

### 3. Memo

Q. What is memo? How can it be appealing?  
→ memo is affection form of memorandum. It is written communication from one person to group of people within the same organization. memo are used for various purpose like as to request in form decision, action etc. as well as remind some one of action or to provide information of any kind. memo can be made appealing due to its format head to bottom structure tone and language with attractive presentation. people can use pre planned memt form or try to include to, from, ref. and date in align order and detail heavily. leave by line space before subject. Heading can be categorize of introduction Details response & close, background information about reason for writing and refer to previous communication on introduction. In relevant one like closing point can be included at last with courtesy polite & clear informal tone with signature as possible.

③ Discuss the structure of a memo. Give a sample template.

→ The structure of a memo are subject heading to from ref. no. and the subject with specific details main body in script with attractive tone and using lists and bullet if relevant give a brief indication of the topic like confirmation of meeting before main body leaving space as leave and start going proceed style body with introduction relevance

page -116

check point

## Memorandum

To: Ian Henley, financial Director  
From: Michella Long, credit manager  
Ref: MCLSP

Date: 20 March 2018

### payment overdraft

We have send this memo to remind the over due account of sum £25,430 despite 3 remainder letter over past week.

Please write a final attempt of debt to pay to close the account as full details are enclosed for reference.

Please confirm the arrangement soon.

Michella Long

pg-125

Memorandum

To: Louise Williamson (Overseas Buyer)

From: Moniq Ganai (PA)

Ref: C45

Date: 06 March 2019

Query for supplying silk goods.

Enclosed Office 13 attach with this memo sent from Wendy Jones Taj Silks India offering large range of silk goods of their own exclusive design.

We like to have your view on following query:

- ① Does such item have good market for tourist as souvenir?
- ② It is good idea for supplying gymkhana Souvenir?
- ③ Will it be worth asking for other designs too?

Please reply our query soon.



## Test your self

② Southern Star insurance company.

### Memorandum

To: All the Staffs

from: Zarina Malik, The Company manager.

Ref. GM/AB

Date: 14 June 2019

I ISSUE OF NEW STATIONARY.

Redesignation of all the Stationary has now been completed. This Stationary & new materials includes:

- ① Writing paper.      ⑥ memo pads      ⑦ envelopes to others.
- ② Invoices.            ③ Company cards.

We will be sending these new materials in each department by next week. All the Stationary are well designed and will have good appearance.

Please inform me immediately if any department couldn't receive new Stationary during Friday afternoon. And all the staff must use those new materials soon after they received.

Hop that all the Staffs from our company and customers over there will like it.

Check point

Memorandum.

To: Devore Hall, managing director

From: Francis Gates, Bronco manager, Leeds

Ref: SS103

Date: 22 March 2017

Arrangement for visit

We all appreciate your warm welcome to your stores. Guests on 28 April.

As you have asked for the arrangement we are ready to give our best in managing all the things.

Moreover, we can meet on 28 April on the morning five, and i will inform all the Sales Staff about the visiting and meeting.

Rajiv

## Reports-

Q What is a report? Discuss its type & value.

→ A report is a formal or informal communication written for a specific purpose that include a description of procedures followed, your collection and analysis of data, their significance, the conclusion drawn from them and the recommendation, if required. The description of an event carried back to someone who was not present on the scene, it can be either written or oral. A report is a written or oral message presenting information that will help a decision maker to solve problem. Report are classified into various form according to their importance, legal formalities, function meeting and nature of the subject dealt with and Committees. According to importance & frequency report are of two type ordinary or routine report. This type of report contains mere statement of facts in detail without any opinion or recommendation of reporter, which may be submitted daily, weekly, fortnightly, monthly, quarterly, biannually or annually. Generally, it takes the form of a person to person communication thus report are written or oral according to their nature of work and necessity of demand.

Q: What is a covering memo? Compare it with a general memo and memo report.

→ whenever report is issued, the attachment of a brief covering memo of report is submitted above final report which has the summary of final report in cover-page of report. General memos are basic fundamental having form & structure of a memo.  
It includes sender name, receiver name, reference if needed, date subject as heading body with separate heading and subject of the main theme representing in list and bullet to make attractive and enhance the visual impact of busy's readers as well as focus on actual information. To be provided to the reader one line closing and signature where as memo report contains the same format & structure. with in a memo, it includes Receiver's name, sender's name, date, title of report, term of reference, procedure, finding, conclusion, recommendations if necessary one line closing and Sender's post name etc. Procedure, finding & recommendation are made attractive by providing list of bullet & number to make distinguish from other heading & sub-heading of finding can be made & each of them can linked & provide the information of the main idea of report.

D-137  
youth club

## REPORT ON THE UNREST AMONGST FACTORY WORKERS

terms of reference:

To report on the unrest amongst factory workers and make recommendations as requested by Mr. Richard fist, works manager, on 21 April 2009

procedure:

- ① Three supervisors were interviewed.
- ② A meeting with all factory workers individual.
- ③ 10 individual factory workers were interviewed randomly.

### FINDINGS

#### ① Supervisors:

- May staff were generally un-cooperative and not working to their usual standards.
- They are not strict and comply the staff company to follow the rules & regulations.

#### ② Staff:

- Some members of staff ignore the safety regulations in the absence of company guard.
- Low wage's rate pay has made grievance and confrontation among staff. A table showing rates of pay at this company is attached.
- Some workers leave the machine dirty after work.

### ③ Rules:

- Rules were not followed as company handbook by both Company and workers
- Rules laid down in the company handbook were being contravened.

### Conclusion:-

Absence of security guards has made some workers negligence in the work as well as not following rules properly. Supervisor are not enforcing compliance with rules laid down in the company handbook. A wide spread unrest & resentment was noted in view of low rates of pay. Removal of safety guards from machine is an offence against the Factories Act.

### Recommendation:-

- Supervisor should be reminded the importance of ensuring all staff safety.
- The human resource manager should hold a meeting with all factory staff and explain the finding of this report.
- Safety guards should be recharged again of their usual work.
- Grievance might stop if staff were made aware of wage's rate among Surrounding company.

A Training Scheme should be compiled to ensure better  
longer experience in all areas of the factory as well as  
as adequate supervision.

I hope you find this report satisfactory. If you have  
any questions please let me know.

Yours sincerely

John Smith

21 Aug 2019

## MEMORANDUM

To : Martin Lee, Store manager, Styleways  
From : Hiralibh Manoj Dabhol

Ref : M0124

Date - 20/7/4 - 03/07

### REPORT ON COMPLAINT ABOUT TAMPERING OF PERFUME BOTTLE

#### TERMS OF REFERENCE -

To investigate complaint about the perfume bottle company pure water and make and make recommendation, as requested by Mr. Martin Lee, store manager.

#### PROCEDURE -

An inspection was held to check other bottle in store. The staff were also asked about the complaint and Mrs. Bellini was also consulted to know the root of the problem.

#### FINDINGS -

1. Mrs. Bellini claimed that her bottle of perfume contained pure water when it was bought.
2. The perfume were delivered two weeks after in the stall.



3. Three other bottles sold from same batch has not made any complaint yet.
4. During the inspection of other bottles, four out of it looked as if they had been opened while others contained genuine perfume.
5. The staffs in the department are trust worthy and are not likely to replace a perfume.
6. The orders was not checked carefully during delivery as there were no problems before.

#### CONCLUSION:

The bottles were not probably tampered before delivery.

It is recommended that Mr. Bellini's performs a search and a letter of apology with a box of chocolate or flowers should be sent. On his delivery, from now onwards should be checked carefully.

## MEMORANDUM

To : Board office, creative gift  
From : Monoj Gorai P.A.  
Date - 16 June 2019.

### REPORT OF REVENUE:

With reference to report on further, to the statistics sent from sales department, have analysed about the sales of different clothing's and their souvenirs over the last five years.

### PROCEDURES:-

The statistics showing sales of woollen clothes, silk nothing and other souvenirs along with non-fabrics souvenirs was analysed.

### FINDINGS:-

Over the last five years, sales of woollen clothing had increased and other woollen souvenirs sales decreased.

① There is decrement on sales of non-fabric souvenirs as per the given chart.

② The sales of cotton clothing remained same for two years and increased for next three years.

③ There were huge increment of sales of silk cloth, then other souvenirs.

## CONCLUSIONS

The sales of wooden and silk clothing is preferable more than other types. as the chart shows their over five years.

According increase to statistics it is also concluded that public are buying more clothings than other souvenirs

## RECOMMENDATIONS

1. Natural fibres should be purchased more than other souvenirs.
2. We should invest more on clothing than other souvenirs as it has more profit.

- MEMORANDUM

To: Mrs. Ruth Parryess.

(From: Manoj Dahi)

Subject: customers feedback.

REPORT ON GUESTS' COMMENTS ON THEIR PISING  
ABOUT THE SERVICE THEY RECEIVED.

TERMS OF REFERENCE

To Report on comments made by guest about  
the service they received.

PROCEDURE

- ⑥ feedback were collected on suggestion book.
- ⑦ comments were made by guest and they were noted

POSITIVE FEEDBACK

1. Every things was lovely it is well run hotel.
2. Very helpful staff - very polite.
3. The best hotel in Cambria, very good value.
4. The gardens are beautiful
5. We will definately come back. The staff are very friendly.

PROBLEM

1. The Service in the resturant was not very good.

2. There aren't enough satellite channels on TVs no  
    to movie channels.
3. Very poor room service.
4. Poor meal service after meal times very slow.

#### CONCLUSION:

Although we serve very tasty food, our service  
is very slow.

#### RECOMMENDATION:

1. New staffs should be appointed to make service  
    fast and efficient.
2. More channels and more movie channels must  
    be made available.
3. Efforts should be made by all to make room service  
    efficient.

A.S.

## MEMORANDUM

To : Mrs Ruth Jairies  
From : Aijub Bista Manoj Dahal  
Subject : Customers feedback

REPORT ON GUESTS COMMENTS ON THEIR FEELING  
ABOUT THE SERVICE THEY RECEIVED.

### TERM OF REFERENCE

To report on comments made by guest about the service they received.

### PROCEDURE

- (i) Feedbacks were collected in suggestion box.
- (ii) Comments were made by guest and noted.

### POSITIVE FEEDBACK

- (i) Everything was lovely. It is well run hotel.
- (ii) very helpful staff - very polite.
- (iii) The best hotel in comforing . very good value
- (iv) The gardener are beautiful

### PROBLEM

- (i) the service in the resturant was not very good,
- (ii) There aren't enough satellite channels on TV's no movie channels.

- (iii) very poor room service,
- (ii) poor meal service at meal times very slow.

#### CONCLUSION

Although we serve very lovely food, our service is very slow.

#### RECOMMENDATIONS

- (i) Efforts should be made to make restaurant service better.
- (ii) Satellite channels should be made available.
- (ii) Room service should be improved.
- (i) Meal service should also be improved.

Maryam Patel.

Q How are agendas set and a notice prepared for a meeting? Give an example.

→ Agendas are those simplest form need meets to be setting meeting. Actually agenda-setting is a task carried out by chair person or manager or secretary. An agenda is a tool for attendees including but not limited to, the chair person and secretary. It serves several functions, before, during and after a meeting. For setting an agenda for meeting several points should be remembered.

