

Business Communication

BCS-055

For

Bachelor of Computer Application (BCA)

By

Dinesh Verma



Useful For

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Preface

Language is the source of communication. It's the way through which we share our ideas and thoughts with others. There are uncountable languages in this world.

In today's global world, the importance of English cannot be denied and ignored since English is the most common language spoken everywhere. With the help of developing technology, English has been playing a major role in many sectors including medicine, engineering, and education, which is the most important arena where English is needed.

The proficiency of the language has made it a vital part of success in the highly competitive corporate world. Many reputed organisations around the world rely on English as a means of communication in everything from emails to corporate documentation to even popular and well-read business resources both in print and over electronic media.

This GPH book '*Business Communication (BCS-055)*' has been written to help students in attaining their goals perfectly in English learning. This book has the ability to transport its readers into a world of imagination. The book aims to provide an enriching experience, which can help students to enhance various realms of life. The book will also provide excellent material, critical essays on various topics and information that will provide growth to its readers, and enjoyment at the same time.

In this book, I have tried to solve all possible questions from the exams' point of view. It is enriched with useful and to-the-point matter. Solutions of previous year question papers have also been included to help students to understand the unique examination structure.

An attempt has been carefully made to present this book more useful and meet the requirement and challenges of the course prescribed by IGNOU University.

I hope that this effort will fulfil the readers' expectations and help them to do well in respective exams.

Feedback in this regard is solicited.

– **Dinesh Verma**

Acknowledgement

My compliments go to the **GullyBaba Publishing House Pvt. Ltd.**, and its meticulous team who have been enthusiastically working towards the perfection of the book.

Their teamwork, initiative and research have been very encouraging. Had it not been for their unflagging support, this work wouldn't have been possible. The creative freedom provided by them along with their aim of presenting the best to the reader has been a major source of inspiration in this work. Hope that this book would be successful.

— **DINESH VERMA**

Publisher's Note

The present book BCS-055 is targeted for examination purpose as well as enrichment. With the advent of technology and the Internet, there has been no dearth of information available to all; however, finding the relevant and qualitative information, which is focussed, is an uphill task.

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Our site **gullybaba.com** is a vital resource for your examination. The publisher wishes to acknowledge the significant contribution of the Team Members and our experts in bringing out this publication and highly thankful to Almighty God, without His blessings, this endeavor wouldn't have been successful.

— **Publisher**

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Block-1 Business Social Skills and the Recruitment Process

- | | |
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| Unit-1 | Greetings and Introduction |
| Unit-2 | Company Profiles/Jobs and Responsibilities |
| Unit-3 | Getting Ready for the Job Market and Organising a Portfolio |
| Unit-4 | Responding to Advertisements |

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- | | |
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| Unit-1 | Preparing for Interviews |
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| Unit-3 | Phone and Walk-in Interviews |
| Unit-4 | Group Discussions |

Block-3 Business Writing

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Block-4 Cross Cultural Communication

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1

Reading Comprehension

Reading unseen passages test the student's ability to understand the given passage. The passage may be descriptive, literary or global.

Reading is a master technique to judge the understanding of the students. In order to get mastery in reading, one must be efficient in the basic tenets of reading. They are:

- (1) Skimming refers to reading quickly in order to get an idea of the passage.
- (2) Scanning means going through a certain text for gathering specific information.
- (3) Intensive reading means to study a prescribed text thoroughly to comprehend the meaning at the surface level as well as at a deeper level.
- (4) While extensive reading refers to reading for pleasure.

The passage can come in the form of prose or introductions or descriptions of some organisations. Therefore, there is a great need to understand the passage properly. Following are given some steps, which should be taken to answer the asked questions in the comprehension (whether prose or introductions or descriptions of some organisations) properly:

- First of all, read the passage with concentration. "Intelligent reading" is fast as well as perfect. You should take three to five minutes to read a passage of moderate difficulty.
- Next, look at the questions on the given passage, paying great attention to the key words. You may be able to locate some of the answers immediately. Mark these portions with a pencil and write the question number alongside.
- Look at the questions again which you have not been able to find the answer. Read the passage once again looking for key words, locate the answer and mark the answers as before.

- Now, it's the turn of the questions related to vocabulary. If you can locate the word, well and good, otherwise an intelligent guess is better than leaving a question unanswered. Try to use the word in a sentence to guess the meaning.
- Now, you can answer the questions easily and write them down in your own words.
- The key to answering any question well is good reading for the first time whether it is prose or introductions or descriptions of some organisations.

Some Important Points:

- (1) Usually, the first sentences of the passage or an individual paragraph states its main idea. Generally, all questions are based on the main idea dealt within the passage.
- (2) Often, the questions follow the same logical sequence as the paragraph in the passage. This should help you a great deal in locating the answer.
- (3) These are the high scoring questions, so attempt all these at any cost.
- (4) Do not copy the language of the passage. This will help you gaining good marks.

Read the passages and answer the following questions that follow:

(1)

Hello!

Hi!

Namaste

As-salaam-ale-kum

Bonjour

We greet people everyday. We greet our family members when we wake up in the morning; we greet our friends and teachers at school/college; we greet people at work; we greet people from whom we buy bus or train tickets, a cup of coffee or magazine or something else for us. If it is a friend's or a loved one's birthday, we greet them in a special way. If it's a special day, a festival or celebration, we wish our loved ones in a special way too.

Greetings are a vital part of any language. While learning a second language, one of the first things we learn is how to greet people.

Think about greeting different people on different occasions. How do you normally greet people? Does the form of greeting change in different situations? Is the greeting different when it is a stranger, or someone of a different gender or an older person? Does the form of the greeting vary from one part of the country to another?

Greetings acknowledge the existence of another human being. Greeting a person means taking the time to relate to a person in a personal way. Greetings may be conveyed through words, spoken or written and through gestures. While a quick "Hello!" or "Hi!" conveys a casual spoken greeting; shaking hands, embracing or hugging a person, kissing people on the cheeks or joining one's hand in a simple 'namaste' are some of the gestures people across the world employ to greet people from different cultures.

While, the shaking of hands in USA is a fairly formal way to greet people you meet for the first time; in India, you will find that men do not shake hands with women, especially older women. Touching people's feet, especially an older person's, is a more favoured form of greeting, especially in rural India.

Wherever you are in the Arab world, greetings and taking leave are an important part of the conversation. Arabs tend to be more elaborate than the westerners. Even when they address a stranger, their greeting is highly structured as is their leave taking. They use standard polite expressions for these purposes.

It is normal when meeting someone socially for the first time; and when meeting anyone you already know (even if you just bump into them in the street), to follow the initial expression of greeting by enquiring after their health.

Questions:

(a) Answer the following questions.

(i) List a few situations from everyday life when we need to greet people.

Ans. When we wake up in the morning, we greet our family members, we greet friends and colleagues at school or at work, we greet strangers who sell us things or give us information, we greet our loved ones on special occasions and we greet people at social gatherings/parties.

(ii) What is the purpose of a greeting?

Ans. Greetings help us to relate to the people in a personal way and recognise their existence. The specific occasion, the cultural context, the age and gender of the person being greeted, influence how people greet one another.

(iii) What are some of the ways in which people greet one another in different cultures?

Ans. In the United States of America, people shake hands as a formal way of greeting; in India people use the gesture of folding one's hands in a 'Namaste'; in many parts of India, people touch the feet of older persons; in Arab countries, even strangers are greeted using standard polite expressions.

(iv) If you have to interact with people from a different culture, what are some of the things that you may have to learn?

Ans. One of the most important things to learn is specific forms of greetings of each culture and how they may vary on specific occasions and according to age, gender, etc.

(v) How are forms of greeting in the western world different from forms of greeting in the Arab world?

Ans. Greetings and leave taking are more elaborate in the Arab world than in the West.

(b) Complete the following sentences using ideas from the passage given above.

(i) Some of the people we greet everyday are_____.

Ans. friends, family members, people at work, people from whom we buy things, etc.

(ii) Some greetings are _____while others are _____.

Ans. formal and informal

(iii) "Hello" and "Hi" are examples of_____.

Ans. informal greetings that we use to greet friends and peers.

(iv) Some examples of gestures used to greet people are _____.

Ans.shaking hands, touching feet, joining hands in a namaste, embracing or hugging people, etc.

(v) In general, the initial expression of greeting is followed by _____.

Ans.asking about the person's health.

(c) Find words from the text which are similar in meaning to the words given below:

(i) Essential

Ans.Vital

(ii) Differ

Ans.Vary

(iii) Recognise

Ans.Acknowledge

(iv) Communicated

Ans.Conveyed

(v) Movements made with hands, head or face
_____.

Ans.Gestures

(vi) Detailed _____.

Ans.Elaborate

(2)

Indian social etiquette is a strange mix of Western and Indian culture. This is largely because of British influence during the colonial period, which continued in post-colonial India. Hence, India is very much influenced by the British style of etiquette, which is rather formal and somewhat conservative.

On the other hand, India is a multicultural society where religion, region, caste, language, tradition and custom play a large role in the kind of social etiquette prevalent in different parts of the country. These have an impact on the nature of greetings and introductions as well as the degree of formality used in social and business situations.

In addition to this is the impact of globalisation, which is largely felt in the metropolitan cities. With changes in lifestyles as well as business environment, a synthesised form of social behaviour and etiquette has emerged which is more in keeping with international practices. Having said this, it must be admitted that the influence of native culture continues to have its impact even in these environs. Hence, though a great deal of commonality can be seen in the social etiquette of Delhi, Mumbai,

Calcutta, Bangalore and Chennai, one may also observe many differences in the way people address and greet each other.

One may easily conclude that there is no one correct way of introducing and greeting. To communicate effectively and strike the right note at the very beginning, it is advisable to study the social etiquette of different regions so that you may be able to make a good impression from the word go.

Questions:

(i) **The most appropriate title for the passage is:**

- (a) **The impact of globalisation on social etiquette**
- (b) **Social etiquette in India**
- (c) **Effective communication**

Ans.(b) Social etiquette in India

(ii) **State whether these statements are true or false:**

- (a) **Indian social etiquette is very different from that of the West.**
- (b) **Indians are largely formal in their social etiquette.**
- (c) **All Indians greet each other in the same way.**
- (d) **The metropolitan cities of India are more influenced by global trends in social etiquette.**
- (e) **It is advisable to follow your own rules in social etiquette.**
- (f) **Appropriate greetings and introductions can help us make a good first impression.**

Ans.(a) False; (b) True; (c) False; (d) True; (e) False; (f) True

(iii) **Find words from the passage which have similar meanings to these:**

- (a) **traditional**
- (b) **part of the British Empire**
- (c) **belonging to several cultures**
- (d) **large and important**
- (e) **belonging to a specified region or place**

Ans.(a) conservative; (b) colonial; (c) multicultural; (d) metropolitan; (e) native

3

- (I) Small talk requires important social skills, which are highly valued at the workplace. It helps to break the ice before important business meetings and events.
- (II) Many people are comfortable talking about business but do not know how to begin a conversation at business meetings

appropriately. This is mostly because they do not know what to talk about. It may also be because they are not confident about their language. Hence, both confidence about what to say and how to say it are essential for effective small talk.

- (III) It is helpful to keep these tips in mind about small talk: Be aware of the type of person/people you will be meeting. Some prior preparation can be extremely helpful. If the visitor happens to be from a region, state or country other than yours then look up information about the place s/he comes from. This can easily be done over the Internet. Knowledge of a few words belonging to the language of the visitor can be of additional help. Your visitor will appreciate your special interest and your conversation will then be more meaningful.
- (IV) During your conversation, it is advisable to stay away from personal beliefs and controversial topics. These include your religious beliefs, value system, political convictions, affiliations and connections.
- (V) Also do not invade the personal space of the visitor by asking about personal matters like whether s/he is married or not, how many children s/he has, what they are doing, her/his salary, age, etc. Subjects like weather, sports entertainment are safe subjects.
- (VI) In the course of your initial conversation, you may be able to identify some areas of common interest. Once you have a subject that interests both of you, keep to it! You can do this in a number of ways: talking about travel, talking about the school or friend you have in common, talking about the differences between your culture and the new culture, without passing judgments on which one is better.
- (VII) And most importantly, be a good listener. Don't get so carried away with your preparation for the meeting and your ability to communicate that you don't listen. Listening carefully will help you understand and encourage those speaking to you.
- (VIII) In some situations, you might be nervous or uncomfortable and not know how to begin. In such cases, letting others state their opinions will improve the quality of the discussion and give you time to think of an answer!

Questions:

- (a) Match these subtitles with the appropriate paragraphs of the reading passage which are numbered.
 - (i) Common ground
Ans.Para (VI)
 - (ii) Ideologies
Ans.Para (IV)

(iii) Don't get personal

Ans.Para (V)

(iv) Objective of small talk

Ans.Para (I)

(v) Difficulties encountered in small talk

Ans.Para (II)

(vi) Overcoming anxiety

Ans.Para (VIII)

(vii) Paying attention to what you are being told

Ans.Para (VII)

(viii) Doing your homework

Ans.Para (III)

(b) Find words/expressions in the text with similar meanings to these:**(i) at ease**

Ans.comfortable

(ii) in advance

Ans.prior

(iii) find out

Ans.look up

(iv) intrude upon

Ans.invade

(v) harmless

Ans.safe

(vi) express

Ans.communicate

(c) Expand the following tips on small talk:**(i) Think ahead**

Ans.One must not go to a business meeting or event without any prior preparation. Even if the visitor; it is advisable to think and plan ahead. A good way to start is by finding out about the person you are going to meet. Accordingly, on the basis of some preliminary information that you have gathered, you can decide what topics would be good conversational topics in the given situation. Advance thinking will enhance your comfort level and help you to make a good impression on the visitor.

(ii) Have something to say

Ans.For any conversation, you must have something sensible to say. If you are extremely well read or well informed, you will always have something to talk about. All you need to do is to choose from your stock according to the people or situation. However, if this is not the case, it is

a good idea to do some information gathering before all important meeting or events where you need to make social conversation.

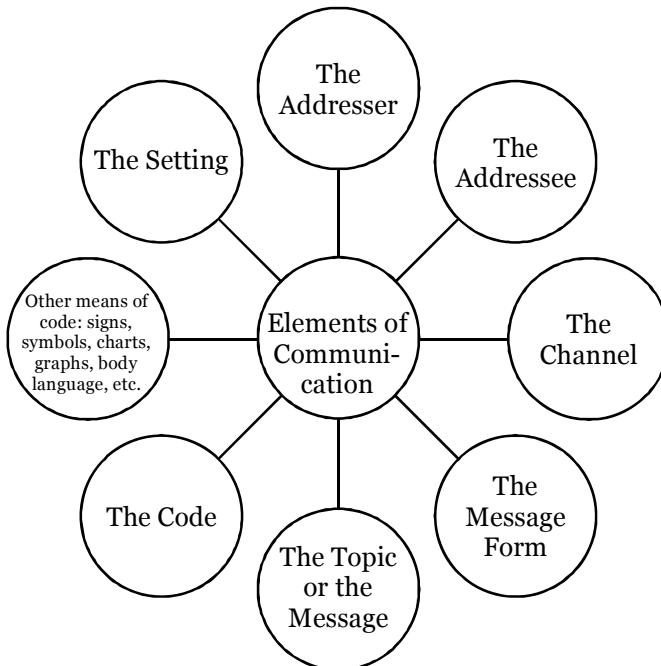
(iii) Observe and listen

Ans. An important aspect of small talk is to be a good listener. This is an essential part of good social etiquette. Be a keen observer. This also helps you to understand better and to respond adequately to others.

(4)

(1) There are various types of advertisements and they appear in varied forms and at various places. There are advertisements for jobs, accommodation, study abroad, passport and immigrations services, hobby classes and so on, and these can appear in newspapers, journals; on notice boards, internet and others. Some of these advertisements can be of interest to young students and job seekers and they may want to respond to these. But before one responds one also checks out if s/he is eligible to apply with regard to qualifications, experience, age and other terms and other conditions laid down by the advertiser and it is only then that one thinks of responding to the ad.

(2) Responding to an advertisement is a form of communication with the absent advertiser, and hence, it ought to meet all the essential requirements of such a communication, which according to Dell Hymes are dictated by the following elements of communication:



- *The Addresser:* The person who originates the message; the sender of the communication.
- *The Addressee:* The person to whom the message is addressed; the receiver of the communication.
- *The Channel:* The medium through which the message travels. For example, we can write or speak out our message. We can write a letter, send an email, make a telephone call or talk face-to-face in person.
- *The Message Form:* By message form, we mean the selection of particular words and structures of the message.
- *The Topic of the Message:* The content of the message; what is being communicated.
- *The Code:* This word ‘code’ refers to the language or dialect of the message. This code could be any of the natural languages—French, Hindi, English or any other natural language.
- In addition to code (language), we can also use other means of communication as, for example, signs, symbols, charts and graphs; and body language that human beings use in order to interact with others, particularly in face-to-face communication.
- *The settings:* This term refers to the social and physical setting in which the interaction takes place, i.e. who is communicating with whom, when and where.

(3) These elements of communication make certain demands on the respondent-one who is responding to the advertisement given by an advertiser, who is not in front of him. In the following paragraphs, we will talk in some detail what these demands and obligations are. These are essential features not just of responses to ads but of any kind of writing task you are required to do completely and satisfactorily.

(4) All advertisements impose upon the respondent certain tasks to be completed if s/he wants to respond, and hence, one must read the advertisement carefully to identify these tasks and achieve them fully and satisfactorily. Under ‘Task Coverage’, we keep three sub points in mind to be taken care of.

The first is the format of the communication. The topic and the channel of communication are important. The advertiser may seek some specific information and this may have to be conveyed in a certain format. S/he may also desire the content of the response in a certain form/layout for which s/he may even prescribe a form available at a price or free of cost. But format does not mean just the layout; more appropriately it means the text-type that is whether it is a letter, essay, warning, advice and so on.

The next under this head would be task fulfilment that is, the respondent must cover all that s/he needs to say. Some advertisers may also want the candidates to attach with their application a 200 or

so words written piece justifying their suitability or may ask for names and addresses of referees and so on.

The third sub-point under task coverage is imposed by who the sender and the receiver are and the social setting in which they are communicating, and the channel of communication. In other words, what the relationship between the sender and the receiver of the communication is, and what would be the channel of communication, i.e. how the communication would be made-verbally or in writing. We can write a letter, send an email, or make a telephone call, or talk face-to-face in person. These details will help us in deciding the tone and style of communication. Some advertisements, for example, advertisements for paying guest accommodation may require the applicant to write a letter, make a phone call or meet personally. Sometimes a covering letter may also have to be sent along with one's curriculum vitae. In such cases, the purpose of the letter ought to be clearly stated and its tone must also be consistent and appropriate for the purpose.

(5) Thus, under 'task coverage' we will pay special attention to achieve three things: appropriate format, task completion and also appropriate tone particularly if we are responding through a letter or on the telephone or in face-to-face interaction.

(6) Another important quality of a good response is the organisation and presentation of the response. This is also called cohesion and coherence-coherence at the paragraph level and cohesion at sentence level. A well-written piece of writing, for example a letter or a descriptive/discursive piece, will show a logical development of ideas from the beginning to the end of the communication both at sentence level as well as at paragraph level using adequate paragraphing at appropriate places in the organisation. Organisation will necessitate the use of appropriate cohesive and linking devices to indicate a logical relationship between ideas and sentences.

(7) Beside the organisation of the content, the respondent must also pay attention to the language of the response. Appropriateness of lexical resources and spelling, grammar and range and complexity of structures and use of important punctuation marks are also important for effective response including the type of paper used particularly for making applications for jobs required.

(8) Finally, when the response is ready, we would want to send it to the advertiser. The advertiser may have given instructions about the mode of response, that is how the response ought to be sent: by ordinary or registered/speed post, by courier, or using e-communication or walk-in with application or through, what is called, the proper channel. The advertiser may also ask for certain documents to be attached with the

application, e.g. application fee, copies of certificates, degrees and testimonials, self-addressed envelope and others. Only when you carry out all these instructions and complete all formalities can you say that you have made a full and satisfactory response.

Questions:

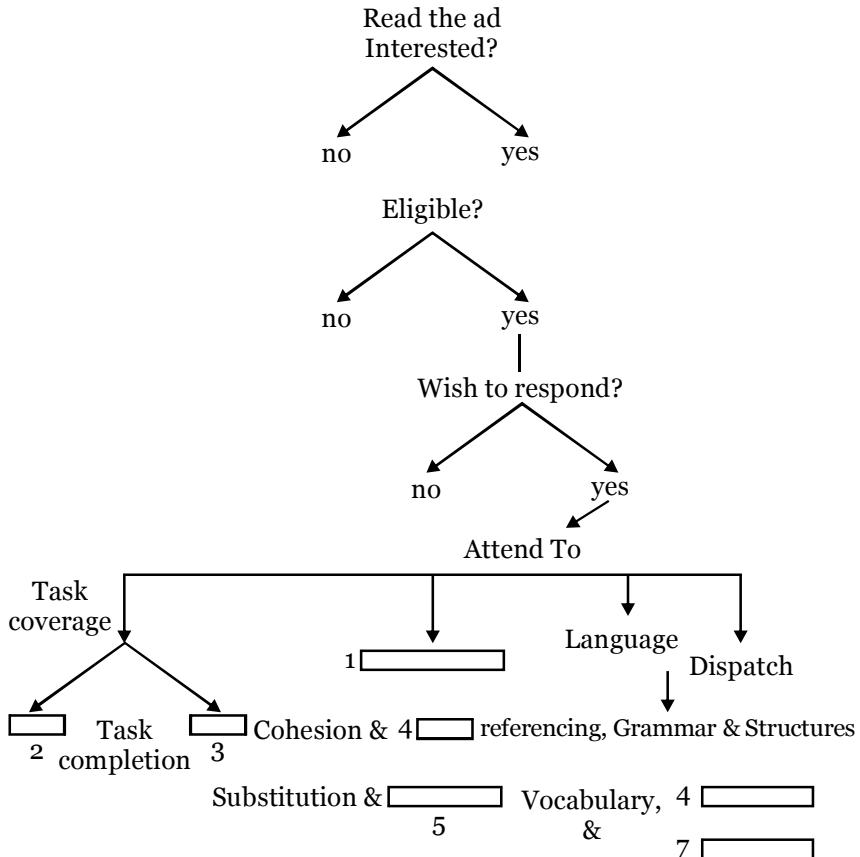
(a) Give a suitable title for this passage.

Ans. Title of the passage: "Features of a good response to advertisements."

(b) According to the writer while responding to advertisements the respondents must keep three main things in mind. What are these three things?

Ans. Task Completion, Task Organisation and Language and Grammar.

(c) Complete the blanks in the following block figure on the basis of your reading of this passage:



Ans. (i) Organisation; (ii) Format; (iii) Tone; (iv) Coherence; (v) Paragraphing; (vi) Spelling; (vii) Punctuation.

(d) What does the passage describe?

Ans. It describes the qualities of a good response to a writing task.

5

(1) When you receive an interview call letter/email, read it carefully to note down the venue of the interview, date and time and mark these in your calendar or diary including the nature and type of interview, for example whether it is the face-to-face interview/walk-in or telephone interview. You ought to send a letter/e-mail if the sender of the letter has not asked you to do so. Courtesy demands that you must inform him/her even if you are not able to make it.

(2) If you decide to appear for the interview then send a letter/e-mail of confirmation. Also if you have travel to another town/city to attend the interview then plan your journey and immediately make travel arrangements both for forward and return journey to ensure that there are no last minute problems.

(3) Next, dig out the original advertisement for the post and the CV you sent to the company to see what qualifications, skills, competencies and experience the company demanded and how your CV claims to meet them. Obviously, the employer has found some merit in your CV, and hence, you have been short-listed for this interview. So collect all evidences, like, certificates, degrees, testimonials, photographs and other relevant documents to support your claims and arrange them properly in your portfolio. Keep all the relevant documents in your portfolio and update/improve upon it to suit this particular interview and take it along with you. A well-managed and neatly arranged portfolio makes a good impression on the selectors if it happens to be a face-to-face/walk-in interview. You must also carry photocopies of your degrees, certificates and testimonials with you.

(4) Next, try to know as much as you can about your prospective employer, the products they make and the services they render in the country and abroad. It is also necessary to know about their competitors in the field and their areas of business operations. All these make good sense to understand the standing requirements and expectations of the employer from its employees.

(5) One needs to hone one's communication skills that include the ability to use certain words and expressions to perform diverse functions appropriate to the interview. In addition, communication if done using appropriate pronunciation leaves a good impression on the interviewers. This suggests speaking in a neutral accent without mother tongue interference. Spoken English skills cannot be learnt in a day or even few weeks but take time to be mastered and hence, guidance, patience and practice are required over a long period.

(6) Many join some sort of coaching institutes to receive training in communication skills and preparing for interviews. It is a good idea if you can afford them. But even then you need to rehearse for each call. So what you can do before the interview is to anticipate likely questions that can be asked on the basis of your CV sent to the company and also on the basis of the competencies and generic skills. The mock interview can be designed in four stages. Stage 1 should be designed to 'greetings and seating' and checking personal details regarding general and technical qualifications. Part 2 and 3 ought to focus on finding out competencies and generic skills, past and present employments, duties, responsibilities and other traits of personality beneficial to the company.

You can then seek the help of a friend, colleague or someone at home to conduct a mock interview to sharpen your skills and gain confidence to face the real event. Remember, interviews conducted by experts are structured and a similar structure can be framed for mock interviews to give you practice. A mock interview must require you to perform the communicative functions, i.e., narrate, justify, support, describe, evaluate, identify, asses, explain, agree or disagree, speculate, comment, suggest, compare, outline, predict, justify, consider and others.

(7) Finally, plan when and how would you leave your place for the venue. Ensure that you have kept all the documents you possess in support of your candidature/application ready in your portfolio originals and one photocopy of each along with passport size photographs of yours and the interview letter that contains the company's address and telephone number. If you do not know exactly the venue of the interview, then it is better to locate it one day in advance so that you do not have to look for it at the last moment. You can telephone the company's inquiry office and seek directions about its locations if you want. Dress nicely and appropriately for the occasions, start well in time as there can be traffic jams or breakdowns on the way. Take it easy and go through your usual chores. If you do all these, you would feel confident, relaxed and free from anxiety and fear and are sure to stand out from the rest.

Questions:

(a) Give an appropriate title for the passage.

Ans. Title of the passage: Preparing for interview

(b) The following can be suitable sub-headings for the reading text. Write these sub-headings at their appropriate places within the text.

(i) Hone your communication skills

Ans. At the beginning of Paragraph (V)

(ii) Know the Prospective Employer

Ans. At the beginning of Paragraph (IV)

(iii) Plan and Practice Mock interviews

Ans.At the beginning of Paragraph (VI)

(iv) Collect documents and update your portfolio

Ans.At the beginning of Paragraph (III)

(c) Complete the following sentences in your own words:

- (i) We should inform the company even if we cannot attend the interview because_____.**

Ans.courtesy demands it.

- (ii) We should book our tickets well in advance if the venue of the interview is in another town/city_____.**

Ans.to avoid last minute hassles.

- (iii) It is desirable to read the original ad and the CV we sent to the company when we receive an interview call from it. It helps us to_____.**

Ans.see what qualifications, skills, competencies and experience the company demands.

(6)

(1) It should be clear to you by now that an interview is a sort of oral test (whether face to face or on telephone) arranged to screen candidates and select the best possible ones. In almost all cases before an interview is held, the interviewer advertises his/her needs and requirements mentioning duties and responsibilities of the prospective candidates, qualifications, skills and competencies both essential and preferred required of the applicant and draws up an application format to elicit necessary information from the applicants. Only those applicants who meet these requirements are then short-listed for an oral interview to select the most suitable one(s) for the job. Sometimes the interview can be preceded by a written test as the first stage of screening and elimination.

(2) Interview as a kind of oral test is a structured event. A well-designed interview is a problem solving exercise and there are rules, or unwritten conventions, of carrying out this event. Like a dialogue or conversation, it has a beginning, middle and an end and we can see that there are ways of opening an interview, continuing it, foreclosing and closing this process which both the interviewer and the interviewee has to follow.

(3) Normally there is only one interviewee at a time but there can be one or more interviewers seated opposite the candidate with a table in between. All the members of the interview board have a copy of the resume of each of the candidates called for the interview. The event is chaired by the chairperson or by his/her nominee in his/her absence.

(4) Generally all interviews run through four stages. Stage 1 is warming up or making the candidate feel relaxed. Stage 2 tests the candidate's level of suitability. Stage 3 tests the upper limit of the candidate after which it begins to wind down before closing the interview in Stage 4.

(5) The candidate is ushered in, and after the initial formalities – welcoming, greetings, and seating – the interaction begins. Generally it is the chairperson or his nominee who begins the interview by asking for general personal information that, in fact, is already given in the application form. Certain questions may also be put to make the candidate feel at ease. For example, if the candidate is from another town or city, the questions can be:

When did you arrive here?

Did you have a nice journey? and so on

The aim of these initial exchanges is to help the candidate settle comfortably and feel relaxed.

(6) Once the candidate is introduced and settled, stages 2 and 3 begin with the Chairperson requesting experts in the field to take over. These stages are longer interactions as these are designed to cross check what the candidate has claimed in the CV. The interviewers' questions try to probe in depth the candidate's proficiency, past achievements, strengths and weaknesses, aptitude, confidence and personality, dedication, devotion to duty, sense of responsibility, leadership qualities and willingness to work at odd hours or on weekends, and so on. The salary and other perks are also discussed. In fact, it tries to cover directly and indirectly all the requirements and needs the interviewer demands of the candidate. The probing questioning is done by experts belonging to the candidate's professional field and also by other members on the board from HRD and Finance before the winding down begins. Stage 4 is the actual end of the interview with words like:

O.K. Thank you for coming. Wish you good luck. We'll soon let you know about the outcome, etc.

Questions:

(a) Give an appropriate title for the passage.

Ans. Interviews: Nature and Structure

(b) The writer talks of two things about interviews in this passage. Write these two sub-titles where these would occur in the given passage.

(i) Structure of interviews (ii) Interviews as a testing technique

Ans.(i) Structure of interviews: Interviews are a kind of oral testing. The company has obviously called you for an interview because it has found that your CV, among a few others, appears to meet their needs and

requirements. Interaction during the interview would now enable the organisation to cross check the statements and claims made by you in your CV and also judge other traits of your character and personality necessary to carry out the duties and responsibilities attached to the job.

(ii) Interviews as a testing technique: Interviews and tests of any kind are quite taxing and nerve wracking even for experienced people and hence one needs to keep one's cool and be prepared to face them with full confidence. Fortunately, most of the interviews in modern times are conducted by experts in the field, particularly in big organisations and by professionally managed companies recruiting personnel for their clients. However, exceptions are there and one ought to learn the technique of facing interviews.

(c) According to this passage how many stages are there in a common interview? Use short phrases to describe these stages.

Ans. *Stage I:* Checking personal details

Stage II: Cross-checking candidate's claims;

Stage III: Assessing candidate's competencies;

Stage IV: Closing the interview.

(d) What is the importance of probing questions? What kinds of questions are asked in this stage?

Ans. Probing questions are important as these questions try to probe in detail all the relevant facts about the candidate. They try to understand the candidate's proficiency, past achievement, strengths and weaknesses, aptitude, confidence and personality, dedication, etc.

(e) What do you think is the importance of the initial stage in an interview?

Ans. The initial stage sets the mood for the interview. The initial formalities like welcoming, greetings, and seating is intended to make the candidate comfortable and at ease and prepares him/her for the more formal questions.

7

- (1) We have so far been talking about face-to-face interviews fixed by the employers with the candidates. The normal procedure adopted by these employers or their recruiting agents involves certain stages in the process of selection of candidates. Some of these steps are: advertising the vacancy and inviting applications; sorting out candidates to be invited for the interview; preparing a brief synopsis of these candidates; deciding members of the interview panel; contacting these members and seeking their consent and availability; fixing the venue, date and time of

interview; informing the candidates of these details; conducting interviews of the candidates by the members; recommending to the HRD department certain candidates (with some on reserve valid for some time as per company's rules) for selection and appointment in order of preference; issue of appointment letters by the HRD. These types of advertisements intend to cast a wide net for recruiting candidates and are a long time-consuming process and also costs money and man power.

- (2) 'Walk-in interviews', as the name suggests, by-pass all the steps involved between the advertisement and the interview. The employer advertises the situation vacant asking the candidates just to walk-in for interview on a specific date and time. For instance one may ask the candidates to walk-in with their applications/CV on a particular day at a specified time – say on Monday the 6th November between 10.00 a.m. and 1.00 p.m. All the candidates who report at the time may be interviewed the same day.
- (3) Let us think of some of the reasons for asking candidates to come for a walk-in interview. There can be many reasons for an employer for taking this short cut.
- (4) The employer may be a small businessman who does not have the secretarial staff necessary to handle the paper work involved in the long recruitment process. He may be the sole person to make a decision about the selection and does not need a panel of experts to help him here. This shortcut is an effective means of cutting costs as it saves time, money and manpower.
- (5) Another reason can be that the vacancy is for a short period and the advertiser is aware that not many will be interested or the job may be of specialised nature and not many applicants with this special qualification might be available in the job market.
- (6) We also find that some jobs require a candidate having a good personality and presentable figure and in such cases the employers may ask candidates to come for a 'walk-in' interview to judge for themselves the suitability of the candidates for the job.
- (7) However, walk-in interviews are like any other face-to-face interview and you'll require the same set of skills and documents to face it.

Questions:

- (a) **Suggest a suitable title for this text.**

Ans. Walk-in Interview

- (b) **The writer describes the following three things in this text. Number them in the order in which these occur in the passage:**
- (i) **Reasons for requesting for walk-in interview**

(ii) Normal procedure for recruitment**(iii) What is walk-in interview?**

Ans.(ii) Normal procedure for recruitment, (iii) What is walk-in interview, (i) Reasons for asking for walk-in interview

(c) Match these titles to paragraphs in the text.

Ans.(i)-4, 5 (ii) 1, (iii) 2

(d) What advantages do walk-in interviews have over regular face-to-face interviews?

Ans.As the name suggests, walk-in interviews, by-pass all the steps involved between the advertisement and the interview. Some of these steps are: advertising the vacancy and inviting applications; sorting out candidates to be invited for interview; preparing a brief synopsis of these candidates; deciding members of the interview panel; contacting these members and seeking their consent and availability; fixing the venue, date and time of interview; informing the candidates of these details, etc. They can be time consuming and expensive. A Walk-in interview is easier to conduct and relatively economical.

(e) What are the reasons why employers ask candidates to come for a walk-in interview?

Ans.There can be many reasons for an employer asking candidates to come for a walk-in interview. The employer may be a small businessman who does not have the secretarial staff necessary to handle the paper work involved in the long recruitment process. He may be the sole person to make a decision about the selection and does not need a panel of experts to help him here. This shortcut is an effective means of cutting costs as it saves time, money and manpower. Another reason can be that the vacancy is for a short period and the advertiser is aware that not many will be interested or the job may be of specialised nature and not many applicants with this special qualification might be available in the job market. We also find that some jobs require a candidate having a good personality and presentable figure and in such cases the employers may ask candidates to come for a 'walk-in' interview to judge for themselves the suitability of the candidates for the job.

8

- (1) What must you do if you are to face a phone interview? You have to take certain steps to ensure that it proceeds smoothly. First, note down carefully the date and time of the telephone call and the name of the interviewer. Make sure that the date and time given are of your country or of a foreign country. If it is a foreign country then ask for their local time as well as this might be different.

(2) Second, before the call comes through make sure to secure the room where the call is to be taken. It should be free from disturbance and distractions such as noisy fans or air-conditioner, another telephone/cell phone, and so on. The room ought to be comfortable, with a glass of water within your reach, adequate but not very bright lighting, and note pad and pencil handy. It is a good idea to keep a recorder nearby to replay later on what you said. A copy of your CV and portfolio should also be kept in front of you. The telephone instrument should be free from noise. If the interview is taking place in your home then make sure that there is someone else there to receive visitors or answer the door bell and ensure that nobody disturbs you in your room till the interview is over.

(3) When the call comes, use the techniques of telephone conversation. Some of the important ones are as follows:

- (i) Greet and identify yourself and ask who is calling.
- (ii) Listen carefully and speak clearly at a reasonable speed.
- (iii) Take turns; know when to speak and when to stop and listen.
- (iv) Mind your pronunciation, stress and tone; remember the other party cannot see you and your body language.
- (v) Show eagerness and enthusiasm; sound interested.
- (vi) Be brief and to the point.
- (vii) Check if you are being understood by the interviewer; repair yourself, if necessary.
- (viii) Ask for clarification, if desired.
- (ix) Take the hint for foreclosing and closing.
- (x) Use appropriate greetings while ending the conversation.

(4) Next, you should ensure that your ideas are well organised. This is all the more essential in case of telephone interview. In the previous unit we suggested “STAR” structure as a way of organising your thoughts to achieve logical development of ideas but there are other different ways of organising our ideas depending upon the topic and what we want to achieve and who our audience is.

Questions:

(a) What are the steps you must take before attending a phone interview?

Ans. There are certain steps to ensure that a phone interview proceeds smoothly. First, note down carefully the date and time of the telephone call and the name of the interviewer. Make sure that the date and time given are of your country or of a foreign country. If it is a foreign country then ask for their local time as well as this might be different. Second, before the call comes through make sure to secure the room where the call is to be taken. It should be free from disturbance and distractions such as noisy fans or air-conditioner, another telephone/cell phone,

and so on. The room ought to be comfortable, with a glass of water within your reach, adequate but not very bright lighting, and note pad and pencil handy. It is a good idea to keep a recorder nearby to replay later on what you said. A copy of your CV and portfolio should also be kept in front of you. The telephone instrument should be free from noise. If the interview is taking place in your home then make sure that there is someone else there to receive visitors or answer the door bell and ensure that nobody disturbs you in your room till the interview is over.

(b) List some of the techniques of telephone conversation to bear in mind during a phone interview.

Ans. Following are some of the techniques of telephone conversation:

- Greet and identify yourself and ask who is calling.
- Listen carefully and speak clearly at a reasonable speed.
- Take turns; know when to speak and when to stop and listen.
- Mind your pronunciation, stress and tone; remember the other party cannot see you and your body language.
- Show eagerness and enthusiasm; sound interested.
- Be brief and to the point.
- Ask for clarification, if desired.
- Use appropriate greetings while ending the conversation.

(9)

The way in which we express ourselves is our style of communication. Consider the situation of a delay in the departure of a Rajdhani train. The different ways of reacting to this situation are:

- (a) Some people become very angry and show it through their facial expressions and body gestures. They may walk up to the customer help desk and shout at the person sitting behind the counter, using bad language and a rude tone.
- (b) Others may react in a passive way by shrugging their shoulders and resign themselves to a long wait.
- (c) Some others may walk up to the counter and try to enquire about the cause of delay. They may probably be given the option of refund of fare or a food voucher and they will, in all probability, walk away smiling.

The situation is the same for all groups yet the reactions are differently conveyed. In order to communicate effectively, it is important to understand our own style of communication which could fall into any one of the above categories or be a combination of these styles.

The Relater

For such people the focus is relating to people and building interpersonal relationships. They are easy to work with and are cooperative. They are

ready to provide a listening ear and help out others. They do not like conflicts, disagreements or arguments and prefer to have matters sailing smoothly. They may not be amenable to change if it upsets their smooth pattern of working (this could work negatively).

How to deal with them:

- Share personal experiences or common interests with them
- Build a rapport with them
- While discussing any matter, impress upon them and focus on how changes may affect relationships

The Socialiser

They are enthusiastic, expressive individuals who value relationships, social acceptance and personal prestige. They are useful to have on a team as they can motivate others and work well in a group. Their focus on the larger picture rather than on smaller details can prove to be negative at times. They dislike routine and prefer changes and challenges. For them, disagreements are a matter of spirited discussion rather than a setback. They often make decisions based on their intuition rather than on facts.

How to deal with them:

- Try and keep pace with them
- Be patient and bring them to the main subject when they stray from it
- Involve them in group activities
- Keep a watch on them if they have been assigned any job independently

The Thinker

They are systematic, logical people with a tendency to focus upon facts and figures. They approach problems in a precise methodical way and prefer to work independently. They could lose sight of the large picture in their efforts to focus on details. Emotions and conflicts have no place in their scheme of working. They are not very open to change and need time to adjust it.

How to deal with them:

- Present new ideas in a logical format backed with data and evidence
- Do not rush them in conversation or in work
- In case of changes taking place, help them by presenting a logical explanation as to why the changes are necessary

The Director

Such people tend to be forceful, dominating and aggressive. They are bold, direct and don't believe in a soft approach. They believe that achieving a goal is more important than focussing on the ways to accomplish it. It is not a matter of concern for them if a few people are

hurt in the process. For them, people and emotions are secondary to the goal. They handle conflict mainly by imposing their ideas upon others. They may not be able to work as a team as they are confrontational and not open to listening to others' views.

