***ADVERTISEMENTS***

**1. SITUATION VACANT**

INCLUDE THESE ESSENTIAL DETAILS

* Begin with ‘Wanted’ or ‘Required’
* State the name of the company
* Mention the post and number of vacancies
* State minimum qualification and experience desired
* Give age, sex and preferential qualifications
* Mention pay scale and perks
* State the mode of applying clearly
* End with contact address and phone number

**SOLVED QUESTIONS**

1. You are personnel manager of Green Bio-Products Ltd., Sector 18, Industrial area, Faridabad. You need an efficient P.A/Stenographer for your office. Write an advertisement for ‘situation vacant’ column of a local daily.

Ans:

|  |
| --- |
| SITUATION VACANT  Wanted a smart, efficient P.A/Stenographer for a leading manufacturing company. Qualification-Graduate, age 25-30 years. Typing speed 60 w.p.m, shorthand 120 w.p.m. Preference to those who can handle computers. Salary negotiable. Apply with complete bio-data, within 10 days to Personnel Manager, Green Bio-Products Ltd., Industrial area, Faridabad-18. |

2. Hotel Lake View, Udaipur, needs young and smart lady receptionist. Write an advertisement to be published in the ‘situation vacant’ column of the local newspaper.

Ans:

|  |
| --- |
| SITUATION VACANT  Wanted convent educated, smart, young ladies in the age group 21-25 with pleasing personalities and fluency in communication to work as a receptionist for a reputed five star hotel. Knowledge of a foreign language besides English will be preferred. Handsome salary and perks. Apply by 30thJune with complete bio- data and recent passport size photograph to the Personnel Manager, Hotel Lake View; Udaipur. |

**2. SITUATION WANTED**

INCLUDE THESE ESSENTIAL DETAILS ( Here it is an individual who seeks a job)

* Age and sex
* Nature of the job sought
* Minimum salary acceptable
* Contact address and phone number

**SOLVED QUESTIONS**

1. You are Shirish Saxena of 47, Mall Road, Shimla. You are a young man of 35 with seven years of experience as an expert executive. You seek an immediate change preferably, as executive, in some prestigious export house in Mumbai/Bangalore. Draft a suitable advertisement for the ‘situation wanted column of the national daily.

Ans:

|  |
| --- |
| SITUATION WANTED  A highly experienced, young executive in top export house seeks change in a leading export house in Mumbai/Bangalore. Familiar with E-Commerce, marketing administration advance license, etc. Minimum salary expected: Rs.35000+ perks. Please write to Shirish Saxena, 47, The Mall, Shimla. Tel.: 0177-2437195. |

2. You are Anil Verma of 257, Moti Nagar, New Delhi. You have just passed B.E (Electrical) in first division from a prestigious Engineering College. You are in need of a job in or around Delhi. Write an advertisement in the ‘situation wanted; column of the Times of India.

Ans:

|  |
| --- |
| **SITUATION WANTED**  A first class B.E (Electrical) from I.I.T, Delhi, seeks a job in or around Delhi. At present working with a private firm in Alwar. Salary expected: Rs. 12000. Please contact: Anil Verma, 257, Moti Nagar, New Delhi-110039. Phone- 25278431. |

**3. SALE OF HOUSE/PROPERTY/GOODS/VEHICLES, etc.**

ESSENTIAL DETAILS (General)

* Begin with for sale/purchase or available/wanted
* Mention the type of accommodation/vehicle/household item
* Give a brief physical description
* End with contact details and phone number

(a) PROPERTY (Specific details)

* Specify size, floor, no. of rooms
* Mention fixtures and fittings
* Give the location and surroundings
* Price expected/offered

**SOLVED QUESTIONS**

**1.** You want to sell your flat in Ashok Vihar. Write out an advertisement giving necessary details in about 50 words.

Ans:

|  |
| --- |
| FOR SALE  For sale Ashok Vihar DDA flat, first floor, two-bedrooms. drawing/ dining, kitchen, balcony. Car parking available. North/ park facing, located near main market. Reasonably priced. Contact M.L Goyal- 27263412. |

2. You want to purchase a flat. Draft an advertisement in about 50 words for a newspaper, detailing your requirements and your capacity to pay.