Agenda is usually set along with the notice of the meeting. It is the list of topics to be discussed in a meeting. Sometimes the agenda is prepared after the circulation of the notice in order to include member's opinion. Agenda is written at the end but before the signature of the convener of the meeting. It is arranged according to the importance of the end. The agenda should be distributed in advance of a meeting so that participants have the opportunity to prepare for the meeting. For setting an agenda for meeting, firstly pics to be discussed during the meeting are prepared. Then, any reports or materials that participants should read are included. And copy of the Minutes of previous meeting are also included. Keeping the meeting productive and effective the number of agenda items are to be limited. Likewise items that will be completed quickly near the beginning of the agenda are to be put to give the group a sense of accomplishment. A good agenda setting includes firstly the goals you wish to accomplish as a result.

of meeting in bullet-point format should be listed then key people for the meeting are contacted and good agenda covers date and place of meeting, start time and end time, brief description of each topic proposed allotment of time for each topic, any pre-meeting preparation expected of participants. Hence these are some of the ways of setting agenda.

③ What are the types of meeting? Answer  
→ A meeting is where a group of people comes together to discuss issues to improve communication to promote coordination and deal with any matters that are put on the agenda and to help get things done.  
Generally, meetings are of two types divided into these two categories: formal meetings & systematic meeting  
that follows certain rules laid down in a company's ~~its~~ article of association. A certain rules laid down in a number of people must be present in order to legitimate formal meeting. It falls under formal meetings and is held once a year to assess the working of the organization over the year. Another meeting that falls under formal category is shareholders' meeting. This meeting is conducted so that the directors and share holders can communicate and consider special reports. Lastly we have board meetings that are held as often as is required by organization's require. These meetings are attended by all directors of organization and chairman of the board.

Just the opposite of formal is informal meetings. These meetings aren't restricted by the same rules and regulation as formal meeting. In this meeting strict agendas may not necessary and minutes may not be kept. Management meeting is a type of informal meetings. These meetings are called by a group of managers who may need to discuss a specific matter, report on progress or receive progress report. The next type that falls under this category is departmental meetings. These meetings are called by HOD or manager of a certain sector working part; e.g. may be set up to work together on a specific issue.

- Q) How can the participants make a meeting effective?
- A meeting is a gathering of two or more people that is conducted for the purpose of achieving a common goal through verbal interaction or virtually. Meeting probably account for 50-60% of manager's time in business. When they are conducted efficiently, meeting process, briefing teams, exchanging information and problem-solving. However it is a sad fact that many meetings in business are unproductive because of poor management or because of being unsure of each individual's role in meetings. As a member of any meeting, except one is not the chairperson. There is a lot he can do to help make meeting effective first and foremost the participant must understand the purpose of the meeting as well as the role & expectations from him/her. Secondly he should read all the papers in advance and make

Some notes about inputs to present in the meeting, one should voice out his/her opinions and actively take part in the meeting whenever possible but one should bear in mind that voicing out doesn't mean to interrupt anyone who is speaking. Everyone must get a chance to speak. At an appropriate moment one should even consider giving some praise before presenting own views. If there's disagreement with something, being constructive as possible is the right way to go about it. Lastly, a participant must be very careful listeners. One should watch body language, gestures, eyes contact, more mental, nuances and all the unique subtleties happening around the table. All in all, these are just the few few basic parts (points) which should be considered to make a meeting effective as a participant.

Q How does a meeting should be prepared.  
→ When any group of people come together to hold discussions on area of common interest and to make important decisions, it is called meeting. A meeting is a very important element in a business organization as it helps in sharing information, make effective decisions, create solutions to a problem and build better relationship among one another with the importance of meeting in mind we should know how a meeting is prepared.

The very first step in preparing for a meeting is to make sure the meeting is really necessary.

meetings are very costly both in context of time and money. Some meetings should always be a last resort. In order to guarantee the meeting's success, enough preparation time is necessary. If you are in charge of meeting, determining purpose, organizing agenda, preparing the meeting location and materials and such like is necessary to run down meeting effectively.

The first step is to clarify the purpose. This step is slightly related to the first step. Here, we must decide the purpose of our meeting. If the topic is very important, if the flow of information is strictly on way and no immediate feedback is required then scheduling of meeting will just be a waste of time and money. If such cases arise then leaving telephone or voicemail message or sending letter is a better option.

The last and final step of a meeting preparation is to take care of meeting location, time and materials. Meeting face-to-face means one should ready the layout of the room, for maximum participation, arranging tables and chairs in a circle or a square's is the right choice as every participant can see each other.

All in all, meeting are a vital part of a business organization and preparing for the meeting, clarifying the purpose, selecting participants, deciding how and where to meet and taking care location, time and materials are just basic points we will have to keep in mind preparing for a meeting.

(A) Discuss the role of the Chairperson in a meeting.

→ The Chairperson can be simply viewed as the person who is chosen to preside over a meeting to ensure that the meeting is conducted fairly and properly. Chairperson is the meeting fulfills an important leadership role, particularly in creating the conditions for overall committee and individual director effectiveness; a good board is created by a good chairperson. So the role of chairperson in a meeting is to direct the meeting by clarifying roles, establishing roles and participating as one of the members. The chairperson summarizes key decisions and recommendations made during the meeting. The chair presides directly the content of meeting and can have opinions on issues discussed during the meeting. Before the meeting, chairperson prepares a schedule and agenda for the meeting. Also he/she keeps the meeting power to stop the meeting and change the subject of discussion. Similarly, chairperson evaluates the meeting after it has ended to determine areas that need improvement. It is crucial that the chairperson seeks direct informal feedback from attendees at the end of meeting in order to address any short comings. Also she constructs room for meeting. Clarifying roles of participants, prepares meeting logistics etc. in a meeting. Hence as a whole, chairperson plays vital role in meeting and has important responsibility to manage the meetings.

⑦ How can a meeting be effectively closed?

→ When the meeting is held, attendees should not forget what was said at the particular time after the meeting closes. It's important to ensure they absorb the key points of presentation and action what was shared with them. This way, it's important to close the meeting the right way, closing with a simple thank you or by asking "Any questions?" doesn't leave others with a strong final impression for what was said. Instead, meeting should be closed by recapping what was said earlier and making recommendations. Likewise, the reader should reveal accomplishment at the end of meeting to discuss the approach to anything achieved. Deadline for action items should also be established and general conclusion of the discussion or the action to be taken should also be summarized before ending the meeting. Similarly, the leader should also assure the group that a report will follow and that no participants for attending. Participants should also vacate the meeting room once the meeting is over especially if another group is waiting to enter. The room should be returned to neat and orderly appearance. As like this it's the main responsibility of the leader and no one asked to ensure that the minutes are completed and circulated within a reasonable time frame. Briefly, the deposition of each agenda item, reminding participants of action assignments should be reviewed. Also, how much it was accomplished should be reviewed. Also on how much it was complex. Here all in all though closing the meeting is last part while conducting meetings it should be ended with an effective and dignified way among better concentration.

⑧ What is meeting? Why is it conducted in business organization?  
→ Those formal or informal deliberative assembly of individuals called up to debate certain issues and problems and to take decisions is known as meeting. Generally, it is on occasion when people come together to discuss or decide something. Meeting is considered as an effective and important tool in the communication process. So, there is great need to conduct an effective meeting in business organization. In essence, a business meeting is gathering of two or more people to discuss ideas, goals and objectives that concern the workplace. Meeting take place with employees, managers, clients, suppliers, partners and anyone else at different location related to organization. Thereby the main purpose of business meeting is often to make important decisions regarding the organization. To different queries, questions, discussions meeting can be a helpful base for conveying ideas consistently and clearly. By conducting meeting, it can be more easier to get across important information effectively. Another main easier to get across important information effectively. Another main objective for meeting includes making important announcements. These can be about organization change, operational plans and others. Meeting can help even to increase engagement and organization harmony. Hence, meetings are powerful business weapons, they are important and necessary to be conducted in organization.

P-1113 What's wrong?

Student's action committee

A meeting of the students' union group will be held at common room on Friday 24th August at 11:00 am.

### 'AGENDA'

1. Apologies for absence
2. Minutes of last meeting
3. Matters arising
4. Discussion on lunch time queues in the refectory
5. Solving students locker problems
6. Starting a new provision
7. Report on recent disco held for charity.
8. Appointment of a person to take charge of the decoration of common room.

19/6/04

10 August 2019

Secretary,

What's wrong

## SEAFARER MANUFACTURING CO LTD.

### Management Committee

A management committee meeting will be held on  
in next Thursday.

#### AGENDA

1. APOLOGIES FOR ABSENCE
2. MINUTES OF LAST MEETING
3. MATTERS ARISING

Correct, error in item boncorgeno.

over should be 421.

4. SOUTHERN POINT TECHNICAL COLLEGE  
to discuss providing help with work experience placements

5. PROBLEMS WITH TRAINING SCHEMES  
Announcement of Keen's registration  
at end of next month.

6. SALES MANAGER'S RESIGNATION  
Announcement of Keen's resignation  
at end of next month.

7. MAKE SMITH COMPANY  
20% eng in com day  
to arrange presentation.

8. ANY OTHER BUSINESS

9. DATE OF NEXT MEETING

PS/ITM

29th May 2019

# AURORA LADY TENNIS CLUB

## MINUTES OF MEETING OF THE SPORTS COMMITTEE

BE HELD IN ROOM 206 ON MONDAY 27 JUNE 2021.

- PRESENT - MR. ALDERTON (Chairperson)  
- MRS. REEVES AS MR. SHEREN GREEN.  
- MRS. PARKER, MR. HEARY PARTNER ACTION

### 1. APOLOGIES FOR ABSENCE &

James Gabesene.

### 2. MINUTES OF LAST MEETING

OK.

### 3. CHIEF'S REPORT

none

### 4. TREASURER'S REPORT

PA - pleased with inward £395 this will be  
chased up by ex. bldg com.

### 5. HOSPITAL VISITING

Serge room, Powers recently

### 6. BARBECUE (STEVEN PARKER)

Among full per. sub. Committee appointed Steven  
Parker, Powers. to work out details and report

book fixed time.

### 7. CUSH TOURNAMENT (GARY PARKER)

Final last month Geoff Jones (Gates) successful

### 8. DATE OF NEXT MEETING

Chairperson:

Dg Hul

16th June 2021

08-03-06

## NOTICES, ADVERTISEMENT & REPIET

(5) What is notice? Discuss its uses

→ A notice is a written or oral statement that contains the particulars of holding a meeting when a circular is served among the members of the meeting to attend it is called a notice. Notice is actually a letter of invitation that carries the request for the members of a meeting. A notice includes time, place and date along with agenda of the meeting. Notice is formally written information, notification or warning about fact or an invitation to the concerned person for attending the meeting. Notices are used in many different types of organization for communication purpose. They are an effective way of displaying information and communication with staff, visitors, or any readers. Also placing notices at a careful place can help gain worker's attention and this can be used for displaying advertisement, announcement, schedules etc. Some notices can be used for permanent or temporary use in company for displaying important schedules and notes for clients. Notice can even help to boost the morale of employees in an organization. Well, notices are used everywhere in our life for business, as they can be used over and over again to display valuable data, information or advertisement for the coming events or meetings.

Q) Discuss how an appealing notice can be designed.  
→ To provide any basic information, notices can be helpful for getting proper ideas about something. Notices should be effective, appealing to give an appropriate concept on something to the reader. It should be in its own and proper style. Structure, for that, the notice should include and ensure only the necessary things and right information on the essential topic. It should be appealing and effective while designing my notices, one should follow the proper format and guidelines. Notice should begin a clear topic or heading to be understood properly by readers. Likewise, notice should be effectively prepared to attract viewers for your notice. For gaining some information on important topics notice should properly include date, time, venue etc. for the event or any program to be held. Similarly, for an appealing notice, short and important details appropriate sub-heading, bulletins or a stance should be used for better understanding. As like this all the putrid and reference can also be used for providing effectiveness and clearness and for proper designation of notice.