How to deal with them:

- Do not ramble, get to the point directly
- Communicate your ideas clearly and quickly
- Relate your ideas to the set goals
- If working in a group with them, try to maintain peace and amicability as such people disrupt smooth functioning with their aggressive behaviour.

Questions:**(a) Answer the following questions:****(i) Mention any two characteristics of relaters and say how you can handle them.**

Ans. For relaters, the focus is in relating to people and building interpersonal relationships. They are easy to work with and are cooperative. They can be handled by sharing personal experiences or common interests with them and by building a rapport with them.

(ii) Does 'Socialisers' mean socially acceptable people? What are the ways of dealing with them?

Ans. Socialisers are enthusiastic, expressive individuals who value relationships, social acceptance and personal prestige. They are useful to have on a team as they can motivate others and work well in a group. We can deal with them by trying to keep pace with them and by involving them in group activities and by keeping a watch on them if they have been assigned any job independently.

(iii) Thinkers are obviously people who think their way through things. Does this mean that they have intellectual abilities but no heart? How will you deal with them?

Ans. Thinkers are systematic, logical people with a tendency to focus upon facts and figures. They think their way through things. This does not mean that they have intellectual abilities but no heart. We can deal with them by presenting new ideas in a logical format backed with data and evidence and not rush them in conversation or in work. In case of changes taking place, help them by presenting a logical explanation as to why the changes are necessary.

(iv) Suppose your colleague at work is dominating and aggressive in his manner, into which category or type

would you put him/her? What will you do to ensure smooth functioning of work?

Ans. A dominating and aggressive colleague at work could be put under the category of 'director'. To ensure smooth functioning of work with such a person, we could communicate our ideas clearly and quickly and directly get to the point. We should try to maintain peace and amicability while working with them in a group.

(b) Find words from the passage, which mean the same as the words/phrases given below:

(i) Responding

Ans. Reacting

(ii) A gesture to show disinterest

Ans. Shrugging their shoulders

(iii) To accept something because you feel that you cannot change the situation

Ans. Resign themselves

(iv) Willing to do something

Ans. Amenable

(v) A special bond/an affinity

Ans. Rapport

(vi) Showing great energy and determination

Ans. Spirited

(vii) Instinct, unexplained feeling

Ans. Intuition

(viii) Someone behaving in an insistent and forceful way without caring for other's feelings.

Ans. Aggressive

(10)

(1) To be able to communicate across cultures it is important to know and understand the cultural background of the person you need to communicate with. Intercultural communication principles guide the process of exchanging meaningful information across cultural boundaries, in a way that preserves mutual respect and minimises ill feeling or misunderstanding.

(2) Globalisation has brought the world closer together and helped to reduce cultural diversity. Yet globalisation also makes it necessary for us to study and understand cultures that are different from ours.

In a country like India, which has 18 major languages, over 200 dialects, 4 major religions, 28 states and 7 union territories, weather ranging

from -35°C to + 45°C, there is an unusual diversity of culture which impacts the way we express ourselves and reach out to people who are different from us in many ways.

To begin with one needs to understand what constitutes culture. Culture is a complex concept, with many different definitions. Hofstede has called it 'collective mental programming' or 'software of the mind'. (3) Culture is not just about our food, clothing and behaviour; it has a great deal to do with our beliefs, attitudes and values. It is about those aspects of us which are outwardly visible, such as food, language, clothing and behaviour. But it is also about those aspects of us which are not outwardly visible such as attitudes, values and perceptions. Various models have been used to illustrate this concept. It is often likened to an iceberg where only the tangible aspects of our culture are above the surface of water. In fact what is seen outwardly is a result of what we are and what we believe in.

But, simply put, 'culture' refers to a group or community with whom we share common experiences that shape the way we understand the world and relate to it.

(4) It includes groups that we are born into, such as gender, race, religion or national origin. It also includes groups we join or become part of. For example, we can acquire a new culture by moving to a new region, by a change in our economic status or the society in which we move.

Learning about different cultures and ways that people communicate can enrich our lives infinitely.

Questions:

(a) Read the underlined sentences in the above reading passage carefully and formulate suitable questions to which these sentences could serve as answers.

Ans. (i) Why is it important to know the cultural background of the person you communicate with? (para 1)

(ii) What has globalisation done? OR What has happened due to globalisation? (para 2)

(iii) What is culture? (para 3)

(iv) What does culture include? (para 4)

(b) Complete the following sentences that have been begun for you, based on the information given in the text. Do not copy the text. Use your own words.

(i) We can make meaningful conversation with people from other cultures by.....

Ans. We can make meaningful conversation with people from other cultures by **learning and understanding intercultural communication principles.**

(ii) Globalisation has helped cross cultural communication by.....

Ans. Globalisation has helped cross cultural communication by **reducing the distance between countries, people and cultures.**

(iii) In India culture impacts the way we communicate because

Ans. In India culture impacts the way we communicate because **of our cultural diversity.**

(iv) Culture is likened to an iceberg because.....

Ans. Culture is likened to an iceberg because **only a part of it is outwardly seen.**

(v) Culture can also be indicated through a tree because.....

Ans. Culture can also be indicated through a tree because **just like a tree its roots are not visible from the outside.**

(vi) We can acquire a new culture by.....

Ans. We can acquire a new culture by **changing our physical or social environment.**

(c) What do these numbers denote in paragraph (3) of the text?

(i) 18 (ii) 200 (iii) 4 (iv) 28 (v) 45

Ans. (i) **18** – major languages of India

(ii) **200** – major dialects spoken in India

(iii) **4** – major religions followed in India

(iv) **28** – states of India

(v) **45** – degrees Celsius, the highest temperature in many parts of India

(d) The reading passage here has several word partnerships. Can you make eight word partnerships without looking back at the text? The first one is done for you.

(i) cultural background

(ii) intercultural _____

(iii) _____ information

(iv) cultural _____

(v) _____ respect

(vi) cultural _____

(vii) mental _____

(viii) _____ experiences

(ix) national _____

(x) economic _____

Ans.(ii) intercultural communication

(iii) meaningful information

(iv) cultural boundaries

(v) mutual respect

(vi) cultural diversity

(vii) mental programming

(viii) common experiences

(ix) national origin

(x) economic status





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2

Grammar Section

Contractions

A contraction is a shortened version of the written and spoken forms of a word, syllable, or word group, created by omission of internal letters and sounds. In linguistic analysis, contractions should not be confused with crasis, abbreviations nor acronyms (including initialisms), with which they share some semantic and phonetic functions, though all three are connoted by the term “abbreviation” in loose parlance. Contraction is also distinguished from clipping, where beginnings and endings are omitted.

English has a number of contractions, mostly involving the elision of a vowel (which is replaced by an apostrophe in writing), as in *I'm* for “I am”, and sometimes other changes as well, as in *won't* for “will not”. These contractions are commonly used in speech and in informal writing, though tend to be avoided in more formal writing.

EXERCISES

(a) Write the contractions for the following words:

(i) I am

Ans. I'm

(ii) She is

Ans. She's

(iii) We are

Ans. We're

(iv) We have

Ans. We've

(v) You have

Ans. You've

(vi) I would

Ans. I'd

(vii) You would

Ans.You'd

(viii) Do not

Ans.Don't

(ix) Are not

Ans.Aren't

(x) Should not

Ans.Shouldn't

(xi) Should have

Ans.Should've

(xii) Need not

Ans.Needn't

(xiii) It is

Ans.It's

(xiv) That is

Ans.That's

(b) Here are some expressions commonly used in introductions and greetings. Rewrite them using appropriate contracted forms.

(i) I am Niti Wadhwani.

Ans.I'm Niti Wadhwani.

(ii) He is my colleague Rahman Siddiqui.

Ans.He's my colleague Rahman Siddiqui.

(iii) We are working together on your project.

Ans.We're working together on your project.

(iv) We have almost completed the first phase of the project.

Ans.We've almost completed the first phase of the project.

(v) We would like to show you the plan for the second phase.

Ans.We'd like to show you the plan for the second phase.

(vi) My name is Gagan Srivastava.

Ans.My name's Gagan Srivastava.

(vii) What is your name?

Ans.What's your name?

(viii) I am pleased to meet you.

Ans.I'm pleased to meet you.

(c) Make negatives of the following sentences using contraction where possible:

(i) Ajay opened the door.

Ans.Ajay didn't open the door.

(ii) You should reply to her email.

Ans. You shouldn't reply to her email.

(iii) She is writing a book these days.

Ans. She is not writing a book these days.

(iv) He works every Sunday.

Ans. He doesn't work every Sunday.

(v) Ashish became a dentist.

Ans. Ashish didn't become a dentist.

(vi) Ria has time.

Ans. Ria has no time.

(vii) She has a cold.

Ans. She doesn't have a cold.

(viii) Prem has a chance of winning this match.

Ans. Prem doesn't have a chance of winning this match.

Prefixes

We use prefixes to change meaning. They never change the part of speech. Many prefixes give a word a meaning which is the opposite or negative of the original. For example, we can use the prefixes dis or un:

dis + appear - disappear

un + tie - untie

There are a few rules:

- We use il instead of in with words that begin with l:

il + legal = illegal

- We use im instead of in with words that begin with m or p:

im + polite - impolite

- We often use ir instead of in with words that begin with r:

ir + responsible = irresponsible.

Some common mistakes are:

- You must unconnect the cables first. (wrong)

- You must **disconnect** the cables first. (right)

- They expelled him for disbehaving. (wrong)

- They expelled him for **misbehaving.** (right)

Note that many words with a prefix have a base part that never exists on its own. Here are examples: immediate, incontrovertible, uncalled-for.

EXERCISES

(a) Add prefixes to the following words:

(i) able (ii) Code (iii) Bearable (iv) National

(v) Lateral (vi) Sponsor (vii) Compose (viii) Colonial

(ix) Allow (x) Noon (xi) Connect (xii) Legal

(xiii) Associate (xiv) calculation

Ans. (i) Unable, Disable (ii) Encode (iii) Unbearable

(iv) International, Multinational (v) Unilateral, Bi-lateral

(vi) Co-sponsor (vii) Decompose (viii) Post-colonial (ix) Disallow

(x) Forenoon, Afternoon (xi) Disconnect (xii) Illegal

(xiii) Disassociate (xiv) Miscalculation

(b) Add prefixes to the following words to make them negatives. You may use any of these prefixes (un-, in-, dis-, non-, ir-, it-, im-):

(i) Regular (ii) Balance (iii) Complete

(vi) Equality (v) Equal (vi) Just

(vii) Justice (viii) Similar (ix) Unity (x) Violence

Ans. (i) Irregular (ii) Unbalance (iii) Incomplete

(iv) inequality (v) unequal (vi) unjust (vii) injustice

(viii) dissimilar (ix) disunity (x) non-violence

Wh-Questions

Wh-questions are questions that begin with one of the eight “wh” words: **who, whose, what, when, which, why, where** and **how**. Questions formed with “wh” words ask about the word or phrase the “wh” word replaces. “Who” replaces pronouns and the names of people. When the question word is the subject, the word order doesn’t change.

When the “wh” word replaces a word in the predicate, and the verb includes a modal (such as “can,” “will,” “may”), a form of “to be,” or a form of the helping verb “have” the predicate and subject are switched.

However, when the “wh” word replaces a word in the predicate, and the verb phrase does not contain a modal, a form of “be” or a form of the helping verb “have,” “do formation” is used:

WH- word + “do” + SUBJECT + VERB PHRASE

“Do” always takes the tense of the original verb, and the verb takes the base form.

“Whose” is the possessive form of “who,” and works the same way.

The do formation is used when the verb phrase does not contain a modal, a form of “be” or a form of the helping verb “have.”

“What” replaces any noun or noun phrase that is not a person or pronoun. Questions are formed with “what” the same way as with “who” and “whose”:

The do formation is used when the verb does not contain a modal, a form of “be” or a form of the helping verb “have”:

“When” replaces time specific words (adverbials of time). When a modal,

a form of “be” or a form of the helping verb “have” is used, the subject and predicate are simply switched.

The do formation is used when the verb phrase does not contain a modal, a form of “be” or a form of the helping verb.

“Which” is used when one object among several has to be selected. “Which” replaces the specific object identified.

The do formation is used when the verb does not contain a modal, a form of “be” or a form of the helping verb “have”.

“Why” does not replace any specific word or phrase in a sentence. Rather, “why” asks for the reasons an action was done. The clause in a sentence explaining “why” usually begins with “because....” When the verb is a modal, a form of “be,” or a form of the helping verb “have,” the subject and predicate are switched.

The do formation is used when the verb phrase does not contain a modal, a form of the verb “be” or a form of the helping verb “have”.

“How” refers to the way, manner, or to what degree something was done; it replaces adverbs or adverb phrases. If the verb contains a modal, a form of the verb “be” or a form of the helping verb “have”, the subject and predicate are reversed:

The do formation is used when the verb is not a modal, a form of the verb “be” or a form of the helping verb “have”.

Like “why,” “how” sometimes does not replace a specific word or phrase but asks for the way in which something was accomplished. The clause in the sentence explaining “how” is usually introduced with “by”.

“Where” refers to adverbials of place or location. If the verb contains no modal, form of the verb “be” or form of the helping verb “have,” then the subject and predicate are switched.

EXERCISES

Make the following in wh questions:

(1) They study (English) every Tuesday morning.

Ans. What do they study every Tuesday morning?

(2) Romi goes to school (by bus).

Ans. How does Romi go to school?

(3) The teacher explains the lesson (in front of the class).

Ans. Where does the teacher explain the lesson?

(4) (My brother) does his homework carefully.

Ans. Who does his homework carefully?

(5) My daughter washes her hair (twice a week).

Ans. How often does your daughter wash her hair?

(6) John loves eating (pizza).

Ans. What does John love eating?

(7) Olga sings a song (beautifully).

Ans. How does Olga sing a song?

(8) Shanti gets up (at five).

Ans. What time does Shanti get up?

(9) Harry doesn't go to school (because he is sick).

Ans. Why doesn't Harry go to school?

(10) (Mother) cooks rice in the kitchen.

Ans. Who cooks rice in the kitchen?

(11) Tommy rides his bike (very fast).

Ans. How does Tommy ride his bike?

(12) Thalia (has breakfast) before going to school.

Ans. What does Thalia do before going to school?

(13) I give (Mario) a birthday present.

Ans. Whom do you give a birthday present?

(14) Mario celebrates (his birthday) in September.

Ans. What does Mario celebrate in September?

(15) The students listen to (the teacher's explanation).

Ans. What do the students listen to?

(16) I like (the white T-shirt), not the red one.

Ans. Which T-shirt do you like?

(17) Julia has (two) brothers.

Ans. How many brothers does Julia have?

(18) The little boys play (hide and seek).

Ans. What do the little boys play?

(19) Sammy closes the windows (because it's going to rain).

Ans. Why does Sammy close the windows?

Tenses

Tenses are divided into three parts which are as follows:

(1) Present Tense: The running period of time.

(2) Past Tense: The period of time which has already gone.

(3) Future Tense: The period of time which will come ahead.

Each tense is sub-divided into four parts, i.e. Indefinite, Continuous, Perfect and Perfect Continuous.

Present

(1) Present Indefinite

(2) Present Continuous

(3) Present Perfect

(4) Present Perfect Continuous

Past

(1) Past Indefinite

(2) Past Continuous

(3) Past Perfect

(4) Past Perfect Continuous

Future

- | | |
|-----------------------|-------------------------------|
| (1) Future Indefinite | (2) Future Continuous |
| (3) Future Perfect | (4) Future Perfect Continuous |

Each sub-division is divided into three parts, which are as follows:

- | | |
|-------------------|--------------|
| (1) Affirmative | (2) Negative |
| (3) Interrogative | |

Sentence

Sentence is a group of words which makes clear sense. It has three parts, Subject/Object/Verb.

Subject: The doer is called the subject.

Object: The work done by the subject is called the object.

Verb: The action words are called verbs.

Order

Order plays a vital role in the construction of sentences. In Hindi language, the three parts of the sentence must be in the order of: Subject/Object/Verb. While in English language, the three parts of the sentence must be in the order: Subject/Verb/Object.

Note: Like the word 'GOD' can be written as 'DOG' due to change of order. So, perfect order must be maintained.

Number

In English language, there are two types of numbers:

- (1) **Singular Number:** It indicates a single person or thing.
- (2) **Plural Number:** It indicates more than one person or thing.

Basically there are three kinds of tenses: Present + Past + Future; and the verb is used accordingly. A verb generally has three forms; first form; 2nd form; 3rd form. Every sentence which has a 'no' or 'not', becomes negative.

Verb

A verb has five forms. The students must learn them, e.g.

go – went – gone – goes – going

Now, let us study tenses one by one.

PRESENT TENSE

(1) Present Indefinite.

Recognition: It expresses indefiniteness of action in Present Time.

Affirmative–Rule: Subject + verb Ist form + 's' or 'es' (with plural without 's' or 'es') + objective + others.

Examples:

- They eat food.
- Rita sings a song.

Negative–Rule: Subject + does or do ('does' with singular and 'do' with plural)+ not + verb Ist form + objective + others.

Examples:

- They do not eat food.
- Rita does not sing a song.

Interrogative–Rule: Interrogative word + 'do' or 'does'+ subject+ verb Ist form?

Examples:

- Do they eat food?
- Does Rita sing a song?
- Where does he going?

(2) Present Continuous

Recognition: It expresses continuity of action in Present Time.

Affirmative–Rule: Subject+ 'is' or 'are' or 'am' (with singular 'is', plural 'are' and I 'am') + verb Ist form+ ing + objective + others.

Examples:

- She is eating the food.
- They are eating the food.
- I am eating the food.

Negative–Rule: Subject+ 'is' or 'are' or 'am' (with singular 'is', plural 'are' and I 'am') + not+ verb Ist form+ ing + objective + others.

Examples:

- She is not eating the food.
- They are not eating the food.
- I am not eating the food.

Interrogative–Rule: Interrogative word + 'is' or 'are' or 'am' (with singular 'is', plural 'are' and I 'am') + Subject + verb Ist form+ ing + objective + others?

Examples:

- Are they eating the food?
- What am I eating?

(3) Present Perfect Tense

Recognition: It expresses completion of action in present tense.

Affirmative–Rule: Subject + has or have (with singular 'has' and 'have' with plural)+ verb IIIrd form+ object + others.

Examples:

- He has eaten the food.
- They have eaten the food.
- We have already learned the concept of clauses and phrases.

Negative–Rule: Subject + has or have (with singular 'has' and 'have' with plural)+ not + verb IIIrd form+ object + others.

Examples:

- He has not eaten the food.
- They have not eaten the food.
- She has not read this novel yet.

Interrogative–Rule: Interrogative words + has or have (with singular 'has' and 'have' with plural)+ subject + verb IIIrd form+ object + others?

Examples:

- Has he eaten the food?
- Have they eaten the food?
- Why have they eaten the food?

(4) Present Perfect Continuous

Recognition: It expresses completion of action as well as continuity of action. In this tense, time expression is always given.

Affirmative–Rule: Subject + has or have (with singular 'has' and 'have' with plural)+ been + verb Ist form+ ing + object+ 'since' or 'for' + time + others.

Note: Since: For point of time, and **For:** For period of time,

Examples:

- He has been eating the food for two hours.
- They have been eating the food since 2 o'clock.
- They have been manufacturing the scooters here for 8 years.

Negative–Rule: Subject + has or have (with singular 'has' and 'have' with plural)+ not + been + verb Ist form+ ing + object+ 'since' or 'for' + time + others.

Examples:

- He has not been eating the lunch for two hours.
- They have not been eating the lunch since 2 o'clock.

Interrogative–Rule: Interrogative words + 'has' or 'have' + subject + been + verb Ist form+ ing + object+ 'since' or 'for' + time + others?

Examples:

- Has he been eating the lunch for two hours?
- Have they been eating the lunch since 2 o'clock?
- What has he been eating for two hours?

PAST TENSE

(1) Past Indefinite

Recognition: It expresses indefiniteness of action in Past Time.

Affirmative–Rule: Subject + verb IIInd form + objective + others.

Examples:

- He ate the lunch.
- They ate the lunch.

Negative–Rule: Subject + did + not + verb Ist form + objective + others.

Examples:

- He did not eat the lunch.
- They did not eat the lunch.
- I did not play hockey.
- They did not write an essay.

Interrogative-Rule: Interrogative word + did + subject + verb Ist form + objective + others?

Example:

- Did he eat the lunch?
- Did they play the hockey?
- Why did they write a letter?

(2) Past Continuous

Recognition: It expresses continuity of action in Past Time.

Affirmative-Rule: Subject+ was or were (with singular number was and with plural were)+ verb Ist form + ing + object+ others.

Examples:

- He was eating the lunch.
- They were writing a letter.

Negative-Rule: Subject+ was or were (with singular number was and with plural were)+not+ verb Ist form + ing+ object+ others.

Examples:

- He was not eating the lunch.
- They were not eating the lunch.

Interrogative-Rule: Interrogative words + was or were (with singular number was and with plural were)+ subject + verb Ist form + ing+ object+ others.

Examples:

- Was he eating the lunch?
- Were they playing cricket?
- Where was he going?

(3) Past Perfect

Recognition: It expresses completion of action in Past Time.

Affirmative-Rule: Subject+ had (with both singular number and plural number)+ verb IIId form + object+ others.

Examples:

- He had eaten the lunch.
- They had written a letter.

Negative-Rule: Subject + had (with both singular number and plural number)+ not+ verb IIId form + object+ others.

Examples:

- He had not eaten the lunch.
- They had not played football.
- I had not learnt my lesson.
- She had not cooked the food.

Interrogative-Rule: Interrogative word + had (with both singular number and plural number)+subject+ verb IIId form + object+ others?

Examples:

- Had he eaten the lunch?
- Had they written a letter?
- What had he eaten?

(4) Past Perfect Continuous

Recognition: It expresses completion of action as well as continuity of action in Past Time.

Affirmative-Rule: Subject+ had (with both singular number and plural number)+ been + verb Ist form + ing + ‘since’ or ‘for’ + time + object+ others.

Examples:

- He had been writing a letter since morning.
- They had been preparing for exams for two months.

Negative-Rule: Subject+ had (with both singular number and plural number)+ not + been + verb Ist form + ing + ‘since’ or ‘for’ + time + object+ others.

Examples:

- He had not been writing a letter since morning.
- She had not been cooking for ten days.

Interrogative-Rule: Interrogative word + had (with both singular number and plural number)+ subject + been + verb Ist form + ing + ‘since’ or ‘for’ + time + object + others?

Examples:

- Had he been writing a letter since morning?
- Had they been rehearsing a song for two days?
- Where had he been living for two years?

FUTURE TENSE

(1) Future Indefinite

Recognition: It expresses indefiniteness of action in Future Time.

Affirmative-Rule: Subject + will or shall ('I' or 'We' – 'shall' and with all other subjects 'will') + verb Ist form + object + others.

Examples:

- I shall eat the lunch.
- They will write a letter.
- We shall play cricket.
- She will cook the lunch.

Negative-Rule: Subject + will or shall ('I' or 'We' – 'shall' and with all other subjects 'will') + not + verb Ist form + object + others.

Examples:

- They will not write a letter.
- She will not cook the food.

Interrogative-Rule: Interrogative words + will or shall ('I' or 'We' – 'shall' and with all other subjects 'will') + subject + verb Ist form + object + others?

Examples:

- Will he write a letter?
- Shall we play cricket?
- What will you play there?

(2) Future Continuous

Recognition: It expresses continuity of action in Future Time.

Affirmative – Rule: Subject + will or shall ('I' or 'We' – 'shall' and with all other subjects 'will') + be + verb Ist form + ing + object + others.

Examples:

- He will be eating the lunch.
- I shall be writing a letter.

Negative – Rule: Subject + will or shall ('I' or 'We' – 'shall' and with all other subjects 'will') + not+ be + verb Ist form + ing + object + others.

Examples:

- He will not be eating the lunch.
- I shall not be writing a letter.

Interrogative – Rule: Interrogative words + will or shall (with 'I' and 'We' – 'shall' and with all other subjects 'will') + subject + be+ verb Ist form + object + others?

Examples:

- Will he be eating the lunch?
- Will they be writing a letter?
- What will he be eating?

(3) Future Perfect

Recognition: It expresses completion of action in Future Time.

Affirmative – Rule: Subject + will or shall ('I' or 'We' – 'shall' and with all other subjects 'will') + have + verb IIIrd form + object + others.

Examples:

- He will have eaten the lunch.
- They will have written a letter.
- I shall have cooked the lunch.

Negative – Rule: Subject + will or shall ('I' or 'We' – 'shall' and with all other subjects 'will') + not + have + verb IIIrd form + object + others.

Examples:

- He will not have written a letter.
- They will not have gone to the market.

Interrogative – Rule: Interrogative word + will or shall ('I' or 'We' – 'shall' and with all other subjects 'will') + subject + have + verb IIIrd form + object + others?

Examples:

- Will they have written a letter?
- Shall we have eaten the lunch?
- Why shall we have gone to the market?
- Why will Sita have written a letter?
- Shall I have learnt my lesson?

(4) Future Perfect Continuous

Recognition: It expresses completion of action as well as continuity of action in Future Time.

Affirmative–Rule: Subject + will or shall ('I' or 'We' – 'shall' and with all other subjects 'will') + have + been + verb Ist form + ing + object + 'since' or 'for' + time + others.

Note: Use of 'since' or 'for' for expression of time

Examples:

- He will have been writing a letter since night.
- They will have been playing hockey for five days.

Negative–Rule: Subject + will or shall ('I' or 'We' – 'shall' and with all other subjects 'will') + have + not + been + verb Ist form + ing + object + 'since' or 'for' + time + others.

Examples:

- He will not have been writing a letter since morning.
- Mohan will not have been rehearsing a song for nine days.

Interrogative–Rule: Interrogative word + will or shall ('I' or 'We' – 'shall' and with all other subjects 'will') + subject + have + not + been + verb Ist form + ing + object + 'since' or 'for' + time + others?

Examples:

- Will he have been writing a letter since morning?
- What shall I have been playing cricket for two hours?

THE SEQUENCE OF TENSES

The Sequence of Tenses is the principle according to which the tense of the verb in a subordinate clause follows the tense of the verb in the Principle Clause. There are two main rules about the Sequence of Tenses:

Rule No. 1. If the verb in the Principle Clause is in the Present or Future Tense, the verb in the Subordinate Clause may be in any tense, according to the sense:

- that Mohan goes to school everyday.
 → that Mohan is going to school now
 → that Mohan has gone to school.
 → that Mohan has been going to school since last November.
 → that Mohan went to school yesterday.
 → that Mohan was going to school.
 → that Mohan had gone to school before he (the speaker) arrived.
- He says → that Mohan had been going to school for two months.
 or → that Mohan will go to school.
- He will say → that Mohan will be going to school.
 → that Mohan will have gone to school.
 → that Mohan will have been going to school since two days.
 → that what he is doing.
 → that what he was doing.
 → that what he will be doing
 → that what he had done.
 → that what he will have done.

Rule No. 2. If the verb in the Principle Clause is in the Past Tense, the verb in the Subordinate Clause must also be written in the Past Tense, e.g.

- that Mohan went to school everyday.
 → that Mohan was going to school then.
 → that Mohan had gone to school.
 → that Mohan had been going to school since November.
- He said → that Mohan had gone to school the previous day.
 → that Mohan had been going to school for three days.
 → that Mohan would go to school.
 → that Mohan would be going to school.
 → that Mohan would have gone to school.

Special Cases: There are, however, some exceptions to this rule:

- (i) If the verb in the Subordinate Clause expresses some universal truths or habitual facts, it is always in the Present Tense, even if the verb in the Principle clause is in the Past Tense; e.g.
 - The father told his sons that union is strength.
 - I was sorry to hear that he has a bad temper.
 - The teacher made it clear that the earth revolves round the sun.
 - We learnt at school that honesty is the best policy.
 - I told him that I am an early-riser.
- (ii) Again if the subordinate clause is an adverb clause showing comparison it may have a present tense even after the past tense, in the principal clause:

Examples:

- He liked you better than he likes me.
- He worked harder than I do.
- He liked you better than he has liked me.

Note: If the comparison is expressed by *as well as* instead of *than*, the same rule holds good:

Examples:

- He liked you as well as he likes me.
- He liked you as well as he has liked me.

(iii) In adverbial clauses of purpose, the verb is in the present tense when the verb in the principal clause is in the present or future tense:

Examples:

- He works hard (present) so that he may succeed. (present)
- He will work hard (future) so that he may succeed. (present)

(iv) *Since* as a conjunction of time is followed by a verb in the past tense or the present perfect tense, whereas the verb in the principal clause usually is in the present or the present perfect tense:

Examples:

- Since you left the house no one has lived in it.
- It is long since you left.
- Since you have gone from here things have changed.

(v) *Lest* introducing a subordinate clause is always followed by *should*:

Examples:

- I speak slowly lest he should be disturbed.
- I spoke slowly lest he should be disturbed.
- I shall speak slowly lest he should be disturbed.

(vi) The conjunctions *as if* and *as though* always take a past tense in the subordinate clause:

Examples:

- He cried as if someone had died.
- He behaved as if he were the boss.

Modals

Modals/Auxiliaries are helping verbs that are used with the main verb to express the modes and manners of actions denoted by the main verbs. Modals are the modified forms of helping verbs.

The main modals are as follows:

Shall, will, should, would, can, could, may, might, must, ought to, used to, need, dare, etc.

Features of Modals

- Modals always express the imaginary actions like ability, power, permission, request, possibility, willingness, certainty, etc.
- Modals do not come alone, they always take first form of the verb with them.
- Modals are never affected by the person, number and gender of the subject.

Use of 'Shall' and 'Will'

	First Person my, me, us (I, my, me, us, We, Our, Mine, etc.)	II/III Person (You, Your, he, she, it, they, etc.)
Shall	Simple Future	Threat/Promise/Command Firm determination
Will	Threat/Promise Intention/Firm determination	Simple Future

From the table, it becomes clear that to express simple future tense with the subjects I or We use 'shall' and with all other subjects use 'will', while to express Threat/Promise/Firm determination/Willingness with the subjects I or We, use 'will' and with all other subjects use 'shall', e.g.

- I shall buy a car. (Simple Future)
- I will buy a car. (Firm determination)
- I will surely help her. (Promise)
- I will break your hand. (Threat)
- You shall be punished if you do not change your habits. (Threat)

Uses of 'Should' (Past form of shall)

'Should' is the past tense of 'shall'. It is used in the following ways:

- (1) To express the Future in the Past tense, e.g.
 - I told him that I should go to Mumbai.
- (2) To express duty or obligation, e.g.
 - We should respect our elders.
- (3) To express advice or suggestion, e.g.
 - You should work hard to pass the examination.
- (4) To express request, e.g.
 - I should like to say that he is not to blame.
- (5) To express surprise, e.g.
 - It is really sad that he should lose in the first round.
- (6) To express supposition or improbable action, e.g.
 - Should they work hard, they will pass.

- (7) With *lest* in order to express purpose, e.g.
 - I worked hard *lest* I should fail.
- (8) To make conditional sentences, e.g.
 - Should it rain, we shall not go out.
- (9) To express supposition, e.g.
 - Should you go to the market, bring a pen for me.

Uses of 'Would' (Past form of Will)

'Would' is the past tense of 'will' and it is used in the following ways:

- (1) As the future tense in the indirect speech, e.g.
 - He said that he would not take milk.
- (2) To express past habit, e.g.
 - Gandhiji would spin every day.
- (3) To express determination, e.g.
 - I would help him in any trouble.
- (4) To express suggestion, e.g.
 - Would you take care of your health?
- (5) To express polite request, e.g.
 - Would you take a cup of tea?
- (6) To express wish or desire, e.g.
 - Would that I were a king?
- (7) To express preference, e.g.
 - I would prefer death to dishonour.
- (8) To express unreal condition, e.g.
 - If I won a lottery prize, I would build a theatre.

Uses of 'Can'

'Can' shows ability. It is used to express strength – physical, mental, of the official authority, of wealth, etc. It is used as follows:

- (1) To express ability, e.g.
 - I can speak English fluently.
 - (2) To express strong possibility which is almost a certainty, e.g.
 - The Principal can fine him.
 - (3) To express permission, e.g.
 - You can go home now.
 - (4) To express disposition, e.g.
 - Mohan can tell a lie at any time.
- [Generally, 'can' is used for seeking permission from someone younger to you.]

Uses of 'Could' (Past Tense of Can)

'Could' is the past tense of 'can' and is used in the indirect form as follows:

- (1) To express Power in past tense, e.g.
 - I asked him if he could play cricket.
- (2) To express Ability in past tense, e.g.
 - I could solve the whole paper in one hour.

- (3) Past Tense of Polite Request, e.g.
 - Could you lend me your pen?
- (4) Past Tense of Possibility, e.g.
 - You could have caught the train if you had run fast.
- (5) Feeling of Impatience, e.g.
 - How could it happen?
- (6) Past Tense phrase, e.g.
 - The Principal couldn't help giving him admission.

Uses of 'May'

May means 'to be able to'. It is used to express:

- (1) To express Permission, e.g.
 - May I come in sir?
- (2) To express Possibility, e.g.
 - It may rain today.
- (3) To express Purpose, e.g.
 - We eat so that we may live.
- (4) To express Wish or Prayer, e.g.
 - May you live long!

Uses of 'Might' (Past Tense of May)

- (1) The Past tense of May, e.g.
 - I asked him if I might take his book.
- (2) Purpose, e.g.
 - He ran fast so that he might catch the train.
- (3) Doubtful Possibility, e.g.
 - He is working hard, he might win a scholarship.
- (4) Possibility of Past Tense, e.g.
 - The tortoise said that he might win the race.
- (5) Permission in Past Tense, e.g.
 - The captain said that we might play match.
- (6) Future condition, e.g.
 - If I get money, I might go to England.
- (7) To express good wishes in the Past, e.g.
 - The teacher wished that I might live long.

Uses of 'Must'

Must is used to express:

- (1) Necessity, e.g.
 - You must work hard to get good marks.
- (2) Obligation, e.g.
 - Parents must look after their children.
- (3) Determination, e.g.
 - I must finish this work today.
- (4) Compulsion, e.g.
 - We must follow the rules of the road.

- (5) Certainty or belief, e.g.
 - Geeta must have broken my slate.
- (6) Emphatic advice, e.g.
 - You must give up bad habits.
- (7) Possibility, e.g.
 - The teacher must have finished this course by this time.
- (8) Expectation, e.g.
 - There must be something wrong in his mind.
- (9) Prohibition, e.g.
 - You must not leave the class without my permission.
- (10) Necessity or obligation in Future Tense, e.g.
 - We must do our work by tomorrow.

Uses of 'Ought to'

The modal is 'Ought' but 'to' is always used with it. That is why it is called 'ought to'.

Ought to is used to express the following:

- (1) Moral duty or obligation in Present Tense, e.g.
 - We ought to respect our elders.
- (2) Moral duty or obligation in Past Tense, e.g.
 - You ought to have worked hard.
- (3) Advice, e.g.
 - We ought to walk fast as we are getting late.
- (4) Strong probability, e.g.
 - He is very hard working; he ought to win a scholarship.

Uses of 'Need'

Need is used as the Principal verb and also as a Defective verb.

- (1) When it is used as Principal verb, it means 'to stand in need of', e.g.
 - I need his help.
- (2) Need as a defective verb is used in the negative and interrogative sentences.
 - In negative and interrogative sentences, need is used to express weakness, necessity, obligation, etc.
 - In this form it can be used only in the present tense.
 - An 's' is added to need if the subject is in the third person and the sentence is in the present tense, e.g. He needs to study.

Uses of 'Dare'

Dare is used both as the Principal Verb and as Defective Verb.

Dare as a Principal Verb

- (i) As a Principal Verb, dare means challenge.
- (ii) As a Principal Verb, it will have the following three forms: dare, dares, dared.
- (iii) It is used with all the tenses and is followed by 'to' in the affirmative sentences, e.g.
 - He dares to face his enemy.

Dare as a Defective Verb

- (i) As a defective verb, dare means ‘to venture’.
- (ii) As a defective verb, it will have the following three forms: dare, durst, durst.
- (iii) As a defective verb, it is used only in the negative and interrogative sentences.
- (iv) In this form it does not take ‘to’, e.g.
 - He dare not face his enemy. (Present Tense)
 - He durst not face his enemy. (Past Tense)

Uses of ‘Used to’

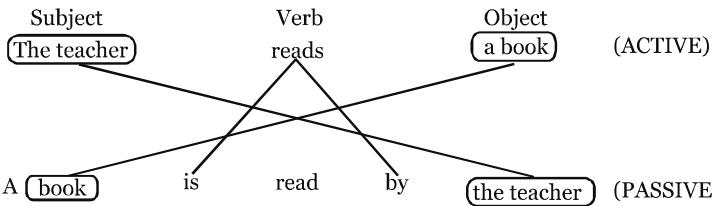
Used to is used to express some past habit. It is used in the following types of sentences.

- (1) Affirmative Sentences, e.g.
 - Gandhiji used to spin for an hour every morning.
- (2) Negative Sentences, e.g.
 - He used not to tell lies.
- (3) Interrogative Sentences, e.g.
 - Did he use to drink when he was young?
- (4) Passive Voice Sentences, e.g.
 - I am used to lead simple life.

Change of Voice

Voice refers to the form of the verb that indicates whether the doer of an action is the subject or object. In a sentence, there may be two voices:

- Active
- Passive



The verbs that take an object can be used in the Passive Voice. In Active Voice, the primary focus is on the subject while object is in focus in Passive Voice.

Rules for changing Voice: (Passive)

- The ‘object’ of the verb in the Active Voice becomes the ‘subject’ of the verb in the Passive Voice and the ‘subject’ in the Active Voice becomes the ‘object’ in the ‘Passive Voice’.
- The main verb is changed into the Past Participle (the IIIrd form) and an appropriate form of the helping verb according to the ‘Tense’ of the sentences is used.

The ‘subject’ in the ‘Active Voice’ becomes the ‘object’ in the Passive Voice and generally takes ‘by’ before it.

Tense	Voice	Indefinite	Continuous	Perfect	Perfect Continuous
Present	Active	He reads a book	He is reading a book	He has read a book	He has been reading a book
	Passive	A book is read by him	A book is being read by him.	A book has been read by him	No Passive
	Active	He read a book	He was read -ing a book	He had read a book	He had been reading a book
	Passive	A book was read by him	A book was being read by him	A book had been read by him	No Passive
	Future	He will read a book	He will be reading a book	He will have read a book	He will have been reading a book
	Passive	A book will be read by him	No Passive	A book will have been read by him	No Passive

The Nominative case of the pronoun is changed into the objective case.

For example:

He	-	him
She	-	her
I	-	me
We	-	us
They	-	them
You	-	you
It	-	it

If a transitive verb has two objects either of them may be made the subjects in the Passive Voice and the other remains unchanged.

PRESENT INDEFINITE TENSE

Affirmative Sentences

Active Voice

- I read a story.
- The boys play hockey.
- You hide a bat.

Passive Voice

- A story is read by me.
Hockey is played by the boys.
A bat is hidden by you.

Negative Sentences

Active Voice

- Sima does not solve the questions.

Passive Voice

- The questions are not solved by Sima.

- Hari does not open the window.

The window is not opened by Hari.

Interrogative Sentences

'Yes' or 'No' type.

Active Voice

- Does he break the window?
- Do they beat you?
- Does Ravi sing a song?

Passive Voice

- Is the window broken by him?
- Are you beaten by them?
- Is a song sung by Ravi?

'Wh' Questions:

Active Voice

- Where does he hide your money?
- Who writes a story?
- Who teaches you English?

Passive Voice

- Where is your money hidden by him?
- By whom is a story written?
- By whom are you taught English?

PRESENT CONTINUOUS TENSE

Affirmative Sentences

Active Voice

- Mina is singing a song.
- Rahul is writing a book.
- They are buying a new bus.

Passive Voice

- A song is being sung by Mina.
- A book is being written by Rahul.
- A new bus is being bought by them.

Negative Sentences

Active Voice

- He is not playing Hockey.
- Arpita is not doing her home work.
- Parit is not cleaning the room.

Passive Voice

- Hockey is not being played by him.
- Home work is not being done by Arpita.
- The room is not being cleaned by Parit.

'Yes' or 'No' type questions

Active Voice

- Is Gita telling a story?
- Is Mahesh accusing Ram?
- Are children plucking flowers?

Passive Voice

- Is a story being told by Gita?
- Is Ram being accused by Mahesh?
- Are flowers being plucked by the children?

