement should have complete information about products and services so that the potential customers understand what it is exactly about.

3. Always know how much space is available for the advertisement before beginning to write it. Cut the advertisement down accordingly.

4. Write in a persuasive style.

5. A song or an apt jingle helps listeners relate to the products. (Tata sky isko laga dala to life jinga lala)