Victory Enterprises  
requires an  
ASSISTANT  
to help Robert (HOD) in the stores  
department

- \* Diplomatic male or female with lots of common sense (who is able to work alone are essential attributes) as well as:
- \* Academically A-level qualified
- \* Age around 24-25.
- \* Good telephone mannered and polite with customers

#### WORKING HOURS 9.5

#### Benefits:

- ✓ attractive salary
- ✓ 28 days annual leave
- ✓ good career prospect with mental health benefits

We offer you the best environment possible but in return we expect loyalty and hard-work.

Application should be sent to  
Mr. James Tan

Human resource manager  
tel. 0912009868

45

OUR COMPANY URGENTLY NEED  
BRIGHT, INTELLIGENT  
"RESERVATION AGENTS"  
TO JOIN OUR TEAM.

#### Requirements:

- ① Applicant do need basic key board skills
- ② Reasonable geographical knowledge required
- ③ A good telephone manner
- ④ Applicant need to be interested in quality customer services

#### BENEFITS FROM US:

✓ Provide you training

✓ Competitive salary

✓ Worldwide holding accomodation

✓ Discounts on flights

Next training session will started on 20th next month

AURORA INTERNATIONAL

LTD.

Aurora court

14-18 Holdom

London E2 8UH 9JE

Tel: 0208 339 982

③ What is advertisement? Discuss its value in business.

→ Advertisement is an integral part of marketing. Public notices designed to inform and motivate also. Advertisement is paid announcement. In the print, broadcast or electronic media designed to attract public attention or persuade. Generally, advertisement is known to us as an idea in a newspaper, on television, on the internet or in public place, which tries to persuade to buy something or which give information about an event or organization.

However, advertisement is used in business advertising which is to accomplish varied goals and promote the business' business. Frequency use advertisement to show how their product has more benefits or is more effective than similar competitors product. Likewise, advertisement is used in business to communicate dramatic product breakthroughs. Businesses not only use help of advertisement to promote products or services they use ads even to advertise recent post to announce special events or functions and even to publicise change in the company.

## Q) How to display advertisement design?

In display advertisement, it's actually a advertisement on website or app or social media through banner or other ads format made of text, images, flash video and audio. The main purpose of display advertisement is to deliver general advertisement and may incorporate a variety of font styles and sizes. For the best designation of this type of advertisement, guidelines and basic tips should be followed properly. In a display advertising a name or colour can be included and information can be displayed with in the advertisement to attract attention to specific points. Likewise, in display ads, one should be able to price out the major points or features whatever is being advertised and should also put them in an interesting advertised and should also put them over in an interesting attractive way. As the name suggests this kind of advertisement is essentially to be seen' when is stands next to lots of other ads. So for displaying ads, the technique of ATN should be followed.

1 Standing to attention means the ad should be designed to attract the reader's attention. The next 'n' stands for internet stands display ads should get readers interest by meeting something that will appear to them another 'n' stands for desire in which advertisement should be designed carrying reader's desire and last 'n' stands for 'action' i.e. used in ads to move reader's want to do something as a result of ads. This techniques are very useful in designing display advertisement. As per the definition of ATN there are some guiding line for creating effective responding display ads.

① How can a leaflet be effectively designed  
→ leaflets or brochure are so much fun to design as the creative possibilities are endless. Well, leaflet is a marketing piece which can draw people's attention with its better design. Only the most important thing to keep in mind for an effective leaflet is to truly consider the experience. Most organization or a company produces leaflets experience, or brochure publishing or a company produce leaflets or giving information of any kind. Leaflet for its purpose designing can take many forms. Single page or multi pages or go by different names alphabetical, booklet. These are some guidelines for an effective way of designing leaflet.

At the very first, company logo can be used properly and displayed prominently. Then, an appropriate heading which clearly states what the leaflet is about can be used properly. And the next the information which needs to be included in the main body of the leaflet can be carefully considered. The information included can be broken according to different aspects of the main theme. Likewise, sub-headings and bullet points can be used if possible. Straight forward, simple language and short sentences can be used and can be made every thing interesting. Interesting sentence and as persuasive as possible. Crossed out long usage instead of technical jargon can be used and spreading to did not mean to be done for an effective and attractive display.

## oral communication

→ What is an oral communication / presentation? discuss it's role in business communication.

→ An oral presentation is generally a speech or local performance occasionally accompanied by visually based presentation such as slide show oral presentation. It is similar to giving a speech but it is usually not just a person behind a lecture oral communication describes any type of interaction that makes use of spoken words and it is a vital integral part of business world. The typical reason for giving a presentation are to inform, persuade, motivate and entertain. Business professionals refer to these four skills collectively as an effective communication skills like listening, reading, writing and talking. In business we have to get connected with many people. we have to develop thinking, learning & communicating behaviour effective communication, always about understanding the other perform not about winning an arguments or facing opinions on other. By the effective communication with audience we can build trust of opinions on other. By the effective communication with audience, we can build trust, understand and improve decision making & problem solving. So, in all oral presentation it has got vital part & great covering the field of basic communication hence it is the more effective way for oral communication.

Q) What impacts can be made with the use of graphics and charts in a presentation?

→ The use of graphics and charts in a presentation is a way for providing the information to audience in pictorial form. The use of visual aids coupled with good public speaking skills work hand in hand to create effective presentation. It is detailed however they have been traced out by the different pictures. As the number of sentences can't attract the viewers' attention towards presentation. Instead of using graphics, it can be presented through using graphics and charts will provides a huge impact and that helps in easy understanding about the topic and draws the very people's attention (for any successful presentation). Objective of presentation is well known. It's those objectives that drives presentation and make audience to their goal. Appropriate visual aids at appropriate place need to be placed. Some examples at appropriate place need to be placed. Some examples of graphs are pie chart, graph or line bars through which detail information can be compressed and can be shown this will help the audience and other presented member on what topic or the goal of that presentation can easily be found. This is an appropriate way of presenting and making it effective eye catching so it has got a positive impact and effective tool as well.

Q. How can oral presentation skills be developed?

→ presenting information clearly and effectively is a key skill in getting across today. Presentation skills are required in almost every field and most of us are required in almost every field and must our presentation skills with a bit of work. So there are some rules to be followed to make oral presentation skills more developed more effective.

At first there should be a proper maintenance of eye contact with the audience which helps to give focus on our speech. We should not try to look at the notes and more practice is needed likewise we should always smile and encourage our audience well for a proper and well presentation we should force ourselves to make the speed of our speech slow if possible similarly while giving presentation we should think of timing management especially after any jokes or criticism, as the best spots we should have pause for a while. Body posture is also one of the important part of presentation that should be maintained properly. However if we forget any line or lose our thought we should pause, smile, take a deep breath & pick up the next topic as though nothing has happened. These are basic rules to keep in mind while giving any kind of presentation well there are other some rules which helps to make presentation better. So, following these rules we can develop our oral presentation skills properly.

3. What is the role of language choice and use in oral communication? How is it done

→ As an oral presenter / speaker, it's important not only to think about "what you say" but should also know about "How you say it". To communicate effectively, it's not enough to have well organized ideas, expressed in complete and coherent sentences and paragraph. One must also think about style, tone and clarity of his/her saying and adapt these elements to the audience. For this all the key communication without a proper language one cannot give ideas & information to the audience. Proper and effective use of language should be only make the communication more effective. Language is important in oral communication because at the most fundamental level this is how the audience will understand what presenter is saying. Language is regarded as the vehicle that help audience understand and agree with statement or arguments. There is very great value of using proper and understandable language for oral communication. Language is considered as the basic key for communication so the basic key for communication and presentation presenters must try to make the audience feel more involved in their presentation by using effective language. Likewise language should be used properly in a polite form. For example instead of saying "we should say we. There should be we feeling towards the audience. Using rhetorical question is also useful in oral communication. All in all language is basic part of communication and is used as a fundamental part in presentation.

Q6 How can the introduction, body and conclusion of a presentation be made effective?

→ A presentation is any opportunity to communicate your point of idea to an audience. This can be formal or informal (impromptu or prepared) individual or group we are living in a world where every form mass media - from radio and television to news papers and magazines uses the

opening to excite and capture the attention of the audience. A speech is no different. It should have an exciting and interesting opening that captures their address' attention. Likewise in the body part, you have to develop arguments and convince your audience of your conviction. Finally, you have to deliver an effective conclusion. As audience generally tend to remember the beginning and end of a speech element i.e. introduction, body and conclusion.

If the speech is a formal one, it is customary to thank the people who invited you there. You might also have to address and thank important people who are there at the presentation. It has become an accepted procedure to grab the attention of your audience immediately. In order to do that you have to greet the audience of your audience, immediately. In order to do that you have to greet the audience and take advantage of first few lines you speak find your position and adapt your voice to the size of the room. After you have delivered the headline follow it by clear and concise statement of what you intend to tell about or the purpose of a talk about your audience.

knows where you stand on this issue. The next important point to consider in introduction part is presenting the structure of talk. It's vital for a presenter to give audience a map where they know where she intends to take them and how she intends to get there. Next up is the body of a presentation. This is the major pattern of your speech and should take up about 80% of the allotted time. This is where your research comes into use and you quote facts, provide information from audience, use logical arguments and support your argument with example. There are few important points you have to keep in mind while dealing with the body of a presentation. First one is uses of transitions you should guide audience through your talk by referring to the overview presented at the beginning. As you go from one section to another, use transitions. Resale or sum up what you've just seen.

The third most important point is restating the important idea. There are two main reasons why you should resale important ideas. First one is the eye is better as efficient as the eye and second is audience isn't always giving the speaker 100% of his/her attention. Using quotations is another important point to consider in a text. A quotation is usually seen however, in an oral presentation, you must verbally ~~dead off~~ quotations by signalling the quotations and by surrounding it with pleasure.

Monday

26/02/2026

Q What is critical reasoning? Why is it necessary in every day life?

→ The act or process of drawing conclusion from facts & evidence etc. can be termed as reasoning and for determining the strength or weakness of evidences is critical. Critical reasoning is a way of identifying, solving, analyzing, reviewing etc such evidences and reasoning. Summary at various levels we need to believe what other people tell us. It is necessary in every day life that to get out the rational decision. In common with other skills reasoning skills can be improved and polished with practice, for analyzing or given agree on certain topic or incident. It is necessary in our daily life wherever we go or making decision interaction with people etc. at these time we need to judge some one and go for the suitable and reasonable answer. We need critical reasoning without it we can't be able to generate the appropriate reason and driving towards conclusion. It helps to get a better conclusion with a good logic and that will be persuasive type so we need critical reasoning in day to day life and it is essential for each and every people for getting a well decision for each and every people for getting a well diagnosis, facts conclusion of some incident that has occurred and also helps to overcome with such problems and provide clear message to others over people.

and there were 'invaders' who wore townspeople on another side. Defenders were physically fitted soldiers with skill of using guns, rifles so that they had had a great believe of defeating another side easily. But during the time of battles, there was a surprise attack from invaders side. The war correspondents along with other soldiers were very shocked when they knew the attack was by monster-like large ironclads developed by townspeople. They had build about 14 ironclads with different use of technology and roles to do during the war. So, due to use of 80-100 feet long, 10 feet high land ironclads in the battle, townspeople triumph over the defenders at last. The war correspondent also got "Manhood vs Machinery" as a headline for his magazine after observing whole battle and entire incident happened during war. Hence, this story suggests that despite lack of better skills, power, our innovative mind and use of best science and techniques always defeat over strength.