'Wh' Questions

Active Voice

- Why is Sita singing a song?
- Why are the children making a noise?

Passive Voice

- Why is a song being sung by Sita?
- Why is a noise being made by the children?

- Who is breaking this wall? By whom is this wall being broken?
- How is she preparing coffee? How is coffee being prepared by her?

PRESENT PERFECT TENSE

Affirmative Sentences

Active Voice

- Harish has made a toy.
- Ramesh has broken the glass.
- Sarad has written a song.
- Mr. Verma has vacated this house.

Passive Voice

- A toy has been made by Harish.
The glass has been broken by Ramesh.
A song has been written by Sarad.
This house has been vacated by Mr. Verma.

Negative Sentences

Active Voice

- Arjun has not beaten the dog.
- Shyam has not typed this copy.
- Vinu has not decorated this house.

Passive Voice

- The dog has not been beaten by Arjun.
This copy has not been typed by Shyam.
This house has not been decorated by Vinu.

'Yes' or 'No' type Questions

Active Voice

- Has Rajni helped the poor?
- Has Shami painted the pot?
- Have the children closed the door?

Passive Voice

- Has the poor helped by Rajni?
Has the pot been painted by Shami?
Has the door been closed by the children?

'Wh' Questions

Active Voice

- Why have you planted trees here?
- Who has damaged the crop?
- Where have you seen this movie?

Passive Voice

- Why have the trees been planted here?
By whom has the crop been damaged?
Where has this movie been seen by you?

PAST INDEFINITE TENSE

Affirmative Sentences

Active Voice

- Mahesh broke the glass.

Passive Voice

- The glass was broken by Mahesh.

- Mamta rang the bell.
- Ragini gave me a gift.

The bell was rang by Mamta.
A gift was given to me by Ragini.

Negative Sentences

- Active Voice**
- They did not cook the food.
 - Heena did not learn German.
 - The Minister did not attend the party.

Passive Voice
The food was not cooked by them.
German was not learnt by

'Yes' or 'No' type Questions

- Active Voice**
- Did Meeta invite you to the function?
 - Did your mother punish the mischievous boys?
 - Did Asha sing a song in the party?

Passive Voice
Were you invited to the function by Meeta?
Were the mischievous boys punished by your mother?
Was a song sung in the party by Asha?

'Wh' type Questions

- Active Voice**
- Who painted these pots?
 - Why did your father scold you yesterday?
 - How did you plan your journey?

Passive Voice
By whom were these pots painted?
Why were you scolded by your father yesterday?
How was the journey planned by you?

PAST CONTINUOUS TENSE

Affirmative Sentences

- Active Voice**
- Mohit was reading a book.
 - Heena was writing a letter.
 - Deepak was playing piano.
 - The women were washing clothes.

Passive Voice
A book was being read by Mohit.
A letter was being written by Heena.
Piano was being played by Deepak.
Clothes were being washed by women.

Negative Sentences

- Active Voice**
- The ladies were not attending the workshop.

Passive Voice
The workshop was not being attended by the ladies.

- Kali was not cleaning the room.
- Ajay was not painting the pots.

The room was not being cleaned by Kali
The pots were not being painted by Ajay.

'Yes' or 'No' type Questions

Active Voice

- Was Anjana opening the cupboard?
- Were the children playing hockey?
- Was Rahul knitting a sweater?

Passive Voice

Was the cupboard being opened by Anjana?
Was hockey being played by the children?
Was a sweater being knitted by Rahul?

'Wh' type Questions

Active Voice

- When were you singing a song?
- How were you preparing the food?
- When were they watching T.V.?

Passive Voice

When was a song being sung by you?
How was the food being prepared by you?
When was the T.V. being watched by them?

PAST PERFECT TENSE

Affirmative Sentences

Active Voice

- Sujal had painted the room.
- Dinesh had invited me to the party.
- The labourers had built the house.

Passive Voice

The room had been painted by Sujal.
I had been invited to the party by Dinesh.
The house had been built by the labourers.

Negative Sentences

Active Voice

- Ajit had not deposited his fees.
- Anita had not torn the book.

Passive Voice

His fees had not been deposited by Ajit.
The book had not been torn by Anita.

'Yes' or 'No' type Questions

Active Voice

- Had Manjit played the match?
- Had the children written a story?
- Had the servant closed the door?

Passive Voice

Had the match been played by Manjit?
Had a story been written by the children?
Had the door been closed by the servant?

IMPERATIVE SENTENCES

(a) When the verbs expressing command, advice or request are changed into the Passive Voice, we use the verb 'let' followed by the Passive Infinitive without 'to'. The form of the verb in the passive is : Let + be + III Form.

The subject is put between 'let' and 'be' + III Form.

Active Voice

- Do it.
- Type this letter.
- Put out the lamp.
- Let him run a race.
- Let him sell the book.
- Do not inform the police.

Passive Voice

- Let it be done.
- Let this letter be typed.
- Let the lamp be put out.
- Let a race be run by him.
- Let the book be sold by him.
- Let the police not be informed.

(b) However, when the imperative sentence begins with *please* or *kindly*, the sentence in the passive voice takes the words 'you are requested', followed by the active infinitive; as,

Active Voice

- Please help him.
- Kindly show me your new watch.
- Please read out the letter.
- Kindly go through this book.

Passive Voice

- You are requested to help him.
- You are requested to show me your new watch.
- You are requested to read out the letter.
- You are requested to go through this book.

(c) When the advice/order is limited upto the subject and the action is not carried forward to the object, the sentence in the passive voice takes the words 'you are advised/ordered' followed by the active infinitive, as,

Active Voice

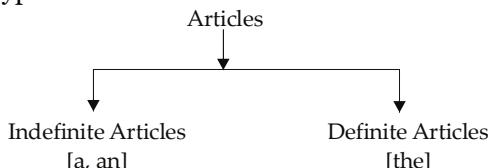
- Work hard.
- Stand up on the bench.
- Keep to the left.
- Shut the widows.

Passive Voice

- You are advised to work hard.
- You are ordered to stand up on the bench.
- You are advised to keep to the left.
- You are ordered to shut the windows.

Articles

There are two types of articles indefinite 'a' and 'an' or definite 'the'.



Use of the Indefinite Articles:

A and **an** are the indefinite articles. They refer to something not specifically known to the person you are communicating with.

- (1) **A** is used before consonants; **an** before words beginning with the vowel sound:
a dog, a girl, an umbrella, a university
- (2) Some words begin with a vowel sound but are pronounced with the same sound as the **y** in **yet**. **A** is used for such words. Some such words are:
a university, a European, a uniform, a one-eyed man, a unit, a useful item, a eucalyptus tree.
- (3) The words beginning with unpronounced **h** are preceded by **an**. Some such words with unsounded **h** are:
an honest man, an honourable man, an hour, an heir, an heiress
- (4) Some consonants are pronounced like vowels. Hence, **an** is used before them:
an M.P., an M.A., an LL.B. student, an S.P., an M.L.A., an N.D.A. Officer.
In such examples, **M** is pronounced as **em**, **N** as **an**, **S** as **as** and **L** as **al**.
- (5) Before singular countable nouns **a/an** is used:
Wheat is a cereal.
There were half a dozen pencils.
- (6) In its original numerical sense of one, **a/an** is used:
An apple a day keeps the doctor away.
Will you like to have an orange?
Did a European call at my office yesterday?
Mr. Mehra is an M.P. from Gujarat.
- (7) **A/an** is used with the meaning of each:
My salary has been increased by ₹100 a year.
I buy a magazine every week.
- (8) In the sense of any to single out an individual as the representative of a class, use **a/an**:
A dog is a faithful animal.
Delhi is a big city.
- (9) **A/an** is used before a proper noun when it is used as a common noun:
He is a Kalidas. (As great a poet as Kalidas was)
- (10) The names of professions and occupations take the indefinite articles:
He is a teacher.
He is a principal.
- (11) In exclamations before singular countable nouns:
What a lovely flower!

The indefinite article is not used at certain points

- (1) Before a noun used in its widest sense:
Man is mortal.
- (2) Before names of materials
Gold is a precious metal.
- (3) When noun is the name of a meal:
We take dinner at 8 O'clock.
- (4) Before Proper nouns:
Sonu is a smart boy.
Delhi is the capital of India.
- (5) When the noun is uncountable:
Sand is used in making glass.
- (6) Before abstract nouns:
Virtue is its own reward.
Honesty is the best policy.
- (7) Before languages:
Hindi is her mother-tongue.

Use of the Definite Article

There are two ways to pronounce “the”. One is “thuh” and the other is “thee”.

- (1) Before the names of rivers, valleys, forests, canals, mountains, hills, seas, deserts, etc.:
The Ganges is a sacred river.
The Himalaya is the crown of India.
The Sahara is the largest desert of the world.
- (2) When we refer to a particular person or thing:
The boy in blue trousers is my brother.
Beware of **the** dog, he is an Alsatian.
- (3) When a singular noun is meant to represent a whole class:
The aeroplane is the fastest means of transport.
An exception to the above rule is the non **man** when it is used to denote the human race as a whole:
Man is mortal.
- (4) Before the names of hotels, cinemas, theatres, ships or trains:
London is on **the** Thames.
He crossed **the** Atlantic in **the** Akbar II.
- (5) Before common nouns which are names of things unique of their kind:
The Sun rises in the East.
The earth is moving at its axis.

- (6) With superlative adjectives which make a noun definite:
 She is **the** most beautiful girl.
The most intelligent boy stood first.
- (7) Before the names of certain books:
The Ramayana is a holy book of the Hindus.
The Vedas were written by the saints.
- (8) Before terms denoting some political party, nationality or community:
The Congress, **The** National Conference, **The** Indians, **The** English, **The** Hindus, **The** Germans.
- (9) Before an adjective when it works as a noun:
 We should help **the** poor.
- (10) With the ordinal numbers:
 Read **the** first chapter of this book.
 He is **the** second child of his parents.
- (11) Before the names of municipal or government departments:
The Principal's office, **The** Public library
- (12) Before a proper noun when it is used as a common noun or an adjective:
 Shakespeare is **the** Kalidas of England.

The definite article the is omitted at certain points such as:

- (1) Before proper nouns:
 India (not the India)
 Philip (not the Philip)
- (2) Before the names of substances:
 Gold is a precious metal.
- (3) Before the names of meals:
 I have dinner at 9 O'clock.
- (4) Before the plural nouns when used in a general sense:
 Apples are good for health.
- (5) Before the names of games:
 I love hockey.
- (6) Before the words of King and Queen:
 Queen Victoria, King Henry IV.
- (7) Before abstract nouns:
 Mercy comes from above.
- (8) In certain phrases consisting of a preposition followed by its object:
 At home, at sunset, at hand, on time, in bed, on foot.

Repetition of the Article

- (1) When two or more adjectives qualify the same noun, the article is used before the first adjectives only; but when they

qualify different nouns, the article is used before each adjective:

I have **a** black and white horse.

(a horse which is black and white)

I have **a** black and **a** white horse.

(I have two horses' one black and the other white)

- (2) When two or more connected nouns refer to the same person or thing, the article is normally used before the first only; but when two or more connected nouns refer to different persons or things, the article is used before each:

The poet and statesman is dead.

[The poet and statesman are used for the same person]

The poet and **the** statesman are dead.

[Here two persons are dead – the poet and the statesman]

Prepositions

A Preposition is a word placed before a Noun or a Pronoun to show its relation to some other words in the sentence. The Noun or Pronoun which is used with a Preposition is called its object. It is said to be governed by the preposition.

Kinds of prepositions

Prepositions are of **five** kinds :

- (1) **Simple Prepositions;** e.g.,

At, by, of, for, in, on, off, out, till, to, up, with, through, etc.

- (2) **Compound Prepositions;** e.g.,

About, across, against, before, beside, into, until, within, etc.

- (3) **Double Prepositions;** e.g.,

From among, from beneath, from under, out of, etc.

- (4) **Participle Prepositions;** e.g.,

Accepting, considering, during, regarding, notwithstanding, etc.

- (5) **Phrase Prepositions;** e.g.,

Along with, according to, away from, because of, by dint of, by virtue of, for the sake of, in addition to, in the course of, in lieu of, in place of, in spite of, on account of, owing to, with a view to, with regard to, etc.

Position of the Preposition

A Preposition is generally placed before a Noun or a Pronoun it governs; e.g.,

- He died of cholera.
- Delhi is famous for the Red Fort.

- Sudhir went up the hill.
- I am tired of writing letters to him.

But there are some exceptions to this general rule.

A preposition is placed at the end of sentences:

- (a) Preposition governs a relative Pronoun; e.g.,
 - Here is the book which you were looking for.
 - This is the man who (whom) I spoke to.
- (b) When the Relative Pronoun is **that**; e.g.,
 - Here is the pen that you were looking **for**.
 - The dog spoiled the paper that I was writing **on**.

The relative pronoun '**that**' cannot take a preposition **before** it.
- (c) When a Relative Pronoun is understood; e.g.,
 - That is the boy I was speaking about. ('Whom' understood)
 - That is the house Mohan lives in. ('Which' understood)
- (d) If a Preposition governs an Interrogative Pronoun or adverb; e.g.,
 - What are you looking at? (Interrogative Pronoun)
 - Where are you going to? (Interrogative Adverb)

Following is the position of a preposition in regard to 'who' and 'whom'; e.g.,

 - To whom were you speaking?
 - Who were you speaking to?
- (e) When the preposition is used with the Infinitive placed at the end, e.g.
 - The knife is to cut with.
 - Do you have a chair to sit in?
 - I have no money to support you with.

SOME IMPORTANT PREPOSITIONS DISTINGUISHED

Particular care should be taken in the use of the following.

Preposition which are given below in pairs for the sake of contrast:

(1) After and In:

When we speak of space of time, this distinction is made; e.g.

- Anil came back **after** a month. (Past)
- Ashok will come back **in** a week. (Future)

'After' refers to a space of time in the Past.

'In' refer to a space of time in the Future.

Both mean at the close of.

(2) In and Within:

'In' means at the end of a given period of time; within means before the end of the given period; e.g.,

- I shall return in a month. (at the end of one month)
- I shall return within a month. (before the end of one month)

(3) In and into:

'In' denotes rest or motion inside anything; 'into' shows motion/movement towards the inside of anything; e.g.

- The boy was in the garden. (Rest inside)
- The boy was walking in the garden. (Act of moving inside)
- He walked into the garden. (Movement towards inside)

Note: Be careful to write the two words 'in' and 'to' separately when the sense is separate:

- He took her into the room (Motion towards inside) but,
- He took her in to dinner. (He took her inside the house for dinner.)

(4) At and In:

(a) At and In are used in speaking of things at rest; e.g.,

- The students are sitting at their desks.
- She is lying in her bed.

(b) In speaking of places, 'at' is used for a smaller place and in for a bigger place; e.g.

- I live at Rohtak in Haryana.
- My brother lives at Hissar.
- My uncle lives in Calcutta.

But when we speak of what are known to be big places, we generally use in; e.g.

In Paris; In London; In New York; In Delhi.

(c) In speaking of time, we use 'at' for a point of time and 'in' for a period of time; e.g.

at five, at dawn, at sunset, at mid-night.

but in the morning, in May, in 1986

We say, the train will arrive at seven O'clock in the morning.

(5) On and Upon:

'On' shows rest; 'upon' shows movement; e.g.,

- He sat in a bench.
- The wolf sprang upon the goat.

(6) By and With:

When something has been done by a person with the help of an instrument, a tool or weapon, we use '**by**' for the agent – the doer of the action and '**with**' for the instrument; e.g.

- The loin was killed by the hunter with a sword.
- The king was stabbed by his enemy with a knife.
- The letter will be written by me with a pen.
- You cannot kill two birds with one stone.

(7) Between and Among:

'Between' refers to two persons or things; while 'among' refers to more than two; e.g.,

- He divided his property between his two sons.
- Bhiwani is between Rohtak and Hissar.
- Sweets were distributed among the children of our class.
- The five robbers divided money among themselves.

(8) Till and To:

'Till' is used for time and 'to' is used for place; e.g.,

- Farmers work in their fields till evening.
- He walked to the end of the road.

(9) From and Since:

'From' and 'Since' denote a point of time. 'From' may be used with any tense while 'since' is used with the Perfect or Perfect Continuous Tenses only; e.g.

- I have been living in this house since 1960.
- I have not seen him since he left school.
- Farmer work hard from morning till evening.
- Prem Chand began to write novels from the age of ten.
- From tomorrow, the school will open at 7 A.M.

(10) Beside and Besides:

'Beside' means by the side of; 'Besides' means in addition to; e.g.,

- The child walked beside his mother.
- Besides being fined, he was beaten by the teacher.

(11) On, Over and Above:

'On' denotes contact with the surface on which something is lying; e.g.,

- The book is lying on the table.

'Above' denotes a higher position but does not imply contact or covering; e.g.,

- This building rises above all the houses in the city.

'Over' means a higher position as well as contact or directly above; e.g.,

- Water flows over plants and bushes.
- At noon, the sun is over us.

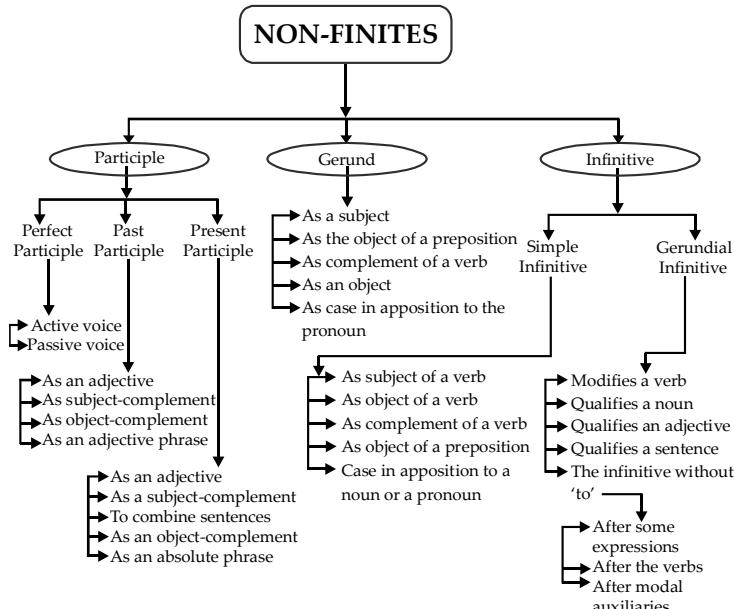
Non-Finites

There are some verbs which do not have subjects. They are also not affected by the number, person and tense of the subjects. Such type of verbs are called Non-Finite Verbs, e.g.

- (1) Walking is a good exercise.
- (2) Singing is an art.
- (3) To drive a car is easy.
- (4) I want to play cricket.

In the above sentences 'walking', 'singing', 'to drive' and 'to play' are non-finite verbs because they do not have any subject, neither they express Number, Person and Tenses of the subjects.

Kinds of Non-Finites



Non-Finite verbs are divided into three parts:

- (1) Infinitive
- (2) Gerund
- (3) Participle

(1) Infinitive

This is the verb without any connection to a subject. Infinitives usually have a 'to' in front of them: to run, to jump, to be, to have, to go.

Example:

- It is not the right time to go to the shops.

Uses of the Infinitive:

- (1) The Infinitive may be the subject of a sentence, e.g.
 - To respect our teachers is our duty.

- (2) The Infinitive may be the complement of a verb, e.g.
• His plan is to keep the affair secret.
- (3) The Infinitive may be the object or part of the object of a verb, e.g.
• He wants me to pay.
- (4) To convey a plan, e.g.
• She is to be married next year.
- (5) Be about + infinitive expresses the immediate future, e.g.
• They are about to start.
- (6) The Infinitive can express purpose, e.g.
• We work hard to get a good score.
- (7) The Infinitive can be used after certain adjectives, e.g.
• angry, glad, happy, sorry, lucky.
- (8) The Infinitive can connect two clauses, e.g.
• He asked me to get first division by working hard.
- (9) An important construction for using infinitive.
Verb + Know/what/when/where/which/why + infinitive, e.g.
• I know how to write a letter.
- (10) Infinitive can be used after verb + object, e.g.
• He advised me to sing a song.
- (11) Verb + Object + Infinitive, e.g.
• She encouraged me to try again.
- (12) When the thought concerns a previous action, we use the Perfect Infinitive, e.g.
• They are believed to have landed in Japan.
- (13) The Infinitive is used after ‘only’ to express a disappointing situation, e.g.
• He survived the crash only to die in the desert.
- (14) Infinitives + Prepositions, e.g.
• A table to write on.
- (15) Adjective + enough + Infinitive, e.g.
• He is old enough to climb on the wall.
- (16) Infinitive as the object of a verb, e.g.
• The box is light enough for me to carry.
- (17) The object of a preposition, e.g.
• The light was strong enough to read by.
- (18) Adverb + enough + Infinitive, e.g.
• He did not jump high enough to win a prize.
- (19) Infinitive is used with the following verbs in the Passive Voice:
acknowledge, believe, consider, find, know, report, say, suppose, think,
understand, e.g.
• He is understood to have left the country.
- (20) Infinitive can be used in opposition to a dummy subject, e.g.
• It is a pleasure to see you.

(2) The Gerund

Gerund works as a noun. It is found in the form of ‘first form + ing’ of the verb, i.e. walk + ing = walking. It is also known as ‘Verbal Noun’. It has exactly the same form as the present participle.

It can be used in the following ways:

- (1) As subject of a sentence, e.g.
 - Walking is a good exercise.
- (2) As complement of a verb, e.g.
 - Her hobby is painting.
- (3) After preposition, e.g.
 - He was accused of smuggling.
- (4) After certain verbs, e.g.
 - He came running.
- (5) In noun compounds, e.g.
 - A driving boat.
- (6) The Gerund is used in short prohibitions, e.g.
 - No smoking. No waiting.

Note: Prohibitions involving an object are usually expressed by an imperative, e.g.

- Do not touch electric wires.
- (7) Regret, remember, forget are used with a gerund when the action expressed by the gerund is an earlier action, e.g.
 - I regret spending so much money.
 - (8) ‘Go on’ is normally followed by a gerund, e.g.
 - Go on singing.
 - (9) Verbs followed by the gerund. The most important of such types of verbs are as follows:
admit, appreciate, avoid, consider, delay, deny, dislike, enjoy, escape, excuse, finish, forgive, involve, keep, miss, pardon, postpone, practice, remember, risk, stop, suggest, understand, etc., e.g.
 - He admitted taking the money.
 - Would you appreciate telling a lie?

(3) The Participle

The Participle works as a verb as well as an adjective. This is why it is also known as Verbal Adjective. The main difference between Gerund and Participle is that the Gerund works as a noun while Participle works as adjective to qualify Nouns or Pronouns.

Kinds of Participle

Participles are divided into three parts:

- (1) The Present Participle
- (2) The Past Participle
- (3) The Perfect Participle

The Present Participle: The Present Participle always expresses continuity of action. It is formed by using ‘ing’ in the first form of the verb. It does not denote time but an unfinished or incomplete action.

Example:

- I saw him crossing the road.
- I heard someone weeping.

The Present Participle is used as follows:

- (1) As an Adjective, e.g.
 - Barking dogs seldom bite.
- (2) As a subject complement, e.g.
 - This poem is interesting.
- (3) As an object complement, e.g.
 - I saw him leaving the room.
- (4) As an absolute phrase, e.g.
 - It being a rainy day, we did not go out.
- (5) To combine sentences, e.g.
 - I heard the news of his death. I went to his house.
 - Hearing the news of his death, I went to his house.
- (6) After verbs of sensation, e.g.
 - I felt the bike skidding.
- (7) After catch/find/leave + object, e.g.
 - I caught them stealing my mangoes.
- (8) When one action is immediately followed by another by the same subject, the first action can be expressed by the Present Participle, e.g.
 - He opened the drawer and took out a revolver.
 - Opening the drawer he took out a revolver.
- (9) In case of three actions, express the last two by the Present Participle, e.g.
 - I fell, striking my head against the door and cutting it.

The Past Participle: The Past Participle always expresses completion of action. It is the III form of the verb. It ends in d, ed, t, n or en.

The Past Participle is used as follows:

- (1) As an Adjective, e.g.
 - The tired traveller lay under a tree.
- (2) As a subject compliment, e.g.
 - She seems worried.
- (3) As an object complement, e.g.
 - We found all the people gone.
- (4) As an Adjective phrase, e.g.
 - The boy selected for the post is my cousin.

The Perfect Participle: The Perfect Participle is found by putting ‘having’ before the Past Participle, i.e. III form of the verb. It denotes an action, which was finished in the past.

The Perfect Participle is used as follows:

- (1) Having + Past Participle, e.g.
 - Having taught him, I returned home.
 - Having being tired, he took rest.
- (2) The Perfect Participle can be used instead of the Present Participle in sentences where one action is immediately followed by another with the same subject, e.g.
 - Tying one end of the rope to his bed, he threw the other end out of the window.

Note: The Perfect Participle emphasises that the first action is complete before the second one starts.

Adjectives

An adjective is a word that tells us something about a noun. A noun may have many attributes. For example, 'boy' is a noun, and that boy may be tall or short, intelligent or fool, educated or uneducated, rich or poor. What is the quality of that boy? In order to express the quality of that boy, we use an adjective. E.g., That boy is a rich boy.

In this sentence, the word 'rich' indicates that the boy is a rich boy. That means that the boy has a lot of money.

Words which tell us about the quality of the nouns (which might have been used either as the subject or the object) are known as adjectives.

E.g., India is a country.

India is a democratic country. (Here, 'democratic' is an adjective.)

An adjective can be used in the following two ways:

- **Attributively** (placed immediately before the noun it qualifies)
- **Predicatively** (used after the verb)

E.g., She is a good teacher.

Bimala is intelligent.

Kinds of Adjectives

(1) Adjective of Quality: It answers the question 'what type' and tells the quality of a noun. For example, good, honest, old and big.

(2) Adjective of Quantity: It answers the question 'how much' and tells the quantity of a noun. For example, little, some, much and enough.

(3) Definitive Numeral Adjective: It answers the question 'how many' and tells the number of the noun. For example, one, two, three, four, five, six, seven, etc.

(4) Indefinite Numeral Adjective: It answers the question 'how much/many' and tells the approximate number of the noun. **For example**, all, no one, many, a few and several.

(5) Distributive Numeral Adjective: It answers the question 'who/which'. Some examples are each, every either and neither. **For example:** Each one of you should support this cause.

(6) Demonstrative Adjective: It answers the question ‘where’ and tells the position of the noun. Some examples are this, that, these, those and such.

(7) Interrogative adjective: It asks a question related to the noun. Some examples are what, which, whose and when.

(8) Adjectival Phrase: Sometimes, a phrase may be used as an adjective. Very often, an adjectival phrase appears after the noun that it qualifies. For example: The chief lived in the house built of stone.

(9) Adjectival Clause: Often, a full clause may add meaning to a noun. **For exmaple,** John is the boy who broke the window.

EXERCISES

(1) Replace the personal pronouns by possessive adjectives :

Q1. Where is (I) _____ book?

Ans. my

Q2. Here is (we) _____ teacher.

Ans. our

Q3. She goes to school with (she) _____ brother.

Ans. her

Q4. (They) _____ father works in a car factory.

Ans. Their

Q5. (You) _____ laptop is very expensive.

Ans. Your

Q6. (He) _____ favourite hobby is tennis.

Ans. His

Q7. (I) _____ husband and I want to go to Paris.

Ans. My

Q8. We want to see (it) _____ historical monuments.

Ans. its

Q9. Leila likes (she) _____ dog!

Ans. her

Q10. (It) _____ name is Bobby.

Ans. Its

(2) Choose the right possessive adjective:

Q1. Two students didn't do _____ mathematics homework.

Ans. their

Q2. I have a car. _____ colour is black.

Ans. Its

Q3. We have a dog. _____ name is Pancho.

Ans. Its

Q4. Nancy is from England. _____ husband is from Australia.

Ans. Her

Q5. Ann and Nadia go to a high school. _____ little brother goes to primary school.

Ans. Their

Q6. Alan has a van. _____ van is very old.

Ans. His

Q7. We go to a high school. _____ high school is fantastic.

Ans. Our

Q8. I like singing. _____ mother sings with me.

Ans. My

Q9. Francois and Alain are French. _____ family are from France.

Ans. Their

Q10. Mary likes _____ grandmother. She often visits her.

Ans. her

(3) Make the comparative form. If it's possible, use 'er'. If not, use 'more'.

Q1. Dogs are _____ (intelligent) than rabbits.

Ans. more intelligent

Q2. Lucy is _____ (old) than Ellie.

Ans. older

Q3. Russia is far _____ (large) than the UK.

Ans. larger

Q4. My Latin class is _____ (boring) than my English class.

Ans. more boring

Q5. In the UK, the streets are generally _____ (narrow) than in the USA.

Ans. narrower

Q6. London is _____ (busy) than Glasgow.

Ans. busier

Q7. Julie is _____ (quiet) than her sister.

Ans. quieter

Q8. Amanda is _____ (ambitious) than her classmates.

Ans. more ambitious

Q9. My garden is a lot _____ (colourful) than this park.

Ans. more colourful

Q10. His house is a bit _____ (comfortable) than a hotel.

Ans. more comfortable

(4) Choose the correct answer from the given options:

Q1. Rajesh is feeling very _____.

- (a) angry
- (b) angrier
- (c) angriest

Ans. (a) angry

Q2. Nokia is a _____ company.

- (a) good
- (b) better
- (c) best

Ans. (a) good

Q3. Rajat is _____ than Ramesh.

- (a) fast
- (b) faster
- (c) fastest

Ans. (b) faster

Q4. Amongst the three brothers, Aditya is the _____

- (a) tall
- (b) taller
- (c) tallest

Ans. (c) tallest

Q5. She will live _____ than him.

- (a) Long
- (b) Longest
- (c) Longer
- (d) Larger

Ans. (c) longer

Q6. What about this? Isn't it _____?

- (a) Beautiful
- (b) Beauteous
- (c) Beauty

Ans. (a) beautiful

Q7. The test was _____ than I thought it would be.

- (a) Difficult
- (b) More difficult
- (c) Most difficult

Ans. (b) more difficult

Q8. He is the _____ boy in his class.

- (a) Old
- (b) Older
- (c) Oldest

Ans. (c) oldest

Q9. This locality is _____ than ours.

- (a) Expensive
- (b) More expensive
- (c) Most expensive

Ans. (b) more expensive

Q10. You are so _____, I am sure you can pick this up.

- (a) Strong
- (b) Weak
- (c) Fat
- (d) Thin

Ans. (a) strong

Clauses

What is a CLAUSE?

Clause is a part of a sentence which has a subject and a finite verb, e.g.

- This is the place where I was born.

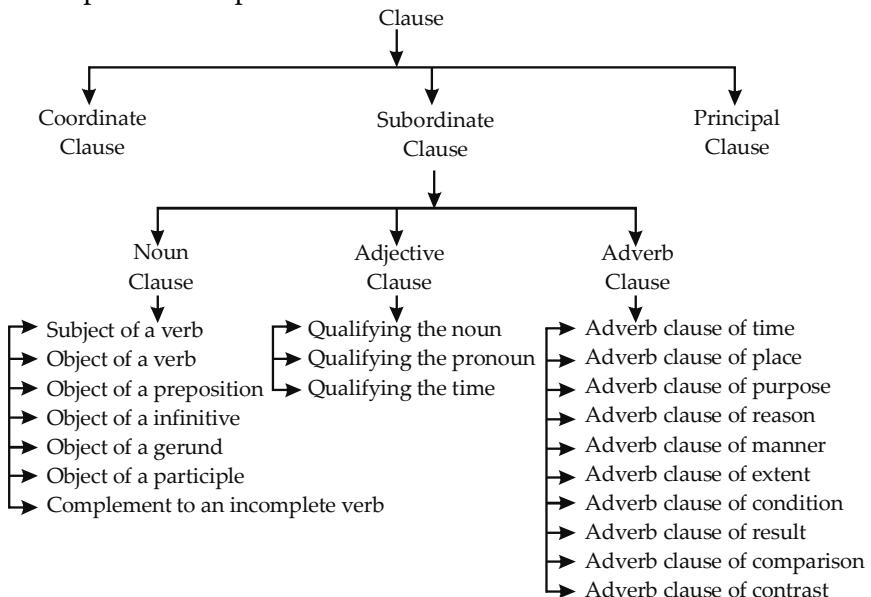
In this sentence, there are two clauses. In the first clause 'this' and 'is' are the subject and verb respectively.

In the second clause 'I' and 'was born' are the subject and verb respectively.

In this way, the more finite verbs, the more the clauses in a sentence. If there is single 'finite verb' in a sentence, then it is not a clause but only a simple sentence, e.g.

- He goes to school. (Simple Sentence-No Clause)

Note: If there are more than one finite verb in a sentence, that is either a Complex or Compound sentence.



Kind of Clauses: Clauses are of three types:

(1) The Principal Clause: The Principal Clause is a clause which is complete in itself and expresses its meaning clearly. It does not take any support from any other clause for clearing its meaning. So, it is also known as 'the main clause' 'the independent clause' or 'complete clause', e.g.

- I do not know where he lives.

In this sentence, 'I do not know' is the Principal clause because it provides clear meaning.

Note: The Principal Clause never begins with any Conjunction.

(2) The Subordinate Clause: The subordinate clause is a clause which is not complete in itself for expressing its clear meaning. It cannot provide its meaning clearly without the help of the Principal Clause. So, it is also known as 'the dependent clause' or 'the incomplete clause', e.g.

- I asked her why she came late.

In this sentence, the clause 'why she came late' does not provide its clear meaning that is why it is the subordinate clause.

(3) The Coordinate Clause: This clause is totally independent. It does not take any support from any other clause for making its meaning clear. They are like simple sentences joined by coordinate conjunctions, e.g.

- I shall go and she will come.

In this sentence 'I shall go' and 'She will come', both are independent clauses. But the first one is Principal Clause and the second one is Co-ordinate clause.

Note: As the coordinate clause has no more importance due to its identity, we have to understand only 'the Principal Clause' and 'the Subordinate Clause'.

Kinds of Subordinate Clause: The Subordinate clause is divided into three parts:

- **The Noun Clause:** The Noun clause is a clause which does the work of a noun in the sentence.
- **The Adjective Clause:** The Adjective clause is a clause which does the work of an adjective in the sentence.
- **The Adverb Clause:** The Adverb clause is a clause which does the work of an adverb in the sentence.

The Noun Clause

Recognition: Ask the question 'what' to the main verb, the answer is always the noun clause, e.g.

- He told me that he was feeling unwell.

Question: He told me _____ what?

Answer: That he was feeling unwell. (Noun Clause)

The Noun Clause generally begins with the connectives like, who, whose, whom, when, where, which, what, why, how, that, if and whether.

Functions of the Noun Clause: The Noun Clause functions in the following ways:

(1) Subject of a Verb: If any clause takes place as a subject of a verb and does the work of a noun, it is called subject of a verb, e.g.

- (It) is uncertain _____ Principal Clause.
- When he will return _____ Sub. Noun Clause.

In the above example, 'When he will return' is used as a subject of the Principal Clause 'is uncertain'.

It is doing the work of a noun in the sentence, that is why it is called ‘Subject of a verb’.

- (2) Object of a Verb:** If any clause takes place as an Object of a Verb and does the work of a noun, it is called object of a verb, e.g

- I cannot say what he wants.
 - (a) I cannot say _____ Principal Clause.
 - (b) What he wants _____ Sub. Noun Clause.

In the above example, ‘What he wants’ is used as an object to the Principal Clause ‘I cannot say’. It is doing the work of a noun in the sentence that is why it is called object of a verb.

- (3) Object of an Infinitive:** If any clause begins after infinitive and does the work of an object, such type of clause is called object of an infinitive, e.g.

- I want to know how far he is right.
 - (a) I want to know _____ Principal Clause.
 - (b) How far he is right _____ Sub. Noun Clause.

In the above example, ‘How far he is right?’ has taken place after infinitive and is doing the work of an object to the Principal Clause, ‘I want to know’. That is why, it is called object of an infinitive.

- (4) Object of a Preposition:** If any clause takes place after a preposition as an object, such types of clause is called noun clause, Object of a Preposition, e.g.

- Please attend to what I say.
 - (a) Please attend to _____ Principal Clause.
 - (b) What I say _____ Sub. Noun Clause.

In the above example, ‘What I say’ has taken place after the preposition ‘to’ as an object of the Principal Clause, ‘Please attend to’. That is why it is called Object of a Preposition.

- (5) Object of a Participle:** If any clause takes place after a participle as an object, the clause is called Noun Clause, Object of a Participle, e.g.

- Hoping that he would be in the park, I went there.
 - (a) I went there hoping _____ Principal Clause.
 - (b) That he would be in the park _____ Sub. Noun Clause.

In the above example, ‘That he would be in the park’ has taken place after the participle ‘hoping’ and is doing the work of an object. That is why it is called ‘Object of a Participle’.

(6) Complement of an Incomplete Verb: If there is any helping verb after the Principal Clause, the clause after the helping verb is called Complement of an Incomplete Verb, e.g.

- Life is what we make it.
 (a) Life is _____ Principal Clause
 (b) What we make it _____ Sub. Noun Clause.

In the above example, 'What we make it' has taken place after the helping verb 'is', that is why it is called Complement of an Incomplete Verb.

(7) Object of a Gerund: If any clause takes place after a Gerund and does the work of an object, it is called Noun Clause Object of a Gerund. Example:

- It depends on your giving what I want.

In the above example, 'What I want' has taken place after the Gerund 'giving' and is doing the work of an object. That is why it is called object of a gerund.

(8) In Apposition to a Noun or a Pronoun: If any clause takes place to clarify the sense of a noun or a pronoun, it is called 'In Apposition to a Noun or a Pronoun'. Example:

- It is strange that you should say so.
 (a) It is strange _____ Principal Clause
 (b) That you should say so _____ Sub. Noun Clause.

The Adjective Clause

Recognition

(1) The Adjective Clause generally begins with relative pronouns – who, whose, whom, that, which, as, as well as relative adverbs – when, where, why and how.

(2) The Adjective Clause always qualifies the Principal Clause, e.g.

- He is the boy who had made a noise.
 (a) He is the boy _____ **Principal Clause.**
 (b) Who had made a noise _____ **Sub. Adjective Clause.**

Qualifying the noun 'boy', e.g.

- You know the time when he is coming.
- This is the place where I was born.
- This is the boy whose father has been appointed Collector.
- God helps those who help themselves.

The Adverb Clause

Recognition: The Adverb Clause is used to modify verb, adjective or adverb given in any other clause. It expresses the following things:

(1) **Time:** Adverb Clause of time indicates time and generally starts with the Subordinating conjunctions – when, whenever, till, until, before, after, since, while, as, as soon as, as long as, so long as, etc., e.g.

- As soon as he saw me, he began to weep.
 - (a) He began to weep _____ **Principal Clause.**
 - (b) As soon as he saw me _____ **Sub. Adverb Clause**, showing 'time', e.g.
 - When the cat is away, the mice will play.
 - I get up before the sun rises.

(2) **Place:** Adverb Clause of place indicates place and generally starts with the subordinating conjunctions – where, wherever, whither, whence, etc. Example:

- I shall go where he goes.
 - (a) I shall go _____ **Principal Clause.**
 - (b) Where he goes _____ **Sub. Adverb Clause** showing 'place'.
 - He will follow you whither you go.
 - Where there is a will, there is a way.
 - He makes friends wherever he goes.
 - I go where I like.

(3) **Purpose:** Adverb clause of Purpose indicates purpose. It generally starts with the subordinating conjunctions – that, so that, in order that, lest, etc., e.g.

- We eat so that we may live.
 - (a) We eat _____ **Principal Clause.**
 - (b) So that we may live _____ **Sub. Adverb Clause** showing 'purpose'.
 - Walk carefully lest you should fall.
 - Work hard so that you may pass.
 - Run fast lest you should miss the train.
 - Be active lest you should miss the chance.