Ans:

|  |
| --- |
| FOR PURCHASE  Property  For purchase DLF Colony with three bedrooms, D/D with Family Lounge. Corner Flat preferred. Price around 20-25 lacs. Bonafide owners or dealers to contact. M.K Bhasin, 12, Pandara road, New Delhi-110001. Phone- 23285062. |

**4. TO LET**

Essential Details

* Begin with ‘available’ or ‘wanted’
* State the type of accommodation to let or required on rent
* Give brief description of the accommodation

-size, floor, no. of rooms

-Fixtures and fittings

-surroundings and location

* Rent expected
* Contact address and phone number

**SOLVED QUESTIONS**

1. You want to let out a flat. Prepare an advertisement for this effect for publications in a newspaper giving location of the building, nature of accommodation, rent expected, etc.

Ans:

|  |
| --- |
| TO LET  Available on rent Sushant Lok, Ansals, MIG Flats, II floor, two B/R s, lobby, balcony, fully furnished, well-ventilated. Walking distance from main market and taxi stand. Rent expected 5000(fixed). Company lease preferred. Contact Subodh 2B/31, Sushant Lok. Phone: 27521012. |

**5. EDUCATIONAL INSTITUTIONS**

Essential details

* Give the name of institution/its past records
* Mention the courses offered/its duration
* Specify the eligibility condition
* List the facilities available and the fee structure
* Quote the last date for application
* End with contact details and phone no.

**SOLVED QUESTIONS**

**1.** You are the Secretary of the Indian Institute of Foreign Languages, Hyderabad. Make a suitable advertisement to be published in a newspaper announcing the commencement of new courses.

Ans:

|  |
| --- |
| EDUCATIONAL  IIFL announces the commencement of its short-term courses in French, Chinese, Japanese, Spanish, etc. Duration- 6 months, Eligibility- Senior Secondary. Excellent Faculty. Computerized training. Incentives for early birds. Ten percent seats free. Send your application by 16th May, 20XX or contact Secretary, phone: 274959480. |

2. You are the director of the National Institute of Vocational Studies in New Delhi. Draft a suitable advertisement for publication in a national daily highlighting some of the special features of your institute.

Ans:

|  |
| --- |
| VOCATIONAL STUDIES  NIVS offers courses in Electronics, Laser tech.,computer and television, hardware/software, fashion designing, etc. Duration- two years. Eligibility- Senior Secondary. Excellent Faculty. Well- furnished labs and workshops. One year training. Excellent placement. Quarterly fee- Rs. 1500. Last date for application 30th May 20XX.Director National Institute of Vocational Studies, 27, Pusa road, New Delhi. 253748490. |

**6. TRAVEL ANDTOURS**

SOLVED QUESTIONS

1. Sita travels, 227 Jagriti Enclave, Delhi, offer a package for 3 nights/4days in Mauritius for Rs. 10,000 per person. Draft an advertisement for publication in a newspaper in about 50 words with necessary details.

Ans:

|  |
| --- |
| TRAVEL AND TOURS  Attractive package available for Mauritius, 3 nights/4days. Breakfast and dinner, stay at 3- star hotel. Sightseeing included. Rs. 10000/person. Special discount for early birds. Contact Sita travels, 227 Jagriti Enclave, Delhi. PHONE: 2633983. |

**7. BUSINESS PROPOSALS**

Essential details

* Begin with ‘wanted’ or ‘available’
* State specialization/service offered/required.
* Quote sp. Terms/facilities
* End with contact details

SOLVED QUESTIONS

1. Write a suitable advertisement in a national daily for Novex (India) corporation, a leading hosiery manufacturer concern offering dealership, agencies and retail outlets.

Ans:

|  |
| --- |
| **BUSINESS**  Wanted distributors for Novex brand hosieries. Wholesale dealers, agencies, and retail outlets. Attractive terms and business discounts in addition to trader’s commission. Interested parties may contact Sales manager, Novex (India) corporation, Ludhiana or phone: 2387847, 2371938, and 2378239. |

**COMMERCIAL ADVERTISEMENTS OR DISPLAY ADVERTISEMENTS**

Commercial advertisements are inserted by leading manufacturers, establishments, organizations, etc. for the publicity and promotion of their product, services or events.