## 2. Who Can Replace a man?

- Brian W. Aldiss.

(i)

### Summary

The story "Who can Replace a Man?" is written by Brian Aldiss that focuses upon the idea of futuristic world in which machines plays their role for what they are designed. In the story, the characters mentioned were all robots which were performing their respective task. According to the story, robots were categorized on the basis of their level of brains into superior and inferior. Similarly, the way the machines talk shows that they were capable of different kind of thinking depending on the class of brain. So, in the story, as the radio operator told that all the men in the world were dead and no orders were given to the machines, the field minder, pinner along with quarriers, radio operators and other high classed brain robots started their journey in search of human. When these robots reached mountain they found a single man starved and weak. So, at the end, the man ordered those machines for food and they obeyed the orders without any hesitation and negligence. The acceptance shows that they considered human as their master. Hence, as a whole the story revolved around the fact that man always ruled over robots and robots were clueless without direction of man as well as nothing can be more superior than mankind in this entire world.

- J.B.R. Ballard.

### Summary:-

The story 'Billenium' is science fiction story written by J.B.R. Ballard that makes reference to the time in the future where population will be the biggest problem for the human race. The story is set in a future world in which the Earth's population has grown enormously - "Twenty thousands millions" - so much so that in order to feed everyone, human are squeezed into megacities and rest of the land is used for farming. The story centres around two friends, John Ward and Harry Rosciiller, and their struggle to find enough room in which to live. They live in small cubicles, so it is marvellous surprise when they find a forgotten room which is relatively very big. They proceed to live in the room and soon, they decided to invite others to share their space - two girls, Judith & and Helen. Eventually, the room become so crowded that it is no better than the cubicle they had before. They also start to let out the room for the sake of money, becoming the greedy landlords. They become so despised at the beginning. All in all, it talks about a situation far in the future when the people / population of the world has grown to the extent, there is no place for people to live normal lives.

Theme of the story:

Man is never satisfied

The story "Billenium" written by J.G. Ballard basically deals with the idea of futuristic world and also nature of man of being unsatisfied in everything. In the story, there were Ward and Rossiter, close friends, who were living together in a small cubicle at the beginning. They were not satisfied living in that small space. But one day when they shifted from one cubicle to another, they found hidden and unused room with large space. They were totally overwhelmed by the new space. They were so happy and excited by large room but not much satisfied because they were not used to living in bigger space so they called up their girlfriends. So, according to story, living in a small cubicle with very small space was unsatisfaction of two men Ward and Rossiter as well as the room with large space they had found was not satisfied for them to live. As they had large room, they wanted to make more money and sold the wardrobe they had got. This shows that, humans desires and wants goes on increasing, never fulfilled. They want one thing desperately, as they had had that thing, they want even more. As like in story, first at first two friends wanted large room to live but as they found large room they made partition and made the space smaller as before to make more.

## (ii) Lost in Technology

The story "Burning Chrome", written by William Gibson, is the science fiction story that typically covers the idea about cyberspace including the use of computer systems and technology in the future world. The story even shows how people will breach into the technology for their profit use and how they will lost in logically created machines. There were Jack and Bobby who were computer experts and were working in case of hacking the criminal computer program named Chromo. They were totally lost into that process which reflects their huge concern with technology. Similarly, the story portrays the 'matrix', a virtual representation of the digital world, as a captivating marvel which also highlights some way of technological use by characters in the story. Likewise, there was a virtual girl, who was self-created by use of advance technology named Rikki. So, the story features an unrequited love mangle between two freelance hackers Jack and Bobby with that virtual girl Rikki. Both men were totally attracted and both loved that girl which reflects the lost of men towards technology because the girl was not real as she was virtually created in the world by use of some technology. As like this, the struggle of two men Jack and Bobby for about 6 weeks to hack that Chromo's account also shows their huge tied in towards the technology. The way that two hackers grappled with new ways to survive by making money and thrive in a world controlled by things that were powerful even displays their lost toward technology. Hence as a whole story highlights the theme of technology and gadgets in which people are totally captivated and lost.

## Burning Chrome

-William Gibson.

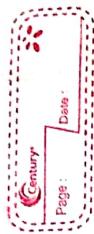
### Summary :-

'Burning Chrome' is a science fiction story, written by William Gibson. The story tells the story of two hackers who hacks systems for profit. The two main characters are Bobby Quinne, who specializes in software and Automatic Jack whose field is hardware. A third character in the story is Rikki, a girl with whom Bobby wants to hit a big. Automatic Jack acquires a piece of Russian hacking software, that is very sophisticated and hard to trace. The rest of the story unfolds with Bobby deciding to break into the system of a notorious and vicious criminal called Chrome, who handles money transfers for organized crime, and Automatic Jack reluctantly agreeing to help. The break-in is ultimately successful, but Rikki decides to leave the group and go to Hollywood, to the grief of Quinne and Jack who have grown to love her. Hence, the story focuses on the convergence events surrounding night that Jack and Bobby hacked the computer program named Chrome. This story contains important themes including influence of love and loss and consuming nature of technology as a whole. The story is collection of primarily near-future one that demonstrates style, ambiguity and dark vision characteristics of writer's work. Hence, Story highlights mostly the concept of cyberpunk.

Proper Internet etiquette is often regarded to as Netiquette. It generally refers to the practice of exercising polite and considerate behaviour in online contexts, such as Internet discussion boards and emails. In the interest of enhancing interaction with others in business communication, several e-mail netiquette hints and strategies are to be followed, which can help us to better connect and interact. So, for this, at the first, we must not leave response or reply too long and must write emails address of the recipient correctly. Most importantly, we must not use capital to in e-mail message and have to take off caps-lock key. Similarly, in emails, informality is allowed so, we must replace formal salutations like 'Dear' with 'Hi' or 'Hello'. and specific subject headings which may easily understood and noticeable must be written. Short sentences along with short paragraphs must be used in email writing so as to make readable for readers. As like this, for making our email messages more appealing and attractive to reader's we must use numbers or bullets for each sub headings and must improve the clarity, eliminating all the unnecessary waffles. for gaining desirable result, we must write emails clearly, precisely and accurately. So, at last, before hitting send button, we must ensure that everything is correct and right in the email. Hence as a whole, these are some basic netiquette tips that are to be followed while sending email messages.

Discuss the impact of the Internet on business.

→ Simply, Internet is referred to as a worldwide network of interrelated computers that delivers variety of information and communication facilities. In this advanced technological world, Internet has become one of the useful tool which is used everywhere, in every aspects of our life. So, Internet is widely used in business field too. Internet, in the business, has played huge role not only with operations of business matters but also with interactions among employees, traders, business persons and others. As like this, from idea to management, production to marketing, selling and purchasing and accounts management to tax filing, in all, Internet is impacting within the ongoing operations and innovations in business. Likewise, due to growth of Internet use on business, it has diminished the traditional way of working and gave rise to new ways for doing all the task conveniently. Everything on business is dealt online. Businesses are increasingly looking forward to the Internet as best tool for communications, advertising, research works, product developments and so on. This all shows positive impacts of Internet on business. However, it has got some negative sides too in business matter. Without doubt, Internet created many opportunities for online business but it also increased insecurity, instability, stress, price wars in online dealing, lost in productivity, complaints and mainly increased competition in businesses. These shows some negative effects of using Internet on business. So, as a whole, we can say Internet, becoming hugely powerful tool, has got both positive and negative impacts on business which are undeniable.



Page:

Date:

- \* What is meeting? why is it conducted in business organizations?
- Those formal or informal deliberative assembly of individuals called up to debate certain issues and problems and to take decisions is known as meeting. Generally, it is an occasion when people come together to discuss & decide something. Meeting is considered as an effective and important tool in the communication process. So, there is great need to conduct an effective meeting in business organizations. In essence, a business meeting is gathering of two or more people to discuss ideas, goals and objectives that concern the workplace. Meeting take place with employees, managers, clients, suppliers, partners and anyone else at different location, related to organization. Merely, the main purpose of business meeting is often to make important decisions regarding the organization. To different queries, questions discussions meeting can be a helpful base for conveying ideas concisely and clearly. By conducting meeting, it can be more easier to get across important information effectively.
- Another main objective for meeting includes making important announcements. These can be about organizational change, operational plans and others. Meeting can help even to increase engagement and organization harmony. Business meeting also helps to resolve conflict and solve complex problems. Also for reviewing company or project progress, meetings should be concluded in business organizations. Hence, meetings are powerful business weapons, they are important and necessary to be conducted in organizations.

\* How can a meeting be effectively closed?  
→ When the meeting is held, attendees should not forget what was said at the particular time after the meeting closes. It's important to ensure they absorb the key points of presentation and act on what was shared with them. This is why it's important to close the meeting the right way. Closing with a simple thank you or by asking "Any questions?" doesn't leave others with a strong final impression. What was said instead, meeting should be closed by recapping what was said earlier and making recommendations. Likewise, the leader should review accomplishment at the end of meeting to discuss the approach to anything unachieved. Deadlines for action items should also be established and general conclusion of the discussion or the actions to be taken we should also be summarized before ending the meeting. Similarly, the leader should also assure the group that a report will follow and thank participants for attending. Participants should also vacate the meeting room once the meeting is over, especially if another group is waiting to enter. The room should be returned to neat and orderly appearance. As like this, it's the main responsibility of the leader and note taker to ensure that the minutes are completed and circularized within a reasonable time frame. Briefly, the deposition of each agenda item, reminding participants of action assigned should be reviewed. Also, on how much it was accomplished at the meeting should be focused properly and on an upbeat note, meeting should be ended. If additional topics needs to be covered, discussion should be recommended and future meeting should be scheduled. Hence, all in all, though closing the meeting is last part while conducting meetings, it should be ended with a positive and right way.

- \* Discuss the role of the chairperson in a meeting.
- The chairperson can be simply known as the person who is chosen to preside over a meeting to ensure that the meeting is conducted fairly and properly. Chairperson, in the meeting fulfills an important leadership role, particularly in creating the conditions for overall committee and individual director effectiveness. So, the role of chairperson in a meeting is to direct the meeting by clarifying roles, establishing rules and participating as one of the members. The chairperson summarizes key decisions and recommendations made during the meeting. The chairperson directs the content of meeting and can have opinions on issues discussed during the meetings. Before the meeting, chairperson prepares a schedule and agenda for the meeting. Also, he/she keeps the meeting focused on agenda items because if he has the power to stop the meeting and change the subject of discussion. Similarly, chairperson evaluates the meeting after it has ended to determine areas that need improvement. It is crucial that the chairperson seeks direct informal feedback from attendees at the end of the meeting in order to address any shortcomings. The chairperson even follows up with members and ensures that all agreements reached during the meeting are confirmed and recorded in the minutes to increase accountability. Also, s/he constructs aim for meeting, clarifies roles of participants, prepares meeting logistics etc. in a meeting. Hence, as a whole, chairperson plays vital role in meeting and has important responsibility to manage the meeting.

more alert and are not yet engaged with the work of the day.

All in all, meetings are a vital cog of a business organization and preparing for the meeting, clarifying the purpose, selecting participants, deciding how and where to meet and taking care location, time and materials are just few basic points we will have to keep in mind while preparing for a meeting.

Page No  
Ans what's wrong.

#### Student's Action Committee

A meeting of the students union prep will be held at common room on Friday 24 August at 11:00 am.

#### AGENDA

1. Apologies for absence
2. Minutes of last meeting
3. Matters arising
4. Discussion on lunch time queues in the refactory
5. Solving students locker problems
6. Starting a new provision
7. Report on recent disco held for charity
8. Appointment of a person to take charge of the decoration of common room.