(4) **Reason:** Adverb clause of Reason shows reason. It generally starts with the subordinating conjunctions – since, because, for, as, that, etc. Example:

- He cannot understand it because he is dull.
 - (a) He cannot understand it _____ **Principal Clause.**

- (b) Because he is dull _____ ***Sub. Adverb Clause*** showing ‘reason’.
- I am glad that you have passed.
 - Since you are my friend, I must help you.
 - I am sad that you have failed.
 - She is happy that Gita has topped the class.
- (5) Manner:** Adverb clause of Manner shows manner. It generally starts with the subordinating conjunctions – as, as...so, as if, as though, according as, etc. Example:
- As you sow, so shall you reap.
 - (a) So shall you reap _____ ***Principal Clause.***
 - (b) As you sow _____ ***Sub. Adverb Clause*** showing ‘manner’.
 - He spoke as if he had gone mad.
 - I did as I was told.
 - Try to finish it as I have shown you.
 - Plants breathe as animals do.
- (6) Extent:** Adverb clause of Extent shows extent of a thing. It generally starts with the subordinating conjunctions – as far as, so far as, etc., e.g.
- As far as I think, he will not betray you.
 - (a) He will not betray you _____ ***Principal Clause.***
 - (b) As far as I thin _____ ***Sub. Adverb Clause*** showing ‘extent’.
 - This is false so far as he could.
 - He sang as far as I know.
- (7) Condition:** Adverb clause of Condition shows condition. It generally starts with the subordinating conjunctions – if, unless, provided, in case, whether....or, etc. e.g.
- If you work hard, you will pass.
 - (a) You will pass _____ ***Principal Clause.***
 - (b) If you work hard _____ ***Sub. Adverb Clause*** showing ‘condition’.
 - I shall let you go provided you speak the truth.
- (8) Result:** Adverb clause of Result shows result of a thing. It generally starts with ‘that’ but so or such is used before in the Principal Clause, e.g.
- He is so poor that he cannot pay his fee.
 - (a) He is so poor _____ ***Principal Clause.***

- (b) That he cannot pay his fee _____ **Sub. Adverb Clause** showing ‘result’.
- I am so tired that I cannot walk further.
 - It was so cold that many died.
- (9) Comparison:** Adverb clause of Comparison shows comparison between two objects or things. It generally starts with the subordinating conjunctions – than, as, etc., e.g.
- She is not so intelligent as you think.
 - (a) She is not so intelligent _____ **Principal Clause.**
 - (b) As you think _____ **Sub. Adverb Clause** showing ‘comparison’.
 - He is not as foolish as you.
 - No one is a better monitor than Mohan.
- (10) Contrast:** Adverb clause of Contrast shows difference between two objects. It generally starts with the subordinating conjunctions – though, although, even if, however, all the same, etc., e.g.
- Although it was raining, I went to school.
 - (a) I went to school _____ **Principal Clause.**
 - (b) Although it was raining _____ **Sub. Adverb Clause** showing ‘contrast’.
 - However hard he may work, he cannot pass.
 - Whatever you may say, I shall not believe you.

Phrasal Verbs

Phrasal verbs are mainly used in spoken English and informal texts. (The more formal a conversation or text, the less phrasal verbs are found.) Phrasal verbs consist of a verb and a particle (preposition, adverb). The particle can change the meaning of the verb completely. For example:

- Look up – consult a reference book (Look a word up in a dictionary.)
- Look for – seek (Look for her ring.)
- Look forward – anticipate with pleasure (Look forward to meeting someone.)

In some cases, the particle is placed either after the verb or after the object.

Examples

- Write **down** the word.
- Write the word **down.**

If the object is a pronoun, however, the particle has to be placed after the pronoun (object).

Examples

- Write it **down**.
- Your photo album. Put it **down**.
- Your jacket. Take it **off**.

Some phrasal verbs are as follows:

- **Back out** — to withdraw from a promise, contract: I felt grieved when he backed out of his promise to help me.
- **Back up** — to support; to sustain: He backed up his report with relevant statistics.
- **Bear upon** — to be relevant to: This argument does not bear upon the subject under discussion.
- **Blow up** — to explode: The mine blew up and all the labourers working inside were killed.
 - To reprimand or scold: If you continue to be negligent, the teacher will blow you up.
- **Break down** — of a car; a piece of machinery; to go wrong so that it will not function: The car broke down on our way to Mumbai.
 - To collapse; to succumb to uncontrollable weeping: She broke down completely on hearing the news of her husband's death.
 - To succumb to a nervous collapse through overwork or worry: He worked so hard that his health broke down near the examination.
- **Break off** — to end; to discontinue; to desist: We had to break off our conversation when he arrived.
She broke off in the middle of the story. She did not like his nature and broke off the engagement.
- **Break up** — to disperse; to dissolve: The college will break up for the Puja holidays on 25th October.
The meeting will break up after the President has addressed the audience.
- **Bring up** — to rear: Those brought up in adversity are able to cope with life better.
- **Call forth** — to provoke: The minister's views on the disinvestment policy of the government called forth a good deal of bitter criticism.
- **Call out** — to shout: I called out to him but he disappeared in the dark.
 - To announce by calling or shouting: The manager called out to the peon that he was being immediately fired.
- **Call upon** — to order; to require: I was unfortunately called upon to give evidence against him.

- **Carry on** — to continue: If you carry on working hard, your business will soon flourish.
 - To manage: He carried on his business so well that he soon amassed a huge fortune.
- **Cast away** — to throw aside: You must cast away all your apprehensions and accept the offer.
- **Catch up with** — to overtake; to draw level: Last week I had to stay late at the office to catch up with some pending files.
- **Come off** — to take place: The prize distribution came off on Tuesday last.
 - To turn out successful: His speeches at the conference always came off beautifully.
- **Cry down** — to deprecate; to make little of: You must not unnecessarily cry down the conduct of others.
- **Cry out against** — to complain loudly against: The opposition parties cried out against the fast pace of the globalisation of the Indian economy.
- **Cut out** — designed for: You were cut out to be a lecturer in a college.
- **Drop in** — to visit casually: On my way to the college, I dropped in at Mira's place.
- **Drop out** — to leave: As the race progressed, many children dropped out.
- **Fall back** — to recede; to retreat: On seeing the armed guards, the civilians fell back.
- **Fall down** — from a higher position to a lower one: The branch gave way and he fell down into the canal.
- **Fall off** — to withdraw; to drop off: Some of our subscribers have fallen off. Friends fall off in adversity.
- **Fall under** — to come under: This colony does not fall under my jurisdiction.
- **Get along** — to prosper; to progress; to proceed: Well, doctor, how is your patient getting along? It is simply impossible to get along with him.
- **Get on with** — to live pleasantly together; to progress: How are you getting on with your studies?
- **Get into** — to be involved in: It is easy to get into scandals but hard to come out unscathed.
- **Give in** — to surrender; to yield: I gave in for her repeated requests and accepted the offer.
- **Give over** — not doing any longer: It is time you gave over pretending that you have access to the Prime Minister.
- **Go after** — to follow; to pursue: The policeman went after the thief but the latter managed to escape in the dark of the night.

- **Go down** — to be accepted: The terrorist attack on WTC will go down in history as one of the worst acts of terrorism.
- **Go without** — to remain without: He is so poor that sometimes he has to go without food.
- **Go by** — to follow: I am sorry to disappoint you but we have to go by the rules.
 - To elapse (used of time): Months have gone by but I have not called upon him.
- **Hang about** — to loiter near a place: Last evening I saw your friend hanging about your house.
- **Hang upon** — to depend upon: The success of any venture hangs upon the seriousness with which it is undertaken.
- **Hold out** — to endure; to refuse to yield: How long can you hold out against starvation?
 - To continue: Sugar stocks are not likely to hold out very long.
 - To offer: She held out her hand to the Prince.
- **Hold to** — abide by: Whatever resistance there might be, I will hold to my decision.
- **Keep off** — to ward off: His stern looks keep off the flatterers.
 - To maintain: They have been trying to keep up their standard of living though there has been a considerable decline in their income.
- **Keep up with** — to keep pace with: You read too fast; I cannot keep up with you.
- **Knock out** — to win by hitting the opponent insensible in a boxing bout: The challenger was knocked out in two minutes.
- **Lay By** — to put away for future use: She has laid by five thousand rupees to celebrate her marriage anniversary.
- **Lay in** — to store for future use: Anticipating scarcity of food grains, they laid in a good store of provisions.
- **Let down** — to fail a friend: Won't I feel grieved if my own friends let me down?
- **Let into** — to suffer to enter; to admit: Despite his pleadings, they did not let him into the meeting. I shall let no one into my secrets.
- **Let out** — to lease on hire: In my neighbourhood, there is a decent house to let out.
 - To loosen: Let us let out the dog for a while.
- **Look about** — to study one's surroundings: The thief looked about himself before entering the house.
- **Look for** — to search for: The old woman was looking for her spectacles.

- **Look up** — to search for and find: Please look up this word in the dictionary.
 - To have an upward tendency (said of prices): The price of sugar is looking up these days.
- **Make off with** — to run away with: The servant made off with the master's watch.
- **Make over** — to transfer: He has made over the building to his son's name.
- **Make up** — to supply what is deficient: You must work hard during the Dussehra holidays and try to make up your deficiency in English.
 - To invent or fabricate: She made up a story to get rid of the visitor.
 - To reconcile: They have made up their quarrel and are now getting on quite well.
- **Pass away** — to die: His sister passed away in the early-hours of the morning.
- **Pass by** — to disregard; to omit: He did not invite me to his birthday. It appears that he passed me by.
 - To go alongside of: You passed by my house the day before yesterday.
- **Pick out** — to select or choose: The teacher picked out the best student from the class.
- **Pick up** — to recover or regain health after an illness: He has become so weak that he will take two months to pick up.
- **Play upon** — (a musical instrument): She played upon the harmonium and sang a melodious song.
 - To take advantage of: The blackmailer played upon her love for her husband.
- **Pull down** — to demolish; to destroy: The old house was pulled down to create space for multi-storey flats.
- **Pull up** — to take to task: The teacher was always pulling him up for his bad handwriting.
- **Put off** — to postpone: We had to put off the wedding till the war was over.
 - To lay aside: He put off his shoes before entering the temple.
 - To turn one aside from a purpose or demand: I approached him for some help but he put me off with mere words.
- **Put into** — to drag into: Don't put me into the argument.
- **Put out** — to extinguish: It is time to put out the fire and save the shop.
 - To perturb, to annoy: I was put out on hearing that I had incurred heavy losses in the recent business transactions.
- **Run away** — to flee: The young boy took a necklace and ran away.

- **Run away with** — to steal and depart with: The cashier ran away with twenty thousand rupees.
- **Run off** — to break off from control: The dog broke the chain and ran off.
- **Run over** — to drive over: The car ran over the pedestrian as he was crossing the road.
 - To flow over: The tent is running over.
- **Run through** — to squander or waste: It took him only a few months to run through all the money his father had left for him.
 - To read quickly: I will just run through this lesson and tell you what it is all about.
 - To pierce: The needle ran through her finger when she was stitching her shirt.
- **See into** — to attend to: You can set right the situation if you see into it at an early-date.
- **Set in** — to begin: As soon as rains set in, it becomes pleasant.
- **Set up** — to establish; to open a new business: He is soon going to set up as a financier.
- **Speak for** — to recommend somebody or to urge somebody's claims: If you speak for to the Manager, I am sure he will look at my case favourably.
- **Speak on** — to deliver a lecture on: This evening I am going to speak on the changing concepts of morality in various ages.
- **Stand off** — to keep at a distance: Would you please stand off? I brook no interference in my way of work.
- **Strike for** — to stop work for some reason: The labourers have struck for higher wages.
- **Take after** — to resemble: The younger sister takes after the elder one.
- **Take for** — to form an impression about somebody's identity: I was taken for a South Indian.
- **Take in** — to deceive: She thinks her oily tongue can take everybody in.
- **Take to** — to become addicted to: He took to gambling and drinking at a very early-age.
 - To form a liking for: Of late she has taken to painting.
- **Tell against** — to prove adverse to; to go against: I am sure these facts are going to tell against your case.
- **Throw about** — to fling here and there; to leave in disorder: The child threw his books about and ran off to play.
- **Throw away** — to lose through carelessness: You have thrown away a golden opportunity.
- **Turn against** — to become hostile to: I shall not give up my principles even if the whole world turns against me.

EXERCISES

(1) Choose the most appropriate option.

Q1. The deal is more than we have bargained _____.

Ans. (a) for

Q2. My father came _____ an old friend of his last evening.

Ans. (c) across

Q3. The team of scientists pulled _____ of the expedition because of high costs.

Ans. (c) out

Q4. The fire that broke _____ in the middle of the night destroyed tens of houses there.

Ans. (b) out

Q5. The fire was finally put _____ after three hours.

Ans. (d) out

Q6. The meeting was put _____ because there were not enough members present.

Ans. (b) off

Q7. The teacher picked _____ the best student from the class.

Ans. (a) out

Q8. Maya and Manju broke after an intense quarrel.

Ans. (a) un

Q9. My teacher says that I need to brush _____ on my English.

Ans. (c) up

Q10. We won't rule _____ the possibility of getting help from Sheela.

Ans. (c) out

(2) Choose the most appropriate option.

Q1. He is always getting _____ me though I have done nothing wrong.

Ans. (a) at

Q2. They spent the whole night cooking _____ a plan that they thought could work.

Ans. (d) up

Q3. I passed _____ Firoz's house but I did not go in because I was in a hurry.

Ans. (c) by

Q4. Tina's new car broke _____ unexpectedly on the expressway.

Ans. (b) down

Q5. After the seventh attempt, they finally decided to give _____.

Ans. (a) up

Q6. His father dropped me _____ when we reached Manchester Station.

Ans. (c) off

Q7. The plane took _____ at half past eight.

- | | |
|----------|---------|
| (a) up | (b) off |
| (c) away | (d) on |

Ans. (b) off

Q8. Look _____! There's a bicycle speeding towards us.

- | | |
|----------|---------|
| (a) up | (b) in |
| (c) down | (d) out |

Ans. (d) out

Q9. I cannot make _____ what he wrote. His handwriting is illegible.

- | | |
|---------|--------|
| (a) off | (b) up |
| (c) out | (d) in |

Ans. (c) out

Q10. Do you know what UNICEF stands _____?

- | | |
|---------|--------|
| (a) for | (b) by |
| (c) out | (d) up |

Ans. (a) for

(3) Choose the right option.

Q1. While the women got busy in the kitchen, the men _____ doing nothing.

- | | |
|------------------|-------------------|
| (a) stood on | (b) stood apart |
| (c) stood around | (d) stood between |

Ans. (c) stood around

Q2. "What are you _____, Dipu? You've been rummaging in your closet for hours," said his mother.

- | | |
|------------------|-----------------|
| (a) looking in | (b) looking for |
| (c) looking past | (d) looking to |

Ans. (b) looking for

Q3. "I can't believe I _____ it. I should have known Jitu would never have asked me out if it wasn't for a dare," said a distraught Rosie.

- | | |
|----------------|--------------|
| (a) waited for | (b) make for |
| (c) look for | (d) fell for |

Ans. (d) fell for

Q4. Once the verdict of guilty was handed down, Rohan _____ to prove that his brother had been framed for a crime that he did not commit.

- | | |
|------------------|-------------------|
| (a) waited about | (b) planned about |
| (c) set about | (d) wished about |

Ans. (c) set about

Q5. The King _____ the witch's spell and she proceeded to tell him to kill the Queen.

Ans. (a) fell under

Q6. When the spy saw that the police officers were catching up with him, he _____ a sprint.

- (a) broke apart** **(b) broke in**
(c) broke off **(d) broke into**

Ans. (d) broke into

Q7. His refusal to let her look at his passport _____ alarm bells in Mohit's head.

- (a) set off (b) set about
(c) set between (d) set on

Ans. (a) set off

Q8. Mohan's lawyer has arrived to _____ the terms of his prenuptial with his fifth wife.

Ans. (b) go over

Q9. "You go ahead, I will _____ with you in a minute", said Kiran to her son.

Ans. (b) catch up

Q10. Navin _____ his old piano teacher at the symposium and caught up with him over lunch.

Ans. (b) ran into

Comparative and Superlative Degrees

An adjective can exist in three degrees – **positive degree**, **comparative degree** and **superlative degree**. The positive form is the base form of the adjective. The comparative form expresses a higher degree of some quality. The superlative form expresses the highest degree.

EXERCISES

(a) Fill in the correct form of the words in brackets (comparative or superlative).

Q1. My house is (big) _____ than yours.

Ans.bigger

Q2. This flower is (beautiful) _____ than that one.

Ans.more beautiful

Q3. This is the (interesting) _____ book I have ever read.

Ans.most interesting

Q4. Non-smokers usually live (long) _____ than smokers.

Ans.longer

Q5. Which is the (dangerous) _____ animal in the world?

Ans.most dangerous

Q6. A holiday by the sea is (good) _____ than a holiday in the mountains.

Ans.better

Q7. It is strange but often a coke is (expensive) _____ than a beer.

Ans.more expensive

Q8. Who is the (rich) _____ woman on earth?

Ans.richest

Q9. The weather this summer is even (bad) _____ than last summer.

Ans.worse

Q10. He was the (clever) _____ thief of all.

Ans.cleverest

(b) Use the adjectives in brackets in the correct form:

Q1. The distance from Sydney to Madrid is _____ than the distance from New York to London. (far)

Ans.farther

Q2. David's kitchen is very dirty. Mine is much _____ (clean)

Ans.cleaner

Q3. That film was terrible. In fact, it's the _____ film I've ever seen. (bad)

Ans.worst

Q4. Generally speaking, the coffee in Spain and Italy is _____ than the coffee you get in Britain. (good)

Ans.better

Q5. Riding a motorbike is _____ than driving a car. (dangerous)

Ans.more dangerous

Q6. Clare's apartment is just as _____ as Michael's. (big)

Ans. big

Q7. One night at The Ritz is _____ than a week in The Holiday Inn. (expensive)

Ans. more expensive

Q8. Rolls Royce makes some of the _____ cars in the world. (luxurious)

Ans. most luxurious

Q9. If you buy the _____ you won't get the best. (cheap)

Ans. cheapest

Q10. The aquarium in Valencia is _____ in Europe. (big)

Ans. biggest

Q11. Sara's _____ than Carmela. (tall)

Ans. taller

Q12. Rapun has _____ taste than Marta. (bad)

Ans. worse

Q13. Physics exams are as _____ as Maths exams. (difficult)

Ans. difficult

Q14. King Kong was the _____ monkey ever. (big)

Ans. biggest

Q15. I think English is _____ than German. (easy)

Ans. easier

Q16. Chinese is _____ language to learn to write. (hard)

Ans. the hardest

Q17. Who is _____ person in your family? (intelligent)

Ans. the most intelligent

(c) Complete the following sentences with the correct form of the adjective or adverb, comparative or superlative of the words provided.

Q1. This is _____ (fancy) dress I own.

Ans. the fanciest

Q2. In my opinion, a deer moves _____ (graceful) of all the animals.

Ans. the most gracefully

Q3. The politician spoke _____ (loud) than was necessary.

Ans. louder

Q4. When we travel, my suitcase is always _____ (heavy) than my husband's.

Ans. heavier

Q5. January is _____ (cold) month of the year.

Ans. the coldest

Q6. Mrs. Pedrido speaks _____ (fluent) than her husband, but her daughter speaks _____ (fluent) of the whole family.

Ans. more fluently / the most fluently

Q7. December 21 is the _____ (short) day of the year. It is _____ (short) than any other.

Ans. shortest / shorter

Q8. Andrew is _____ (fast) runner on the team.

Ans. the fastest

Q9. This apartment is _____ (convenient) of all the apartments I have seen.

Ans. the most convenient

Q10. Annie usually gets up _____ (early) than her sister.

Ans. earlier

Q11. Max finished the homework _____ (fast) than anyone else in the class.

Ans. faster

Q12. A turtle moves _____ (slow) than a rabbit.

Ans. slower

Q13. Bonnie works _____ (hard) of all the employees in the office.

Ans. the hardest

Q14. This book is _____ (interesting) than the one I read last week.

Ans. the most interesting

Q15. Daniel drives _____ (careful) than his father.

Ans. more carefully

Q16. Judy goes to the library _____ (often) than I do.

Ans. more often

Q17. That gold necklace is _____ (expensive) one in the whole store.

Ans. the most expensive

Q18. This is _____ (bad) movie I have ever seen.

Ans. the worst

Q19. Shaun sings even _____ (beautiful) than her mother, who is a famous opera star. In fact, she has _____ (beautiful) voice I've ever heard.

Ans. more beautifully / the most beautiful

MULTIPLE MEANINGS OF WORDS

There are several words, which can be used as a noun, verb, adjective or adverb. For example, the word 'sound' can be used as a noun ('The ugly sound of honking cars is a regular feature of life in Delhi'), as a verb ('As soon as the siren sounded, the people left their work stations to go home'), as an adjective ('She gave me sound advice') or as an adverb ('She slept soundly').

Now, fill in the sentences below with the appropriate words given below.

Frequent, storm, sparkle, question

(1) (a) Some business letters are in the form of a questionnaire in which you have to answer a set of _____.

Ans. questions (noun)

(b) When the manager _____ his subordinates about the missing file, they answered quite fearlessly.

Ans. questioned (verb)

(c) His _____ spirit has not dimmed with advancing years.

Ans. questioning (adjective)

(d) He looked at me _____.

Ans. questioningly (adverb)

(2) (a) The _____ weather kept people at home.

Ans. stormy (adjective)

(b) The MD _____ out of the meeting after meeting stiff opposition to his proposal.

Ans. stormed (verb)

(c) The strike was like a _____ in a teacup because it ended within a few hours of its beginning.

Ans. storm (noun)

(3) (a) The dewdrops glinted and _____ in the morning sunshine.

Ans. sparkled (verb)

(b) The _____ waters of the spring gushed out from the side of the mountain.

Ans. sparkling (adjective)

(c) A _____ of mischief lit up the face of the child.

Ans. sparkle (noun)

(4) (a) He is a _____ visitor to Delhi.

Ans. frequent (adjective)

(b) The Manager noticed that employees _____ the cafeteria and concluded that they were either fond of eating or of shirking work.

Ans. frequented (verb)

(c) After his retirement, the management spoke of him _____ and with great affection.

Ans. frequently (adverb)

(d) The _____ of swine flu is increasing in an alarming manner.

Ans. frequency (noun)



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3

Writing Section

Portfolio

Portfolio is a compilation of documents that are tangible proof of a person's achievements and skills. It is a kind of personalised collection of materials, which provides evidences of a person's potential by demonstrating what s/he accomplished in the past. Portfolios are often identified with people in the arts (photography, design, etc.) and conjure up images of large black cases or binders with samples of work. They are now widely used in many other fields. Always remember that the portfolio is a work in progress, i.e. a collection developed over a period of time. We don't need to upload everything at once.

A portfolio is different from a resume. A resume is a concise document that outlines all of a person's relevant credentials, education, work experience and activities. It does not include any additional document. A portfolio has detailed proof of these credentials in the form of documents. It may also contain photographs. A resume is always the first document in a portfolio. A portfolio is a powerful interview tool for just about all job seekers. It is a visual representation of the abilities, skills, capabilities, knowledge, qualities of a person and it represents his/her potential. It presents tangible proof of the skills and abilities.

Physically, portfolio is a collection of things represents work-related events in our life. Remember that while pursuing hobbies or volunteer activities, or simply pursuing our interests, we probably developed skills that can now be extremely useful in a work-related environment. The portfolio provides "evidence" of your potential by demonstrating what we accomplished in the past.

Organising a portfolio

We should start developing our portfolio by doing self-assessment in the beginning. Evaluate what we have to offer and what are the best ways to market our assets. We should decide which skills and experiences we would relate to the needs of the interviewer, or what we would most like the interviewer to see. If we do not have much work

experience, we will need to mine our schoolwork, volunteer work and hobbies for evidence of the relevant skills we know we have. For example, if we did event promotions for a campus organisation, include a copy of a flyer or poster we designed. Besides this, articles, awards, brochures, college transcripts and degrees, drawings and designs, grants, letters of commendation, letters of reference, manuals and handbooks, merit reviews, photographs, presentations, programming examples, project summaries and reviews, scholarships and training certificates should be used according to their relevance to the position currently being sought and should appear in chronological manner.

The portfolio should be housed in a sturdy three ring binder with not more than 20 pages. This will allow you to add or subtract documents as needed. The binder should be neat and orderly, and the contents well organised.

The first page of the portfolio should be the index. This will give the interviewer a concise overview of what is actually contained in the portfolio. It will enable him/her to look at the documents of interest, and quickly get an idea of your achievements.

The first personal document should be your personal resume or curriculum vitae. This concise document should outline all relevant credentials, education, work experiences and activities. The next section of the portfolio will include all certificates, commendations and other credentials. The most relevant or the most recently gained document should come first in this section. Following this should be educational degrees, achievements, recognition or volunteer acknowledgements. This section may come prior to the credential file if a person is just entering the professional world, or just graduating from college. The remainder of the portfolio can be personalised from here.

The ideal portfolio is organised, neat and presents a clear picture of who this person is, i.e. applying for the position. It is important to remember that the interviewer is busy, so the portfolio should present a person in the best light without too many frills or time-consuming inclusions.

The portfolio, like the resume, should be fluid. Adjustments need to be made in it for each position sought. It is important to keep the portfolio updated and complete. At the back of your mind, keep looking for documents to add to your notebook. The portfolio is your best chance of demonstrating skills and experience to a prospective employer. Make sure you have one.

Thus, the items found in most portfolios include the following:

- Resume/CV
- Transcripts
- Evidence of Professional Affiliations
- Licences or certifications
- Letters of Reference
- Evidence of specific skills (e.g. public speaking, leadership writing, etc.)

- Work samples (e.g. class projects, items produced during internship, etc.)

Greetings

Greetings are a vital part of any language. While learning a second language, one of the first things we learn is how to greet people. We greet people everyday. We greet our family members when we wake up in the morning; we greet our friends and teachers at school/college; we greet people at work; we greet people from whom we buy our bus or train tickets, a cup of coffee or magazine. If it is a friend's or a loved one's birthday, we greet them in a special way. If it's a special day, a festival or celebration, we wish our loved ones in a special way too. Greetings acknowledge the existence of another human being. Greeting a person means taking the time to relate to a person in a personal way. Greetings may be conveyed through words, spoken or written and through gestures. While a quick "Hello!" or "Hi!" conveys a casual spoken greeting; shaking hands, embracing or hugging a person, kissing people on the cheeks or joining one's hand in a simple 'namaste' are some of the gestures people across the world employ to greet people from different cultures.

EXERCISES

Complete the following greeting accordingly:

(1) Visitor: Good morning Mr. Siddiqui.

You:

Visitor: How are you?

You:

Visitor: I'm fine too. It's been long since we last met.

You:

Ans.Visitor: Good morning Mr. Siddiqui.

You: Good morning.

Visitor: How are you?

You: I am fine. How are you?

Visitor: I'm fine too. It's been long since we last met.

You: Yes, we are meeting after long time.

(2) Students:

Teacher: Good morning? It's well past 12 o'clock.

Students:

Teacher: Good afternoon. Sit down, please.

Ans.Students: Good morning, ma'am.

Teacher: Good morning? It's well past 12 o'clock.

Students: Good afternoon, ma'am.

Teacher: Good afternoon. Sit down, please.

**(3) Dixit: What a pleasure to see you, Mr. Sharma.
.....?**

Sharma: Not bad., Mr. Dixit?

Ans. Dixit: What a pleasure to see you, Mr. Sharma. How are you doing?

Sharma: Not bad. How are you doing, Mr. Dixit?

**(4) KK: Mr. Peter Walsh,? I'm Krishna
Kumar, Personnel**

Officer. Welcome to BHEL.

PW:, Mr. Kumar. How do you do?

Ans. KK: Mr. Peter Walsh, How do you do? I'm Krishna Kumar, Personnel

Officer. Welcome to BHEL.

PW: Thank you, Mr. Kumar. How do you do?

Advertisement

There are various types of advertisements and they appear in varied forms and at various places. There are advertisements for jobs, accommodation, study abroad, passport and immigrations services, hobby classes and so on, and these can appear in newspapers, journals; on notice boards, internet and others. Some of these advertisements can be of interest to young students and job seekers and they may want to respond to these. But before one responds one also checks out if s/he is eligible to apply with regard to qualifications, experience, age and other terms and conditions laid down by the advertiser and it is only then that one thinks of responding to the ad.

Responding to an advertisement is a form of communication with the absent advertiser, and hence, it ought to meet all the essential requirements of such a communication. The various elements of communication make certain demands on the respondent-one who is responding to the advertisement given by an advertiser, who is not in front of him. The demands and obligations are essential features not just of responses to ads but of any kind of writing task you are required to do completely and satisfactorily.

All advertisements impose upon the respondent certain tasks to be completed if s/he wants to respond, and hence, one must read the advertisement carefully to identify these tasks and achieve them fully and satisfactorily. Under 'Task Coverage', we keep three sub points in mind to be taken care of like the format of the communication; task fulfilment; who the sender and the receiver are and the social setting in which they are communicating, and the channel of communication; attention to the language of the response; and finally send it to the advertiser.

EXERCISES

- Q1. You are Vijay Bhargava, live in 269 Tri Nagar, New Delhi-110035. Write a letter in response to the following advertisement, which appeared in The Hindustan Times on 1 March 2016 for the post of Account Assistant preferably with degree in commerce and knowledge of typing.**

Ans.

269, Connaught Place,
Delhi-110001

Subject: Application for the post of Account Assistant

Respected Sir/Madam,

I am Vijay Bhargava from Tri Nagar, Delhi. I am writing to apply for the position as Account Assistant. This is regarding to advertisement in The Hindustan Time dated 1 March 2016 for the post of Account Assistant.

I have completed my B.Com from IGNOU. I have total three year of experience in specific field.

I understand that working for your organisation requires a candidate who is team oriented and is able to deal with people in various departments. I am confident that I possess these skills, which will help me to perform the job efficiently and effectively. I believe that my qualification is an ideal match for this position, and I am confident I would be able to make a valuable contribution to your organisation.

I have developed a unique range of inter-disciplinary skills that would add value to your organisation. I am looking to meet with you to discuss how my background and qualifications can work for your organisation. I appreciate your consideration and can be contacted on mobile at

+91-9350849407, or by email at jobs@gullybaba.com.

I am enclosing my resume as a first step in exploring the possibilities of employment with your company.

Looking forward to receive your positive reply.

Thanking you,

Yours truly,

Vijay Bhargava

- Q2. You are Kanchan, living at your university's hostel where no outsider can live with you and your mother is coming to stay with you. Thus, you have to seek a flat on rent. You saw an advertisement in The Hindustan Times. Now, write a response letter of the sought advertisement.**

Ans.

12 May, 2013

To

Ms. Hamsa Dattani
Box No. ND 3552
The Hindustan Times
New Delhi-110002

Subject: Seeing clarification regarding ad for flat on rent

Dear Ms. Dattani

I am Kanchan, a Ph. D. scholar in the School of Humanities, IGNOU. I am writing to you with regard to the advertisement in The Hindustan Times dated 10 April, 2013.

I have been looking for an apartment in the university area for a few weeks. I plan to move out of the university hostel accommodation as my mother is coming to stay with me and we are not allowed to live with any of our guardian or relative in the hostel. A furnished flat would be very convenient. Beside it, being on the first floor would be an advantage for my mother, as she needs not to climb too many stairs.

I would like to see the flat at the earliest. I would also like to know the monthly rent inclusive of the electricity and water charges. What is the security amount that needs to be deposited? I would also like to know whether it has easy access to a shopping center, the metro as well as other modes of public transport. Does it have adequate security arrangements?

Looking forward to hearing from you soon. My email ID is Kanchan@.....com, and cell phone number is: 9999.....

Thank you

Regards,
Kanchan

Q3. Write a reply to an advertisement for a junior clerk.

Ans.

24 Old Gate

Saharanpur

3 October 2016

M/s Abdul Rahim and Sons

Merchants

Saharanpur

Dear Sir/Madam

I wish to apply for the position of junior clerk, advertised in today's *The Hindu*.

I am eighteen years old, and have just passed the Matriculation Examination from the Saharanpur High School. I have also taken courses in typewriting and bookkeeping.

I am enclosing some testimonials, and would refer you to the Principal of the Saharanpur School for my character.

If I am given the post, I can assure you that I will do my best to give you satisfaction.

Yours faithfully,

Nathu Ram Baxi

Q4. Following is an advertisement that appeared in Hindustan Times on 20th March, 2016. Keeping in mind the format write an answer to the advertisement.

MARKETING MANAGER - PHARMACEUTICALS

A new pharmaceutical unit requires a dynamic marketing manager. The incumbent shall have full responsibility for sales promotion and will be required to formulate and implement marketing strategies.

Applicants should have 3-5 years' relevant experience. Attractive salary and perks will be offered. Applications giving full bio-data and past record may be sent within 10 days to:

Avidas Pharmaceuticals Pvt. Ltd.

53/A-2, Badarpur,

Delhi-110044

ardaspharma@gmail.com

.....

.....

Ans.

Vasundhara Building, 4

Shalimarg Bagh

Delhi-110088

20th March, 2016

Avidas Pharamaceuticals Pvt. Ltd.

53/A-2, Badarpur,

Delhi-110044

Dear Sir/Madam,

I am interested in the job of Marketing Manager advertised by your company in India Times on March 20, 2016.

I have a diploma in Marketing and four years' experience in a pharmaceutical company. In such a short period, I have risen from the position of a salesman to a sales supervisor.

In my present job, I assist the manager in planning marketing strategies, monitoring sales realisation, and organising sales promotion contests among the sales staff.

I am looking for a challenging position where I am given a free hand in formulating and implementing marketing strategies for a new organisation. I enclose my curriculum vitae, and will be happy to meet you at your convenience to provide any additional information. I would however need a little notice in order to make travel arrangements.

Sincerely,
Amit Sinha

Encl: Curriculum Vitae

Q5. Respond to the following ad:

Wanted two young boys/girls from 4.00 to 8.00 p.m. for a popular bookshop in Connaught Place, New Delhi. Six days working. Students preferred. Meet Mr. Krishna Swami personally along with applications within next 3 days between 4-8 p.m. at.....

Ans.

To
Mr. Krishna Swami
XYZ Books
Connaught Place
New Delhi

Subject: Clarification regarding advertisement for part time job at XYZ Books
Dear Sir,

I am Sonali Kapoor, a second year B.A. Literature student of Jesus and Mary College, Delhi. I am writing to you with regard to the advertisement in the ABC newspaper dated 12th September, 2016. As an avid lover of books, a bookshop seems to be an exciting place to work. XYZ Books is a favourite among us students and the chance to do a part time there is very appealing.

I would like to know my job profile. Sir, I also want to clarify whether the six day working week implies that Sunday is a holiday or we have the option to take any one day off. Looking forward to hearing from you soon. My email id is sonalik92@gmail.com

Thank you
Regards,
Sonali Kapoor
Room No:22, JMC Hostel
Chanakyapuri, New Delhi.

Q6. Look at this advertisement you have seen of the Screen and Textile Printing Expo to be held in Chennai:



You are interested in visiting this Expo. Write an email to the organisers to find out about accommodation facilities in the vicinity of the Expo so that you can spend maximum time at the Expo.

Ans.

To: stpe@ctc.tn.org

Add: Cc

Subject: Accommodation facilities at the Screen and Textile Printing Expo

Dear Sir/ Madam,

I am Ravi Krishnan from Bengaluru. I own a boutique 'Mantra' on Brigade Road, Bengaluru. This is regarding the advertisement in The Hindu dated 10.4.2016 about the Screen and Textile Printing Expo to be held in Chennai from the 17th to the 19th May, 2016.

I see this as a great opportunity to learn about the latest trends in textile printing. Besides it will provide a forum for interaction with various entrepreneurs from the textile industry. This would require spending maximum time at the Expo.

I would be greatly obliged if you could provide me information about accommodation facilities available in the vicinity of the Expo and the procedure to book the same. Hope to hear from you at the earliest.

Thank You
Regards
Ravi Krishnan

Job Descriptions

Simply, job descriptions refer to the description of jobs. It is important to write out job description effectively because they are an important communication tool and play a significant role in the success of an organisation. Poorly written employee job descriptions, on the other hand, add to workplace confusion and cause miscommunication.

Employee job descriptions are written statements that describe the duties, responsibilities, required qualifications and reporting relationships of a particular job. Employee job descriptions clearly identify and spell out the responsibilities of a specific job. They also include information about working conditions, tools, equipment used, knowledge and skills needed, and relationships with other positions.

Job descriptions are necessary for anyone who works. A job description defines a person's role and accountability. Without a job description, it is not possible for a person to properly commit to, or be held accountable for, a role.

As an employee we may have or be given the opportunity to take responsibility for our job description. The process of writing job descriptions is actually quite easy and straight-forward. Many people tend to include a long list of tasks. This may be alright to begin with, but it needs refining to far fewer points – around 8-12 is the ideal.

EXERCISES

(1) Imagine that you are working in a business organisation and write a job description listing your responsibilities.
Or

Your company has a new MD who has asked all employees to write a report describing their job profile so that they may be appropriately trained. Write a profile of yourself in 150 words. [June-2014, Q.No.-5]

Ans.I, Purvi, working in your organisation as a Human Resources Assistant. I assist with the administration of the day-to-day operations of the human resources functions and duties.

As an HR assistant, I have partial responsibilities for these areas:

- recruiting and staffing logistics;
- performance management and improvement tracking systems;
- employee orientation, development, and training arrangements and record keeping;
- assisting with employee relations;
- company employee communication;
- employee safety, welfare, wellness, and health reporting;
- maintaining employee files and the HR filing system;
- assisting with the day-to-day efficient operation of the HR office.

As a Human Resource Assistant, I contribute to the accomplishment of Human Resource practices and objectives that will provide an employee-oriented, high performance culture that

emphasises empowerment, quality, productivity and standards, goal attainment, and the recruitment and ongoing development of an efficient workforce.

I also assist my company managers with HR issues.

Our primary objectives are:

- Safety of the workforce.
- Development of an efficient workforce.
- Development of the Human Resource department.
- Development of an employee-oriented company culture that emphasises quality, continuous improvement and high performance.
- Personal ongoing development.

(2) Suppose you are going to describe the job description of a proofreader to your junior. Write the same by listing several major responsibilities.

Ans. A proofreader performs a 'quality check' on publications, usually just before they are due to go to print. They may work on books, magazines and newspapers, websites, as well as publications aimed at a specialist audience, such as academic or business reports.

Proofreaders check that:

- the text matches the original
- spelling and style are correct and consistent
- page numbers, headings and captions are correct
- photos and illustrations are correctly captioned.

When they identify a change that needs to be made, proofreaders mark it, using a recognised set of symbols. They usually mark the printed proofs, but sometimes this task may be done on screen, using specialised software.

Proofreaders need to be:

- scrupulous about detailed work
- skilled in written English
- self-motivated
- good at concentrating for long spells
- good communicators
- comfortable working with IT
- interested in the publishing industry.

Publishers, graphic design houses and printers employ proofreaders on a full-time and freelance basis. Other potential employers or clients include any organisation that produce a lot of published materials, from retail chains to government bodies.

There are no set formal qualifications. Proofreading experience is important. However, many employers also expect A levels/H grades in English and other subjects. Some proofreaders have a degree in English or another subject.

Proofreaders in employment train on the job. Freelance proofreaders need to fund their own training. The Society for Editors

and Proofreaders and the Publishing Training Centre offer a range of courses on proofreading and related subjects.

Proofreaders advance by earning a reputation in the industry. They may move on to specialise in a particular field of publishing. Some train in related skills such as copy-editing.

They may be asked to check material for:

- books of all kinds
- magazines and newspapers
- business publications
- website pages
- specialist publications, e.g. academic journals or technical manuals.

Proofreaders usually check a ‘page proof’ - a printer’s image of the designed pages. They may also check draft web pages or pdf (portable document format) files.

Sometimes they compare the page proofs closely with the edited text. Alternatively, they may proofread ‘blind’, without reading against the original.

CV and Applications

A Curriculum Vitae is used primarily when applying for academic, education, scientific or research positions. It is also applicable when applying for fellowships or grants.

When asking for a job in Europe, the Middle East, Africa, or Asia, expect to submit a CV rather than a resume. One should keep in mind that overseas employers often expect to read the type of personal information on a Curriculum Vitae that would never be included on an American resume, such as date of birth, nationality and place of birth. United States law on what information job applicants can be asked to provide does not apply outside the country.

The cover letter is a very important part of a job application which can initially unveil you as a serious job candidate just by the way you write it. You are applying for a position in a business organisation so be as professional as possible when composing your cover letter, the first page that an employer will look at.

There could be many applicants for a particular job opening so the applicant who submits an application with a winning cover letter will likely get noticed at once. His application could then be segregated from the rest and would likely be the first candidate to be called for interview. Hence, it is important to write your cover letter professionally – doing so will put you above the other job applicants and ahead of the competition.

A well-written cover letter demonstrates your communication and organisational skills, two things of paramount importance in any organisation. Communication is a must skill that you must have especially in these days of the Internet when business transactions and negotiation are done mostly through emails and other fast means of communication.

Organisations therefore would look for communication skills in their people and they gauge this initially with the cover letter you have submitted together with your application for the job.

Format of CV

<hr/> <hr/> <hr/>	
Tel : _____	
Email : _____	
Profile	
Education	
Professional experience	
Additional skills	
Interests	
References	

Whenever we send a copy of our curriculum vitae to an organisation where we are looking for a job, we should also send a personal covering letter, which is known as the letter of application.