**Main characteristics**

* **Designed for commercial purposes**
* **More space, more expensive in terms of advertising costs**
* **Visually attractive- varying size or shape**
* **Language colorful and lucid- catchy slogans, punch lines, witty expressions and pictures or sketches**
* **Proportionate spacing**

Essential details

* Name of the company/institute/organizers, etc.
* Details regarding the event/educational course, etc.
* Special offers of discount if any
* Address of the company/institute/organizers, etc.

SOLVED QUESTIONS

1. M/s Bright vision has produced a new television named ‘Home Theatre’. Draft an advertisement for the local daily to promote the sale of the T.V. Offer a Kodak camera free along with the T.V. to those who buy it before March 30.

Ans:

|  |  |  |
| --- | --- | --- |
| WATCH AND CLICK OFFER  **Free**  A CLICK N SHOOT CAMERA  When you buy   |  | | --- | | HOME THEATRE |   31” FLAT SCREEN  HI-FI SOUND SYSTEM  COMPETITIVE PRICE   |  | | --- | | HURRY |   This is a limited offer  Open up to 30 March  *CONTACT*  YOUR NEAREST DEALER TODAY  BRIGHTEST VISION TELEVISION  The promise of a happy home |

**8. PURPOSE OF POSTERS**

The purpose of designing a poster is either to create awareness about issues related to the current problems and needs, or to advertise or even to extend public invitations and display notices.

DRAFTING POSTERS

Posters should be colorful, attractive and tempting.

1. They must be drafted carefully to attract the attention of readers, excite their imagination and influence their minds.

2. Posters are read from a distance. Do not give many details in a poster. Highlight only important issues.

MAIN FEATURES OF A POSTER

(A) Layout

* Visually attractive/eye catching
* Title –suggestive/catchy
* Use slogan, jingle or short verse
* Sketch or simple drawings
* Letters of different size and shape
* Proportionate spacing, etc.

(B) Contents

* The theme or the subject of the poster
* Description or details associated with the theme
* Essential details like time, date, venue (for an event)
* Name of issuing authority/organization

(C) Expression

* Phrases, slogans, persuasive language
* Creativity in terms of content and design
* Overall organization of and sequencing of matter
* Observe word limit (50)

**SOLVED QUESTIONS**

**1.** Design a poster for your school Fete. You may use slogans. Do not exceed 50 words.

Ans:

|  |
| --- |
| FETE  *ORGANISED BY*  ST. JOHN SCHOOL, AGRA  IN AID OF EARTHQUAKE VICTIMS  ON  SUNDAY, 2ND MARCH, 20XX  FROM  9a.m-5p.m  Of  SCHOOL CAMPUS  A day of fun and frolic  COME ONE; COME ALL ENTRY BY TICKETS  HELP A NOBLE CAUSE |

2. Design a poster in not more than 50 words for your school library on the value of books and good reading habits. You may use slogans.

Ans:

|  |
| --- |
| BOOKS-OUR BEST FRIENDS  BOOKS   * INFORM *TAKE A BOOK!*   *DON’T DELAY!*   * INSTRUCT * DELIGHT C:\Program Files\Microsoft Office\MEDIA\CAGCAT10\j0217698.wmf   MAKE READING A REGULAR HABIT   * ENRICH   *READ BEST YOUR LIBRARY HAS*  *SPEAK BEST TEN THOUSAND BOOKS*  *THINK BEST*  *DON’T JUDGE A BOOK BY ITS COVER*  *READING MAKES A READY MAN!* |

9.SPEECH

Q.1 Media has a strong hold on society. Write a speech in about 125-150 words on how media influences public opinion to be delivered in the school assembly.

Ans: **MEDIA’S INFLUENCE ON PUBLIC OPINION**

Respected Chairperson and my dear friends!

INTRO/BODY/CONCLUSION  
Thank you.