H762 /04

16 August 2019

Secretary,

participants. Ideally, those attending should be people who will make the decision and people with information necessary to make the decision. The basic rule for selecting participants is simple: invite everyone who really needs to be involved and don't invite anyone who doesn't. After selecting the participants next important step is to decide how and where to meet. Once you have determined that a meeting is necessary, you must decide whether to meet face-to-face or virtually. If you decide to meet face-to-face, reserve a meeting room. If you decide to meet virtually, make any necessary advance arrangement for your video conference.

The last and final step of a meeting preparation is taking care of meeting location, time and materials. Meeting face-to-face means one should ready the layout of the room. For maximum participation, arranging tables and chairs in a circle or a square is the right choice as every participant can see each other. If you are in charge of the meeting or are willing to share leadership then you should set up presentation equipment. Likewise, making copies of documents and handing out to the participants if the meeting is must. Sometimes it is not necessary to organize a face-to-face meeting, a simple online meeting is sufficient. In such cases, we should pay attention to room temperature, lighting, ventilation; these details can make or break meeting. For online meetings morning time is considered as best time as people are generally

body language, gestures, eye contact, movements, nuances and all the unique subtleties happening around the table. All in all, these are just the few basic points which should be considered to make a meeting effective as a participant.

① Discuss how a meeting should be prepared.

→ When any group of people come together to hold discussions on areas of common interest and to make important decisions, it is called meeting. A meeting is a very important element in a business decisions, organization as it helps in sharing information, make effective decisions, create solutions to a problem, and build better relationship among one another. With the importance of meetings in mind, we should now know how a meeting is prepared.

The very first step in preparing for a meeting is to make sure the meeting is really necessary. Meetings are very costly both in respect of time and money, so meetings should always be a last resort. In order to guarantee the meeting's success, enough preparation time is necessary. If you are in charge of meeting, determining purpose, organizing agenda, preparing the meeting's location and materials and such-like is necessary to run down meetings effectively. The next step is to clarify the purpose. This step is slightly related to the first step. Here, we must decide the purpose of our meeting and similar to the first step we only call for a meeting if the topic is very important. If the flow of information is strictly on way and no immediate feedback is required, then scheduling a meeting will just be a waste of time and money. If such cases arise, then leaving telephone or voice mail message, sending letter is a better option. To decide whether the purpose of meeting is valid or not, it is a good idea to consult the key people who will be attending. Ask them what outcomes are desired and

Date \_\_\_\_\_  
Page \_\_\_\_\_

project or problem. At meetings, progress reports will be given and decisions for further action taken. All in all, meetings are of two types and under these two types, we find other sub categories.

(3) How can the participants make a meeting effective?

→ A meeting is a gathering of two or more people that is conducted for the purpose of achieving a common goal through verbal interaction or virtually. Meetings probably account for 50 - 60 % of manager's time in business. When they are conducted efficiently, meetings are very effective way of helping the decision making process, briefing teams, exchanging informations and problem-solving. However, it is a sad fact that many meetings in business are unproductive because of poor management or because of being unsure of each individual's role in meetings. As a member of any meeting, even if one is not the chairperson, there is a lot one can do to help make meetings effective. First and foremost, the participant must understand the purpose of the meeting, as well as the role of expectations from him/her. Secondly, she should read all the papers in advance and make some notes about inputs to present in the meetings. Getting views on important topics from other people helps to fuel discussions in the meeting. As a participant of a meeting, one should voice out his/her opinions and actively take part in the meeting wherever possible. But one should bear in mind that voicing out doesn't mean to interrupt anyone who is speaking. Everyone must get a chance to speak. At an appropriate moment, one should even consider giving some praise before presenting own views. If there's disagreement with something, being constructive is the right way to go about it. Lastly, a participant must be a very careful listener. She should watch

What are the types of meeting? Discuss

A meeting is where a group of people come together to discuss issues to improve communication, to promote coordination or to deal with any matters that are put on the agenda and to help get any jobs done. Generally, meetings are of two types: formal and informal. All the other different types of meetings are divided into these two categories. Formal meeting is a systematic meeting that follows certain rules laid down by a company's Article of Association. A certain number of people must be present in order to validate formal meeting. Normally, company's secretary keeps records of these meetings. The next type of meeting is Annual General Meeting (AGM). It falls under formal meeting and is held once a year to assess the trading of the organization over the year. Another meeting that falls under formal category is statutory meetings. This meeting is conducted so that the directors and shareholders can communicate and consider special reports. Lastly, we have board meetings that are held as often as individual organization require. These meetings are attended by all directors and chaired by the chairman of the board. Just the opposite of formal is informal meetings. These meetings aren't restricted by the same rules and regulations as formal meetings. In this meeting strict agendas may not be necessary and minutes may not be kept. Management meeting is a type of informal meetings. These meetings are called by the head or man by a group of managers who may need to discuss a specific matter, report on progress or receive progress report. The next type that falls under this category is departmental me-

for a meeting.

As per the notice preparation, they are to be combined properly in a document. Notice is the basic part for meeting conduction. Before meeting, it is necessary to deliver a notice to the board. Based on different company or organizations, it is likely that required notice differs. The top portion is known as the notice which provide details of the type, place, day, date and time of the meeting. Likewise, preparing and serving notice is an essential requirement of a valid meeting. Notice includes the type of meeting such as. AGM, EGM, board meeting etc., date, time, place of the meeting and agenda for the meeting.

Hence, as a whole notice & preparation and agenda setting are two basic requirements for a valid meeting. which are usually combined in a document.

example of notice : example of Agenda:

MEETING	Tourism Co. Pvt Ltd
LOCATION :	A meeting on discussion on tourist season will be held in Room No. 3
DATE :	Friday, May 5
TIME :	2:00 - 4:00 PM
FOR :	Supervisors only
SUBJECT :	AGENDA
please note that ATTENDANCE IS MANDATORY !	<ol style="list-style-type: none"><li>1. welcome, Introduction</li><li>2. Minutes from previous meeting</li><li>3. Japan Tours</li><li>4. NIA Tours</li><li>5. Korea Tours</li><li>6. Australia Tours</li><li>7. Recaback from last year</li><li>8. vote on staff picnic</li><li>9. Questions/raising remarks.</li></ol>

### c.

## Meetings

⑤)

How are agendas set and a notice prepared for a meeting?

give an example.

→ Agendas are those simplest form needs to be set in a meeting. Actually agenda-setting is a task carried out by chairperson or manager or secretary. An agenda is a tool for attendees including, but not limited to, the chairperson and secretary. It serves several functions, before during and after a meeting. For setting an agenda for meeting, several points should be remembered.

Agenda is usually sent along with the notice of the meeting. It is the list of topics to be discussed in a meeting. Sometimes the agenda is prepared after the circulation of the notice in order to include member's opinion. Agenda is written at the end but before the signature of the convenor of the meeting. It is arranged according to the importance of the agenda. The agenda should be distributed in advance of a meeting, so that participants have the opportunity to prepare for the meeting. For setting an agenda for meeting, basically topics to be discussed during the meeting are prepared. Mem. day reports or materials that participants should read are included and copy of the minutes of previous meeting are also included. For keeping the meeting productive and effective, the number of agenda items are to be limited. Likewise items that will be put, to give the group a sense of accomplishment. A good agenda setting includes: firstly the goals you wish

been done in topic section of report. This literature survey is basically written in the style of essay explaining how you went about findings along with concluding statement.

Next component is 'Methodology' in which methods of carrying out all the investigation is stated explaining why particular methods are chosen for the research. Being through all the steps concisely everything should be included in this label.

Another component include 'Results or Findings' where the data / findings of the research as clearly or simple as possible are presented along with the proper use of graphical format as tables, diagrams, text, graphs. Next one is 'Discussion' part which is probably the longest section where brief explanation of introduction, literature survey, findings are to be shown. Along with the findings reasons for why that findings are used should also be stated in this section. Another content is 'Conclusion' with no new arguments, main points of the research are summed up or concluded. Another one is 'Bibliography' in which from where the information of research were gathered are explained. Lastly, 'appendices' section hold additional information that might includes interview questions, raw data or glossary of terms used.

In this way, as a whole, by using these basic components one can easily write proposal report in a better format in an effective way. So, the arrangement of these components in a proposal writing can be very helpful for one to write the report effectively.

① What is proposal? Discuss its components and format/arrangement.

→ Proposal is actually a special document that purpose an idea or an approach to solving a problem or issue which are often written formally as requested by company or agency. This type of report tries to persuade reader to implement proposed plan or approve a proposed project. Proposal, report generally analyse problems deeply, presents a solution and suggest an approach to solve them.

For writing an effective proposal, University centre brainlessly has designed very useful and easier components and contents. Like every other report, proposal report also includes Title, Abstract, Introduction, Literature Survey, Methods, Results, Discussion, Conclusion, Bibliography and Appendices as the major components for an appealing writing.

The first major component is the 'title' section where the topic of the report is stated concisely which needs to be informative and descriptive to the readers. Another most important component of proposal is the 'Abstract' which is also called the executive summary. A good way to write an abstract is to think of it as a series of brief answers to questions. What is the purpose of the work?, what methods did you use for your research?, what will be done, by whom, how, over what period of time? etc. Should be stated properly in this label of proposal. The next one component includes the 'Introduction' part which is also known as background or rationale. This section actually state what the report is about and what is the issue that you are addressing and why does it matter? Also, this section includes a brief outline to the method of enquiry stating the limits of research and reasons for them. Another part is 'literature review' which is a survey of publications work that has already

4)

## MEMORANDUM

To: Mr. Martin Graham, Manager  
From: Suman Thapa.

Sub: Eligibility of ELIGIBILITY OF INGRID KNUTSEN FOR THE JOB.

### TERM OF REFERENCE.

To report on the eligibility of Ingrid knutsen for the post as requested by Mr. Martin, Graham Manager on 20th May 2013.

### PROCEDURE.

Interviewed with different heads of finance department, Sales and Marketing department and Head of Human Resource to ask for their opinion.

### POSITIVE FEEDBACK

• She was very pleasant and got well with other staff.

• She was very polite and she used to do work very hard.

### FINDINGS.

• She use to do well on that department.  
• She is a little shy and use to be well with everyone.

• She <sup>wants</sup> work hard and quite imaginative.

• Needed help on some difficult things.

- She wasn't very punctual
  - Some time she use to be arrive late in the office
- CONCLUSION.

Although she has some problems but she has positive lots of positive behaviour and the work that she performed.

#### RECOMMENDATION.

- She need to be trained before she got placement.
- She is almost good at work but she need someone older than her to overcome with difficult tasks.

Suman Thapa,

Assistant, HR Company.

Q) What is a proposal? Discuss its components and format/arrangement.

→ A proposal is a special type of report that is designed to present ideas and it is done before the research is done on certain topic and possess the way that on what and procedure on taking report on step by step procedure. And it is presented to the respective department for approving the strategy by researcher. Its components and format are (firstly) title the topic of report its short explanation and main issue of the report and detailed is not needed in title but we should

To you

Date:

Page:

## MEMORANDUM

AURORA HOLDINGS PLC, A LARGE MANUFACTURING COMPANY

### REPORT ON REVIEW THE COMPANY'S STAFF BENEFITS

#### TERMS OF REFERENCE

To report on the recent meeting which has decided to review the company's staff benefits

#### PROCEDURE

35 members of staff and 10 customers gather

for a meeting which was held on last week 21st April 2028.