EXERCISES

- (1) A proposal is accompanied by a Letter of Transmittal, which is also known as cover letter, introduces a proposal. Thus, write a covering letter along with CV for the situation as per conditions given below.**

“You wish to apply for a job of a marketing executive in GullyBaba Publishing House (P) Ltd. Though there is no advertisement in the mass media about such a vacancy, yet you decide to make an application for this position.”

Ans.

2525/193

GullyBaba Publishing House (P) Ltd.

Delhi – 110035

12 April, 2013

Subject: Apply for job of marketing executive

Respected Sir/Madam,

I want to apply for post of marketing executive in your reputed company. I have come to know about your sky touching reputation by newspapers, magazines and my friends. Since, I have got the degree for the concerned job, I wanted to become the part of your world known firm. I assure you that I will work with full honesty and win the hearts of seniors in no time. I am enclosing my resume for your kind consideration. I hope for a positive response.

Thanking You

Yours Sincerely,

Mohit Garg

RESUME

Name	:	Mohit Garg
Father Name	:	Vijay Garg
Address	:	22, Ansari Road, Daryaganj, New Delhi-110002
D.O.B	:	3 Aug, 1980
Contact No.	:	9200000000
Educational Qualification :		Xth from CBSE 70% XIIth from CBSE 50% Graduation from DU 50%

Technical Qualification : MS-Office Diploma in
Marketing from IGNOU

Experience : 2 Years in Guiding Stars
as a Sales executive

Hobbies : Reading Novel and playing Cricket

Aim : To explore the Corporate World

- (2) Write a letter of application along with your Curriculum Vitae (C.V.) for the job of Customer Service Executive in response to the following advertisement:**

Position: Customer Service Executives

Jot Profile: Knowledge of HSBC products and procedures. Handling inbound and outbound calls to answer overseas customer queries.

Skills: Excellent communication skills in English.

Negotiating skills. Flexibility to work in shifts. Graduation degree.

Apply within 10 days to Ma Foi Management Consultants Ltd., Community Centre, Saket, New Delhi – 110017.

Ans.

18 Naiwala
Karol Bagh
New Delhi
4th Sept. 2008

The Manager
Ma Foi Management Consultant Ltd.
Community Centre
Saket, New Delhi

Subject: Application for the post of a Customer Service Executive

Sir,

Kindly refer to your advertisement published in the Times of India of 4th Sept. 2008 inviting applications for the post of a Customer Service Executive. As I possess all the required qualifications I want to apply for the same. I assure you to be quite loyal and suitable. My C.V. and other particulars are enclosed herewith for your kind consideration.

Thanking you
Yours faithfully
Vijay Singhania
Encl. As Above

CURRICULUM VITAE

Personal Details

Name: Vijay Singhania
 Address: 2525/193, Onkar Nagar-A,
 Tri Nagar, Delhi-35
 Telephone: 27387998
 Father's Name: Mr. Surya Pratap Singhania
 Age: 26 years
 Marital Status: Single
 Language: English, Hindi, Punjabi
 Hobbies: Swimming, Singing
 Aim: To earn name and fame

Educational Qualification

1996: Passed Higher Secondary from CBSE Delhi in Ist Division
 1999: Passed B.A. from DU in Civics in IIInd Division
 2002: Completed a three years degree course from IGNOU in Social and Human behaviour in Ist Division

Professional Details

Skill: Expert in negotiating with people fluently in three languages that are English, Hindi and Punjabi
 Work: 2 years of experience at Fitzee Call Centre NOIDA Experience
 Plus Point: Never goes against limits. No complaint anywhere yet.
 Jottings: Sound knowledge of selling HSBC Products as I have 1 year of experience at Punjabi Bagh HSBC Branch

Date:

Place:

Signature

(3) Write an application along with your curriculum vitae (C.V.) for the job of Finance Manager in a publishing House.

Qualifications: Chartered accountant, MBA, with finance as major discipline.

Experience: At least 3 years.

Apply within seven days to Pearson Longman 71 A 482 Patparganj Delhi.

Ans.

18 Naiwala
 Karol Bagh
 New Delhi
 To:
 The Manager
 Pearson Longman
 71A 482 Patparganj
 Delhi

Subject: Application for the post of Finance Manager.

Dear Sir,

Kindly refer to your advertisement published in the Times of India of 10th instant inviting application for the post of a Finance Manager. As I possess all the required qualifications, I wish to apply for the same. I assure you to be quite loyal and suitable towards performing my duties. My Curriculum Vitae (CV) and other particulars are enclosed herewith for your kind consideration.

I hope my application will be considered favourably.

Thanking you

Yours truly

S. N. Garg

CURRICULUM VITAE (CV)

Name : S.N. Garg

Address : 18 Naiwala Karol Bagh, New Delhi.

Telephone No. : 011-27387998

Father's Name : Shri P.K. Garg

Age : 32 years

Marital status : Single

Languages known : English (native), Hindi and Tamil.

Hobbies : Swimming, Singing

Aim : To earn name and fame.

Educational Qualification

B.Sc. : Passed from Hindu College, Delhi University in first division.

B.B.A. : Passed from M.A. Management College, New Delhi in second division.

C.A. : Passed in 2001 from C.A. Academy (India) in first attempt.

M.B.A. : Passed from I.I.M.S. Ahmedabad in 2004 in second division with finance as major discipline.

Professional Qualification

Work experience : Working as Regional Sales Manager with Tata Motors since the last four years.

Skill : Expert in handling tax accounts.

Jottings : Sound knowledge of Delhi and N.C.R. Markets

Plus Point : Never goes out of limit but hard work has no limit.

Date:

Place:

Signature

- (4) Write a letter of application, together with your Curriculum Vitae (C.V.) for the job of Programmers/ Design Engineers with experience in design of software packages. Apply to Auto Service, New Delhi within 10 days.**

Ans.

86-A, Punjabi Bagh East,

New Delhi

28th Dec. 2016

The Manager,
Auto Service
New Delhi

Subject: Application for the post of Programmer

Dear Sir,

My this letter is with the regard to your advertisement for the post of Programmer in the Times of India, dated 26th Dec. 2016. I find myself quiet suitable for it. As I posses all the qualifications with the desirable experience. I want to apply for the same. I assure you, you will find me hardworking and target orienting. My Bio-data and other particulars are enclosed.

Thanking you

Yours faithfully,

Amit Garg

CURRICULUM VITAE

Name:	Amit Garg
Address:	86-A, Punjabi Bagh East
	New Delhi
Phone:	(011) 77777777
	(Mob.) 9999999999
Father's Name:	Mr. Sunil Garg
Date of Birth:	9th April, 1980
Born in:	Delhi

Education

1994 – 96:	Secondary and Senior Secondary Certificate Exams passed from CBSE Delhi
1999:	BCA (with 81%) from Delhi University
2003:	A four year diploma course from Z-Tech Nehru Place, New Delhi, In Computer Software Programming and Networking

Work Detail

Skill:	Expert in Data keeping and Net Surfing
Work-Experience:	2 years of experience as a programmer assistant at K.B.G. International and 1 year of experience as a Chief Programmer at Mittal Groups of Industries, Mumbai
Work Timing:	Can work 10 hours to 13 hours a day, efficiently.

Personal Details

Marital Status:	Single
Language Known:	English, Hindi, Malyalam and Marathi
Hobbies:	Playing chess and watching football matches
Plus Point:	Can manage well in hardships

Date: 28th Dec. 2007

Place: Delhi

Signature

(5) Write a letter of application together with your Curriculum Vitae (CV) for a job in response to the following advertisement:

Position : Call Centre Executive

Job description : Find Raising operations for an established NGO

Requirement : Graduate in Humanities/Language, good communication skills and fluency in English, Hindi and Telugu

Ans.

15 Sarojini Nagar
Pocket – B
New Delhi

28th Dec. 2016

The Chairperson
MANAV (NGO)
Karol Bagh,

Subject : Application for the post of Call Centre Executive

Dear Sir,

My this letter is in response to your advertisement in the Times of India, for the post of a Call Centre Executive, dated 25th Dec. 2016. I want to apply for the same. As I posses all the required qualifications. I assure you, you will find me suitable for the post. With this I also posses a good experience in this job. I hope I will be given a chance to prove myself.

Thanking you
Yours faithfully
Anurag Jain

CURRICULUM VITAE

Name: Anurag Jain
 Address: 15, ZZ-Pocket, Sarojini Nagar
 New Delhi
 Telephone: 77777777, (Mob.) 9999999999
 Father's Name: Mr. Abhishek Jain
 Date of Birth: 11th Dec. 1980

Education

1996: Higher Secondary passed from Allahabad Board (U.P.)
 1999: B.A. from IGNOU (Honours in Civics)
 2002: Completed a three year degree course in Social Services and Human behaviour from Delhi University.

Work Details

Skill: Practical operating knowledge of networking and Window Media.
 Work Experience: 3 years of experience with the T.S. Telecom, Public dealings as an executive dealer with public.

Personal Details

Marital Status: Single
 Language Known: English, Hindi, Telugu
 Hobbies: Swimming, Singing
 Aim: To earn name and fame in life.

Date: 28th Dec. 2007

Place: Delhi

Signature

Memorandum

A memo can be defined as “a short, official, written statement prepared for a specific person or a committee within the organisation, in order to give information about a particular matter.”

Uses of a Memo:

- To make announcements, requests, policy measures, reminders, suggestions, acknowledgements, etc.
- To confirm decisions taken in meetings or telephone conversations.
- To inform employees about new policy decisions.
- To circulate in-house reports of different kinds like investigation reports, progress reports, etc.

- To seek explanations.
- To request action, information or suggestions.
- To issue instructions.
- To keep a permanent record of any matter that should be known to all employees. It helps to keep the record straight and protects the sender from future apprehensions and controversies.

Features of a Memo:

- The memo carries the word 'Memorandum' on top of the page whereas a business letter makes use of the company letterhead. The memo form contains space beneath the heading for writing the name (and/or designation) of the sender and receiver(s), the date and the subject.
- It is often short, running to a few lines. Sometimes, it may be a few paragraphs long, though it rarely exceeds page. However, a memo does not necessarily have to be confined to one page. A letter is usually a page or more in length.
- It is less formal than a letter. It has no salutation at the beginning or at the end. Unlike a letter, it has no inside address and the designations of the receivers is written informally such as sales managers, production managers, etc.
- A memo states its purpose directly, while a letter usually refers to a previous communication and leads to the main message by stating the context first.
- Politeness markers, which are an indispensable part of a business letter, are less used in a memo. A request is made directly (e.g. 'Please come to my office') and not indirectly as in a formal letter (e.g. 'I hope it will be possible to...'). However, it must be remembered that polite expressions are not dispensed with altogether. Courtesy is never cast aside as it is an integral part of any business communication.

EXERCISES

(1) Write a memo to R.Nair asking him to purchase RAM for front office computer.

Ans.

Memo

Date: April 14, 2016

To: R. Nair

From: D. Southward

Cc: M. Brummi

S. Taylor

Subject: RAM for front office computer.

The purpose of this memo is to request authorisation to purchase RAM for the computer in the front office. During the last 4 days, the computer in the front office has crashed 28 times. According to the IT group, there is not enough RAM to perform the functions necessary in

the front office. I would suggest that another 512 megabytes of RAM be purchased within the next 2 days. Another solution would be to transfer the computer from the front office to the back room and purchase a new computer for the front. Khan, could you look into what would be the quickest and most cost-effective solution?

Thank you

(D. Southward)

- (2) Write a memo to your fellow employees asking them to participate in the meeting to develop a sales strategy for a new product.**

Ans.

**Tulip International118,
Motijheel, Delhi**

Date: July 4, 2014

To: All employees

From: Ajay Sharma, General Manager

Subject: Sales strategy for a new product

This is to inform you all that a meeting of sales department is going to be held at 11 am on 25th July, 2014 to develop a sales strategy for our new product. All the employees are requested to attend the meeting.

Thank you

(Ajay Sharma, General Manager)

- (3) As a warden of Jamuna hostel, you have noticed that some of the students residing in this hostel smoke and drink in the night. This is against the rules. Write a memo to the students:**

- Clearly forbidding them from smoking and drinking
- Stating the punishment that will be meted out to them if they are caught smoking/drinking in the hostel premises.

Ans.

Jamuna Hostel, Delhi

Date: 15 May 2016

To: Students (Jamuna Hostel)

From: Warden (Jamuna Hostel)

Some students of the hostel are remained away from the disciplines of the hostel as smoking and drinking in the hostel premises, which are prohibited. If these or other students are found to be smoking and drinking from the next time, they will be severely punished and can be dismissed from the hostel for two weeks.

Warden

Jamuna Hostel

(4) Write a memo announcing the opening of three new Study Centre in your district.

Ans.

Memorandum

Date: 12 June 2011

To: All Students studying in degree colleges

From: District Officer

Subject: Opening of Three New Study Centre

All students are hereby informed that three new study centres are being started in our area. For further progress in studies, interested students are welcomed. Our timings are from 0900 hrs. to 1800 hrs. with Sunday off.

For details, contact the study center officer in charge.

Thank you

(District Officer)

(5) Write the following memos for the employees of your office:

(a) Advising them to turn off the light before leaving

Ans.

Memorandum

GullyBaba Publishing House (P) Ltd.

Date: 15 June, 2016

To: All staff members

From: Mahesh Chand (Sr. Manager)

Subject: Switching off lights before leaving

It has been observed that a number of staff members are not switching off all the lights of their respective rooms before leaving their rooms/cabins. All staff members are advised to strictly adhere to the above instructions without fail.

Thank you

Mahesh Chand (Sr. Manager)

(b) Shorten the waiting period for your clients, due to unnecessary delays on their part.

Ans.

Memorandum

GullyBaba Publishing House (P) Ltd.

Date: 20 June, 2016

To: All Staff Members

From: Mahesh Chand (Sr. Manager)

Subject: Shortening the waiting time of the clients

All the staff members are informed that they should handle the clients 'pleasantly'. They should avoid conversing with each other while handling the clients and answer the queries asked by the customers patiently.

Thank you

Mahesh Chand (Sr. Manager)

- (6) Write a memo to your staff in which you state that your company is going through difficult times and you would welcome suggestions by the staff on austerity measures that the company could take. (You are the General Manager of the company) [June-2015, Q.No.-5]**

Ans.

Memo
Gullybaba Publishing House (P) Ltd.

Date: November 4, 2016

To: Staff

From: Ajay Sharma, General Manager

Subject: Sales strategy for a new product

This is to inform you all that our company is going through difficult times and all the employees are being welcomed if they have any suggestions on the austerity measures that the company should take.

All the employees are requested to think at least once.

Thank you

(Ajay Sharma, General Manager)

Circulars

Circulars are the letters with identical content, sent to large number of people. They are used in business when the same information has sent to a large number of people. The information may be of following or similar kinds:

- (1) Opening of new business
- (2) Establishment of new branch
- (3) Expansion of existing business
- (4) Changes in partnership
- (5) Reply to inquiry
- (6) Respond to a complaint order, etc.

Format of a circular is as follows:

- (1) The letterhead of the company
- (2) The descriptive label of the message (in this case 'CIRCULAR' and its reference number)
- (3) The date
- (4) The subject line
- (5) The text of the message
- (6) Name and designation of the sender

EXERCISES

- (1) Write a circular on behalf of the Delhi Transport Authority for the purpose of informing all bus commuters that Grey-line buses have been taken off the roads because of traffic violations and the recent spate of accidents involving them. It has also decided to introduce more DTA buses on all major routes.**

Ans.

Circular on behalf of the Delhi State Transport Authority

Delhi State Transport Authority

Scindia House

Cannaught Place

New Delhi-110001

Ph. 011-23317445

Circular

Ref no: GDL/KDJ/HF/LMK/20/17

August 4, 2016

Sub: Removal of Grey-line buses from the city roads

The number of traffic violations and accidents involving Grey-line buses have increased manifold especially in the last quarter of 2013. Due to the negligent attitude of the bus owners as well as drivers, it has been decided to remove the Grey-line buses playing on all major routes in Delhi and NCR. DSTA will be adding 400 DTA buses to replace them. Any inconvenience caused to the commuters is deeply regretted.

Prashant Sharma

Chairman- DSTA

(2) Suppose you are joint secretary in ministry of food, Govt. of India. Write a circular for procurement of food grain.

Ans.

Circular

No...

Govt. of India

Ministry of Food

From: Chintamani PrasadJoint Secretary, Govt. of India

To: All provincial governmentsNew Delhi-02; 11th September, 2010

Subject: Procurement of food grainI am directed to inform that in view of the obtaining situation with regard to foodstock in the country, the Govt. of India has decided to procure food grains from the surplus provinces. Instructions with regard to quantum of food grains to be procured from each province and the price at which to be procured will be communicated soon. Steps taken in this regard and progress report on the procurement may be sent to this ministry on weekly basis.

Yours faithfully,

Chintamani Prasad

Joint Secretary, Govt. of India

(3) Write a circular letter announcing the change of address.

Ans.

17 Orchard Road
Beechwood, OH 45432

Mr. David Simmons
Personnel Manager
Calculate industries, inc
3275 Commercial Park Drive
Bonneville, MI49474

Dear Sir,

We are pleased to inform you that we are going to move from old premises at No. 17 Orchard Road to No. 115 Orchard Road due to our needs of larger spaces for increasing orders from our customers.

In the last five years, we have grown well with your relation and co-operation. Therefore, we request that you send all your communications as of January 1, 2015 to our new address.

We believe that the new place will be more beneficial for you.

Yours faithfully,
George Williams

(4) Write a circular letter announcing a new company plan.
Ans.

To: All Employees
From: Danny Williams
Date: October 3, 2010

Our success to become a part of Altair Industries last year is something that we need to review in the hope that we can enthuse ourselves in setting our next goals in future. I herewith would like to share with you my thought and plans about the area I believe are important to all of us in years ahead.

Productivity: I am sure that you are all aware of the effort throughout our country to improve productivity. Over the past few years, we have made heavy capital investment to improve our position. Productivity, however, depends not only on the acquisition of more efficient equipment but also on the commitment of each employee to see creative ways in using resources most efficiently.

Marketing and Sales: You may be aware that our Target Sales programme has helped us improve our sales by over 15 percent. Although that result is gratifying, it is not large enough. I am sure there are a lot things we can do to improve our position. Therefore, I am setting a goal of 25 per cent increase in sales for this next year.

I hope you share the excitement I feel as we implement these plans. Indeed, you must actively participate in achieving this goal if they are to have a chance for success.

Office Orders

An office order is “a written formal downward communication which is normally used to convey information relating to employees’ rights and

service conditions". When any matter like withdrawing the rights of employees; imposing restrictions on them, conveying information about transfers, postings and promotion/retrenchment, or about granting/withholding annual increments or about disciplinary action taken against a particular employee needs to be communicated, an office order is issued. A polite tone and simple clear language is used. Facts and reasons should be given while no personal comments should be made in an office order. Unlike the memo, the office order is not addressed to the concerned receiver but it is about her/him. Usually, the third person is used and details are given about the person and the action to be taken. It has the following format:

- (1) The company letterhead (this is optional as this form of communication is usually sent within the organisation)
- (2) The reference number of the order
- (3) Date of the order
- (4) The heading of the written communication, in this case 'OFFICE ORDER'.
- (5) The text of the message
- (6) The signature of the person issuing the order
- (7) The names and designations of persons to whom copies of the order are being sent

It is important to remember to choose your tone and words carefully while drafting an office order. Use courteous and polite language. Words should be effectively used in clear and concise sentences. The tone and language should be objective. Given below is the format of an officer order.

India Garments New Delhi	
No_____	Date:_____
Text of message _____ _____	
Signature (Designation)	
To_____	
Cc: (a) (b)	

EXERCISES

- (1) Draft an office order for the following situation:**

Mr. Tushar Shah, Deputy Manager Sales, was promoted to the next higher grade of Senior Manager on February 2, 2016.

Ans.

Office Order: (Promotion of Mr. Tushar Shah):

No: ASD/PM/CK/2013/24

Date: 2/2/2016

OFFICE ORDER

Subject: Promotion of Mr. Tushar Shah as Senior Manager
 The MD and Board of Directors decided to promote Mr. Tushar Shah Deputy Manager Sales to the grade of Senior Manager in a meeting convened on 20th January, 2016. He will now be overseeing the sales in Gurgaon and South Delhi region.

Vivek Bhatia
 (Secretary)

To
 Mr. Tushar Shah
 Deputy Manager, Sales
 Copy to:

- (i) All the Senior Manager and Deputy Managers (Sales, Production, Marketing, Quality Control and Finance)
- (ii) The Finance Division
- (iii) Office Copy

- (2) Write an office order for following situation:**

Mr. KS Mathur has been transferred to the Sales Department

Ans.

**Jaipur Golden Motors Ltd.
 New Delhi**

Ref.: 2401/16

19th April 2016

ORDER

Mr. KS Mathur has been transferred to the Sales Department. He shall report to the Sales Manager latest by 24th April 2014 after handing over charge of his duties to the Superintendent (Administration).

Sd/-

Prakash Jha
 Admin. Officer

CC

- (1) Accounts Officer
- (2) Superintendent (Administration)

(3) Write an office order for following situation:

Vishal Gupta, Accounts Clerk, is suspended from the services

Ans.

Visa InternationalTata TowerCalcutta

Ref.: 1220/14

15 April 2014

Sh. Vishal Gupta, Accounts Clerk, is suspended from the services of the company with immediate effect. He shall, however, be entitled to draw allowances according to the rules of the company. Sh. Gupta shall not be allowed entry into the premises of the company except for limited purpose of attending disciplinary proceedings before the inquiry officer.

Sd/-

Vikram Agarwal
Personnel Manager

CC

- (1) Accounts Officer
- (2) Superintendent (Administration)

(4) Write an office order for following situation:

Elections – 2006 – Ban on Issue of Free Pattas, beneficiary services, etc.

Ans.

Government of Pondicherry office of The Collector-Cum-District Election Officer karaikal District: Karaikal

No.: KKL/CK/PA/2006/159

03.03.2006

OFFICE ORDER

Subject: Elections – 2006 – Ban on Issue of Free Pattas, beneficiary services, etc. As directed by the Chief Electoral Officer, Pondicherry in the meeting held in the Chamber of Collector, Karaikal on 03.03.2006, you are directed to freeze any further distribution of pattas, benefits under other beneficiary schemes, etc. and such things shall remain suspended stopped until the General Elections for Pondicherry Legislative Assembly, 2006 is over.

(SUDHIR KUMAR)
COLLECTOR
CUM
DISTRICT ELECTION
OFFICER
KARAIKAL DISTRICT

To

The Dy. Collector (Revenue)Karaikal

Copy to:

- (1) The Chief Electoral Officer, Pondicherry
- (2) All Heads of office, Karaikal – for compliance
- (3) Office copy

- (5) Ms. Sheela Nair, Deputy Manager Sales, was promoted to the next higher grade of Senior Manager on 26th of July 2016. Write an office order.**

Ans.

No: ASD/PM/CK/20xx/24

Date: 27/02/2016

OFFICE ORDER

Subject: Promotion of Ms. Sheela Nair as Senior Manager

The MD and Board of Directors decided to promote Ms. Sheela Nair, Deputy Manager Sales, to the grade of Senior Manager in a meeting convened on 20th February, 20xx. She will now be overseeing the sales in Gurgaon and South Delhi region.

**Vivek Bhatia
Secretary**

To

Ms. Sheela Nair

Deputy Manager, Sales

Copy to: (i) All the Senior Managers and Deputy Managers (Sales, Production, Marketing, Quality Control and Finance)
(ii) The Finance Division
(iii) Office copy

Letter/E-mail Writing

EXERCISES

- (1) Write a letter to your friend and his wife thanking them for their hospitality while you stayed with them in Mumbai during the Xmas break last. Say how much you appreciate the way they took care to make your stay a wonderful experience.**

Ans.

Akhil Sharma

House No. 347/4 C

Thane, Mumbai

Dear Akhil,

It was a great pleasure to spend my holidays with you and your family during the Christmas break. At first, my family was quite apprehensive and also they were hesitating to join you, but your wife Natasha's and your daughter's cordial nature enabled to make us comfortable. We enjoyed the sights seeing in Mumbai. We felt that we are living in our home only. I am highly grateful for your kind hospitality. I strongly feel that I am blessed to have such loving, kind and considerate friends. Kindly join us with your family in Kangra H.P. We are looking forward for your stay during summer vacations.

Hope to see you soon!

Your friend

Naveen

(2) Write a Letter of Condolence to your friend who has lost his mother.**Ans.**

H.No. 2525/193, Onkar Nagar-A
Delhi-110035

Dear John

I was shocked beyond words to hear about the sad and untimely demise of your beloved mother. She was quite hale and hearty when I met her last month. The news was like a bolt from the blue.

I do not have words to express my anguish as it is a great loss to you and all other members of your family. Your mother was a very kind lady and was always helpful to others. She possessed great qualities of head and heart. Her death is a great personal loss to me as she loved me like her own son. I cannot believe that she is no more with us and has left for her heavenly abode.

You have to bear this loss with patience and courage. We are just puppets in the hands of the Almighty. Be bold and look after your father and your younger brother. Time will surely heal your wounds in due course. My sympathies are with you.

May God rest her soul in peace!

Yours sincerely

Naveen Sharma

(3) Assuming that you work for a company that sells art products (paintings/musical instruments/cds). Imagine that you have been asked to visit an African country—Nigeria or Kenya – to survey and send back a report for the export of your company's products. Write the report in about 250 words.**Ans.**

Gold Paintings Limited
23 Connaught Place
Delhi

The Chairman
Gold Painting Ltd.
Connaught Place
Delhi

Dear Sir,

I had been asked to visit the head office of St. John group of companies in Kenya as they wanted a huge variety of our company's products. I visited their office on 15 July and observed that the company has a very

good reputation. They have a very fair dealing with their clients. Most of the employees are Indians and our company will also gain profit and reputation by dealing with these people.

Yours truly

Sahil Kumar

- (4) Imagine that you were interviewed by ‘The Times of India’, and selected for employment mean while you got a better assignment elsewhere. Write a letter refusing the former offer.**

Ans.

The Editor

Times of India, Delhi

Date: 7 June 2016

Dear Mr. Pathak,

Thank you very much for offering me the opportunity to work at Times of India. Unfortunately, I will not be accepting the position as it does not fit the path I am taking to achieve my career goals.

Once again, I'd like to express my gratitude for the offer and my regrets that it didn't work out. You have my best wishes in finding someone suitable for the position.

Signature

Rhea Verma

- (5) Write a letter to your friend describing either a historic monument or a place of scenic beauty.**

Ans.

23 Saraswati Vihar

Delhi

Date: 23 September 2016

Dear Rohit,

Hello! How are you? During my Child's holidays, I took a package tour and went to Malaysia. It was a neat and beautiful place. People are very disciplined and they strictly abide the rules and regulations formed by the law and order. The best attraction was the twin towers. One could spectate the whole scenic beauty of the people on the top of the towers. We also made a trip to sunway lagoon. The rides and games were awesome. I strongly suggest that you should also plan your vacation in Malaysia.

Hope to see you soon!

Your Friend

Raj

- (6) Imagine you are Alisha – a tourist. Draft a letter/e-mail to the manager of a hotel confirming the reservation of the accommodation in their hotel.**

Ans.

Date: 23/11/15

Mr. A.H. Thomas

Manager

Andaman Beach Resort

Corbyn's Cove, Port Blair.

Dear Mr. Thomas

Thank you very much for your letter of Nov 7, booking our accommodation in your hotel as per our requirements. As desired by you, I am enclosing a draft of `33,600/- an advance payment of tariff for the accommodation. I must also thank you for sending me information brochures giving more details about the facilities available at your hotel.

Looking forward to having an exciting holiday in Port Blair and a comfortable stay in your hotel.

Thanking you

Yours sincerely

Alisha

F 9/3, Vasant Lok

New Delhi

- (7) Your company, India Garments, wants to buy good quality Chinese silk from a Chinese company. Write an email to the business head of the Chinese company stating your purpose.**

Ans.

To: chinesesilk@company.net.in

Cc:

Subject: Information about the variety of silks

Dear Madam/Sir,

We have heard a lot about the good quality of silks manufactured by you. We deal in making and selling silk dresses and we are based in New Delhi, India. As such, we require high quality silk fabrics for our products. Could you please send us information about the variety of silks manufactured by you and their corresponding prices as soon as possible? Please let us know about freight, custom and other charges (if any), as such charges may be applicable to transnational business orders involving two countries. This will enable us to place our order with you.

We look forward to hearing from you and to the beginning of a new relationship. In case you wish to verify our credential, please contact the referees given below. One of them is a company with whom you have already share a business relationship and who had recommended your name to us.

Thank you!
With regards,

India Garments
2524/A; Okhla Industrial Area,
Delhi, India
Ph. 27XXXXXX

- (8) You are K. Shankaran, the Chief Account Officer. Write a letter to the bank manager of Bank of India informing him about the delay in collection of cheques.**

Ans.

203, Kushal bazaar,
Nehru Place
New Delhi -110 019

24 May 2016

The Manager,
Bank of India
Nehru Place
New Delhi - 110019

Subject: Letter for delay in collection of cheques

Dear Sir,
We deposited the following two cheques in your Bank on May 9, 2016, to be credited to our current account no. 0015 001700 CP after collection.

- (1)** Cheque No. 345670 dated 2.3.2016 drawn on State Bank of India, New Delhi, for ₹5,000/-
(2) Cheque No. 5431798 dated 5.4.2016 drawn on New Bank of India, New Delhi, for ₹6,900/-

Going through the statement received from you, we find that these cheques have not yet been credited. We shall be grateful if you could look into the matter and do the needful as soon as possible.

Yours faithfully
K. Shankaran
(Chief Account Officer)

- (9) You and five of your friends have decided to visit Port Blair, the capital of Andaman and Nicobar Islands. After looking at the various kinds of accommodation available on Port Blair, you have decided to spend a week in December this year at Andaman Beach Resort, Corbyn's Cove, Port Blair. Here is the phone message left by you at the hotel:

Message from : Arun Srivastava, F9/3Vasant Lok, New Delhi. Date and Time : 5 November 11:30 a.m. Mr. Srivastava wants to book three double rooms with A/C and attached bath for a group of six persons from 12:00 noon of Dec. 24 to 12 noon of Dec. 31. The group would prefer rooms facing the sea. Please quote price including the breakfast.

Imagine you are the Manager of the hotel Andaman Beach Resort. Write a letter/email confirming reservation of the accommodation.

Ans.

Andaman Beach Resort
Corbyn's Cove, Port Blair
Tel. 6321463
Date: 5th Nov, 2016

Mr. Arun Srivastava

F 9/3, Vasant Lok
New Delhi

Dear Mr. Srivastava

Thank you very much for your telephonic message. I am writing to you to say that we can reserve three double rooms with A/c from Dec. 24 (12:00 noon) – Dec. 31 (12:00 noon.) All the three rooms have a sea view and are on the second floor of the resort.

The cost of each room would be ₹3200/-per night including taxes and service charges. Breakfast for each person would cost ₹150/- extra.

I would be grateful if you could confirm this booking by email by the end of this month, along with a draft of ₹33,600/- as 50% advance payment of tariff for the accommodation.

I must thank you for taking interest in our resort. We look forward to welcoming you and your group on Dec. 24 and assure you of all attention and care.

I enclose two brochures describing our resort and its facilities. If you have any questions, we would be pleased to answer them.

Sincerely
(A.H. Thomas)
Manager

- (10) You are Vijay Bhargava, live in 269 Tri Nagar, New Delhi-110035. Write a letter in response to an advertisement, which appeared in The Hindustan Times on 1 March 2016 for the post of Account Assistant preferably with degree in commerce and knowledge of typing.**

Ans.

269, Connaught Place,
Delhi-110001

Subject: Application for the post of Account Assistant

Respected Sir/Madam,

I am writing to apply for the position as Account Assistant. I have completed my B.Com from IGNOU. I have total three year of experience in specific field.

I understand that working for your organisation requires a candidate who is team oriented and is able to deal with people in various departments. I am confident that I possess these skills, which will help me to perform the job efficiently and effectively. I believe that my qualification is an ideal match for this position, and I am confident I would be able to make a valuable contribution to your organisation.

I have developed a unique range of inter-disciplinary skills that would add value to your organisation. I am looking to meet with you to discuss how my background and qualifications can work for your organisation. I appreciate your consideration and can be contacted on mobile at +91-9350849407, or by email at jobs@gullybaba.com.

I enclose my resume as a first step in exploring the possibilities of employment with your company.

Looking forward to receive your positive reply.

Thanking you,

Yours truly,

Vijay Bhargava

- (11) Imagine that you are Rohan, staying in a government hostel, you feel extremely homesick. Write a letter to your parent explaining that how much you are missing and remembering them. Also state about your study progress and examination.**

Ans.

Jijamata Govt. Hostel
15,Nehru Park,
Aurangabad-431002

Dear father,

Since long I have not received your letter or any phone call. These days I feel homesick. If I were a bird, I would have been with you at present. I am eager to meet mother, little Sony and you. I miss you a lot. My first term exam is about to be held in the next month. I have to prepare for that but my homesickness takes me away from study. You need not worry. Just send a letter and family photograph along with additional one thousand rupees to buy Alarm watch. Our teacher of English is a kind and disciplined person. Under his guidance, I am improving myself. My roommates at hostel are studious and of helping nature. Convey my regards to mother. Remember me to Raju, Ahmad and Christopher.

Yours Loving Son

Rohan

(12) On the occasion of a ‘Mother’s Day’ write a letter to your mother thanking her for the valuable thing you have learnt from her.

Ans. Gujarati Govt. Hostel

15, Nehru Park,
Aurangabad 43002
October 22, 2016

Dear mother,

Celebration of ‘Mother’s Day’ made me think about you. At hostel, I really miss you. I remember you and the thing you taught me. You inspired me to go ahead and kiss the world. You made me take interest in reading newspaper that made my awareness about the world. You taught me to respect subordinates too. Your teaching enabled me to face the challenges of life. I am really grateful for the thing you have taught me. Thanks a lot.

Wish you very happy Mother’s Day.

Your loving son

xyz

(13) Imagine that you have received an appointment letter from Gullybaba Publishing House (P) Ltd. Write a letter of acceptance to.

Ans.

Gullybaba Publishing House (P) Ltd.
Daryaganj, Delhi-110002

Subject: Acceptance of appointment letter.

Dear Mr. Dixit,

I have received the appointment letter. I am very pleased to accept the position of Manager with Gullybaba Publishing House (P) Ltd. Thank you for the opportunity. I am eager to make a positive contribution to the company and to work with everyone in the Samarth Publishing House Team.

As we discussed, my starting salary will be ₹35,000 and health and life insurance benefits will be provided after 90 days of employment.

I look forward to starting employment on 1 April 2016. If there is any additional information or paperwork you need prior to then, please let me know.

Thank you.

Yours Sincerely,

Ravi Kapoor

(14) You have received a call letter from a company to appear for the interview for a post you applied some time back. Unfortunately, you are unable to attend on this particular date. Write a letter/email to the Manager HR of the company. In your letter/email:

- **Describe the purpose of writing**
- **Explain reasons for your inability to appear for the interview**
- **Enquire if phone interview/another date is possible.**

Ans.

To: riasharma@glcibank.org

Dear Ma'am,

I, Dev Kumar, have received a call letter (Ref no: gcil/fghd/2.../344 dated 24/5/2013 from your organisation to appear for an interview for the post of Relationship Manager, which was advertised on Monster.com. I feel privileged to have been called for the interview. However, due to some domestic urgency, I will not be able to attend the interview scheduled on 10th April. I have to be in Ranchi and cannot travel to Delhi on the scheduled date due to certain unforeseen domestic commitments.

I would like to know if there is a possibility of a change of date for the interview or would you like to hold a phone interview on 14th March.

It is a golden opportunity to work in an organisation like yours and I do not want to miss this chance.

I would be really obliged if you could do the needful.

Thank You.

Yours sincerely,

Dev Kumar

(15) Write a letter for inquiry asking catalogue/price list to be sent by the company.**Ans.**

D.K. Mehra and Sons,
513, Asaf Ali Road,
New Delhi -110 002

20 March, 2016

Messers Mahendra Gupta
10, Abdul Rehman Street,
Bombay - 400 003

Subject: Requesting a catalogue/price list to be sent

Dear Sir,

We have seen your advertisement in the last issue of the monthly magazine 'Garments'. We shall be grateful if you could send us a copy of your latest catalogue and price list of readymade garments for ladies and children. We are regular exporters of garments to the Middle East and African countries and expect to place fairly substantial orders with you at regular intervals. We shall appreciate a quick response from your side.

Yours faithfully
Deepak Kumar Mehra
(Partner)

(16) Write a letter of quotation enclosing catalogue and price list of your company.**Ans.**

Messers Mahendra Gupta
10, Abdul Rehman Street,
Bombay, 400003

31 March, 2016

D.K. Mehra and Sons,
513, Asaf Ali Road,
New Delhi -110002

Subject: Enclosing of a copy of catalogue and quotations (in response)

Dear Sir,

With reference to your letter dated March 20, 2016, we are pleased to enclose a copy of our catalogue and a copy of quotations for your perusal and record.

You will find from the enclosed documents that our designs are new and prices are very competitive. Service charges are also reasonably low.

We have received our fresh stock last week and, therefore, quality wise too we hope to give you the latest and most satisfying products.

Yours faithfully,

Mahendra Gupta

Enc1: Catalogue and quotations

(17) Write a letter for placing an order for readymade garments in bulk.

Ans.

Ram Nath Bhola Shankar,
36, George Town,
Allahabad

15 March 2016

Messers A.K. Das and Sons
2, Colootola Street,
Kolkata 7000073

Subject: Letter for placing an order

Dear Sir,

Thank you very much for your quotations for readymade garments received here on 13 March 2016. We find the quality and prices satisfactory and are pleased to place an order for the following items:

- (1) 100 pcs Baba suits of different colours for children
 - Item No. 27 of the Catalogue - @ ₹40/- each.
- (2) 200 pcs Ladies house coats.
- (3) Item No. 49 - ₹105/- each.

Please despatch the goods by railway parcel within a month and send the railway receipt duly endorsed in our favour and drawn upon our bankers namely, Bank of India, Allahabad, for the invoice value after deducting 3 per cent cash discount.

Please treat the order as urgent as we have to meet outstanding demands.

Yours faithful

Ram Nath Bhola Shankar

(18) Write a letter of acceptance for the former order of readymade garments in bulk.**Ans.**

A.K. Das and Sons, 2, Colootola Street,
Kolkata, 700073

25 March 2016

Messers Ram Nath Bhola Shankar,
25, George Town,
Allahabad

Subject: Letter for accepting an order

Dear Sir,

We acknowledge receipt of your letter dated 15th March 2016 and thank you for your order for garments for ladies and children.

We have booked the order as per your instructions and assure you of its prompt execution, not later than 2nd April, 2016.

We hope you will find our garments satisfactory and look forward to an enduring connection with your firm.

Yours faithfully
For A.K. Das and Sons
M.K. Das
Manager

(19) Write a letter for the supply of goods to the company.**Ans.**

A.K. Das and Sons
2, Colootola Street
Kolkata - 700 073

1 April 2016

Messers Ram Nath Bhola Shankar

Subject: Letter to inform the despatched goods

Dear Sir,

We have despatched today by railway parcel:

100 Pcs. Baba Suits for Children @ ₹40 each

200 Pcs. Ladies House Coats @ ₹105 each

in accordance with your order dated 15 March 2016. The railway receipt duly endorsed in your favour and drawn upon Bank of India, Allahabad, for the invoice value ₹20,370.00 (Rupees twenty thousand

three hundred seventy only) after deduction of 3 per cent cash discount, is enclosed. We await your remittance.

We are happy to welcome your patronage and hope that we shall continue to enjoy it to our mutual advantage.

Yours faithfully Yours faithfully
For A.K.Das and
M.K. Das
Manager

(20) Write a letter of complaint for defective goods.

Ans.

Lucknow Potter House
14, Latosh Road,
Lucknow (UP)

March 27, 2016

The Khurja Potteries
3, Main Road,
Khurja (UP)

Subject: Letter of Complaint regarding defective goods

Dear Sir,
We took delivery of the two parcels sent by you last week vide invoice no. ref/dbl/1234, dated 14 March 2016. On opening the parcels, we found that two tea sets were broken possibly on account of bad packing. Kindly send us replacement credit note for the same. The broken sets are lying with us and whenever your representative visits us, he can inspect them and decide on their disposal.

We shall appreciate early-action in the matter.

Yours faithfully
For Lucknow Pottery House
Shahabuddin
(Partner)

(21) Write a letter of complaint to the railways for the delayed of the parcel to the customer.