10. DEBATE SPEECH

Q.2. Meenu has to speak in a debate supporting a motion that “Teaching profession is better than Medical Profession”. Write it in not more than 200 words.

Ans: **TEACHING PROFESSION IS BETTER THAN MEDICAL PROFESSION**

**(By Meenu- in favor of the motion)**

Respected teachers and dear friends

I stand before you to support the motion that, the teaching profession is better than the medical profession.

11. (CV) JOB APPLICATION

Q. You are Anand/Arti of 14, Model town, Delhi. You have seen an advertisement in the Hindu for the post of Chief Chef in a five-star hotel. Apply for the job with complete bio-data in about 125-150 words.

Ans:

14, Model Town

Delhi

May 25, 20XX

The Managing Director

The Radisson Hotel

Gurgaon

Sir,

**Sub: Application for the post of Chief Chef**

This is with reference to the advertisement published in The Hindu, on May 25, 20XX. I am Anand. I have completed my MBA in Hotel Management from Delhi University. I wish to apply for the post of Chief Chef in your esteemed organization.

Please find enclosed my bio data for the said purpose. I am hardworking, honest and punctual. I assure you that I shall work with full devotion and sincerity.

Yours Sincerely,

**BIODATA**

Name : Anand Kumar

Date of birth : 22nd January 1990

Father’s name : Sharad Kumar

Address : 81, Chittaranjan Park, Delhi

Educational qualification : -Master of Business Administration, A.K college, Delhi

(2013)- 95% Marks

-Graduation in Hotel Management, Satyawati College

(2011)- 94% Marks

Working experience : Trainee at the Taj Hotel, New Delhi

(May 2013- Dec 2013)

References: A.K Poddar

Professor Head of Dept. ABC College, New Delhi

Ram Prakash

Professor and Dean K.X College, Delhi

I hereby declare that the above information is true to the best of my knowledge

Name

Signature

Date

Formal Invitations

* A single sentence presentation in third person
* Are printed invitation cards
* Used to invite guests on birthdays, weddings, inauguration of shops, houses etc.
* Answers the questions- who,whom,when,where,what time and for what:-( the occasion, names of the invitee, names of the host, date time and venue
* Other details are- name, designation, address of the organizer, sponsor or host o name of the chief guest or special invitees.
* Printed formal invitations don’t include the name of the addressee.
* 50 words limit.

1. M/s Shyam Lal & Sons are opening a new general store “Galaxy Novelties” in Geetanjali Enclave, Dwarika, Delhi. The inauguration ceremony is fixed for Sunday, the 19th of October 2016 at 11 a.m. Prepare a draft of formal invitation letter for the purpose.

M/S SHYAM LAL & SONS

announce the opening of

GALAXY NOVELTIES

a general store

In Geetanjali Enclave , Dwarika, Delhi

On

SUNDAY, THE 19TH OF OCTOBER, 2016

At 11 a.m.

All are cordially invited

Visit for all kinds of Grocery & Domestic items

AVAIL INAUGURAL DISCOUNT OF 10% ON ALL GOODS

R.S.V.P

Galaxy Novelties

Phone:011-27543201

**INAUGURATION**

1. Draft an invitation on behalf of Mr & Mrs Raj Karan of 38, Kamal Kunj,Varanasi,which they may use to invite their friends and relatives on the 5th birth anniversary of their son Nikhil at their residence on 28 December 2016.

MR & MRS RAJ KARAN

request the pleasure of your benign presence

On the auspicious occasion of the

**FIFTH BIRTH ANNIVERSARY**

Of

their son

at their residence

38, Kamal Kunj, Varanasi

at 4.30 p.m.

on

28TH DECEMBER, 2016

R.S.V.P.

Mr & Mrs Raj Karan

Phone : 25234761

**NIKHIL**

1. Your sister Nivedita is going to marry Ahilesh (S/o Mr & Mrs. S.M Joshi,Nainital) Your father Mr K.S Bhardwarj has planned to hold the wedding at Hotel Kunal,New Delhi on 25 May 2016 at 8pm. Write a formal invitation on behalf of Mr & Mrs K.S.Bhardwaj inviting guests to the auspicious occasion. Give other details. Do not exceed 50 words.

