**In an official meeting at his company, following were the words spoken by Mr. Smith regarding the agenda item "New Marketing Plan". Assuming that you are writing the minutes of this meeting, present Mr. Smith's input as you would in a formal minutes of the meeting. [3]**

Mr. Smith: Well, we all agreed in the last meeting that we need to change our marketing strategy. So, I would suggest that this time we invest more in social media marketing. We need to study our competitors' techniques and outdo them. Our Facebook page should be very active. We need a team of people regularly updating our Facebook page, Twitter also. And this team should give quick response to customer comments and queries on our social media pages.

**Given below is the discussion about an agenda item that happened during an official meeting. Read the conversation between the chairperson, Bernard, and the Chief Sales Executive, Sam, and the write the minutes for the agenda item “Declining Sales”. You do not have to write any other component of the minutes report.**

BERNARD: Okay, I think we should now move to agenda item 3, that is, Declining Sales.

VOICES: Right.

BERNARD: Well, we're here today to look at some of the reasons for the decline in profits which has affected this subsidiary. Right, well, can I ask Sam Canning, Chief Sales Executive, to open up with his remarks.

SAM: Thank you, Bernard. Well I think we have to face up to several realities and what I have to say is in three parts and will take about 20 minutes.

BERNARD: Er, Sam ... we don't have much time - it's really your *main* points we're most interested in.

SAM: Well, the three points I want to make can be made in three sentences. First, sales are down but only by 5%. Secondly, our budget for sales has been kept static - it hasn't increased – not even with inflation - so we're trying to do better than last year on less money. Thirdly, the products are getting old, we need a new generation.

BERNARD: So let me summarise that. You say that sales are down but not bv so much, that you've had less money to promote sales and that the products are old? Is that right?

SAM: In a nutshell.