Ans.
25-C, Asaf Ali Road,
New Delhi-110 002

13 May 2016

The Superintendent,
Railway Parcel Section,
New Delhi Station,
New Delhi

Subject: Complaint to the Railways

Dear Sir,

This is to inform you that on 18 May 2016, we consigned one parcel addressed to Mr. B.D. Gupta, Mall Road, Meerut, vide railway receipt no. 786 dated 18 May 2016 from New Delhi Station issued by that office. The railway receipt was duly sent to our customer.

Yesterday, we received a complaint from Mr. B.D. Gupta that the parcel had not yet reached its destination. We shall be grateful if you kindly make enquiries at your end and let us know the result.

Immediate attention in this matter will be highly appreciated.

Yours faithfully

Hukum Chand Gupta

(22) Write a letter of inquiry about financial status of a prospective agent.

Ans.

2, Thathera Street,
Moradabad (UP)

15 January 2016

Messers Abdullah Brothers,
Faizan Nagar,
Moradabad (UP)

Subject: Inquiry about Financial Status of a Prospective Agent

Dear Sir,

Messers New Deal Utensil Suppliers, Bombay, has requested us to appoint them as our agents and has assured us a business of ₹50,000/- per month against three months credit. They have given your name as referee to vouch for their integrity in business dealings.

We shall be extremely grateful if you can give us your experience of dealing with them especially about their promptness in payment. We assure you that any information given by you shall be kept in strict confidence and will not be conveyed to any person under any circumstances.

Yours faithfully

For Fine Brass Goods Manufacturing Co.
R.K. Khanna
(Partner)

(23) Write a letter to bank for requesting them to issue a letter of credit to you.**Ans.**

D.K. Dutta and Company
20, Fraser Road
Patna

16 May 2016

The Manager
Metropolitan Bank,
Main Branch,
Patna

Subject: Request to Bank to Issue Letter of Credit

Dear Sir,

I intend to undertake a business tour shortly in Bombay and nearby industrial areas to explore new markets for the products handled by us. I shall be grateful if you could issue circular letters of credit to your branches in Bombay/Maharashtra in my favour, for an amount not exceeding ₹20,000/- (Twenty Thousand Only), to remain valid for two months from the date of issue. You may debit this amount together with your usual charges to our current account with you.

Yours faithfully

S. Dutta
Manager

(24) Your street is not being properly cleaned. Write a letter of complaint to the Health Officer of your area clearly stating

- the state of your street
- why it is not cleaned
- when was it last cleaned
- how to solve the problem

[Dec-2014, Q.No.-5]

Ans.

The Health Officer
Tri Nagar, Delhi-110035

November 27, 2016

Subject: Vulnerable state of the streets of the area

Respected Sir

With due respect, I want to draw your kind attention towards the most vulnerable state of the streets of our locality. Piles of heap, dust and

leftovers are lying here and there, which create a messy atmosphere near the houses. Children couldn't play on the streets. We cannot even walk over it. This poor state of the streets of our locality leads to the bear of mosquitoes, unhealthy conditions, various diseases and many more problems.

Last time the garbage was cleaned up one month ago. Now, it's the hectic time during which I'm complaining you. It wasn't cleaned due to the laziness of the workers of MCD department. They do not perform their duties properly. This should be analysed and checked by the concerned department very soon and streets should be cleaned by the workers of the MCD department.

In hope you too will see in this matter soon.

Thanking you

Yours Sincerely

XYZ, Resident of the Locality

(25) You are visiting a business associate in Singapore. S/he already knows about your visit. Write an e-mail to her/him giving information about your arrival date, day and time. Request for a pick-up at the airport.

[Dec-2015, Q.No.-5]

Ans.

To: stpe@ctc.tn.org

Add: Cc

Subject: Giving information for the arrival and request for a pick-up

Dear Sir/ Madam,

I am, Ravi Krishnan from Bengaluru, visiting a business associate in Singapore. I'll arrive Singapore by 21st January, 2017 (Saturday) at 2 o' clock in the afternoon.

I would be greatly obliged if you could pick up me from airport so that it would be easy for me to arrive at the new destination. Hope to hear from you at the earliest.

Thank You

Regards

Ravi Krishnan

Report Writing and Interviews

A report is a form of communication in which some information is conveyed, usually in writing to someone. The report should be easy to understand for the receiver. The report can be of many kinds, e.g.

Reporting news, scientific articles, business, sports, interviews, experience, etc.

The Report can be divided in three main parts

- **The introduction:** The introduction states the main purpose and topic of the report.
- **The Main body:** The main body contains the actual detail and organised account of the topic.
- **Conclusion:** And the conclusion is usually a summary of the report.

Points to Remember

- Language should be simple and easy to understand instead of ambiguous language.
- The words should not convey different meaning.
- Avoid writing long sentences, and repetition of words. You may give a head line or a title as it is done in the newspaper.

TYPES OF REPORTS

(1) Accidental Reports/Event Reports

Many events happen everyday. Accidents, natural disasters or sports events like cricket matches or football matches or riots, etc. are all incidents which you may experience or know in your daily life. You may have to write the report of an accident to determine the causes and to suggest measures for prevention.

Accidental Reports:

- state the nature of and exact time date and place of accident.
- indicate the cause of accident. If there are different opinions on the cause you may cite one or two, which you feel are feasible.
- give details of the persons dead or injured and damage to property.
- next list the relief measures – whether they were effective or not.
- suggest remedies or solution to prevent such accidents.

Note: Usually in major railway or other transport accidents or fires, you may introduce a quote by the minister or authority concerned regarding the cause and the action taken.

The above points will be clear to you from the report on a major fire accident given in the model reports at the end of this chapter.

Apart from accident reports, you may be asked to report on events such as strikes or riots in your town. Such reports will also follow the same pattern as the accident report in giving the time, place and date, cause and subsequently the actions taken by authorities. Your report should list casualties if any. Given below is an example of a report on a riot.

You may give a headline or a title as is done in newspaper reports.

Example:

Riot in the city

Six Killed in Firing – Army Called Out

South Delhi experienced one of the worst cases of communal rioting on 15 June 1990, necessitating the employment of armed forces.

Trouble started when, miscreants threw stones and tried to disrupt a religious procession near Malviya Nagar Market at around eleven in the morning. There was much confusion and stampeding as people in the procession started retaliating. Many unruly scenes of violence were reported by dazed shopkeepers and residents of the area.

As news of the violence spread, DTC buses were forced off the roads in many areas of South Delhi and shops downed their shutters in protest. Standard passengers looking frantically for means of conveyance, added to the general confusion.

The police and army were called out at once. In many areas in Chiragh Delhi and Kalkaji, police and the protesting mobs clashed.

Police are armed forces used tear gas to disperse the unruly mobs and the procession. Six persons are believed to have been killed in the police shoot-outs at Malviya Nagar and Chiragh Delhi, thought the actual number is put at much higher by eye-witness. Scores of minor casualties have also been reported.

Most schools immediately made arrangements to inform parents that their children were held up at the school. Later arrangements were made by police to escort school buses with children, safely to their homes. Taxis and rickshaws had a field day as buses were off the road.

The President, the Prime Minister and all the leading Cabinet Ministers have condemned the unruly violence. The Prime Minister has ordered a committee to be set up immediately to inquire into the incident. Announcing an *ex-gratia* payment of fifty thousand rupee to the next of kin of the deceased, the Prime Minister has warned anti-social elements, who would like to disrupt the unity and communal harmony of the country of stern action. He also assured the people, that no effort would be spared to bring the criminals. Meanwhile police has declared an indefinite curfew in parts of South Delhi.

Note: The student will notice from the above report that the introductory paragraph mentions the date and place, while the second paragraph immediately states how the rioting started and pinpoints the exact place and time. The report includes the effect the riot had on people and how the police tackled it. Lastly, the action taken by the Government stated.

(2) Reports on Meetings and Speeches

In the course of your life, you may be required to attend many meetings. As a student, you may attend the meeting of the University Student's

Association or later in life, you may attend important board meetings. Every organisation or association holds meetings to discuss important issues concerning it. It may be your job to prepare a report of the meeting you have attended. In the course of the meeting, speeches may be made by important officials. In this section, we will first deal with writing reports on meetings and then discuss reporting speeches.

Reports of Meetings: The essential points to remember are:

- State the name of the organisation at the beginning (The report should tell who is holding the meeting).
- The venue (place) and time of the meeting are important points which have to be mentioned, just as you did while reporting events.
- State the agenda – *i.e.* the purpose and the programme or the items listed for discussion in the day's meeting. (*e.g.* the agenda of a meeting of the University Student's Association may list items such as exams postponement, reduction of college fees, action being taken by the association to redress injustice to some students and the campaign for university elections.)
- You may then give a brief history of the organisation.
- Coming to the points on the agenda, in your report you need not follow the order of the items taken up in the meeting. Rather you should discuss the important issue first. You can quote exact words in case some important resolution is passed.
- You can include arguments provided for and against a certain resolution.
- While names of participants are to be given, you need not report all the speeches made during the meeting. Pick out only the important speeches or rather portions of speech, which are interesting and of particular relevance.
- Meeting reports of business houses often include statistics, which can be represented through tables or charts.

Example:

Traffic Problems and Solutions

The state centre and the Gujarat Institute of Civil Engineers and Architects organised a meeting to discuss 'Growth of Vehicles, Traffic Problems, and Engineering Solutions' at Ahmedabad on 27 April 1989. Presided over by the outgoing chairman of the GICE, the meeting was well attended by eminent civil engineers, consultants, senior municipal corporation and traffic managers from state transport undertakings.

The meeting discussed major problems relating to planning of parking places, enforcement of traffic rules, encroachment on parking places, mass transport through railways, creating public awareness, industries, sponsoring traffic projects, traffic patrolling and public discipline and education.

The chairman Mr. G. Shah, in his inaugural address emphasised the need for civil engineers to take up the challenge of constructing new suspension bridges over the Sabarmati, in place of the old, derelict and traffic hazard bridges. Appealing to private industries, he said that leading business houses could contribute much in terms of funds for creating traffic island and parking lots.

Mr. M.K. Desai, the President of the Union of Traffic Policemen felt that the major thrust was to be aimed at educating people on traffic rules and inculcating discipline among them. He felt stiffer penalties and threat of imprisonment would go a long way in checking traffic offences. Mr. Kulkarni, the Director of State Transport Undertaking, made a spirited defence and highlighted the difficulties under which the undertaking operated, in reply to charges leveled by Mr. M.K. Desai that state transport buses with their shoddy maintenance upkeep were a major traffic hazard.

Finally, it was proposed to consolidate the report already made in this direction as far back as 1960 by various seminars, conferences and study papers. The meeting decided to form study groups for:

- Mass Transportation to be headed by Shri Brahmabhatt, Senior Town Planner, Government of Gujarat;
- Planning the parking place to be headed by Mr. Kulkarni and Public Awareness and Education to be headed by Shri H. Patel, who represented the institution.

Shri Brahmabhatt made the closing address and thanked all participants for interesting discussions presented and hoped that the study groups formed would successfully fulfil their tasks before the next meeting to be held six months later.

Reporting a Speech: This is set of rules which will help you in writing good speech reports:

- Introductory passage must identify speaker, venue, time and occasion of the speech.
- Write the title, if the speech has any.
- Do not write down the entire speech.
- Intersperse direct quotations with paragraph which paraphrase the main points of the speech.
- It may be helpful to take down notes or use a tape recorder, while listening to the speech.
- Organise the points and identify the main point of the speech.
- Begin your report of the speech around the main point you have identified.
- Arrange your points in the order of importance.
- It need not necessary to be in the same order which the speaker had used.

In case there is more than one speech in your report, the most important speech, usually by the most important speaker should be given first. You can then mention opinions expressed by others.

Example:

Need for value-based Education

Speaking on the occasion of the 50th convocation of A.B. University held on 30 September 1989, at the University senate hall, the chief guest Dr. H.S. Rao stressed the necessity for value based education.

An eminent writer and litterateur, his witty style held the audience in rapt attention for more than half an hour.

In his speech, Dr. Rao deplored the criminalisation of education. He was especially concerned about instance of mass copying, violent incidents and intimidation of invigilators in examination centres. Questioning the students on their real aim of acquiring education, he said, "India will soon be a nation of uneducated literates". Education, he felt had not been able to inculcate the right ideals in the students who valued the degree certificate more than the knowledge that they failed to gain in their years at college.

The ancient Gurukul system of education has a lot to offer students in terms of community life and in teaching them values of amity, friendship and co-operation. The lack of these values, he felt was the main cause of the alarming incidents of violence in the country. He urged the students "Work for a better and stronger India" for "the power of youth can subdue mountains and achieve the impossible".

Earlier in the speech, he thanked the Vice-Chancellor for bestowing on him the honour of chief guest. Recollecting his student's days, Dr. Rao confessed that while he had never been an outstanding student, he was always an honest and sincere one. It was this, which stood him in good stead in life, he said.

Congratulating, all those who got their degree certificates and especially the medal winners, he remarked that their real test would be in the actual field of life. Dr. H.S. Rao was also pleased to note the increasing number of women candidates in the medal tally.

Finally, he again thanked the Vice-Chancellor and the students for hearing him out patiently and wished the students the 'Very Best in Life.'

(3) Interview Report

The interviews discussed here will not be the job interview types. Rather you have to report interviews with important people, who have made a mark in some field. Others would therefore like to know more about them, their opinions and achievements.

Interviews require some planning. You need to take a prior appointment with the person you want to interview. Secondly, you should collect some facts about their life so that you can plan a series of questions and how you would like to proceed with the interview. However, the questions are to be your guidelines only. It is always better to let the interviewee continue his talk and questions will automatically arise out of spontaneous conversation. It is necessary to establish a good rapport. Your difficult questions should be posed in the middle. After the interviewee is at ease, he is less likely to take offence at a critical question. Even if you are using a tape recorder, it is better to jot down notes of your comments or observation of the interviewee's personality. Never overstay the time given to you, unless the interviewee is also keen to continue. Before you end the interview, check your guidelines to see whether you have left out any question of importance and clarify all doubts.

Two Ways of Reporting Interview: Once you have completed the interview and have the points before you, you can report the interview in two ways:

- If your interview is merely for information and is brief, you can adopt the **question and answer form**. However, introduce an explanatory passage about the person in the beginning. Here you can also add the opinion you have formed of the person through the interview. This paragraph will act as a link to the actual question and answer which follows.
- If the interview is lengthy and you would like to convey more of your opinion, it is better to alternate your comments with direct quotation from the interview. This method is better than the merely question-answer format, which can sometimes make dull reading.

In both cases, provide an appropriate title. We give below reports of interviews in both the styles:

Example 1: Interview with a Sports Personality

“Get Them Out of Defeat Syndrome!”

Sitting among the empty stands of the Hockey Association Ground in Bangalore Bikram Singh, the Captain of the gold winning Olympic hockey team of yesteryears, spoke on the disturbing trend of decline in Indian hockey. Presently Director of sports in the A.B. University, he is responsible for the setting up of one of the most professional training centres, which has given us some of the most promising hockey players in past years. He was an outstanding centre-half, rated among the greatest in the history of the game. An astute captain, he led India to some of its greatest victories. In this forthright interview, he condemns

the administrators and selectors for the dismal showing of our hockey team.

Excerpts:

Q. What are your views on the debacle of the Indian team?

A. To be frank, it is most humiliating that country which had won Gold in eight Olympics and taught the world the game of hockey should be fumbling in this manner. But success cannot be had without hard work. We failed to work hard and hence the dismal showing.

Q. Do you think that one of the major causes of failure has been the inability of our boys to adjust to astro-turf?

A. I don't think so. The basic skills are the same. In fact playing on grass, which we did in our time was tougher as playing surfaces were different in Europe. Playing on astro-turf is much easier – there are no unexpected bounces. I think physical fitness is an area which has been neglected and has caused our failure.

Q. What do you think of the selectors and administrators?

A. Much of what ails Indian hockey is the bureaucratic set up of the Indian Hockey Federation. The selectors who talk of foreign coaches and training camps are people who have never held a hockey stick. India has enough coaches to produce a winner ... perhaps we don't give them a chance.

Q. Who was your inspiration?

A. Who else but the greatest hockey player of all time – Dhyan Chand. He was the most versatile and perfect player who ever lived. His technique of using the wrist while hitting scoring was unique. It is a pity that there are no films of the matches played during those days and thus the incredible technical skill and expertise of Dhyan Chand is lost.

In the above example, we used the question-answer format along with inductor paragraph which gives you some details about the person. Let us now go on to the example of a report where dialogue and narrative are intermingled:

Example 2: Interview with a Classical Dancer/Musician

5 June Delhi: "The classical form of dance is gaining popularity" Hema Malini the Bharat Natyam maestro dancer and famous Hindi movie actress said that people were getting fatigued with the unsystematic steps of the popular form. Mrs. Hema Malini answered when asked by the question in press club after a dance programme organised by Hindustan Times news paper. She said that she has got an appreciable applause from audience wherever she has performed. This appreciation has only grown with time and there has been no dearth of newcomers to this art form. She said that the meaningful dance with an aesthetic sense always touched the audience and was able to express many things that

cannot be said through any other medium. She appreciated the newly emerging keen interest of the corporate sector in the art form has been very encouraging to the new artist and several old maestros have come back to the stage who once seemed to have been lost in a situation of neglect to the art form. She encouraged her daughters to learn such art of dance and music. The foreigners are attracted a lot towards the classical dances as they find the soul touch in Indian classical dances. She proudly said that the Indian classical dance shows at foreign places are fully packed.

(4) Survey Reports

Survey reports can be of various kinds. A market survey would include finding out about the sales of a particular product – the demand it has, the price range which consumers favour, etc. More detailed survey reports could include reports of land or soil survey, to determine whether an agricultural project could be undertaken there or survey of a river – its flood pattern, etc. to determine the construction of a dam. Such geological or other industrial surveys require very long reports often published in book form. It follows an elaborate pattern with a preface, content table, list of illustration, summary, introduction, discussion, recommendations, etc. Finally list of Reference, Bibliography, Appendix, and Glossary are given.

How to write a Survey Report?

- (1) Survey reports are produced in response to a request for information. The instructions which tell you what you are required to do are called 'Term of Reference.' The terms of reference will help you plan the scope of your survey.
- (2) You have to fix the objective of your report, i.e. what it intends to convey and to whom?
- (3) The next step is to collect the data. You can do so by personal interviews where not only what the person speaks, but your personal observation of the people, will be important. Interviews are helpful if you need to collect information from only a few people. If a large number of people are involved in the survey, you can make use of questionnaires. Questionnaires should be clear and precise as clarifications are not possible unlike in an interview, where you can explain a question better, if the person does not understand.
- (4) We have noted in the introductory paragraph, that long survey reports follow elaborate patterns. However shorter reports may be written along the following pattern:
 - (a) Mention the Terms of Reference.
 - (b) Describe the procedure – the method used.
 - (c) Report the findings.
 - (d) Recommendations and conclusion.

An example of such a report is given below:

Example:

Report of the survey done by the Learner's Association of Delhi on the Study Habits of Students of IGNOU University.

(1) Terms of Reference: The 'Learner's Association of Delhi' decided to do a survey on the study habits of the students of IGNOU University. The decision was taken on 21 March 1989 at a General Body Meeting. Accordingly, a Survey Committee was set up to investigate the study habits of degree students at the University. The committee was given two months to complete the study.

(2) Procedure: The Survey Committee drew up a questionnaire comprising 25 objective questions related to students attitudes towards studies and examinations. Five hundred copies of the questionnaire were distributed among the students, with the request that they would be returned to the Secretary of the Survey Committee within 15 days. 180 students returned the copies of the questionnaire duly filled in, out of these 40 came from girl students.

(3) Findings:

- (a) 52 per cent of the 180 students who returned the questionnaire duly filled in admitted that they never studied regularly except when examinations were near.
- (b) 20 per cent of the students replied that they study for only 10-15 days before the examinations.
- (c) More than 60 per cent of the students replied that they needed reference book to help them with the exam preparation like GPH Book.
- (d) 40 per cent of the students said that they had joined IGNOU only to get a degree.

(4) Recommendations: The Survey Committee recommends the holdings of regular tests and assignments. The marks obtained in these assignments must be considered in the determination of credits awarded in the final university examinations.

It further recommends that the marks obtained in the assignments to be mentioned in the statement of marks issued by the University.

(5) Scientific Experiments: Scientific experiments have to be reported with accuracy. You can write reports of experiments as follows:

- (a) State the aim of the experiment, i.e. why the experiment is being performed.

- (b) Apparatus or material used.
- (c) Describe the procedure, *i.e.* how the experiment was done.
- (d) Note down your observations. Observations form very important parts. You have to report them accurately. Big scientific experiments require the noting down of many results, which may often have to be tabulated. On these observed results may depend the failure or success of an experiment.
- (e) Conclusion of the report will state the results of your experiment and what it proved or disproved. Sometimes you may have to interpret and analyse the results.
- (f) Illustrations, diagrams, graphs, etc. are important parts of a report on experiments.
- (g) Language used should be clear and accurate, since you will be dealing with scientific facts. Avoid too much technical jargon, unless the report is for circulation among experts.

Given below is an example of a report on a very simple chemistry experiment:

Aim: To test whether (H_2SO_4) Sulphuric acid and Sodium Carbonate are acids or alkalis.

Apparatus: Two test tubes with test tube holders.

Materials: Red litmus paper, a strip of blue litmus paper and a little sulphuric acid and sodium carbonate.

Theory: Red litmus turns blue when dipped in alkalis, while blue litmus turns red in acids.

Procedure:

- Take two test tubes.
- Fill one test tube with H_2SO_4 .
- Fill the other test tube with sodium carbonate.
- Take the strip of red litmus and insert it in the first test tube which contains H_2SO_4 .
- Then insert red litmus paper in the second test tube, which contains sodium carbonate.
- Note that the red litmus in the first test tube does not show any colour change.
- Now remove the red litmus and insert blue litmus paper in the first test tube with H_2SO_4 .
- Repeat the procedure, putting blue litmus paper in the second test tube too.
- Note there is no colour change in the blue litmus inserted in the second test tube.

Observations:

- Red litmus does not change colour in H₂SO₄.
- Red litmus turns blue when inserted into sodium carbonate.
- Blue litmus changes to red when dipped in H₂SO₄.
- Blue litmus does not change colour when dipped in sodium carbonate.

Conclusion:

- As red litmus turned blue in sodium carbonate, sodium carbonate is an alkali.
- As blue litmus turned red in H₂SO₄, it is an acid.

EXERCISES

(1) The production from the factories has suddenly decreased sharply. You have been sent to investigate the matter. Report your findings to your Manager.

Ans. Report on sudden decrease of production

Dear Sir,

I had been appointed by you to investigate the matter of sudden fall in production in factory in month of May 2005. I have investigated the matter and am submitting my report on finding of reason of such fall. The sudden fall of production is a matter of great concern for us as it affected our supply order badly. The main reason of sudden shortfall in production was due to the failure of generator installed for unit no. 3 in the factory. In the month of May, the demand for electricity increased due to increase in the temperature which increased the burden of workload on generator and it failed. The non-performance of generator badly affected the work of unit no. 3. The carelessness of electricity department of our staff increases the woe as they did not repair it on time. The repair had not been done properly by the staff which damages it regularly. The whole system of factory was badly affected due to non-functioning of unit no. 3 as it is the biggest and main controlling unit of the factory. In absence of support from unit no. 3, the other unit decided to decrease the pace of their production, which resulted in sudden fall in production. Now the generator has been repaired but we need to be alert to manage such an accident.

XYZ

(2) A tragic incident

Ans. Delhi 6 March, yesterday foggy night witnessed an accident between a car and a bus near the Pitampura flyover in city area. The collision was so sudden that the loud noise diverted the attention of the people in the surrounding area also. According to an eye witness the speed of the car was so high and the driver of the car tried to rush out but lost the control over the car and collided with the bus. Four people in car and thirteen in bus had severely brushed between the bus and

car and got injured. The driver of the car was found drunk and was arrested on the spot. The people in the crowd suggested that the injured should be rushed to the hospital, but nobody was ready to take the initiative. After a while, a man offered his car and took them to the hospital. Later, the ambulance had reached on the spot and rushed the injured to the hospital. The police station was not far away from the accident site and it reached there within minutes. It took the statement of some eye witness. The relatives of the victim were informed by the police they were rushed towards the hospital. The police also booked a case of rash and negligent driving against the driver of the car.

(3) You are the Deputy Director of Medical and Health Services. You visited a hospital in Rajouri Garden, Delhi. You found that the beds were not in adequate number, the stocks of medicines were limited, even the life-saving drugs were not available. The wards were not clean. Add some more details and write a report about your visit.

Ans. Visiting to Rajouri Garden Hospital report

Dear Sir,

I am submitting the report of inspection conducted by me on 5 June 2012 to the Rajouri Garden Govt. Hospital. I reached the hospital at 10 am in the morning with my staff. I had seen so many irregularities in the functioning of hospital. In the store room, the stock of medicine shown by their register did not properly match. There was shortage of stock, than what was actually shown by the register. There were no proper arrangements for distribution of medicines to the patient. Most of the life saving drugs needed in emergency was not available. In the wards, the beds were not in adequate number to admit all the patients. The wards were not clean and hygienic at all. In the canteen of the hospital, garbage fell on the floor. Flies and mosquitoes were hovering on tables. The people were not served hygienic food. The emergency department is also not in proper shape. Doctors were absent on usual time of hospital without any explanation. I hope that you will take proper action in this regard, as this is a serious matter. After all, health is priority for all.

XYZ

(Deputy Director of Medical and Health Services)

(4) You are the traffic policeman at a busy traffic crossing of your city. Write a report about the traffic trends and problems in commuting, to your Inspector.

Ans.

Dear Sir,

There has been a increase in the number of vehicles on the roads, which in turn leads to traffic problems in city. It is observed that the people do not obey the rules of traffic. Shortage of traffic policemen is one of the

biggest reasons behind the crumbling of the traffic management leading to loss of precious lives. The people do not care to cross the red light crossing on most of the red light as there are no policeman posted on duty at most of crossings. The illegal parking at the main road of the city centre congested the road to be used by other vehicles. The roads are narrow for heavy traffic and the lanes inside the Connaught Place are ban for the heavy vehicles but most of the truck drivers entered in these lanes and ignored the laws. Two wheelers driver do not wear helmet while driving. Most of car owners do not follow the safety norms. They do not wear the seat belt while driving the car. The important reason behind these problems are, people do not fear to pay the fine on caught, as the fine are very small in amount, most of the people in this city belong to high society they make it a point to disobey the law as a fashion. The corrupt policeman in department motivates the law breaker. The condition is really pathetic and is deteriorating day by day. A complete system needs to be established and rules to be made. Once everyone starts following them strictly, the city will become very organised and away from this chaotic situation.

XYZ

(Traffic Policeman)

(5) Recent India-Pakistan match

Ans.19 March 2012, Mirpur: A match between India and Pakistan was played at Shere Bangla National Stadium. The Indian batting monster has woken up, well and truly.

Pakistan won toss and elected to bat first. Mohammad Hafeez and Nasir Jamshed came to batting first and Praveen Kumar from India came to bowling. After first over, score were 5 without any loss of Pakistan. Pakistan team played well in this match. After batting of Pakistan, total score were 329/6 at end of 50 overs. This was a great score given by Pakistan to Indian team.

From Indian team, Gautam Gambhir and Sachin Tendulkar came first for batting and Muhammad Hafeez came for bowling. Gambhir was out on second ball of first over. India's first over's score were 3/1.

The whole ground was full of audience. It was an honourable challenge for Indian batsman. India was batting very carefully. Younis took a smart catch at first slip of Sachin. He scored only 52 runs off 48.

Indian batsman showed a grand batting and won the match. Virat Kohli (183 off 148 balls) was hero of that match. Rohit Sharma (68 off 83 balls) also played good. With this win, India stayed in the hunt for a final in the Asia Cup 2012.

When Tendulkar and Kohli came together at 0-1, things looked really tough. The Pakistan bowlers were breathing fire, the field was in, and the crowd was strongly behind the Men in Green.

But, the master craftsman and the young aggressor were judicious. There were no undue risks taken, it seemed they knew that it was just a matter of staying at the wicket and the runs would come.

The unbelievable wrist-work of Kohli was again a treat for the eyes while Tendulkar seemed to be free of all the shackles of the world after his 100th hundred.

- (6) You are in-charge of the hospital canteen. A fire had broken out in the canteen. Report the event to the Superintendent of the hospital.**

Ans. Report on fire in hospital canteen

Dear Sir,

I would like to submit this report on the fire in hospital canteen on 15th of November 2004. I got the information of fire in the evening of 15th of November at around 5 pm when some employee came to me to report the incident of fire in canteen. I rushed towards the accident site with those employees and found that kitchen of the canteen was under the flame of the fire and the staff of the canteen tried to pacify the fire with fire extinguisher and water. The safety system of fire was not working properly. I immediately rushed back to my office and called the fire tenders. When I reached again on the fire spot I found that the fire was touching the sky. Within 15 minutes, the fire tender had arrived on the spot and started their action to pacify the fire. It took another 15 minutes to completely control the fire. There was no casualty as the entire team escaped safely before the fire got stronger. But a loss of kitchen and equipment is expected to be around '1,00,000/- as it needed whole refurbishing. It will take 2-3 weeks to refurbish the whole kitchen. Presently, it partly runs by storeroom. I am attaching the list of articles lost in this fire tragedy needed to be repaired and damaged for which the claim of insurance already filled by me.

XYZ

(Incharge of Canteen)

- (7) You are a newspaper reporter working for the News Today. You have been assigned the job of reporting on the experiences of Delhi people using the Metro. You interview about 25 persons of all ages and write a report for the newspaper. Mention the problems, if any, that the commuters face during travel.**

Ans. Report on people's experience in METRO

Thousands of people everyday travel by metro. There are several people who are satisfied by it and other who wants more accessories in it. Today I interviewed about 25 person of all ages and sex who travelled by metro. Most of them are satisfied by its services. They praised it for lessening of the traffic problem of Delhi. Many of them prefer the metro rather to

any other medium of conveyance because it saves lots of time in travelling from one part to another part of Delhi. In their usual rides by car it takes 2 hr to reach the Connaught place by Dwarka but metro takes only 45 minutes. Another reason is its comfort. The problem of excessive crowd in buses attracted most of the commuters. Especially the girls prefer its rides due to avoid the crowd and ill abuses in buses. While most of commuters are happy with its rides some complaint about its fares which is too high for going to nearby areas. Secondly not all the metro stations are connected with supplementary feeder buses. The hopes of the people of Delhi are very high with metro.

(8) Interview with a film actress/sportswoman

Ans. Delhi, 20 March: Aishwarya Rai the actress of the Hindi films was in the capital for being declared the best actress of the year and she had come here for receiving the award. She said today that she always like to work in the good cinema either it Hindi movies or any other regional one.

The actress who got her fame through films like Iruvar, Mohabbattein, Hum Dil De Chuke Sanam, Devdas, etc. also worked in many art films like Raincoat. She said that Art films have been different from the mainstream cinema, got a kind of satisfaction in the works, and needed more attention than in the popular cinema. Aishwarya who recently worked in many foreign films has earned fame for Indian cinema.

Aishwarya said that she was not averse to popular cinema though and if she gets a good role she would work in them also. She said that the name of her forth coming film has not yet been decided. She said to work with Mr. Amitabh Bachchan in Mohabbattein is like a dream come true for her. She did not reply to the question that who was her best hero of the film industry.

(9) Imaginary Parliament proceedings during Confidence/ No confidence motion

Ans. Parliament is the highest decision-maker body in our country which controls the govt's function. The govt. of our country is responsible towards the parliament. The prime minister and his cabinet are answerable towards the parliament. They do all their work of govt after getting approval of parliament. If parliament disapproves any of the proposals of govt that deems that govt. lost its confidence in parliament and should be resigned. The proper way to check the support of the govt in parliament is confidence or no confidence motion. If the govt wins the confidence motion or defeats the no confidence motion in the house of Lok Sabha that means the Govt has the Trust of parliament. Today the govt. decided to check its trust in parliament for coming budget session. The minister of parliament affair on behalf of govt presents a memorandum of confidence motion on Lok Sabha. After the usual work

the speaker allowed to vote on such issue the minister of govt defended their work by answering the arguments of opposition after one hour discussion the speaker allowed to vote the motion. All the members of the house cast their secret vote. After counting the vote, the speaker declared that the govt. wins the trust vote by 34 votes.

(10) Celebration of Deepawali in your town/city

Ans. Delhi, 12 October: Yesterday, Deepawali was celebrated with great fun in the town. All went well amidst the 'diyas' and 'crackers', and 'flowers'. Crackers went on bothering the old people even after the deadline of 10 o' clock of night as it was set by the administration for a peaceful celebration and considering the demands of the senior Citizen. The sweet sellers played the important role as they were awfully busy the whole day. In our locality, the people make a list of some people who took responsibility of whole preparation of deepawali in locality.

The markets were open and busy till mid-night after which the shops went on getting a colourful decoration. But the cracker sellers were selling their goods till 9 o'clock. Panditji of our area declared the time of pujan about 7 o' clock. After that, the people visited each other's home with packs of sweets. Shopkeepers worshipped the goddess of riches, Laxmi and distributed 'prasad' to all and everyone that came by. In night all the children with their families collected together at colony's park and fire the crackers.

(11) An experiment of physics/chemistry performed by you at school/college level.

Ans. The national talent hunt programme launched by the state government to search the new talent in field of science. All the school prepared well for this talent hunt. I also took part in this competition on behalf of my school. Our school team thought a new idea of generating the bio fuel as the country badly feels the invention of homemade fuel as the continuation of gulf war increase the burden of balance of payment on our country. The process of forming bio fuel from some herbs it was demonstrated successfully by our school team in annual science experimentation function at the school. There were many other students who participated in the function. Each one was allotted a different kind of experiment that was to be demonstrated.

We set out with arranging the equipments on the table in the specified member. The experiment took almost 50 minutes concept, which was a sign of full efficient working of experiment procedure. We all were very much excited as the education minister was the chief guest of the workshop. We performed well as the guest appeared quite impressed and asked so many questions in this regard. Our team won the excellence award of the tournament.

(12) You are a newspaper reporter working for the Delhi Times. You have been assigned the job of reporting on the rampant thieving of car stereos and other accessories in the Kutub Colony. On interviewing the residents, you discover that the colony has poorly lit roads, infrequent police patrol and scarcity of guards. Add some more details and submit the report to the editor.

Ans. Report on rampant thieving in Kutub Colony

Dear Sir,

As per your instructions I have interviewed the resident of Kutub Colony where the frequent complaint of thefts are received. Theft and burglary is common in the colony as in previous fortnight more than 7 theft cases were registered by the resident. The thieves have broken the lock of car in the night and steal the stereo and valuable accessories of the car. The president of the resident welfare association blamed the inadequate police patrol in the area. Most of the resident blamed it on the scarcity of security guard in the area and the street lights which do not lighted up in night. Most of the street lights do not function. MCD take no proper action to repair them despite several complaint lodges in this regard. The irony of the colony is that the police station a hardly 500 metre away from the colony. Now the resident welfare association of the colony decided to raise the issue with the senior officer of the police on 20 December.

XYZ

(Newspaper Reporter)

(13) You are the Secretary of the Residents' Welfare Association of the Kutub Colony. Your association has organised a cleanliness drive for a week. Write a report for the Association Newsletter, saying how you motivated all the residents to participate actively in the drive. Also says how you managed to get the municipal authorities to remove the garbage dump from the area. Add some more details to the report.

Ans. Report on cleanliness drive in Kutub Colony

Dear Sir,

I would like to report to you about motivation to all the residents to participate actively in the cleanliness drive. As per the decision of the association held on 15 December, we decided to start the cleanliness programme in the colony from Sunday. All the resident of the society gave their contribution in this cleanliness drive. On Sunday morning, we had come out in streets of colony and started sweeping there. I had found some garbage near the main gate of the Colony. So I waited for a while to see whether there was any other kind of problem. I had reported

the in-charge of MCD but they did not give me any positive response. So I had hired a garbage truck to collect the garbage in colony. Many people were participating in it. We all sorted a motivation campaign for finishing the garbage of the locality. I got very positive response from this motivational campaign. Some people had visited the colony and said that they feel very good because of cleanliness drive in the locality. It is working. Some resident came to me and said that there was a lot of care needed in this direction.

XYZ

(Secretary)

Resident Welfare Association

(14) You are an NSS student in B.A. first year studying in a college of Delhi University. You attended 3-day literacy camp in the slum area of Raghbir Nagar near your college. Write a report on your experiences of teaching the slum children, to be published in the college magazine.

Ans. Experience of teaching the slum students

On 4 June 2006: The NSS unit of our college organised a three day camp at Raghbir Nagar, Delhi. It was started from 4th of June and ended on 6th of June. I with 20 other student of my college under the supervision of Mr. C.M. Jha, the head of NSS unit of our college attended the seminar. There were about 250 students of different colleges of Delhi took part in it. The basic theme of the camp was Literacy among the slum children. The speaker of various colleges asserted their views on this issue. One thing was common in all the presentation that they all rendered co-operation of student in this mission. We decided a slogan 'Each One Teach One' to start the mission of teaching slum students. Some of the student had proposed to form a forum and prepared a list of volunteer who were interested to help in this mission. We made a list of about 120 students who took an oath to teach at least one person in a year in life. This was a very valuable function for me as a student.

(15) You are the Secretary of the students' Union of your college. The principle of your college has asked you to interview different sections of the student population and find out if they are facing any problems regarding availability of books and journals and adequate space for reading in the library. You are also supposed to suggest ways in which more facilities can be provided to the students. Write a report and submit it to the principal.

Ans. Report on problems of students regarding books

Dear Sir,

As per your instructions, I'm submitting the report on the problems of students on the issue of books. As I interviewed many students in various

section of college regarding their problems of library and books. Most of them are not satisfied with the services provided by the staff of library. The new students of the college in first year faced more problems in this regard. As they are not much familiar with the college, they find it difficult to search the books in library as no proper catalogue of books are maintained by the library staff. The books are not properly placed in their respective racks. Also some of the student's complaint of issue of only two books at a time. When at least five subjects are studied by the student in a semester it is difficult for them to choose the two books. Some student of final year also complaint about the lack of study space in library in the examination days as the crowd in library is increased so much as most of them do not get space to study. They requested you to look after the problems of library and do something in this regard at the earliest.

Thanking you

XYZ

(Secretary, Student Union College)

(16) Write an imaginary interview with Pandit Syed Hussain Shastri, a Sanskrit scholar from Mirzaganj Malihabad, Lucknow.

Ans. Interview with Pandit Syed Hussain Shastri

Interviewer: People in Malinabad Mirzaganj area near Lucknow regard you as a practitioner of Sanskrit Shlokas. How do you feel?

Pandit Syed Hussain: I start my day by reciting some Vedic chants. I am practicing these rituals for the last 56 years.

Interviewer: How do you have so much enthusiasm to learn Sanskrit?

Pandit Syed Hussain: I received my initial education from Pandit Gokaran and continued to chant Vedas.

Interviewer: Did you face a lot of opposition as you are from a Muslim community?

Pandit Syed Hussain: I did face a lot of opposition but I was determined to learn and I did my post graduation in Sanskrit from Lucknow University.

Interviewer: Have you worked for the Sanskrit theatre?

Pandit Syed Hussain: Yes, I have, as I have a passion for Sanskrit. The literature and thinking of Sanskrit are the biggest aspects that everybody likes about this language. The penance and sacrifice makes a person, a society, and a nation.

Interviewer: What is the future of Sanskrit in today's society?

Pandit Syed Hussain: The future of Sanskrit is bright since it can express the views of one and all. It has the capability of translating the scientific words which no other language is capable of.

(17) Write an imaginary interview with Justice H.R. Khanna who made a lasting contribution to our national life by 'enunciating the doctrine of the basic structure of the constitution'.

Ans.

Interviewer: You made a lasting contribution to our national life by 'enunciating the doctrine of basic structure of the constitution.' How do you feel?

Justice H.R. Khanna: Actually, I am very glad. As our nation – India is democratic. All people have right to live freely. Therefore, it's our right to know about constitution of India.

Interviewer: How do you have so much zest to articulate our constitution?

Justice H.R. Khanna: I always have some eagerness to know more and more about our nation. How it is changing day-by-day.

Interviewer: Did you face a list of opposition as you are from a Muslim community?

Justice H.R. Khanna: No, never. People around me know that I do what I want. Therefore, they never interrupt me.

Interviewer: Does constitution define democracy?

Justice H.R. Khanna: Obviously, it also defines our fundamental rights and duties towards nation and of course society. These are the basics of constitution.

Interviewer: In future, except basic structure, will you enunciate the doctrine of whole constitution?

Justice H.R. Khanna: I can't say anything about it.