Mr & Mrs K.S.Bhardwaj

Request the pleasure of your company

On the auspicious occasion of the

MARRIAGE

Of

Their daughter

NIVEDITA

With

AKHILESH

(S/o Mr & Mrs S.M.Joshi of Nainital)

On

FRIDAY, THE 25TH MAY,2016

At

HOTEL KUNAL, NEW DELHI

PROGRAMME

Friday, the 25th May, 2016

Reception of Barat 8.00 p.m.

Dinner 9.00 p.m.

Wedding Ceremony 11.00 p.m.

Saturday , 26th May, 2016

Doli 5.00 a.m.

RSVP with best compliments from

Bhardwaj Chemicals , Faridabad All Relatives

Nive Cosmetics, New Delhi &

Phones: 25126457, 24752485 Friends

4) You are a student of Newton Public School, Nagpur. The school is holding its annual function on Saturday, the 15th November, 2016 at 11 a.m. The HRD Minister Dr.M.M. Joshi has consented to be the chief guest. Design an invitation card to be sent to the parents and other invitees. Do not exceed 50 words.

The Principal, Staff and Students

Of

NEWTON PUBLIC SCHOOL, NAGPUR

Solicit the pleasure of your company

On

The auspicious occasion

Of

THE ANNUAL FUNCTION

Of their school

at

11 a.m. on Saturday,the 15th November,2016

Dr M.M. Joshi, HRD Minister, Govt. of India

Will be the chief guest and give away the prizes to the students.

RSVP  
 Principal

Newton Public School, Nagpur

Phone: 325468

**Formal Invitation (Not Printed)**

1. You are the Director of Apex Orientations, a leading name in postal coaching for competitive examinations including IIT-JEE and CBSE-PMT. Write letters to the Principal of some prestigious schools inviting the names of two brilliant students from each institution to attend their Counselling session free of cost.

APEX ORIENTATION  
38-A,old Rohtak Road,

Karol Bagh,

New Delhi-110005

Ph: 25384077, 25381077

25th March, 2016

The Principal

ABC School

Delhi

Sir/Madam

Sub:- Free counselling session

Apex Orientation is a leading name in postal coaching for competitive examinations. We regard your school as one of the prestigious institutuions of Delhi. We shall deem it a personal favour if you recommend any two of your brilliant students to attend our Career Counselling Session for IIT-JEE and CBSE-PMT to be held on 10th April, 2016. The participation is free of cost.

Kindly send your recommendations by the 7th April.

Ritu Nanda

Director

**INFORMAL INVIATIONS**

* Follow the pattern of ordinary personal letters written to friends, relatives and acquaintances
* First/second person presentations
* Personal feelings and emotions find an expression
* Salutation is usually Dear plus Name.
* The date of writing is given but the year is generally omitted.
* Tone and style is relaxed and informal
* Complimentary close is : Yours Sincerely.

1. Rohit has got success in CBSE-PMT. He wants to celebrate his admission to Shivaji Medical College, Nagpur by throwing a party to his friends. Write an informal invitation giving details of venue, time and date. Do not exceed 50 words.

33/427 Priya Vihar

New Delhi

15 July 2016

Dear Varun

You will be glad to learn that I have secured 8th rank in the CBSE-PMT competition.I have got admission in a prestitious institution- Shivaji college,Nagpur. I want to share a few happy moments of my life in the company of my old friends at a dinner in the Hotel Kanishka at 9.00 p.m. on 23 July, 2016

Please join the celebrations and merry – making.

Yours Sincerely

Rohit

**FORMAL REPLIES**

1. Draft a formal reply accepting an invitation to the present on the occasion of the wedding of Ankush S/o Mr& Mrs.Shankar of 24,Green Park Road, Knapur. You are Vikram Gaur of Rajaa Ki Mandi Agra.

A.1) Mr and Mrs Vikram Gaur thank Mr and Mrs Shankar for inviting them on the occasion of the wedding of their son Ankush at 24,Green Park Road,Kanpur on 15 May,2016 and assure them that they will be present on the occasion to wish the newlyweds a very happy married life. Mr and Mrs Gaur will reach Kanpur by the Agra Mail which leaves Agra at 8.00 a.m.