#### FINDINGS

##### 1. MEETINGS WITH STAFF

###### 1.1. STAFFING

The company has included three benefits of some possible benefits to staff and customers

###### 1.2. PRODUCTIVE WORKS

A company currently makes some additional benefits scheme and made some possible benefit

TS:

private life assurance scheme

private hospital and medical insurance

Loans at low interest rate

Sports and Social Facilities

Lunch or Voucher for facilities

Arrangements for discount at local  
shops

Free or reduced payment of fees to attend courses

Alcohol & Tobacco禁酒及戒煙

## PROBLEMS

### 2.1 SCHEME

The company human resource department has introduced a sectoral pension scheme and a subsidised canteen that hobby contractors and workers are little satisfied with company.

## Conclusion

Company should be concerned of the importance of customers or staff satisfaction so that company can grow up and launch more other things.

Final note: important for business organization

Date: .....  
Page: .....

## RECOMMENDATIONS

It is recommended that a company add

three benefits which should be very good for

customers and it is welcomed by our all

it is very public showing their customer's and

their product with no no

(Mr) Visay Bhattarai

work manager.

He has done a great job and he

is a great

company and I am a great fan of him

but instead fought using the computers. The traditional war used to destroy or affect a huge loss on human life and wars fought on big fields or open space. But with the introduction to new war, data or informations are destroyed using computer program and the battle field is the computer itself. The story vividly showcases the implementation of new way, when the hackers hack into the system of criminal and steal their money. In this way, the story shows the introduction and implementation of new war.

impacts with the advancement of technology. The term 'cyberpunk' also highlighted as the problem related to advancement of technology and directly affecting factor for humans life. To day, in this modern era, new may have been created which are easily responsible to have problems in human life basically due to use of technological wars. And has also arised some pace of violations, conflicts against the people. The chrome in the story possessed many power connections, money and was regarded to be a great targeted criminal in the story also she was not a big part. Thus, as entirely, showcases the idea of need problems due to advancement of science and technology.

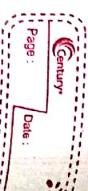
(vi)

New war.

The story 'burning chrome' is a science fiction story written by William Gibson where the writer talks about the concept of new war; the cyber war. The story showcases how the computer hacker; Bobby and Jack hacked into the system of chrome and steal the money. The concept of new war is shown as the hacking process during execution of the hackers. The cyber war is the war fought between two parties where the weapons are the computers and the softwares. The cyber war involves the action by two group or nations to attract and attempt in damage other groups computers or information. It includes hacking as others stealing money and theft of data. In the story, the hackers used the Russian hacking software.

(iv)

#### Love and Loss



'Burning Chrome' is a science fiction story written by the English writer William Gibson. This story talks about the influence of love and loss. In the story, there are three main characters, Jack, Bobby and virtual girl Rikki. They hacked the Chrome's account to earn money. They break chrome's drive into tiny pieces. keeping 10% of it for themselves and donating the rest to charity. The hackers had succeeded just as suddenly as they succeeded, jumped into their bank accounts. They were defeated on the home front and came to Jack's conclusion that Rikki was actually a prostitute for the infamous "House of Blue Lights". The house was shut down as the hackers finished their job and as it turned out, Rikki gained quite a substantial bit of money for endorsement. She and both hackers were fully in love with that virtual girl. But to fulfill her desires, when Rikki flew to Hollywood and never came to the place where two men lived, they lost their love. Hence the entire story wants to show the unrequited love triangle of Jack, Bobby with Rikki and at the end they lost their love which shows lost in love. As a whole, the story contains idea of love and loss.

(v)

#### Create Human Problems

Until and unless technology goes on advancing, ultimately the human problem will get rise based on such technological advancement. As the story entitled 'Burning Chrome' written by William Gibson contains major focus upon technology, the futuristic Jack and Bobby Quinn were the main characters of the story where Jack was hardware expert whereas Bobby was software specialist. As they both used the Russian software to break and steal money from a high level and well connected criminal known as Chrome. which has been a

### (iii) Cyberpunk

'Burning Chrome' is a short science fiction story which tells the story of two hackers who hack the systems for profit. The story presents the idea of cyberpunk to the readers. Cyberpunk is a subgenre of science fiction that tends to focus on a "combination of low life and high tech" featuring advanced technologies and scientific achievements. The story features two main characters, Bobby and Jack. Bobby is an expert hacker specializing in software while Jack is the same but specializes in hardware. They both live a normal life but when they come across a hacking program they hack into system that makes them rich beyond their wildest dream. Cyberpunk often centres on conflict between artificial intelligence, hackers and megacorporations and tend to set in a near-future earth and this story's plot is about hacking. Cyberpunk also features advanced technologies and scientific achievements. In the story, writer talks about many scientific and technological term. We see the use of hologram, a virtual girl and an unbreachable hacking program. Gibson also brings the term 'matrix' which is a shared virtual reality space where user project their consciousness into representation of networked data. Likewise the word 'cyberpunk' coined by Gibson is used for the first time in this story, in reference to the 'mass consensed hallucination' of computer networks. Hence, the story deals with lawless subculture of an oppressive society dominated by computer and technology.

science fiction story, science fiction story, with the basic idea about cyberspace or story 'Burning Chrome' with the basic idea about cyberspace, written by William Gibson. The story mainly comprises the idea of cyberspace along with chronological use in the future world. As like this, story even illustrates the theme that includes dystopian element of future time and hacking. So, as a major characters of the story were Jack, and Bobby - professional hackers along with their loved one virtual girl named Rikki and main idol as criminal named chrome. According to the story, Jack, Bobby and Rikki, being a main character, had illustrated clearly the real life problems that includes money, love, boredom and everything related to it. Similarly, the writer attempts to portrays an atypical postmodern setting in the story that shows how use of computer systems will be have in the future and how people who attempt to breach them will do so with more advanced tools of the time. Likewise the movement of characters in the case of hacking characters' account, travelling from one location to other and mainly the movement of character from the level of technique to the level of idea, shows the actions took place in the story. Like this in terms of language, writer had used the concept of 1st person narrative throughout from the point of view of Jack, one of the main character in the story. The story even contains some allegory for e.g. the word 'console cowboy' technically means a hacker, there are others too which had got hidden meaning within it. Hence as a whole, we can say the story is hard science fiction as it generally gives the idea about technology and its use in the future.

### Theme of the story:

#### i) Lost in technology

The story "Burning Chrome", written by William Gibson, is the science fiction story that typically covers the idea about cyber-space including the use of computer systems and technology in the future world. The story even shows how people will breach into the technology for their profit use and how they will lost in logically created machines. There were Jack and Bobby who were computer experts and were working in case of hacking the criminal computer program named chrome. They were totally lost into that process which reflects their huge concern with technology.

Similarly, the story portrays the 'matrix' a virtual representation of the digital world as a captivating marvel which also highlights some way of technological use by characters in the story. Likewise, there was a virtual girl, who was self-created by use of advance technology named Rikki. So, the story features an unrequited love mangle between two freelance hackers Jack and Bobby with that virtual girl Rikki. Both men were totally attracted and both loved that girl which reflects the lost of men towards technology because the girl was not real as she was virtually created in the world by use of some technology. As like this, the struggle of two men Jack and Bobby for about 6 weeks to hack that chrome's account also shows their huge tie in towards the technology. The way that two hackers grappled with new ways to survive by making money and thrive in a world controlled by things that were powerful even displays their lost toward technology. Hence as a whole story highlights the theme of technology and gadgets in which people are totally captivated and lost.

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→ William Gibson.

Summary :-

'Burning Chrome' is a science fiction story written by William Gibson. The story tells the story of two hackers who hacks systems for profit. The two main characters are Bobby Guinne who specializes in software and Automatic Jack whose field is hardware. A third character in the story is Rikki, a girl with whom Bobby wants to hit a big. Automatic Jack acquires a piece of Russian hacking software that is very sophisticated and hard to trace. The rest of the story unfolds with Bobby deciding to break into the system of a notorious and vicious criminal called Chrome,

friends Jack Ward and Rosetta - in thought of some privacy and some other things, they called up their girlfriends to live in that large room. But they called up their families instead and the room became crowded again as before. This also shows no privacy in the people due to overpopulation. Hence all in all the story shows the idea of lack of privacy where people were living in a single roof without any boundary.

#### (viii) Desire for power

The story 'Billennium' is written by J.G. Ballard that even deals with the nature of selfishness or more desire for power along with the concept of futuristic world. According to the story there were John and Henry, a very close friends living together in a small cubicle. One day, when these two friends found hidden and unused room with a very large space. At the beginning when they had small space they weren't happy and later when they had got large room, also they weren't much satisfied. So, for making even more money and for more desires and wants to become landlord and earn power, they called up their girlfriends and girlfriends called up their families. The room became more crowded as before. Along with the idea of power and strength earning in the story, there is the idea about selfish nature of human being. As John and Henry called up their girlfriends to live along with their families in the large room but as in that case they forgot to call their own parents in that large room. They didn't called their parents and for making money, they became greedy and selfish. Hence, as a whole, story concerns about the unfulfilled and selfish nature of a human being.

- living in small cubicle told them to leave that place. So they shifted to another cubicle and surprisingly found a large room to live. At the beginning they were totally unsatisfied with small space, after they found a large room to stay even, they were not happy by that. So, from this situation they thought of earning more money. They invited their girlfriends and friends also and called their families. The large space became smaller as before due to more number of people. So from all the above cases, John and Henry who have landlords before, became same thing later which shows money-hungry within them. In sake of earning more money they made fashion to the large room and even sold their valuable furnitures & wardrobe. This totally shows the situation of society where people can do everything for money. Hence, as a whole, the story highlights the idea about greediness nature of people for the sake of money and even talks briefly about hunger towards money of people in the society which is full of crowd of people.
- (viii) Lack of privacy in modern world
- As the story "Bilennium" deals with over population and shared room by numbers of people, this even reflects the modern world and lack of privacy. The story written by J.n. Ballard shows the difficulty for managing settlement. City halls were being split horizontally into four decks each of those divided into many cubicles. As Rositter warned to Ward about population of people in the city he issues the one who gave idea of keeping their girlfriends with them. According to the story, due to population there was no separate room for people to live in. They had been squeezed together and had shared a single room with partition for many people to live in. This shows some kind of lack of privacy of people. Likewise, the two

(v)

### Destruction of Beauty (nature)

The story 'Billennium' is a science fiction story written by J.H. Ballard showcasing the about how beauty is lost because of the huge population. In the story, both the city and the 'secret room', the items and buildings representing beauty, are being taken down and rebuilt because of the overpopulation and the need of spaces. Likewise, in this story writer says that, "the great banqueting room cut up into hundreds of cubicles". It means word is being replace by too many people and may lack cubicles there are in the city, so the beauty of the city cannot be appreciated and no longer to be here, it's all replace by cubicles. Similarly there is another saying "pleases of wardrobe lay on his bed and across the floor". It means that the object of beauty is now dismantled because the room doesn't fit for the wardrobe anymore and they need the space for beds so more people can live in the room. Moreover, Ballard has highlighted the lost beauty when the boy destroy Victorian wardrobe. It symbolized beauty in the story and they destroy it for the sake of extra space. All in all, this story indicates how humans are being dissatisfied with everything and losing the importance of beauty around them.

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nited.