(18) Write an imaginary interview with Shri S. Rangarajan 'Sujatha', a literary genius and the electronic engineer who designed the electronic voting machine.

Ans.

Interviewer: After designing a voting machine, how are you feeling?

Shri S. Rangarajan 'Sujatha': I am feeling very proud. I made this machine for the sake of unwanted

Interviewer:

voting in favour of unwanted government.

We have heard much about your books, novels, and other writings. But never about your electronic engineering. Since last 6 months none of your novel has been published in the market. Have you left the literary work?

Shri S. Rangarajan ‘Sujatha’: No, actually I want some rest for good thoughts over constitutional subject. My next novel will have a story of home versus society, in which a lady want to live freely and moves towards society’s welfare and all. It is an interesting story.

Interviewer:

Please tell me something about the machine you made.

Shri S. Rangarajan ‘Sujatha’: This voting machine has high technology. This electronic machine reduces the time in both casting a vote and declaring the results compared to the old paper ballot system. It is powered by an ordinary 6V battery. An EVM can cater to a maximum of 64 candidates. There is provision for 16 candidates in a Balloting Unit. If the total number of candidates exceeds 16, a second Balloting Unit can be linked parallel to the first Balloting Unit and so on till a maximum of 4 units and 64 candidates. The conventional ballot paper/box method of polling is used if the number of candidates exceeds 64. It is not possible to vote more than once by pressing the button again and again. As soon as a particular button on the Balloting Unit is pressed, the vote is recorded for that particular candidate and the machine gets locked. Even if one presses that button further or any other button, no further vote will be recorded. This way the EVMS ensure the principle of “one person, one vote”.

Interviewer: Who promoted you to make it?

Shri S. Rangarajan ‘Sujatha’: My mother, one day she said you are a writer but you have also done your M. Tech. You can make an electronic voting machine through your caliber. After that day I spent all my days in making this machine.

Proposals

The word proposal is derived from the verb ‘propose’ that means ‘to offer or put forward for consideration, as suggestion, plan or purpose’. Oxford Dictionary also defines the word ‘proposal’ as ‘a formal suggestion or plan or the act of making a suggestion’.

Proposal, thus means, ‘something proposed: plan or scheme’. It is often defined as a plan or scheme that persuades its readers to accept the writer’s ideas. In other terms, a proposal is a properly conceived idea or plan, an action-oriented report. But it is different from a report. The proposal is a suggested plan of future task where the proposer aims at getting the acceptance or the approval of the authorities but a report deals with what has already been done. In brief, “a proposal is a special type of analytical report designed to get products, plans, or projects accepted by others.”

Proposals can be made by individuals or organisations with some specific purposes. They can be made to an organisation or some government agency. Proposals can be submitted to government agency as appeals or bids for grants. For example, college or university teachers submit proposals to University Grants Commission, New Delhi or the organisations of the like nature for research funds or fellowships, etc. The significance of proposals for an individual as well as for an organisation can be summed up into the following points:

- A proposal is a persuasive presentation for the consideration something: a merger, a bid for an account, a research grant and so on.
- Proposals serve to improve the existing working conditions of an organisation.
- Proposals can be made internally from one department to another.
- Good proposals help the organisation to win financial returns.
- Proposals relating to research activities play a very significant role in the progress of an individual or organisation.

Characteristics of a Good Proposal

- A good proposal contains information which at once grips the attention of the person to whom the proposal has been sent. It should specify the scope.

- The subject or the theme of a good proposal should be so worthwhile that it would rouse the interest of the person concerned who would consider the proposal indispensable.
- The proposer highlights the benefits and advantages of the proposal that generates a desire to accept the proposal immediately.
- Finally, a good proposal convinces the man concerned and he is provoked to take action.

Framework for Proposals

A proposal has a framework which can be expanded. It may run into several pages. If it is a detailed proposal, it begins with an executive summary. This summary must be carefully written in order to impress the reader at the first instance. The executive summary condenses the content of the proposal and states the objective clearly.

For example, look at a sample proposal presented within an organisation:

**Proposal for Acquiring Additional Floor
Space for KIDS'WORLD, Vishakhapatnam Branch**
Submitted to the General Manager
KIDS' WORLD
By the Regional Manager, Visakhapatnam
12 September

Executive Summary: It is proposed that the floor space of KIDS' WORLD, Vishakhapatnam be increased in view of the tremendous increase in the volume of sales over the past three years. The first floor of the present premises has been identified as suitable for the purpose. The cost of investment for the lease can easily be compensated for by the returns on it by way of increased sales.

Background: Kids' World, Vishakhapatnam has been doing brisk business since its inception in the year 2005. It is located in the main shopping area of the city. Its central location has been a reason for the growing business. The concept of a retail outlet exclusively for children is fairly new to this city and there are very few shops here that offer such a wide range of toys including educational CDs, DVDs and storybooks. The shop also stocks all ancillary items for school-going children, including stationery, shoes, gift items etc. The demand from the clientele for a variety of other items is so great that the present floor space of 2000 sq. feet is just about adequate for stocking and display.

Proposal: In view of the above-mentioned factors, more floor space is required for the retail outlet here. Since the location has been very favourable for sales growth, it is advisable to retain the present premises and add on to it. The 2000 sq. ft space on the first floor of the premises will be ideal for the expansion. This space has been recently vacated

and advertised for letting out on lease. This arrangement will help us display our goods more attractively and also stock more quantities. Children will also have more moving space and can spend more time in the showroom.

A staircase needs to be built from within our shop at the front end so that the entrance will be the same for both the floors. Special permission from the owner has to be sought for this.

The Hyderabad unit had made a similar arrangement and it has proved to be very successful.

Estimated Budget:

Lease amount for a two-year period:	₹30,00000
Cost of renovation and setting up displayshelves, boards:	₹1,00000
Capital investment in items for sale:	₹10,00000
Salaries for 5 sales staff:	₹5,00000
Salaries for 2 cleaning staff:	₹1,00000
Maintenance costs:	₹1,00000
Transport:	₹1,00000
Miscellaneous:	₹1,00000
Total	₹50,00000

Estimated Returns on Sales ₹1,000000

Conclusion: It may be seen from the facts and figures presented above that this is a viable proposal that will yield good returns. There are many competitors bidding for this space. An early-decision on this proposal will prove worthwhile.

The proposal is submitted for approval.

Signed

Regional Manager

EXERCISES

- Q1. Write a proposal for setting up a 24 × 7 café on the campus submitted to the Vice Chancellor, IGNOU University, by Mr. Muhammad Aslam, President IGNOU Participant's Association.**

Ans. Economic, technological, informational, demographic and political forces have changed the way people live and work. These changes and the rate of change will continue to accelerate. Educational institutions like businesses, communities and families, must adapt to changing conditions to thrive. These institutions are struggling hard to keep pace with the astonishing rate of change in students' lives outside these institutions. Students will spend their adult lives in a multitasking, multifaceted, technology driven, diverse, vibrant world and they must come equipped to do so.

Our institute strives to provide every student a rich experience as far as academics is concerned. Entertainment and recreation of the students, however, have not been duly taken care of. There is a need to provide the students with a truly global experience so that they don't become misfits but work for its betterment and development. The proposal for a 24×7 café is an endeavor of IGNOU Participant Association to bridge the gap between academics and entertainment.

IGNOU attracts students from all over the country and across the globe. Some of these students come from metros while others are from small towns. They have different backgrounds and different identities. However, they never get to meet each other, know each other better, and share ideas, thoughts and opinions simply because there is no place, where they can meet and interact. The students make small groups and spend most of their time in these groups without bothering to introduce themselves to the members of the other groups. They go out, eat out and enjoy only in their own groups. Recently some students had a bitter experience when they had to go out at night in search of food at an unearthly hour.

Following are the objectives of this proposal:

- To ensure that the students get a global experience on the campus round the clock.
- To provide the students with a place where they can refresh themselves for the next day's work.
- To provide round the clock facilities to the students.
- To blend academics with entertainment.

The 21st century student is not bound by the limits of time. S/he is a 24×7 student. The IGNOU Participants' Association has come up with the proposal to set up a 24×7 café, which takes care of all the needs of the 21st century students and provides them with a truly global experience on the campus round the clock.

The 24×7 café will have:

- a cyber café with at least 30 computers with internet access to provide the students with high speed internet access to explore the world wide web.
- a cafeteria which will provide the students with fresh snacks, mini-meals, fresh fruit juices, etc.
- a small library where the students can access books, newspapers and journals.
- a reading room which will allow the students to sit and read books.
- a **tete-a-tete** hall where the students can sit and discuss the issues that concern them.
- a TV room where the students can watch TV

- a music room with headphones and juke box where the students can listen to music.
- a sports corner where the students can play games like carom, table tennis, badminton, etc. and work out in the gym.

The entire plan will be carried out by two sub-committees—one responsible for procuring equipment for the café and appointing personnel; and the other one responsible for selecting the site for construction, inviting tenders and supervising the construction of the café.

The plan will be carried out in two phases: In the first phase, three best sites for the construction of the site will be selected, the feasibility report will be prepared and tenders will be invited.

In the second phase, when the construction would have begun, the equipment will be procured for the café and personnel will be appointed.

Budget for Salaries/Wages

Personnel required

Place	Manager/Instructor	Manager/Instructor
Cyber Cafe	5,000	2,500
Cafeteria	4,500	2,500
Gym	5,500	-
Library	5,000	2,000
General	-	2,000

Monthly Emoluments (per persons-per month in ₹)

Air Conditioners	Furniture (for reading room, discussion hall, TV and Music room)	Equipment for Gym	Sports Accessories (for Health Club)	Electronic Equipment (for TV & Music Room)	Cafeteria (Kitchen appliances including automatic soft drink vending machines)	Cyber Cafe
20,000	30,000	15,000	10,000	25,000	20,000	1,00,000

Budget for Equipment (in ₹)

Soft Material including electronic equipment, etc.	1,00,000
Hard Material including cement, bricks, etc.	7,00,000

Budget for Construction Related Expenditure (in ₹)

The aim of education in the modern world is not just limited to academics but going beyond it. It aims at overall personality development of the students. The educational institutions should provide the students with

every possible opportunity to grow as a professional as well as a person. The 24×7 café is essentially global in nature and strives at the fusion of academics and entertainment. It also aims at providing the students a truly rich and global experience. There is a great need to have such multi-utility cafes on the campus to ensure that the students have all the facilities within easy reach and get them round the clock.

Q2. Write a Bakery Business Proposal:

Ans.

Name of the bakery: Bread Man's

Location of outlets: 46B Madison Avenue, New York city 116th Coventry Garden, New Jersey

Aims and objectives:

- (1) We are primarily aiming to set up a delivery system, and also to cater to the hotels in and around our head quarters at New York.
- (2) However, for the convenience of our customers, we also plan to have a 6 cover outlet at both New York and New Jersey.
- (3) We aim at providing best quality bakery services at a uniquely reasonable rate.
- (4) We hope to satisfy our customers with our fresh produce, homemade cooking techniques and eschewing of chemical preservatives and other such health hazards.

Starting price range: Our cookies and biscuits will start at ₹5 each. Our cakes start at ₹30

Future plans: We hope to expand our chain by adding four more outlets along the East Coast by the end of 2012.

Franchisee options: Right now, we are not looking at a franchise system. However, we are open to the idea post-2012.

Chief stakeholders: Joshua Roberts and Alicia Hemans

We will also offer home delivery of items up to a radius of 10 kms.

Contact for further information: 4723742736

Q3. Write an Event Proposal

Ans.

Summary of Request

Title of Event: 'Costume Jewellery Fair'

Venue and Time of Event: APC Community Hall, 42 Pennsylvania Street, Upton, NY 11973

From 20th-22nd November, 2016

Proposed By: Joey Vronsky, Managing Director

Agency Names: Twinkle Inc, 20 Pennsylvania Street, Upton, NY 11973

Event Description: With gold and platinum becoming pricier day by day, most people are shifting their attention towards costume jewellery. No wonder that industry has expanded so much. This is a little endeavour

from our side to bring the various branches of costume jewellery together under one roof. Customers can buy from a vast range. Self-employed people who wish to take up jewellery making and join the industry can undergo the workshops that have been organised.

Statement of Merit: In this event, not only industries manufacturing jewellery with various stones and metal are participating but handicrafts industry who works with jute, fruit seeds, mother of pearl, wooden pieces, buttons and almost everything else under the sun are also present.

Audio Visual Requirements:

- DVD Player
- LCD Projector
- Speaker

The Various Events:

- **20th November:** Inauguration of the event, introduction of the various participants
- **21st November:** Jewellery making workshop with metals and stones
- **22nd November:** Workshop on various handicraft based jewellery industry from foreign countries like Spain, Nairobi, India, Singapore, Bangkok, Dubai, etc.

Q4. Write a Franchise Business Proposal:

Ans.

Name of the franchisee: Mobile solutions

Prepared by: Lewis Richard

Marketing Manager: Mobile Solutions

Contact details: 34/B Mobile solutions, New Jersey-98

About us: We are operating as a mobile franchisee for last7 years and received high appreciation from our customers as well as clients. We have a strong desire to expand our franchise business extensively. Hence, mobile franchisors from different parts of the world can join their hands with us for propagating their business as well. For this purpose, we have even decided to operate two new stores at different part of the city as well.

Budget: The entire budget for setting up two new stores is ₹233,000 including taxes.

Net profit received from the existing store: Approximately ₹45,000 yearly is the net profit we receive from our existing store.

Net profit expected from the newly planned stores: ₹50,000 approximately is the net profit gain expected from the newly regulated stores.

Profit share with the franchisor: We will share 30% of our profit with each of our franchisors and would share the gain related to the price hike of any product also.

Last date of proposal acceptance: 8th July 2016

Proposal acceptance would not be entertained after the last date

Q5. Write a Boutique Business Proposal:

Ans.

Name of the boutique: Janice's

Location of boutique outlet: 34B Piccadilly Square, London.

Range on offer:

- We intend to service female clients with an extraordinary range of formal and semi-formal wear.
- Our suits, made of the best materials and custom fit, are to be our showcase offering.
- We shall also offer limited edition office accessories like handbags and hold-alls. They are to be mainly made of pure leather.
- We shall offer the best quality clothing at comparatively reasonable rates.
- We shall also custom design suits and other formal and semi-formal designer wear for our customers. Prices are disclosed on request.

Targeted customer base: We will service working professionals who are in constant need of formal and semi formal office wear.

Our prices start from: ₹2000

Core designers: Anita Roberts and Janice Michelle.

Tie-ups: Silken Delight Cloth Store, London.

Franchise options: We will also look at expanding our outlets with franchisees, who we believe are value for money, while offering the same quality. We shall not compromise on quality at any cost.

Future plans: We plan to expand to cover other important shopping destinations in and around London.

Contact for further information: 734643756/73456347



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4

Important Short Notes

Write short notes on the followings:

(1) Entrepreneur

Ans. An entrepreneur starts a venture then an administrator takes over to systematise and synchronise. An entrepreneur is being enterprising as long as s/he starts something innovative then the routine day-to-day management of the business is passed on the administrators. In other words, an entrepreneur is someone who starts and operates a new venture. Being in business or being an entrepreneur is about taking risks and confronting challenges. Hence, an entrepreneur must have the ability to face new challenges and take risks.

Entrepreneurs can build new companies. They can also rejuvenate existing companies through buyouts and turnarounds. They can also build new companies inside existing companies, which can be called corporate entrepreneurship.

The will to spot opportunities and take risks in order to realise them is part of a person's overall makeup, which is partly innate and partly a product of his/her upbringing. The best way to learn how to be an entrepreneur is to work at the side of a successful one.

Good entrepreneurs know how to squeeze as much as possible out of limited amounts of cash. An entrepreneur is always in search of opportunity. An entrepreneur is his own boss, i.e., flat with multiple informal networks. He gets uncertain and unlimited rewards. His assets are flourishing day by day. If the organisation grows he will also flourish in totality. Entrepreneur for his risk bearing role he receives profits. It is not only uncertain and irregular but can at times be negative.

(2) Group Discussions

[Dec-2015, Q.No.-4(ii)]

Or

An Effective Group Discussion

[Dec-2013, Q.No.-4(c)]

Ans. Group Discussion is a conversation between groups of people, who are generally four or more than four. The discussion involves an exchange of thoughts and ideas among members of the group. It is used

as one of the best tools to select the prospective candidates in a comparative perspective. It may be used by an interviewer at an organisation, colleges or even at different types of management competitions.

A group discussion is a methodology used by an organisation to gauge whether the candidate has certain personality traits and/or skills that it desires in its members. In this methodology, the group of candidates is given a topic or a situation, given a few minutes to think about the same, and then asked to discuss the topic among themselves for 15-20 minutes.

For any group discussion to be successful, achieving group goal is essential. Following characteristics are necessary:

Having a clear objective: The participants need to know the purpose of group discussion so that they can concentrate during the discussion and contribute to achieving the group goal. An effective GD typically begins with a purpose stated by the initiator.

Motivated Interaction: When there is a good level of motivation among the members, they learn to subordinate the personal interests to the group interest and the discussions are more fruitful.

Logical Presentation: Participants decide how they will organise the presentation of individual views, how an exchange of the views will take place, and how they will reach a group consensus. If the mode of interaction is not decided, few of the members in the group may dominate the discussion and thus will make the entire process meaningless.

Cordial Atmosphere: Development of a cooperative, friendly, and cordial atmosphere avoid the confrontation between the group members.

Effective Communication skills: The success of a GD depends on an effective use of communication techniques. Like any other oral communication, clear pronunciation, simple language, right pitch are the pre-requisites of a GD. Non-verbal communication has to be paid attention to since means like body language convey a lot in any communication.

Participation by all candidates: When all the members participate, the GD becomes effective. Members need to encourage each other in the GD.

Leadership Skills: Qualities like initiation, logical presentation, encouraging all the group members to participate, summarising the discussion reflect the leadership qualities.

(3) Guidelines for writing e-mails [Dec-2013, Q.No.-4(d)]

Ans. Some rules have to be observed while writing emails. These guidelines constitute 'email etiquette'. They are:

- Use the subject line to tell the recipient the purpose of the message.

- Use concrete words that avoid negative connotations.
- Make your mail easy to read.
- Write in a clear and organised manner. Use short and simple sentence. Use correct spelling and basic grammar.
- Use the appropriate level of formality. If you are writing to your boss, be as formal as you would be in printed letters.
- Generally, the length of your message should be kept to one screen only. If there is a file or document, you want reader to view, send it as an attachment with your email.
- Just like a written letter, be sure to begin your email with a greeting like 'Dear Dr. Gupta' or 'Dear Ms. Sahgal' and also close with a salutation.
- Use standard spelling, punctuation and capitalisation. Do not write in all upper case letters as this denotes shouting/ screaming. This is also called "flaming" and considered bad manners.
- Write clear and short paragraphs. Be direct and to the point; professionals and academics alike see their email accounts as business. Don't write unnecessarily long emails or otherwise waste the recipient's time.
- Adopt the "you" attitude, emphasise positive points, be polite, use bias-free language and project the company's image.
- Be sure to revise your letter after writing it.
- Don't send usernames or passwords through email. Information about credit cards or bank accounts should never be given via email. Avoid sensitive or information that could be potentially damaging to someone's career and/or reputation, including your own.
- Do not overuse email acronyms or abbreviations.
- Don't use exclamation marks in every important sentence. This is too informal. Don't use emotions in business letters.
- Don't think email is a private affair. Some people send information to recipients who shouldn't read, receive or don't need it.

(4) Importance of Report Writing

Ans. The significance of report writing can be judged on the basis of the following:

- (i) Basis of decision-making:** A large number of important decisions in business, industry or government are taken on the basis of information presented or recommendations made in reports. Whenever a problem comes to notice or a need is felt to analyse a situation or detailed information is required to take a decision, the report writer comes into the picture. A commission or a committee, a study group or a panel is

- required to present its findings and/or recommendations in the form of a report.
- (ii) **Required for running a business effectively:** It has rightly been said that for running an industry or a business efficiently, the skill of report writing is as necessary as good equipment and quality raw materials. A statement like 'a business executive who cannot write effective reports for his boss and gets his subordinates to write good reports for himself is almost totally ineffective', is an exaggeration of a virtual truth. It is an undeniable fact that a report helps an executive in performing his functions of planning and evaluating men and material resources efficiently.
- (iii) **Indispensable in a competitive and technology-oriented business world:** In earlier times when business was run by small groups, all members could meet, pool their knowledge, discuss problems and arrive at decisions. Now, when an industry employs thousands of workers, many of them specialists in particular fields of operation, it is not possible to keep one informed of what others are doing without the aid of reports. Continuous efforts are required for an organisation to improve its working through an analysis of its own process of production, distribution, etc., and comparison with other similar organisations. And these tasks cannot be performed without preparation of reports on various aspects of business and research activity.
- (iv) **Report writing has an intrinsic value:** Writing reports is a discipline which has an intrinsic value. It trains the writer in planned and orderly procedures and logical presentation of ideas and information. It reveals gaps in reasoning, spotlights woolly thinking identifies digressions from the correct line in the work done, shows up faults of tactics or strategy which the smoke and confusion of day-to-day close combat comfortably conceal.
- (v) **Basis of developing better understanding:** Even as a student, you will have to write a number of reports like project reports, survey reports, laboratory reports, etc. You will discover that you get a better understanding of what you have done when you write a report on it.
- (vi) **Report writing develops analytical power:** Growth of analytical power includes the power of discrimination, judgement and communication. Universities offering professional programmes are beginning to take an increasing interest in introducing the courses in report writing. Some

organisations specially design intervene programmes in report writing for the benefit of its employees.

(5) A project report that is written after a feasibility report

Ans. A feasibility report is written before a project is undertaken. After the project has been completed, a completion report has to be submitted. When submitting the completion report references to the original proposal and the modifications that were necessary during the implementation will have to be made.

The format remains the same. Make sure that the report has all the relevant information.

As for all other business writing, these four principles must be adhered to:

- Completeness
- Clarity
- Conciseness and
- Correctness

The writing process entails the following:

- Collection of data
- Compiling data
- Checking for accuracy: dates, facts, etc.
- Audience analysis
- Audience expectations
- Anticipating audience queries
- Introducing the subject: (providing background)
- Stating purpose
- Delimiting scope
- Describing procedure
- Stating problems
- Stating how problems were countered
- Stating proposal specifications
- Stating actual achievement
- Explaining mismatches
- Sectioning
- Subtitling
- Preparing charts, graphs, etc.
- Commenting
- Concluding

(6) Pronunciation (pace of delivery)

Ans. Correct pronunciation and clarity of speech are an integral part of verbal communication. But considering the wide variation, in regional accents and pronunciation of words, this aspect of communication skill, need not be fretted about too much. This is especially true if we are hard pressed for time. If we convey our message at a rapid speed, the listener

may miss its essence or some important links in the sequence. This is likely to result in a breakdown of communication and a concomitant loss of interest in what is being said. Very slow speech, on the other hand, could make the talk/speech/presentation boring. Thus, the two extremes would defeat the very purpose of oral communication, i.e. transmitting information and interacting.

We need to adjust the speed, when we speak to an audience (present or absent). The speed depends on the subject matter, the estimated level of the audience and the time allotted for the talk/speech/report, etc.

If the speaker is talking about difficult and entirely new to the audience, they cannot afford to speak too fast. They would, for instance, need to speak slower when talking about a technical subject than they would if they were talking about a sports event. However, if the audience comprises highly qualified people, we could speak faster.

Listener's proficiency in the language used by the speaker is another factor that can be important in determining speed. If the level of proficiency is low, the speaker would need to reduce his speed.

Sometimes, the time allotted for a talk/speech/report/presentation necessitates an adjustment in the speed of delivery. What we want to say must be said within the allotted time, so we have to speak fast or slow as the case may be. We would be able to speak at normal speed if the content were to be just enough for the time allotted.

(7) Important tips for air travellers for business

Ans. Some important tips for air travellers for business are as follows:

- (i) Pre-booking of seats, print and keep the confirmation as online booking systems can fail, leaving you in the lurch.
- (ii) Ensure your set out for the airport in time. You need extra time for the commute to the airport as well as the preliminary check at the entrance. Further points of delay could be at check in counters as well as security check of your baggage and person, particularly during peak hours.
- (iii) Try to do a web, kiosk or tele check in so that you have a seat of your choice, your seat number/ boarding pass in advance. This saves time and stress.
- (iv) Never put your laptop in your check in luggage, even if you're not using it during your flight. Rough handling, which is not uncommon, can land you with huge repair bills.
- (v) Have a big wallet that takes passport, tickets and receipts all together in one place. As for ladies, they are advised to keep a separate wallet for this purpose so that these identity and verification documents don't get mixed up with other accessories and tidbits in the bag.

- (vi) Always carry some cash. Cards may not work everywhere in India. On foreign travel, you could carry Sterling or US dollars which are easily converted in most places.
- (vii) Don't carry more than you need. It's good to travel light, so that you can manage with cabin baggage and avoid check in bags. This saves time at your destination. You don't have to wait at the 'baggage claim' and go through the hassle of sorting your bags from amongst scores of others which seem to look just the same as yours.
- (viii) Keep yourself well hydrated by drinking plenty of fluids.
- (ix) Try to avoid working when you are traveling. Use the time to catch up on leisure reading and movies.
- (x) Make a list of what is absolutely essential to the success of the trip and aim to fit it in your carryon. It requires a lot of planning ahead the first time you do this, but it gets much easier each successive time. This is important when you are traveling abroad. Checked in baggage is sometimes lost or delayed and can cause immense inconvenience and sometimes expenditure. It is always safe to have your essentials along with an extra change as well as adequate warm clothing in your cabin baggage to tide through such situations.
- (xi) It also helps to keep a small first aid kit as well as your essential medicines with you in a separate pouch.
- (xii) Keep your boarding pass and passport or personal identity with you at an easily accessible place at all times. You can be asked for these at any time and several times too!
- (xiii) Make a checklist of travel essentials and keep it handy at all times. That way you will not miss out on anything important even if you have to travel at short notice. Frequent travellers would do well to have a kit with essential travel toiletries ready at all times. Avoid the temptation of digging into these supplies for home use.

(8) The importance of social 'small-talk' in business

[June-2014, Q.No.-4(c)]

Ans. Small talk is crucial in any relationship. Everyday conversation can make or break relationships in our personal and professional lives. Unfortunately, most people don't realise how important small talk is, and hence, do not do anything to develop or improve this skill. Developing the ability to make small talk is not as difficult as many other work related skills once we recognise its importance and worth.

A Stanford University School of Business study showed its impact on business success. It tracked MBA's 10 years after graduation, and discovered that grade point averages had no bearing on their success

but conversation did. Most successful were those who could make conversation with anyone from strangers, to secretaries, bosses to customers.

Small talk has a great impact on your success in ‘personal’ relationships, because it influences how others see you in terms of intelligence and confidence. Most people perceive good conversationalists as more intelligent and confident.

Despite the importance of small talk, most people don’t do it well. One major reason is shyness and another common reason is not knowing how to start a conversation. There are also some who do not have anything to say. All of these difficulties can be overcome, once you decide to master this art.

(9) Walk-in interviews

[June-2014, Q.No.-4(b)]

Ans. A walk-in interview is a job screening that happens without an appointment or scheduled meeting. They are common at career fairs and informal meet-and-greet sessions, and they tend to be relatively short and often consist of only a few questions. Employers may offer candidates a job at the end, but more often than not, the meetings are used as a way to quickly narrow down the applicant pool. Top candidates are often invited for a more formal interview at a later date. The basic nature of the walk-in interview is that it is spontaneous and unplanned. Many occur at job fairs, where employers have a chance to meet hundreds of interested workers at once. Interviews at these sorts of events often happen right at the employer’s booth or in a private or semi-private conference room somewhere nearby. Companies sometimes also host walk-in interview events at their offices when there are a lot of positions to be filled at once. Announcing a mass interview day can be a good way to screen a lot of people at once without having to actually go through the formal job application and screening process. Anyone interested in working at the company is usually free to drop into events like this and be interviewed without much hassle or stress.

(10) Communication across Cultures[Dec-2015, Q.No.-4(iv)]

Ans. Drawing on inspirational advice from leading figures in the world of cross-cultural communication, Communicating Across Cultures covers all types of oral and written communication, from meetings to negotiations, telephone calls to emails and deals with situations ranging from working in international teams to managing conflict. The challenge for multinational communication has never been greater. Worldwide business organisations have discovered that intercultural communication is a subject of importance—not just because of increased globalisation, but also because their domestic workforce is growing more and more diverse, ethnically and culturally. Culture is not just about our food, clothing and behaviour; it has a great deal to do with our beliefs, attitudes and values. It is about aspects of us which are outwardly

visible, such as food, language, clothing and behaviour. But it is also about those aspects of us which are not outwardly visible such as attitudes, values and perceptions. It is also important to know and understand the cultural background of the person we need to communicate with. Intercultural communication principles guide the process of exchanging meaningful information across cultural boundaries, in a way that preserves mutual respect and minimise ill feeling or misunderstanding.

(11) STAR Structure**[June-2014, Q.No.-4(a)]**

Ans. For logical development of thoughts, “S-T-A-R” structuring device is used. The four letters of “STAR” stand for the following:

S: stands for ‘Situation’: A brief sentence or two to set the scene and give the context.

T: stands for ‘Target/Task’: The specific aspect you focussed on and why.

A: stands for ‘Action’: What you actually did, how and when, and the rationale for your choices.

R: stands for ‘Result’: What the outcome was and the difference it made.

(12) Steps you must take before attending a phone interview

Ans. There are certain steps to ensure that a phone interview proceeds smoothly. First, note down carefully the date and time of the telephone call and the name of the interviewer. Make sure that the date and time given are of your country or of a foreign country. If it is a foreign country then ask for their local time as well as this might be different. Second, before the call comes through make sure to secure the room where the call is to be taken. It should be free from disturbance and distractions such as noisy fans or air-conditioner, another telephone/cell phone and so on. The room ought to be comfortable with a glass of water within your reach, adequate but not very bright lighting, and note pad and pencil handy. It is a good idea to keep a recorder nearby to replay later on what you said. A copy of your CV and portfolio should also be kept in front of you. The telephone instrument should be free from noise. If the interview is taking place in your home then make sure that there is someone else there to receive visitors or answer the door bell and ensure that nobody disturbs you in your room till the interview is over.

(13) List some of the techniques of telephone conversation to bear in mind during a phone interview.

Ans. Following are some of the techniques of telephone conversation:

- Greet and identify yourself and ask who is calling.
- Listen carefully and speak clearly at a reasonable speed.
- Take turns; know when to speak and when to stop and listen.
- Mind your pronunciation, stress and tone; remember the other party cannot see you and your body language.
- Show eagerness and enthusiasm; sound interested.
- Be brief and to the point.

- Ask for clarification, if desired.
- Use appropriate greetings while ending the conversation.

(14) Methods of Group Discussion

Ans. Group discussion covers many methods of discussion, some important of them are as follows:

- (i) **Structured discussion** is a discussion between the participants to meet the objectives. It is usually better to have input for the topics to be covered to meet the objectives as this gives them motivation. The motivation comes from the fact that they are basically responsible for setting the agenda.
- (ii) **Open forum discussion**, an unstructured discussion, is basically a free-for-all with the facilitator as a go-between or referee. This type of discussion can be used to voice opinions or vent frustrations. One problem that can arise from this unstructured discussion is that the group may have one or two dominant people who tend to do all the talking. The facilitator should set ground rules before the discussion starts (or during it if necessary). One solution is to nominate an object in the room as the 'microphone'. Only the person holding the micro-phone may speak, and when it is passed on to someone else, the new holder speaks.
- (iii) **Panel discussions** are almost like a lecture in which they generally do not allow for a great deal of participant input. The panel is usually made up of a group of topic experts each with their own subtopic. The facilitator starts at a logical point and each expert continues from the point where the previous expert ends his argument, all of the topics being related.

(15) Advantages of Group Discussion

Ans. The advantage of this type of discussion is that there is a self-imposed discipline on the discussion and greater responsibility on participants for making it useful. If the group finds that a particular member is reticent, it is the duty of all others to elicit his opinion on the issue. Since the number of participants is small, it should not be difficult to involve every member in the discussion. If a member tries to dominate the discussion or to go on speaking continuously for a long time, it is the duty of others to interrupt him politely so that others are also able to make their contributions. To keep the discussion on the track it may be worthwhile for a participant to summarise the points made till that time and then to present his viewpoint.

Group discussion is done to reach a consensus and thereby produces an innovative, creative and high-quality decision; elicits commitment by all members to implement the decision; uses the resources of all members; the future decision-making ability of the group is enhanced; useful in making serious, important and complex decisions to which all members are to be committed.

(16) Basic Forms of Communication

Ans. Verbal and non-verbal are the two basic forms of communication. Communication can be done in various ways, i.e. either by using words or by avoiding words and using symbols or signals. The basic forms of communication are verbal and non-verbal communication, which are based on various symbols. Symbols like pictures, colours, signs and sounds and signals like facial expressions, movements, clothing and so on. Communication through words is called verbal communication, whereas communication through symbols is called non-verbal communication.

Verbal Communication can be classified as:

- Informative, e.g. I have paid the charges.
- Influential, e.g. Don't ever sign this file without asking me.
- Interrogative, e.g. Why did you write the higher price?
- Inviting, e.g. Let us have a deal.

The words used by the speaker, his accent, tone, volume and speech errors provide clues about him. Likewise, additional clues are provided by the structure of sentences, use of repetition, linkages between thoughts and actions, types of words used and the grammatical structure of sentences. The use of such verbal clues varies from individual to individual. Thus, a trainer will use different types of words when conducting training programmes for trade union leaders or managers. There may arise immense communication problems if the trainer uses inappropriate phraseology with either group.

Non-verbal communication is communication that is not conveyed through words. Albert Mehrabian, a professor of psychology, estimates that 55 per cent of the impact of a message is through the non-verbal mode. Non-verbal communication may be visual or auditory.

Symbols, signs, sounds, eye contact and facial expressions, body postures, gestures and physical appearance, all these constitute non-verbal communication. Silence too falls under this category. In olden days, when communication media was not well-developed, drums and fire were used as a mode of communication. People would communicate through a relay in the beating of drums. There were different lengths and notes of the drumbeat for different purposes.

(17) Principles of effective business communication

Ans. Few and effective words should be used in effective business communication instead of long winding sentences with high-sounding words. Courtesy has to be maintained with appropriate level of formality. One has to be precise and take care to include all relevant facts, data and necessary information. Focus should be on the reader and it must be stated clearly what is the response expected from him/her. Language used should be gender sensitive as well as grammatically correct with accurate spelling and punctuation. The active voice has to be used. Being original will make the correspondence more appealing and effective.

(18) External Correspondence

Ans. External correspondence is with outsiders, such as customers, suppliers, government agencies, other business organisations and stakeholders. Business letters are the medium of external communication, which facilitate co-operation with groups, such as suppliers, investors and shareholders. External correspondence is used to present a favourable image of an organisation and its products or services to potential and actual customers and to society at large. In everyday routine work or day-to-day transactions, a manager has to exchange different types of information with different parties, such as placing orders for goods, granting or applying for credit, acknowledge and executing orders and making adjustment for customer grievances. A manager may write letters to supplier of goods and also receive letters from the suppliers. The manager may write letters to other managers seeking information about availability of goods, price, quality, sample, etc. or place order for purchase of goods. Thus, business letters may be defined as a means through which views are expressed and ideas or information is communicated in writing during the process of business operations.

(19) Differences between formal and informal letters

Or

Characteristics of a good formal letter

[Dec-2016, Q.No.-4(a)]

Ans. Differences between Formal and Informal Letters

Formal letter	Informal letter
It is written to make a specific point to a person/organisation known or unknown to us.	It can address different topics and is written to people you know.
It's primary aim is to convey information.	Generally, it deals with private thoughts, feelings and topics of interest to the person to whom the letter is addressed.
It contains certain linguistic features which are formal in nature.	It contains expression which characterise conversation - exclamatory expressions (How lovely!), questions (Why don't you come?), contracted forms (It'll take some time), etc.
It may talk about different subjects and even ramble a bit. There is no sense of organisation or logical continuity.	It may talk about different subjects and even ramble a bit. There is no sense of organisation or logical continuity.

(20) Rules for Business Letters

Ans. Following are the rules for business letters:

- (1) The standard way to open a business letter is with Dear, the person's name (with or without a title) and a colon, like this:
Dear Satish: Dear Ms. Priya:
- (2) The standard way to open a social business letter is with Dear, the person's name (with or without a title), and a comma, like this:
Dear Ravi, Dear Dr. Kabir,
A social business letter is social or personal rather than business-focused; for example, letters of condolence, personal congratulations (for weddings, births, promotions and other celebrations) and thank you.
- (3) If you don't know the reader well or if the letter or the relationship is formal, use a title and a last name (Dear Ms. Sharma). Otherwise, use the first name (Dear Sneha).
- (4) Unless you are certain that a woman prefers Miss or Mrs., use the title Ms.
- (5) If you are writing to two people, use both names in your salutation, like this:
Dear Mr. Hemant and Ms. Riya: Dear Hemant and Riya:
- (6) Never spell out the titles Mr., Ms., Mrs., and Dr. Do spell out these titles and similar ones:
Professor, Dean, Sister, Rabbi, Imam, Senator, Governor, Captain, Admiral, Judge
- (7) If you don't know a person's gender, use the full name rather than a title:
Dear Kia Sen: Dear T.K. Sheikh:
- (8) If you don't know a person's name or gender, avoid "To whom it may concern." Instead, use the job title or a generic greeting:
Dear Recruiter: Dear Claims Adjustor: Dear Sir or Madam:
- (9) If you are writing to a company rather than any specific individual, use the company name:
Dear Syntax Training: (This is considered slightly informal.)
- (10) For a simplified business letter, do not use a salutation. Instead use a subject in all capital letters, followed by the body of the letter, like this:
I am writing to share information about standard letter openings to. . . .
Simplified business letters are perfectly acceptable but not common.

(21) Importance of a Portfolio in an interview**[Dec-2013, Q.No.-4(a)]**

Ans. In an interview, a portfolio is a very important because it is a living and changing collection of records that reflect your accomplishments, skills, experiences and attributes. It highlights and showcases samples of some of your best work, along with life experiences, values and achievements. The personal information that you incorporate into your portfolio can greatly reflect on your abilities as an individual as well as become a useful tool in marketing yourself to employers, corporations, colleges and universities. A portfolio does not take the place of a resume, but it can accentuate your abilities and what you can offer in the chosen field.

(22) Different styles of communication**[June-2014, Q.No.-4(d)] [June-2016, Q.No.-5(ii)]****[Dec-2016, Q.No.-4(d)]**

Ans. Different people have different styles of communication. The way in which we express ourselves is our style of communication. Every person has different reaction over a situation. For instance, the Rajdhani train departures delay and people waiting for the train have different ways to react over the situation. Some people become very angry and show it through their facial expressions and body gestures. They may walk up to the customer help desk and shout at the person sitting behind the counter, using bad language and a rude tone. Others may react in a passive way by shrugging their shoulders and resign themselves to a long wait. Some others may walk up to the counter and try to enquire about the cause of delay. They may probably be given the option of refund of fare or a food voucher and they will, in all probability, walk away smiling. Hence, we can see that although, the situation is the same for all groups yet the reactions are differently conveyed. In order to communicate effectively, it is important to understand our own style of communication which could fall into any one of the above categories or be a combination of these styles.

(23) Some safe and unsafe topics for small talk**[Dec-2014, Q.No.-4(a)]**

Ans. The ability to make ‘small talk’ is highly valued. Though it may appear to be simple, but in reality, many people find it extremely difficult to handle because, unlike business conversations, where you are in control of the content, in small talk you can’t be sure about what may be considered as appropriate. Here are some widely accepted topics:

- **Sports:** current matches or games, favourite teams, etc. Be careful about the choice of sport though. You cannot talk about cricket to an American just as you cannot discuss baseball within India.

- Any major activities that are going on at the moment.
- Current affairs: recent incidents.
- Hobbies
- Weather: this may sound boring, but it can help to break the ice!
- Family: general questions, not questions about private matters – this is a common topic in India.
- Media: films, books, magazines, websites, etc.
- Holidays: where, when, etc.
- Hometown: where do you come from/grew up; how is it different/similar to this town.
- Job: once again, general questions not too specific.
- Latest fashion and trends.
- Celebrities.
- Festivals: common in India.

And here are some taboo topics that you'd like to avoid.

- Salary: how much do you make?
- Politics: including political ideologies/philosophies
- Marital status
- Age
- Intimate relationships
- Religion
- Death
- Financial: related to salary or the cost of anything you possess including your house
- Sales: don't try to sell something to someone you have just met.

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Question Papers

Business Communication : BCS-055

December, 2013

Note:Answer all questions.