Vikram Gaur

5 May, 2016

1. You are Aakash/Varsha. You have been invited to attend the wedding of your friend’s sister during summer vacation. Respond to the invitation, regretting your inability to attend it.

**A.2)** 205,Vasant Kunj

New Delhi

4 March,20XX

Dear Neha

Thank you for your cordial invitation on the occasion of your sister’s wedding.I, however, regret my inability to be with you on this happy occasion as we shall be leaving for Shimla for summer holidays on 1 May,20XX.Please excuse my absence. Do convey my regards and best wishes to the couple.

Yours sincerely

/ Varsha/Aakash

**REPLIES TO QUERIES**

**(OFFICIAL/BUSINESS REPLIES)**

1. Blue star Electronics Ltd, Ludhiana made an offer to Bhatia Electronics, Rohtak for the agency of their new model’’ Goldie’’ water coolers. Write a formal letter on behalf of Bhatia Electronics accepting the offer of the agency.

A.1) Bhatia Electronics

5, Palika Bazar,Rohtak

6 March,20XX

M/s Blue Star Electronics Ltd.

Hall Bazaar,Ludhiana

Dear Sir,

Sub: Agency of ‘’Goldie’’ water cooler

We gratefully acknowledge the offer of agency of your new product ‘’Goldie’’ with the terms and conditions contained in the appended brochure.

A demand draft pf Rs. 3Lakh payable at Ludhiana is enclosed.

P.Bhatia

Partner

**NOTEMAKING (for Grades 11 and 12)**

Heading ( should be as close to the theme of the passage)

1. Subheading

* 1. …………………………………….
  2. …………………………………….
  3. ……………………………………..
  4. ……………………………………..

1. Subheading
   1. ………………………………………
   2. ………………………………………
   3. ………………………………………
   4. ………………………………………
2. Subheading
   1. ……………………………………….
   2. ……………………………………….
   3. ……………………………………….
   4. ……………………………………….

( You can have 5 – 6 subheadings depending on the number of points in the passage )

**Abbreviations (minimum 4)**

Bcoz. - because

& - and

Brot. – brought

Imp. - importance

Dev. - development

**SUMMARY**

**Heading ( same as the heading for Notemaking)**

……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

( 1 paragraph with only 80 words )

**NOTICE (50 words)**

NAME OF THE INSTITUTE/ORGANISATION, PLACE

NOTICE

Date Heading

……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

(CONTENT – ONE PARAGRAPH) ………………………………………………………………………………………………(Date/Time/Venue)……………………………………. …………………………………………………………………………………………………………………………………………………………………………………………

Name

Designation

**REPORT WRITING (100 words or as directed)**

**Heading**

**7 January, 2012**

**( Place- only if it is for the newspaper) This is only for reporting incidents or accidents .**

**All other reports must have heading and the name and designation below the heading on the left hand side.**

**( BODY – ONE PARAGRAPH )**

**(The content must answer the 4 Ws – what, who, when, where)**

**Xyz**

**(……..) Name**

**(……..) Designation**

**Please Note:**

**(Reports are prepared for newspapers and magazines. The PLACE is mentioned separately just after the date only in the case of writing a report for a Newspaper)**

**FACTUAL DESCRIPTION (100 words or as directed)**

**Heading**

**( BODY – ONE PARAGRAPH**

**LETTER WRITING (125 – 150 words or as directed)**

**FORMAL LETTER (125 – 150 words or as directed)**

**Address of the Sender**

**7 January, 2012**

**Name/Designation of the Receiver**

**Address of the receiver**

**Dear Sir,**

**Subject : ……………………..(within 3 – 4 words)**

**Body**

**( 2 paragraphs )**

**Yours sincerely,**

**Signature**

**Name**

**Designation**

**Kinds of Formal Letters – Letter to the Editor, Application Letter, Letter of Enquiry, Letter of Complaint, Letter to place order for materials, Apology Letter, etc.**

**ARTICLES, SPEECHES, ESSAYS : (150 – 175 or 175 - 200 words or as directed)**