(vi) Money Hungry society.  
The story 'Billennium' written by J.H. Ballard is a science fiction story which basically deals with the idea of futuristic world along with some concept of money-hunger society. There were two close friends John and Henry in the story who were living together in a small cubicle within a small space. Later when in term of more money making landlord of the building where they were

(V)

Story also contains allegoric words such as 'wardrobe' symbolizing the space they had found, 'destruction of beautiful furnitures' meaning as destruction of people and loss of freedom, space and number of people lack of power, freedom, space actually holds. The story representing what the future actually highlights hidden had got these words which typically highlights hidden meaning within it. Hence, as a whole the story is soft science fiction story as it mainly talks about people.

(iv) Human confinement and paralysis

Billennium is a short science fiction story written by J.G. Ballard that describes a situation when the population of the world has grown to the extent there is no place for people to live normal lives. In the story we have the theme of confinement and human paralysis. The world's population has reached 20,000 million and there is very little space for people to live in. The cities are full of people who are living in confined conditions. The world's that the streets are heavily populated by people and Ballard highlights this on several occasions notably when Ward can't get to his cubicle for 48 hours. The theme of paralysis is self-evident in the story. Ward and Rossiter when they are on streets have to move slowly due to the volume of people. Similarly, Ward's movement not only in his cubicle but in the room that he and Rossiter discover are also limited. At no stage does the reader feel as though Ward has any freedom. Either in his movements or in how he lives his life. All in all, Ballard suggests that one of the prices to be paid for having such a large population is the loss of personal freedom which makes human paralyzed.

### (iii) A science fiction story:

Science fiction story basically refers as the imaginative impacts of scientific advancement upon the society and individual. This generally deals with imagination, realism, science and technology, time travel and futuristic concept. So, the story 'Billionium' by J.G. Ballard, as the title itself suggests deals about futuristic world and some base of predictions of human life in the future. The story describes a situation of moment of the future where the population of the world has grown so much. This somehow shows the use and affects of science in the story. Similarly, the way story deals about the crowd of people living together each in a small cubicle doesn't actually shows realism in its sense. It's totally imaginative which gives indirectly the idea of inhuman life of people of future world. So, as a character, there were Ward and Rosseter - close friends, their girlfriends Helen and Judith, along with Helen's father - mother and Judith's aunt, altogether seven characters according to the story. Likewise, the whole setting of the story was in the future world with population of 200,000 million people. The writer had even provided vivid illustration of the way the society is different from ours due to dysopian setting in the story. Similarly, the changed behaviour of Ward, shifted from one cubicle to another, lack of responsibility towards parents, jammed city areas, foundation of large room to live and others reflects the various actions of the story. As the language in the story, writer had used third person narrative throughout along with pessimistic tone as characters in the story don't have hope for the future about decrement of overpopulation like this,

### (ii) Effects of Overpopulation

"Billenium", one of the science fiction story, written by J.H. Ballard mainly comprises the idea of future world and its effects and deals with the idea about overpopulation and its effects. The term 'overpopulation' explains the reality of that society which lives without space i.e. there were more people than places. In the story also, there was huge crowd of people in the city which gives rise to many effects. Due to overpopulation, humans had to be squeezed in a small cubicle and had to live in small space. People instead of wanting and consuming, with the reduction of population, they were doing anything to have some more space in cubicle. Similarly, husband John and Henry had to sell their valuable wardrobe and furnitures so as to partition their large room for more people to live in. This shows destruction of beauty as the effect of overpopulation. Likewise, when board and his sister called up their girlfriends and girlfriends called up their family to live on that large room, found by two friends, then they, in context of making money and as the situation of overpopulation, forgot to call up their own parents. This also reflects the selfishness nature of human and including lack of responsibility as a result of overpopulation. Likewise, overpopulation had effected on the privacy of people. Due to overpopulation, people had to live together in the same cubicle which couldn't let to keep privacy. Also, overpopulation leads to greediness of society as they always had put their comfort first instead of thinking about reduction of problems. Hence, this story highlights the idea about effects of overpopulation along with other problems in the future world.

### Theme of the story:

(i) Man is never satisfied

The story "Billenium" written by Ira Basand basically deals with the idea of futuristic world and also nature of man of being unsatisfied in everything. In the story, there were Lord and Possessor, close friends, who were living together in a small cubicle at the beginning. They were not satisfied living in that small space. But one day when they shifted from one cubicle to another, they found hidden and unused room with large space. They were totally overwhelmed by the new space. They were so happy and excited by large room but not much satisfied because they were not used to living in bigger space so they called up their girlfriends. So, according to story, living in a small cubicle with very small space was unsatisfaction of two men Ward and Possessor as well as the room with large space they had found was not satisfied for them to live. As they had large room, they wanted to make more money and sold the wardrobe they had got. This shows that, humans desires and wants goes on increasing, never fulfilled. They want one thing desperately, as they had had that thing if they want even more. As like in story, it at first two friends wanted large room to live but as they found large rooms they made partition and made the space smaller as before to make more money out of that. Hence, all in all, according to the situation of story, we can say that man always want something more, unless he is not satisfied for what they have.

## 'Billennium'

- J.G. Ballard.

**Summary :-**

The story 'Billennium' is science fiction story written by J.G. Ballard that makes reference to the time in the future where population will be the biggest problem for the human race. The story is set in a future world in which the Earth's population has grown enormously - "Twenty thousand millions" - so much so that in order to feed everyone, human are squeezed into megaliths and most of the land is used for farming. The story centres around two friends, John Ward and Henry Rositter, and their struggle to find enough room in which to live. They live in small cubicles, so it is marvellous surprise when they find a forgotten room which is relatively very big. They proceed to live in the room and soon, they decided to invite others to share their space - two girls, Judith and Helen. Eventually, the room became so crowded that it is no better than the cubicle they had before. They also start to let out the room for the sake of money, becoming the greedy landlords. They become so despiced at the beginning. All in all, it talks about a situation far in the future when the people / population of the world has grown to the extent, there is no place for people to give normal lives.

Hence, in the whole, the mechanical world possesses benefit and has losses too which are highlighted in the story.

~~Ram~~  
S. P.

### (iii) Benefits and losses of Mechanical world.

"Who can Replace a Man?" is one of the science fiction stories written by English writer Brian Aldiss. The story shows benefits and losses of mechanical world. As the machines are capable of thinking only based on the task they been designed to perform but the work performed by them will be accurate. As the character of the story is machine and human where machine passes lots of benefits and limitation. As the story deals with different "class" of their "brains". In the middle of story the penner says that machines are beginning to feel that they are better leaders than the human which shows such capability of machine which can make better society than human. In this world, machine can talk and think themselves. Machines having higher class brain analyze new condition and trying to solve problem. Rather than man machine can easily do or perform heavy and delicate work and that will do it more accurately. Work will be faster, efficient without any error. Machines are inability to feel empathy or compassion for each other. They can't feel like human beings and only understand the task which is programmed. Bulldozers, Tractors etc. are seen as a destructive machine in the story. People believe as per command is given, they will give result. Machines can't be repaired itself, it needs the help of human. Without human intervention it can't properly perform its task. Due to the utilization of such machines the world is being mechanical and most of the people are being like machines rather than being human beings. Possibility of machine that they have ability to grow and change the damaged worth is possible. As the world will be mechanical there will not be over pop-

whereas man have thoughtful, logical, decision in every case in every situation,likewise machines are not helpful character , they have lack of intelligence and thinking but man are intelligent social beings in the society . Hence, like this , the story also deals with the comparison of machine over superior humans.

### (v) A science fiction story

Science fiction actually is the imaginative concept / impact of scientific advancement upon society and an individual . This deals with technically developed imaginative matters . So, the story "Who can replace a man?" written by Brian W. Aldiss is one of the science fiction story which actually talks about futuristic world in which machines are trying to take over humans . The whole story revolved around the fact about man and machine relationship . The invention of robot and their task shows the use of science and technology . The whole world took over by machines shows imaginative concept in the story . Likewise, all the characters mentioned were robots and at the end story writer talks about a man who was also one of major character . Similarly , the setting of the story is not in only one specific place "for they travel a lot" . Also , the mechanical society world shown in the story is quite similar to ours but that relates to future . The movement of machines from one location to another location and the conflict seen in the cities between robots and respective task done by respective robots in the story shows the action . likewise , writer uses futuristic dialogues as well as casual names for robots . This

comparison between man and machine.

The story "Who can Replace a Man?" by English writer Brian W. Aldiss mainly focuses upon the idea about man-machine relationship along with comparing man and machine together. Well, in the story, the robots were divided or categorized upto class - Ten based on the basis of superior and inferior. In the context of human also, in some society there is division of people on the basis of class. This shows somehow similarities between man and machine on their own world. Likewise, the specific name given to the robots according to the story as Field minder, unlocker, penner etc. shows similarities to man as all human beings also have their specific name. There is not only similarities between man and machines but also few differences. The first one is that machines have totally inhuman nature on them unlike human beings. The next difference is in the decision-making power.

They were free, were still not free from human's power and shift controlled by man. Basically in the story, when penner fails down in the bottom of mountains without being repaired and cared by machines, there is a big demand of humans in this case. Because machines were not capable of doing their works without direction of man. Hence all in all, the story highlight the main idea about the man superiority over machines by showing humans strength and power to do their task by help of machines.

(iv)

Inhumanity in the mechanical world.

The story "Who can replace a man?" is science fiction story written by Brian Aldiss comprising the idea about machines ruling over the world and showing their own nature and culture. Actually inhumanity means brutal and cruel behaviour and mechanical world meaning world with machines existence. The idea of inhumanity in the world of machines is also reflected in the story. Well, according to the story, the incident when unlocker with class five brain follows penner, field minder having along with other machines having class three brain than penner ordered bulldozer to destroy that unlocker without even giving it chance to explain. This shows the inhuman act of machine over other machine. Similarly, in case no order by human to do work for machines, they couldn't decide /order themselves in their mechanical world but started journey in search of human. The lack of decision-making power in this incident also shows

## Human self-invited destruction

The story "Who can Replace a Man?" is a science fiction story which also provides a deep meaning on how humans are self inviting their destruction. To cover this meaning Penner, a machine, said in the story "Once a world was overpopulated, and then the soil was exhausted in raising adequate food. This has caused diet deficiency". The statement said by Penner is actually true. That's because humans are increasing their population per day causing the world full of people. The more the people, the more food they need for their survival. Humans are continuously degrading the land for their food. This has made the soil exhausted in raising adequate food. Which has caused diet deficiency in them, once there is lack of food and diet, humans are dying because of starvation and diet deficiency. The degradation of land and other natural resources caused by the humans themselves. Thus, we can say that human are both creators and destroyers themselves and are able to invite destruction in the world as per the content of story.

## Human superiority over the machines

The story "Who can Replace a Man?" is science fiction story which is written by Brian Aldiss that showcases the act about man's superiority over machines. We believe that one can overrule mankind since the machines were so made by humans, they must have to listen to their masters. For instance, in this story the machines find one man being, even though he is ravaged by starvation he gave a command to the machines to get him food. So, they immediately replied "Yes Master". This interactive conversation

## Human-machine relation

"Who can Replace a man?" is a science fiction story in which writer Brian Aldiss describes a futuristic world in which machines are capable of thinking based on the tasks they have been designed to perform, and shows its readers the relationship between man and machines.

For starters, humans are the one who is superior to the makers of machines, without human machines cannot exist. No machine is superior to human, because they were invited to serve not to rule over the world. In the story during machine's expedition, gyro of the penner breaks down and it can't move. The other machines leave it there and move on. This shows how machines are dependent on humans for their existence, even though the penner seemed happy about being free and believed together they could take care of themselves and creates mechanical society, ultimately it needed human to repair. The story shows how humans are dependent on machines as well. When a man commands machine to find food for him they instantly obey. This demonstrates human dependence on machine to get their work done. Even though they are in Badland where nothing grows he orders machine to get him food. The story also showcases how machine needs human as their guide. Machines are programmed to make fast decisions. This is shown when the penner commands to execute the unlocker without giving it chance to speak up. Such rash decision making is what separates humans from machines and ultimately shows the need of guidance from humans. All in all, the story highlights man-machine relationship and how they both are dependent on each other.

## Who Can Replace a man?

Author - Brian W. Aldiss.

### Summary

The story "Who can Replace a Man?" is written by Brian W. Aldiss that focuses upon the idea of futuristic world in which machines plays their role for what they are designed. In the story, the characters mentioned were all robots which were performing their respective task. According to the story robots were categorized on the basis of their level of brains into superior and inferior. Similarly, the way the machines talk shows that they were capable of different kind of thinking depending on the class of brain. So, in the story, as the radio operator told that all the men in the world were dead and no orders were given to the machines, the field minder, penner along with quarriers, radio operators and other high classed brain robots started their journey in search of human. When these robots reached mountains they found a single man starved and weak. So, at the end, the man ordered those machines for food and they obeyed the orders without any hesitation and negligence. The acceptance shows that they considered human as their master. Hence, as a whole the story revolved round the fact that man always ruled over robots and robots were clueless without direction of man as well as nothing can be more superior than mankind in his entire world.

Hence, all in all, due to their updated plans, machines, pattern in the battle, they were able to win the bat war and got victory over their opponent side. So, the story focuses on why we should upgrade ourself from the traditional ideals and use the science and technology for the betterment of ours.

(iv) creatively destructive nature of science.

The story "The Land Ironclads" is written by English writer H.G. Wells, which talks about how creatively science can be used for destructive purpose. It is the story where there are two groups villagers and towns people. Villagers are very powerful in terms of physical strength and were experienced whereas townspeople are teachers, students, clerks with the luxury life. who had no any experience of war and battle but scientifically very upward so by the use of science they made the ironclads which was about 80-100 feet high. The townspeople attacked the villagers at the dawn which villagers had never expected. Every bullet shot by town hit the villages without missing. The townspeople won the fight without losing one people.

Hence, from the story we can say how science is being used for the destroying purpose and also it is destroying the human kind making attack to opponent side at night without any signal for the battle. This story also describes the changing pattern of war as the modern way of fighting using machine is shown. There is the idea of machinery us mankind, so humankind are being destroying themselves creating large machines and technologies against man. So, this story entirely talks about the creativity as well as destructive nature of science in the war.

still relies on their primitive tools and methods using guns and rifles on their horse backs with their traditional manner. So, basically from the story we can see the conflict between the modern way of fighting and traditional methods of battle. But the whole dealing in the story compasses the idea of use of ironclad, which is the reflection of modernity in battle at that point of time. Modern techniques and ways of fighting wars against traditional scenario is shown in the story. Hence all in all the story revolved around the fact that science and technology are constantly developing our world and it is better to upgrade technology more and more leaving traditional methods behind for defeating match wars over opponent teams.

### (viii) Changing war patterns

The story "The Land Ironclads" written by English writer H.G. Wells where he talks besides the war. The story also deals with the changing of strategy and plans on the battle field. While the war was fought between the townspeople and the countrymen, the professional soldiers of the villages kept hold of themselves on traditional guns and machineries. On the other hand, the civilized people of the town updated themselves with modern weapons and ironclads. If the war was fought only with the traditional guns, rifles, the defenders who are better soldiers were sure to win the battle. But, the townspeople changed their war strategy and brought other modernized weapons that the defenders had no aware of. Similarly, defenders pretending to win the war easily fails as townspeople using their creative mind change the pattern and styles of the war and use computer-based warship showing their new concept, better plans in war field.

(ix)

27

of the battlefield and reflecting upon the war between two unidentifiable armies. Rather than starting the story with how and why the battle has started, starting off the story with in the middle, like most science fiction helps us to adjust to a changing world. Sci-fi stories accustomed us to the future. In the story we have land ironclads which is totally a new concept with point of time. Even though the concept was fictional, people were wary of the threat and use of such machines. Science fiction is also different from other genres because it holds the ability to do two things simultaneously; address important issues that is relevant to present day and address universal human issues in an indirect or metaphorical manner. In the story, we see how invaders rely upon machines and technology to win the war and same thing is relevant in today's time as well. All those reasons came together to set sci-fi apart from other general stories.

(vii) Technology vs Traditional Methods

In the story "The Land Ironclads" written by English writer H.G. Wells, it talks about the war fought between the two distinct nations whose names are not identified according to the story. As the two sides are referred to as the 'invaders' commonly mentioned as civilized town people who are rich in their modern technological advancement tools, machines, and the 'defenders' known to be better soldiers are country people with traditional technologies, methods and processes use in the battlefield. So, the reasoning or the turning point in the war begins when the townspeople bought huge and large land ironclads at the war during the time of battle. The ironclads which were developed by townspeople in the number of 14 shows the use of modern technology. On the other hand, the country people

less advanced but more advanced  
and technologies. On defender side there were mostly  
as human beings with their guns tanks and with the help  
of automated guns with lava. In invaders side, there were  
townspeople with their negative mind can do and de-  
velop that big ironclad which help them to win the  
battle without any risk. But on the other hand we  
believe that soldiers had got to surely win the war  
goes wrong and they lost, from this we can say  
machines see the strength for defenders and  
this strength drives down the power of humans.  
defenders. The story totally gives the idea of the  
conflict between human and machines, humans may  
seen to be nothing over the strategy and strength  
of machines. H.G. wells have also mostly shown us  
the fact that machines have no strong opposition  
against human. in this story.

(vi) Different from general stories.

Everyday we come across stories, we have been reading  
stories since our childhood. The range of stories in this world  
is unreached. There are countless numbers of genres. But in  
this paragraph we will focus on how science fiction is different  
from others. Science fiction abbreviated as sci-fi is a genre  
that typically deals with imaginative and futuristic concepts  
and often explores the potential consequences of scientific  
innovations. Every genre deals with its own subject matter  
and is distinct from one another. What we generally see  
in the science fiction story is that it often begins in the  
middle. We don't see orthodox beginning of the story in  
sci-fi like we do in all other genres.

they confident they are all strong outdoor types. They know how to use a rifle and fight. They were bold and professional soldiers. And on the other side, their enemies are townspeople. Townspeople aren't brave enough. They were civilized man like and do all sorts of things but they're poor smelters at war. They have got no physical staying power and their whole things. They've never slept in the open or right in their houses. They ride their horses as though they were bicycles and also they were fools at the game according to defenders. However despite their lack of skill in war, the invading force and their ineptitude proved more than a match for the less advanced but more skilled defender. In defender sides, there were soldiers as a human being with their guns, rifles themselves whereas on invaders side, there were large ironclad machinery. H.G. Wells vividly shows us war is won by the townsman using their minds or creativity not by their muscles. And it also shows modern war as a place where science and technology defeat over strength and power.

#### (iv) Manhood vs Machinery

The story "The Land Ironclads" is a science fiction story written by H.G. Wells. It is a story ahead of times. The story typically deals with the idea of development of science and technology in the battlefield. It was written 13 years ago before any real tanks were invented. It inspires the development of tanks. In the story there is disparity between humans and machines. There are two sides represented as the invaders, townspeople from devitalized community who are armoured at war and the defenders, tough, skilled soldiers. Despite their lack of skills with war, the invading force and their ineptitude proved more than a match for the

ce fiction story where there is flow of realism and futuristic idea. The story typifies nation along with futuristic technology and its effect on use of science and technology and its effect on the idea put over into the story shows both as the idea put over into the story was imaginative. The dimension and design aspects of ironical realistic but the idea in the story was "simply a character in the story along with human beings, machines. The large ironclad played great role in the battle at one side and soldiers as a human also played their respective role in the story. Likewise, perhaps a world in which nationality, culture, identity, human existence has been stripped away leaving but war. So, the setting of the story was representing combination of historical scenario and modern military as a action there was battle itself in the which shows machinery versus mankind. The war between the unidentified nation took place during dark dawn which reflects the idea of conflict. The story also has which contains word as 'giant dish-cover' that has meaning. Hence, all in all, with the combination of all elements, the story is considered as a science fiction.

(iii)

Mounspople vs Village People

The story 'the land Ironclads' is science fiction story written by H.G. Wells. This story, told from the point of view of war correspondent, begins in the middle of the war between two nations. Neither nation is named; instead they are referred as "the invaders" which means a civilized citizens people pressed into the role of a soldier and "the defendents" who described as nationally more vigorous and soldierly.

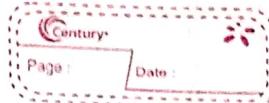
On the first hand, the men on the war correspondent's side

## Modernity vs Primitive existence

The story 'The land Ironclads' showcases the idea about the use of modern machines in the battlefield comparing with old methods and process existing in the war. Modernity simply refers to the quality or condition of being modern and primitive existence means the appearance of early or old things or stage. In the story on one hand we can find the use of primitive types of things as guns, rifles, horse, cycles, lanterns etc by soldiers and on other side there was the invention of large ironclad by townspeople which actually reflects the evolution of the things seen on the war before. The use of guns, rifles, horses and even the presence of human beings themselves in the war shows the primitive existence whereas use of new and modern technologies, machines, computerized Warship in the battlefield reflects the idea of modernity. Soldiers, rather than developing modern and new tools and machines in the war, they used old and traditional techniques and primitive ways and tools for battle but townspeople who weren't even much alert about war used their innovative mind and developed modern tools and machines as they defeated over their oponent side. Hence, the story also deals with the idea of modernity and primitive existence.

The story 'The Land Ironclads' basically showcases the idea about the better use of mental power in the battlefield than physical power. In the story, there were better soldiers who were physically fit and had fought the battle several times and on another side there were townspeople who were not well-known about the battle. As being physically powered, soldiers weren't succeed to win the battle but the innovative mind of townspeople which build the range ironclad, defeated over the strength of soldiers. From this, story not only suggest the idea of war between soldiers and townspeople but also tries to give us the idea of the battle between body and mind. The mind that townspeople had bought up to use science and technology in the battlefield triumphs over the physical power of soldiers. As there was a great greed of soldiers that they would surely won the battle, they were failed to do so. Because of the strong mental thought of townspeople, were succeed to develop big machine and were able to put the physical strength of soldiers below their mind. Hence the story shows the conflict between mind or mental power and body or physical strength along with war between two unidentified nation.

# 1. THE LAND IRONCLADS



- H.G. Wells

## Summary:

The story "The Land Ironclads" is science fiction story written by H.G. Wells providing the idea of use of science and technology in war and battlefield. At the beginning of the story, there were two characters: war correspondent and young lieutenant reflecting upon the war between two unnamed nations. On one side there were 'defenders' who were better soldiers and there were 'invaders' who were townspeople on another side. Defenders were physically fit soldiers with skill of using guns, rifles so that they had a great belief of defeating another side easily. But during the time of battles, there was a surprise attack from invaders side. The war correspondent along with other soldiers were very shocked when they knew the attack was by monster-like large ironclads developed by townspeople. They had built about 14 ironclads with different use of technology and roles to do during the war. So, due to use of 80-100 feet long, 10 feet high land ironclads in the battle, townspeople triumph over the defenders at last. The war correspondent also got "Manhood vs Machinery" as a headline for his magazine after observing whole battle and entire incident happened during war. Hence, this story suggests that despite lack of better skills, power, our innovative mind and use of best science and techniques always defeat over strength.