- Q1. Read the following passage and answer the questions given below:**

For starters, good negotiators find out everything they possibly can about the people they are negotiating with - what makes them tick, what they value, how they perceive the issue at hand. Money is usually a proxy for other deeper needs, and negotiations become easier once these needs are out in the open. "People fight over money because they don't know enough about each other," says Diamond. "Most people won't easily tell you their needs, but you have to persist in asking. You need to do research on every aspect of the individual. How long does it take for him to commute to work? How close is he to retirement? In the end, you need to see the pictures in their heads. It's more important to persuade them than anything you say or propose, including facts or expertise."

In the absence of specific information, people often go by stereotypes, taking guesses about what those on the other side of the table want. Diamond, who has done a fair amount of research on the subject of identity, says these biases can hurt negotiations: "Assuming things about the other person because he or she is American, Islamic, an attorney, a women or the employee of a certain company is too imprecise. Our research found most successful women don't get their identities from being women - they get it from many other things. You should focus on each individual and how they view things at the moment of the negotiation," he says. Though people may feel more comfortable negotiating with those from a similar background, there is actually more to be

gained if there is diversity at the negotiating table. “Differences are the source of profitability,” says Diamond. “Work groups in which people disagree produce three times as many marketable ideas than consensus groups. Homogeneity is less profitable.”

Still, when diversity at the negotiating table is high and people make insufficient efforts to understand each other, there is a danger of things becoming confrontational. Despite everything, threats and coercion remains common tools in negotiations, leading to conflict and communication breakdowns. When threatened, people become angry, irrational and indifferent to self - harm. “They focus from the solution to the threat itself. People lose sight of the goals and just want to retaliate. It becomes extremely personal,” says Diamond.

Another destructive strategy often used by negotiators is to walk away from the table, which is probably the worst kind of threat. “Walking away sends a signal that you don’t care enough to even talk to the other party. The alternatives are usually war, litigation or no deal.”

The more important the negotiation is, the more emotional people tend to be. In such situations, the logic of facts and figures counts for very little. If a negotiator finds himself losing his calm, Diamond advises him to exit the negotiation and bring someone else. “If you become emotional, you lose,” he says. “On the other hand, you have to be prepared to handle the emotional issues of the other party—empathise, apologise, listen to them, give them something they like. Otherwise they are not persuadable.”

Answer the questions given below:

- (a) **What do you think should be the title of the passage? Give reasons for your answer.**

Ans. **Title:** Negotiation

In the whole passage, Diamond talks about negotiation, so, it is the most suitable title of the passage.

- (b) **What does a negotiator needs to know for a successful negotiation? Discuss.**

Ans. For successful negotiation, negotiators should find out everything they possibly can about the people they are negotiating with—what makes them tick, what they value, how they perceive the issue at hand.

- (c) "In the absence of specific information, people often go by stereotypes ____." Discuss this statement in the light of the passage.

Ans. By this statement, Diamond wants to convey that biases can hurt negotiations. We should not assume things about the other person because s/he is American, Islamic, an attorney, a women or the employee of a certain company. It is too imprecise.

- (d) Threats are also sometimes used in the negotiation process. What are the consequence(s)? List them.

Ans. Consequences of the threats in negotiation process are as follows:

- People become angry, irrational and indifferent to self-harm when they threatened.
- People lose sight of the goals and just want to retaliate. It becomes extremely personal.

- (e) When should a negotiator leave the table? And why?

Ans. When a negotiator doesn't care enough to even talk to the other party then he should leave the table. This is because it may usually create war, litigation or no deal.

- Q2.** (a) Find words from the text (i.e. Reading passage) which mean the same as the following words/phrases.

- (i) Prejudices

Ans. Biases

- (ii) The ability to share someone else's feelings by imagining what it would be like to be in their situation.

Ans. Guesses

- (iii) Generally accepted decision among a group of people.

Ans. Consensus

- (iv) An act of forcefully persuading someone to do something that they are unwilling to do.

Ans. Confrontational

- (v) To hurt someone because they have done/ said something harmful to you.

Ans. Retaliate

- (b) Find words from the Reading passage which mean the opposite to the following words/ phrases.

- (i) give up

Ans. persist

- (ii) loss

Ans. gained

- (iii) heterogeneity

Ans. homogeneity

- (iv) solution

Ans. conflict

(v) peace

Ans. war

Q3. (a) Fill in the blanks with the correct forms of the verbs in brackets:

(i) I am sure we_____ (meet) our targets if we_____ (maintain) our current level of sales.

Ans. will meet, maintain

(ii) If I_____ (be) in your position, I_____ (insist) on having more staff in the department.

Ans. were, would insisted

(iii) I_____ (meet) an old business colleague of mine while I was travelling to Delhi for a conference.

Ans. met

(b) Fill in the blanks with a/an, the or no article.

Sanwa Bank, one of (i) _____ world's largest banks, is offering its clients (ii) _____ savings account for (iii) _____ pets. Client's pets can hold accounts where they can save for special treats, (iv) _____ holidays, or visits to (v) _____ vet.

Ans. (i) the (ii) a (iii) no article (iv) no article (v) a

Q4. Write short notes on any two of the following:

(a) Importance of a Portfolio in an interview

Ans. Refer to Short Notes Section, (21), Page No.-178

(b) Features of a Business Proposal

Ans. Refer to Writing Section, Proposals, Page No.-157

(c) An Effective Group Discussion

Ans. Refer to Short Notes Section, (2), Page No.-165

(d) Guidelines for writing e-mails

Ans. Refer to Short Notes Section, (3), Page No.-166

Q5. Imagine that you work in a Company's public relations department. An American company has written asking for some information about your company. Draft a short letter briefly summarising your company's structure and the product(s) it deals with.

Ans.

26th November, 2016

From

Gullybaba Publishing House (P) Ltd.
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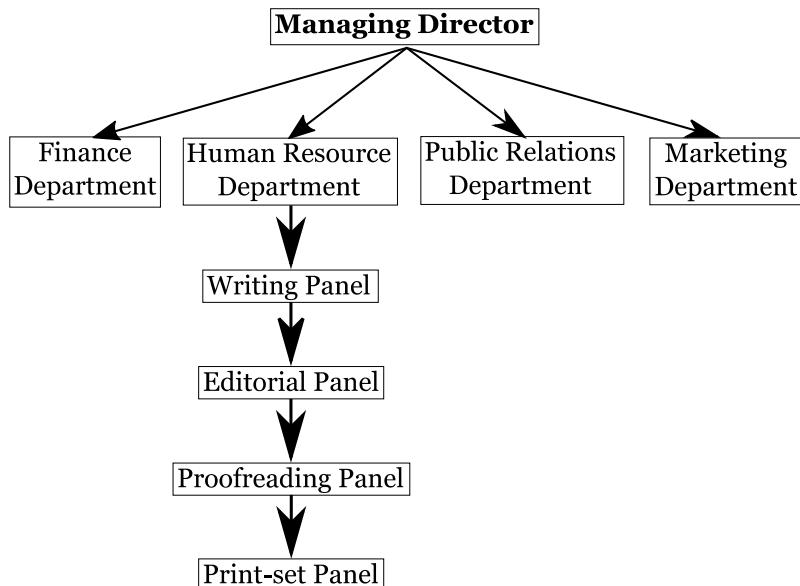
To
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Subject: A brief information about our company

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As you also know, our company is a private limited company, published more than 600 help books for the students of open universities like IGNOU. We also publish other books on spirituality, fiction/non-fiction, etc. Some of our books had also been selected by National Book Trust, for International Fairs like Dubai, China, South Africa, and New Delhi. For further details, you can visit our website: gullybaba.com All of our products are available online and to the respective distributors as well.

Our company has a forth-fold structure, which is given as follows:



I'm looking forward to deal with your company. If you want any further details, please feel free to contact us.

Thank you
Yours sincerely
GPH Manager
(Public Relations Department)



Business Communication : BCS-055

June, 2014

Note:Answer all the questions.

Read the following passage and answer the questions given after it:

For many years after independence, language policy had largely been held hostage by the perception of the English language as a ‘colonial relic.’ However, English is no longer a British tongue - it is more the language of international business, and a powerful key in opening up geographical borders and gaining access to markets. It is the language of science and research, with 90 per cent of papers across scientific journals written in English. It dominates the chatter of the Information Age - 80 per cent of the worldwide web is in the English language. It has been estimated that within a decade half the world’s population will have some skill in English.

A commitment towards learning English was part of China’s bid to host the Olympic Games, to the point that taxi drivers who failed an English test did not have their licences renewed and hotlines were set up to report incorrect English use in public spaces. Most countries are fast recognizing English’s role as a world language, and besides China, nations such as Japan, South Korea and Indonesia are including English as a compulsory language in their schools and setting up ‘English-immersion camps’ for students.

India has an advantage in the global market in the depth and breadth of its English - language capability. Today Indians have embraced the idea of English as the language of the globalizing Indian economy. Most middle - class

Indians speak in at least two tongues - besides their mother tongue, they have at least functional fluency in English for business purposes and to manage communication with different communities.

Over the last fifty years, English has grown deeper roots in the Indian community, beyond purely economic value. Its reach has spread - to print, film, television and ordinary conversation. English has rapidly become the language of creative discourse - and while Indian writers writing in English have remarked that they often face hecklers at their readings who demand to know why they do not write in their mother tongue, such criticism has become marginal in recent years.

Q1. Answer the questions given below. The questions are based on the reading passage.

(a) Is English still considered a ‘colonial relic’? Discuss.

Ans. No, today English is not considered a ‘colonial relic’. It is more the language of international business and a powerful key in opening up geographical borders and gaining access to markets.

(b) Discuss the status of English in the contemporary world.

Ans. In the contemporary world, English has become the language of science and research, with 90 per cent of papers across scientific journals written in English. It dominates the chatter of the Information Age—80 per cent of the worldwide web in the English language. It has been estimated that within a decade, half the world’s population will have some skill in English.

(c) Can English be considered as Indian language? Discuss.

Ans. English is not considered as an Indian language but India has an advantage in the global market in the depth and breadth of its English language capability. Today Indians have embraced the idea of English as the language of the globalising Indian economy. Most middle-class Indians speak in at least two tongues—besides their mother tongue, they have at least functional fluency in English for business purposes and to manage communication with different communities.

(d) Give a suitable title to the passage. Give reason(s) for your answer.

Ans. Title: The Language: English

This is the most suitable title for the passage because in this passage, there is a description of English language, how it has become the international and business language and mostly this language is used by the worldly population.

Q2. (a) Find words from the passage which mean the same as the following:

(i) a belief or opinion held by many people and based on appearances.

Ans.perception

(ii) a system/thing/tradition from the past which has survived and continues to exist.

Ans.relic

(iii) people making loud unfriendly statements/questions.

Ans.heckler

(iv) opportunity to enter.

Ans.access

(v) treated as unimportant.

Ans.marginal

(b) Pick out words from reading the passage which are opposite to the words/phrases given below:

(i) weak

Ans.Capability

(ii) excluding

Ans.Including

(iii) rejected

Ans.Embraced

(iv) local

Ans.International

(v) praise

Ans.Criticism

Q3. Complete the following passage by supplying the correct prepositions.

(a) There is a man I do not care _____ very much, an engineer _____ the name _____ Barlow. He has been _____ leave _____ quite a while.

Ans.There is a man I do not care for very much, an engineer by the name of Barlow. He has been on leave for quite a while.

(b) Complete the following passage by correctly inserting a or the.

While I was walking along _____ main road _____ other day; I happened to notice _____ small brown leather purse lying on _____ pavement. I picked it up and opened it to see if I could find out _____ owner's name.

Ans.While I was walking along the main road the other day; I happened to notice a small brown leather purse lying on the pavement. I picked it up and opened it to see if I could find out the owner's name.

Q4. Write short notes on any two of the following:

(a) ‘STAR Structure’

Ans. Refer to Short Notes Section, (11), Page No.-173

(b) Walk - in interviews

Ans. Refer to Short Notes Section, (9), Page No.-172

(c) The importance of social ‘small - talk’ in business

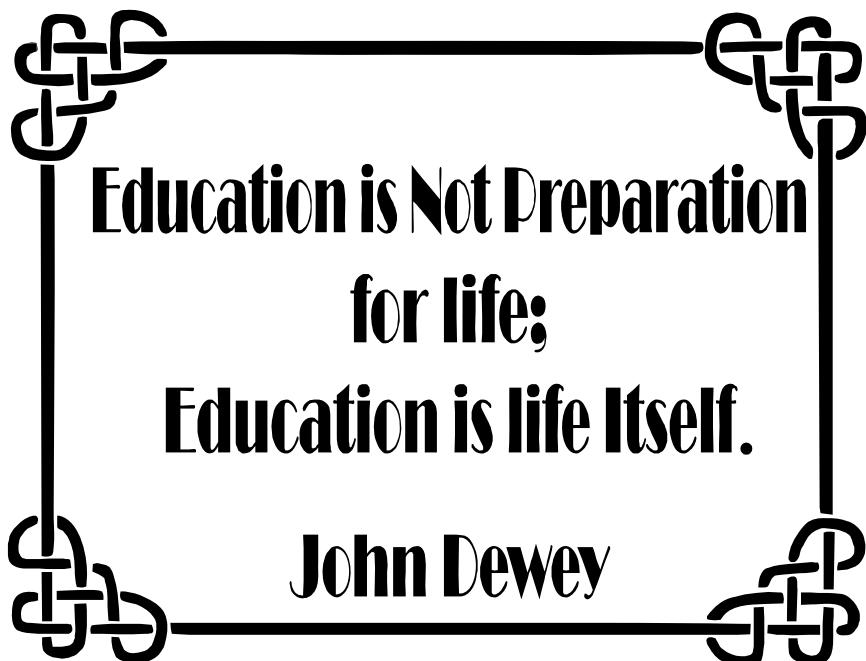
Ans. Refer to Short Notes Section, (8), Page No.-171

(d) Different styles of communication

Ans. Refer to Short Notes Section, (22), Page No.-178

Q5. Your company has a new MD who has asked all employees to write a report describing their job profile so that they may be appropriately trained. Write a profile of yourself in 150 words.

Ans. Refer to Writing Section, Job descriptions, (1), Page No.-100



Business Communication : BCS-055

December, 2014

Note:Answer all questions.

- Q1. Read the passage given below and answer the questions that follow:**
- (i) For many years after independence, language policy had largely been held hostage by the perception of the English language as a ‘colonial relic’. However, English is no longer a British tongue—it is more the language of international business, and a powerful key in opening up geographical borders and gaining access to markets. It is the language of science and research, with 90 per cent of papers across scientific journals written in English. It dominates the chatter of the Information Age—80 per cent of the worldwide web is in the English language. It has been estimated that within a decade half the world’s population will have some skill in English. A commitment towards learning English was part of China’s bid to host the Olympic Games, to the point that taxi drivers who failed an English test did not have their licences renewed and hotlines were set up to ‘report incorrect English use in public spaces. Most countries are fast recognising English’s role as a world language, and besides China, nations such as Japan, South Korea and Indonesia are including English as a compulsory language in their schools and setting up ‘English-immersion camps’ for students.
- (ii) India has an advantage in the global market in the depth and breadth of its English-language capability. Today Indians have embraced the idea of English as the language of the globalising Indian economy. Most middle-class Indians speak in at least two tongues — besides their mother tongue, they have at least functional fluency in

English for business purposes and to manage communication with different communities.

- (iii) Over the last fifty years, English has grown deeper roots in the Indian community, beyond purely economic value. Its reach has spread — to print, film, television and ordinary conversation. English has rapidly become the language of creative discourse — and while Indian writers writing in English have remarked that they often face hecklers at their readings who demand to know why they do not write in their mother tongue, such criticism has become marginal in recent years. These Indian writers once called ‘dissenters’ and ‘mavericks’ now include Amitav Ghosh, who have attained a status in English literature that has moved far beyond the exotic value of an Indian writing in the language.

- (a) Suggest an appropriate title to the passage and give your reasons for it.

Ans. Title: The Language: English

This is the most suitable title for the passage because in the passage there is a description of English language, how it has become the international and business language and mostly this language is used by the worldly population

- (b) What is meant by the term ‘colonial relic’?

Ans. The term ‘colonial relic’ is used for the English language. The Britishers ruled over many countries and that time English had become the colonial language.

- (c) Explain the meaning of the phrase ‘a powerful key in opening up geographical borders and gaining access to markets’.

Ans. Here, a powerful key refers to the language English, which is used all over the world. In today’s period, English is spread worldwide. It is no longer only a British tongue; in fact, it has become the language of international business. For trade and international business, people are required to use the language English.

- (d) Give instances from the passage which suggests that English is now an international language.

Ans. English is the language of science and research, with 90 per cent of papers across scientific journals written in English. It dominates the chatter of the Information Age—80 per cent of the worldwide web is in the English language. It has been estimated that within a decade half the world’s population will have some skill in English.

- (e) “.....English has grown deeper roots in the Indian community, beyond purely economic value.” Discuss in the light of the passage.

Ans. In India, English language spread—to print, film, television and ordinary conversation over the last fifty years. English language has grown deeper roots in the Indian community, beyond purely economic value.

Q2. (a) Find words/phrases from the passage (i.e. Reading text) which are similar in meaning to the following words/phrases:

(i) notion (para 1)

Ans. Perception

(ii) an opportunity to enter (para 1)

Ans. Access

(iii) people who pester and taunt (para 3)

Ans. Criticism

(iv) non-conformists (para 3)

Ans. Mavericks

(v) alien (para 3)

Ans. exotic

(b) Find words from the passage which mean the opposite to the following words:

(i) local (para 1)

Ans. International

(ii) optional (para 1)

Ans. Commitment

(iii) slowly (para 3)

Ans. rapidly

(iv) praise (para 3)

Ans. Criticism

(v) seminal (para 3)

Ans. Marginal

Q3. (a) Complete the passage using the correct forms of the verbs and expressions in the box. You may change the tense of the verbs.

- set aside money
- pay good interest
- have a budget
- got an allowance
- keep track of

When Sunil was growing up, he was careful with his money. He _____ every week from his parents, and because he wanted to go to college, he _____ every

month. He opened a savings account that _____, so his savings grew. In college, he didn't have much money, but he _____ and stuck to it. He _____ the money he spent, and when he bought things, he always paid in cash.

Ans. When Sunil was growing up, he was careful with his money. He got an allowance every week from his parents, and because he wanted to go to college, he set aside money every month. He opened a savings account that paid good interest, so his savings grew. In college, he didn't have much money, but he had a budget and stuck to it. He kept track of the money he spent, and when he bought things, he always paid in cash.

(b) Write questions for the answers given below. Use the question words in the brackets.

(i) He works for the Perfect Health Magazine. (Which?)

Ans. Which magazine he works for?

(ii) He lives in Chennai. (Where?)

Ans. Where does he live?

(iii) He goes out of town three or four times a month. (How often?)

Ans. How often does he go out of town?

(iv) He often meets important doctors. (Who?)

Ans. Who often does meet important doctors?

(v) He writes about preventive health. (What?)

Ans. What does he write about?

Q4. Write short notes on any two of the following:

(a) Some safe and unsafe topics for small talk

Ans. Refer to Short Notes Section, (23), Page No.-178

(b) Difference between a Portfolio and a Resume

Ans. Refer to Writing Section, Portfolio

(c) Features and uses of a Memo

Ans. Refer to Writing Section, Memorandum

(d) Different kinds of Reports

Ans. Refer to Writing Section, Report Writing and Interviews

Q5. Your street is not being properly cleaned. Write a letter of complaint to the Health Officer of your area clearly stating

- the state of your street
- why it is not cleaned
- when was it last cleaned
- how to solve the problem

Ans. Refer to Letter Writing Section, (24), Page No.-134



Business Communication : BCS-055

June, 2015

Note:Answer all questions.

- Q1. Read the passage given and answer the questions after it.**
- (i) There is a point when a ripple turns into a tidal wave, a wind into a blizzard and a movement into a revolution. The tipping point that truly transformed IT attitudes across the country was the rise of the telecom sector.
- (ii) Since the 1999 telecom policy, the industry has grown exponentially, and teledensity growth has surged from 0.7 per cent in 1991 to 27 per cent in 2008. India's mobile network is gaining over eight million subscribers every month — its biggest problem right now is getting enough spectrum — and at the present rate the country is set to soon become the world's second largest telecom network.
- (iii) This has been the transforming platform, which on top of our other layers of electronification is allowing us to try out multiple, mix and match IT-enabled infrastructure. It has, for example, enabled the banking network to integrate mobile and internet networks with automated banking. Meanwhile, and NSDL-led national Tax Information Network (TIN) is tying in India's direct tax systems with the IT platform of stock exchanges, the depository market and banks. The network has helped the government dramatically expand the tax net, and is a major factor for the rise in India's direct tax collections, which grew a record 40 per cent in 2007 – 08.
- (iv) The growing connections between the banking platform, the mobile phone platform and the railway reservation platform are paving the way for services that, among others, allow consumers to book and pay for train tickets on their mobile phones. One of the fastest growing of such transactions today is the payment for airline tickets

purchased over the internet with credit cards and mobile phones. And each time such a high speed, telecom-enabled transaction replaces an ‘old-economy’, slow, paper-based one, we are seeing a productivity pop that ripples through the economy.

- (v) However, the lack of the most basic connectivity has deeply limited rural India’s growth, since it cuts off access to critical information such as market prices for crops and weather patterns. Transmitting information about a price shock around a certain crop from the central markets to the outlying rural areas can sometimes take months. As a result, farmers in India find out about a price collapse too late, often after the planting season. For these farmers, IT is not just access to the information economy – it is their only access to it, and a critical, life-changing one.

Answer the following questions:

- (a) Suggest a title to the passage and give reasons why you think it is appropriate.

Ans. Title: The Tipping Point: 2000 and onwards

I have chosen this title because it is the tipping point due to which IT attitudes have been change all over the world and due to which there is a rise of the telecom sector.

- (b) ‘Tipping point’ in paragraph 1 means: (Pick one option)

- (i) a point when a change becomes irreversible
- (ii) an important point when change just begins
- (iii) the bending point when a transformation happens

Ans. (iii) the bending point when a transformation happens

- (c) What was the one factor which transformed the way we looked at the IT sector? Give one example.

Ans. India is set to soon become the world’s second largest telecom network. This has been the transforming platform, which on top of our other layers of electronification is allowing us to try out multiple, mix and match IT-enabled infrastructure. It has, for example, enabled the banking network to integrate mobile and internet networks with automated banking.

- (d) Pick any four areas from the text, where IT has integrated with other services.

Ans. Four areas where IT has integrated with other services are as follows:

- IT enables the banking network to integrate mobile;
- IT enables internet networks with automated banking;
- IT helps consumers to book and pay for train tickets on their mobile phones;

- IT helps in airline ticket purchasing over the internet with credit cards and mobile phones.

(e) Why is IT access to farmers so important? Discuss.

Ans. Transmitting information about a price shock around a certain crop from the central markets to the outlying rural areas can sometimes take months. As a result, farmers in India find out about a price collapse too late, often after the planting season. IT is not just access to the information economy—it is their only access to it. Therefore, IT access to farmers is very important.

Q2. (a) Find the words from the reading passage (in Q.1) which are similar in meaning to the following words/phrases:

- (i) severe snowstorm**

Ans. blizzard

- (ii) rapidly**

Ans. Soon

- (iii) completely changing**

Ans. Transforming

- (iv) bring together**

Ans. integrate

- (v) crucial**

Ans. Critical

(b) Find the words/phrases from the reading passage (in Q.1) which are opposite in meaning to the following words:

- (i) fall (para 1)**

Ans. rise

- (ii) minor (para 3)**

Ans. major

- (iii) decrease (para 3)**

Ans. expand

- (iv) urban (para 5)**

Ans. rural

- (v) extensive (para 5)**

Ans. limited

Q3. (a) Complete the following sentences with the correct prepositions:

- (i) There was a steady increase _____ the sales of laptops.**

Ans. in

- (ii) There was a rise _____ 20% since last year's performance.**

Ans. of

- (iii) Prices of T.V. sets rose _____ ₹10,000 to ₹20,000.**

Ans. from

(iv) Prices of T.V. sets went up _____ 20%.

Ans. by

(v) Inflation remained stable _____ 2-5%.

Ans. at

(b) Complete the following sentences using must, mustn't or needn't:

(i) I've to attend a meeting tomorrow, I _____ be late.

Ans. mustn't

(ii) I haven't got any money left, I _____ go to the ATM.

Ans. must

(iii) We've got plenty of time, we _____ hurry.

Ans. needn't

(iv) These visitors are very important, we _____ find a good hotel for them.

Ans. must

(v) The restaurant is never full, we _____ book in advance.

Ans. needn't

Q4. (a) Give a suitable response to each of the following introductions and greetings:

(i) Pleased to meet you.

Ans. I'm pleased to meet you too.

(ii) How's the family?

Ans. Absolutely fine. What about yours?

(iii) How are you?

Ans. I'm fine, thank you.

(iv) It was very nice meeting you.

Ans. I too feel very nice meeting you.

(v) Have a good trip back.

Ans. Yeah! Thank you.

(b) Write a short note on any one of the following:

(i) Need for a good Curriculum Vitae

Ans. Refer to Writing Section, CV and Applications

(ii) Travelling for business

Ans. For some, business travel is a massive job perk—for others it's a chore. However, just like anything else, it's all about perspective. When done right, business travel can have many benefits. Whether you enjoy business travel or fell more like an accidental tourist, it would be useful for you to learn some tips that could make your trips more enjoyable and less stressful. Following are the requirements of business travel:

- Travel light but don't forget the essentials. The real business trip needs a laptop, power supply, foreign plug adapter (if needed) and files you'll need for any meeting or presentation.

- Suitable clothes, just enough, or maybe one extra change in case of an emergency should do the job. Don't overload yourself with baggage. You don't want to deal with coolies during business trips. A suitcase or bag that you can pull along is advisable. Suitability of the clothes will depend upon the weather conditions at your destination.
- Necessary toiletries also need to go in your hand baggage. You don't want to be stranded without a toothpaste, or your comb!
- Some dry snacks and a mineral water bottle should help you cope with unforeseen delays at odd places where there's no safe food available.
- Book tickets in advance.
- If you are traveling to a new place, it would be useful to equip yourself with a map, directions and information about the place.
- Hotel bookings need to be taken care of in advance too. Choose a hotel that is close to your place of work and fulfills your essential requirements of phone, fax, computers or wi-fi, meeting rooms etc.

Q5. Write a memo to your staff in which you state that your company is going through difficult times and you would welcome suggestions by the staff on austerity measures that the company could take. (You are the General Manager of the company)

Ans. Refer to Writing Section, Memorandum, (6), Page No.-114



You cannot change your future,
but, you can change your habits,
and surely your habits will
change your future.

Dr. Abdul kalam.....!

Business Communication : BCS-055

December, 2015

Note:Answer all questions.

- Q1.** Read the following passage and answer the questions given after it:
- (i) It is easy for writers to assume that readers are mirror-images of themselves, with matching interests and needs; but only in highly specialised writing is that often true. If you are writing for a high-level research journal, you can reasonably assume that other high-level researchers are much like you. But in most professional contexts, your readers will want to use the information to meet needs different from yours in particular, in reports within industrial organisations, the amount of detail needed will vary considerably as information rises through the management hierarchy. In general, the higher the managerial level of your readers, the more their interests move from the technical how and why to the more commercial to what purpose and at what cost.
- (ii) It is often helpful to sit and consider just what your reader will do after reading your paper: file it, reach for the phone, write a memorandum, sigh deeply, build some apparatus, write a cheque, arrange a meeting, sign an order, delegate someone to talk to you, re-use the information in an examination, or apologise to you? Such speculation is not an invasion of privacy! It is a necessary part of bringing exactly into focus the aim of the document. Many documents fail because writers have not thought enough or clearly about their aims. Many writers are content with vague ideas about the use of the document.
- (iii) We are not saying that writers never consider their aims—just that they rarely consider them enough. Tactics must

be based not on a half-conscious assumption, but on a detailed examination of the aims, which brings those aims fully into consciousness. We know of no better way of starting this process than visualising what, specifically and physically, your reader will do with the document.

- (iv) When you have an important paper to write, try to write yourself a short job specification—a few sentences outlining your objectives, audience, constraints and possible procedures. This ‘target statement’ will help you cross the mental barrier between a lazy, half-formed idea, and a clear idea. As so often, the act of writing down an idea transforms it. Try writing a target statement for the next piece of writing you undertake.

(a) Answer the questions given below:

(i) Writers assume that “readers are mirror-images of themselves”. What does this phrase mean? In what sort of writing is this true?

Ans. Writers assume that readers are mirror-images of themselves. So that they write with the thinking of readers’ interests and needs; but only in highly specialised writing is that often true. In most professional contexts, readers will want to use the information to meet needs different from writers’ view in particular.

(ii) What kind of information do the managers who are higher up in the hierarchy prefer?

Ans. The amount of detail needed will vary considerably as information rises through the management hierarchy. In general, the higher the managerial level of readers interest move from the technical how and why to the more commercial to what purpose and at what cost.

(iii) Why do several pieces of writing fail?

Ans. Several pieces of writing fail because writers have not thought clearly about their aims. Many writers are content with vague ideas about the use of the document.

(iv) What is the author suggesting a writer should do, if s/he has an important document to write?

Ans. When writers have an important paper to write, they should try to write themselves a short job specification—a few sentences outlining their objectives, audience, constraints and possible procedures. This ‘target statement’ will help them cross the mental barrier between a lazy, half-formed idea and a clear idea.

(v) Give a title to the passage.

Ans. The title to the passage is “Identify the Reader’s Aims”.

(b) Find words from the passage which mean the same as the following:

(i) differ (Paragraph 1)

Ans.Different

(ii) a system of organisation in which people have different ranks or positions depending on how important they are (Paragraph 1)

Ans.Hierarchy

(iii) pertaining to scientific and industrial topics (Paragraph 1)

Ans.Research journal

(iv) involving business (Paragraph 1)

Ans.Commercial

(v) give someone the duty of acting on your behalf (Paragraph 2)

Ans.Invasion

(vi) thinking about the possible effects of something (Paragraph 2)

Ans.Speculation

(vii) not clear (Paragraph 2)

Ans.Vague

(viii) methods that are used in order to achieve what you want when you are dealing with other people (Paragraph 3)

Ans.Tactics

(ix) imagining what something is like by forming a mental picture of it (Paragraph 3)

Ans.Visualising

(x) something that limits or controls (Paragraph 4)

Ans.Barrier

Q2. Fill in the blanks with will, would, shall or should.

(i) When my sister was three years old, she_____ tear the pages of my book.

Ans.would

(ii) Your jacket is torn. You_____ get it repaired.

Ans.should

(iii) The accountant has promised that he_____ disburse the salary tomorrow.

Ans.will

(iv) _____ you return my book as soon as possible?

Ans. would

(v) We _____ avoid telephoning anyone late in the night.

Ans. should

Q3. Complete the following sentences with the past or past perfect form of the verbs given in brackets. Each blank is of 1/2 mark.

(i) There _____ (be) no one in the school at 4 pm. Everyone _____ (leave) by then.

Ans. (i) was (ii) had left

(ii) I _____ (feel) very nervous in my first flight to Mumbai as I _____ (never, fly) before.

Ans. (i) felt (ii) had never flew

(iii) I _____ (can) not recognise my old classmate Rahul, he _____ (grow) very tall and fat.

Ans. (i) could (ii) had grown

(iv) Since I _____ (not, visit) my uncle for a long time, I _____ (feel) guilty.

Ans. (i) did not visit (ii) felt

(v) My son _____ (look) very happy when he _____ (see) the new puppy on the floor.

Ans. (i) looked (ii) saw

Q4. Write short notes on any two of the following:

(i) **Organising a Portfolio**

Ans. Refer to Writing Section, Portfolio

(ii) **Group Discussions**

Ans. Refer to Short Notes Section, (2), Page No.-165

(iii) **Features of a Memo**

Ans. Refer to Writing Section, Memorandum

(iv) **Communication across Cultures**

Ans. Refer to Short Notes Section, (10), Page No.-172

Q5. You are visiting a business associate in Singapore. S/he already knows about your visit. Write an e-mail to her/him giving information about your arrival date, day and time. Request for a pick-up at the airport.

Ans. Refer to Writing Section, Letter Writing and Email, (25), Page No.-135



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Business Communication: BCS-055

June, 2016

Note:Answer all questions.

- Q1.** Read the following passage and answer the questions given after it:

Nowadays, audiences are used to seeing visual material during almost any sort of talk or presentation. Listening isn't easy and it helps a great deal if you have something to look at; in any case, human beings tend to remember what they see more readily than what they hear, and so audience are grateful for the reinforcement of a good visual aid. People also like looking at picture — it makes a pleasant alternative to listening — and a change in the way in which information is presented adds variety and interest to the occasion and so helps them to concentrate.

For all these reasons, audiences want visual aids and most speakers provide them. There are, no doubt, some highly experienced, witty and knowledgeable people who can hold an audience's attention by themselves, but it's probably unwise to assume that either we or you are of their number.

If audiences are helped by visual aids, so are speakers themselves. Visual material is prepared in advance, and if it's well-designed and thoroughly checked, it becomes an area of the presentation that the speaker doesn't have to worry about, assuming, of course, that the equipment is available and functioning properly.

It also deflects attention from the speaker. This can be bad as well as good: it's possible to use so many visual aids that the audience feels that they are seeing a film or video rather than meeting and listening to a human being. As films and videos can be transported easily from one

place to another, they may also feel that it was rather a waste of their time bothering to come to the venue on a particular day at a prescribed time, when they could have watched the whole thing at home at their leisure. On the other hand, many speakers like to feel that occasionally during the talk they are not the main focus of the audience's attention; this is often true at the beginning, and is a good reason for having a visual aid containing the subject and the speaker's name to show as the presentation starts. It may also be helpful in allowing the audience to see how the speaker's name is spelt.

Answer the questions given below:

(i) How does the audience benefit from the use of visual aids in a presentation?

Ans. Listening isn't easy and it helps a great deal of audiences have something to look at. They also like looking at pictures, which makes a pleasant alternative to listening and a change in the way in which information is presented adds variety as well as interest to the occasion, and thus, helps them to concentrate. This is how the audience benefits from the use of visual aid in a presentation.

(ii) _____ people can hold the audience's attention without visual aids.

Ans. Some highly experienced, witty and knowledgeable people can hold the audience's attention without visual aids.

(iii) Why is it a good idea to use visual aids on the part of the presenter?

Ans. It is a good idea to use visual aids on the part of the presenter because visual material is prepared in advance, and if it's well-designed and thoroughly checked, it becomes an area of the presentation that the speaker doesn't have to worry about, assuming of course, that the equipment is available and functioning properly.

(iv) Why is it necessary to have a visual right at the start of a presentation?

Ans. It is necessary to have a visual right at the start of a presentation because occasionally, many speakers like to feel that they are not the main focus of the audience's attention during the talk, and this is often true at the beginning of presentation.

(v) What are some of the disadvantages of using visual aids?

Ans. Some of the disadvantages of using visual aids are as follows:

- As films and videos can be transported easily from one place to another, they may also feel that it was rather a waste of their

time bothering to come to the venue on a particular day at a prescribed time, when they could have watched the whole thing at home at their leisure.

- Visual aids sometimes also deflect attention from the speaker.

(vi) Give an appropriate title to the passage.

Ans. An appropriate title of the passage is: "Advantages of Visual Aids".

Q2. Pick out words from the passage which mean the same as the following:

- (i) providing more evidence or support for an idea (Paragraph 1)**

Ans. grateful

- (ii) Something different from what you already have (Paragraph 1)**

Ans. alternative

- (iii) amusing in a clever way (Paragraph 2)**

Ans. witty

- (iv) minutely (Paragraph 3)**

Ans. thoroughly

- (v) take the attention away (Paragraph 3)**

Ans. deflects

- (vi) to take to some other place (Paragraph 3)**

Ans. transported

- (vii) place where an event is happening (Paragraph 3)**

Ans. venue

- (viii) at your convenience (Paragraph 3)**

Ans. leisure

Q3. Fill in the blanks with the linking words given in the box.

even though, whereas, so after, since

- (i) The Guptas live far from the city centre, _____ they don't get many visitors.**

- (ii) _____ she had promised to visit them, she went there the next day.**

- (iii) The English eat potatoes, _____ the Chinese eat rice.**

- (iv) He went to bed _____ he had finished the book.**

- (v) My weeks in captivity weren't too terrible, _____ the food was awful.**

Ans. (i) The Guptas live far from the city centre, so they don't get many visitors.

(ii) Since she had promised to visit them, she went there the next day.

- (iii) The English eat potatoes, **whereas** the Chinese eat rice.
- (iv) He went to bed **after** he had finished the book.
- (v) My weeks in captivity weren't too terrible, **even though** the food was awful.

Q4. Fill in the blanks with the appropriate form of the verbs given in brackets.

- (i) The Principal _____ (have) finished his round of the school and is returning to his office.
- (ii) As soon as Richard _____ (hear) the news on the radio, he rushed to the accident site.
- (iii) The message _____ (arrive) after he _____ (leave) the office.
- (iv) I _____ (think) of inviting all my close friends for dinner.

Ans.(i) The Principal **has** finished his round of the school and is returning to his office.

(ii) As soon as Richard **heared** the news on the radio, he rushed to the accident site.

(iii) The message **was arrived** after he **had left** the office.

(iv) I **think** of inviting all my close friends for dinner.

Q5. Write short notes on any two of the following:

(i) Business events

Ans.A business event is a definable occurrence in a business scenario. It can be a common high-level occurrence, such as a customer placing an order. Alternatively, it can be a more specialised event, such as a customer exceeding a credit limit while placing an order. Some events can be triggered by changes in values, such as the share price for a particular stock exceeding a given value. Events that take place in the course of normal operation for a business that reoccur as business processes are executed. Business events must be defined in the process of automating business practices, in order to set up notifications, reports, alerts, and other business process automation features. Business events define significant happenings that different parts of the business must register and act upon by using different applications. Oracle Integration Server integrates all applications that register and act upon a business event.

(ii) Writing an effective proposal

Ans.Refer to Writing Section, Proposals, Page No.-157

(iii) Different styles of communication

Ans.Refer to Short Notes Section, (22), Page No.-178

(iv) What is a Portfolio?

Ans. Refer to Writing Section, Portfolio

Q6. There is an advertisement for recruitment of trainees in office management in your local newspaper. Write a letter of application, mentioning your organizational skills and educational background.

Ans. Same as Writing Section, Advertisement, Q.No.-1



“Education is not the learning of facts,
but the training of
the mind to think.”

Albert Einstein



Business Communication: BCS-055

December, 2016

Note:Answer all questions.

- Q1. Read the following passage and answer the questions given below it:**

In my time at the company, I saw many such transformations. One was how the perception of IT changed rapidly across India industry – fifteen years ago, the chairman of a leading bank, The Union Bank of India, criticised my efforts to promote the benefits of bank computerisation to the industry. Recently, however, his successor called me up and told me with pride that they were running the entire bank on one central computer system.

India has gained dramatically from similar, massive changes in our attitudes towards our population, entrepreneurs, the English language, globalisation and democracy. It has made India a country that right now has a unique cadence, where all our major strengths have come together and matured at the same time. There are countries around the world, for instance, which are at a demographic sweet spot, but lack the democracy they need to exploit it. There are some nations that have huge natural resources, but not the entrepreneurs and technologies to spread the wealth. And there are countries whose previous, unsuccessful experiences with globalization have scarred them so deeply that they shun it, and this limits how much they can gain from their domestic strength. In essence, I think no other country in the world right now has the combination that makes the Indian opportunity so significant.

We Indians have keenly felt both our humiliations and our successes. So the buzz surrounding our two and a half decades of growth has not been missed by any of us. Wherever I go, I find that Indians know our growth numbers backwards and forwards, and there is a strong, common feeling among us that our country has finally come of age. But it has not been an easy ride — the ideas that now bedrock India's economy took decades to be widely accepted and were often caught up in the storm of our politics and shifts in public opinion. In retrospect, each big part of the Indian miracle seems a little miraculous.

Answer the questions given below:

(a) What do you think is the profession of the writer?

Ans. I think the profession of the writer may be in technical department who has promoted the benefits of bank computerisation to the industry.

(b) What are the reasons for India's significant gain, according to the writer? Give any four.

Ans. India has gained dramatically from similar, massive changes in our attitudes towards our population, entrepreneurs, the English language, globalisation and democracy.

(c) Name three things that can make a nation successful.

Ans. Three things that can make a nation successful are natural resources, entrepreneurs and technologies.

(d) Describe the feelings that Indians have about their country.

Ans. Indians have keenly felt both their humiliations and successes. They also know about their growth numbers backwards and forwards, and there is a strong common feeling among the people of India that their nation has finally come of age.

(e) Why did these “ideas” take so long to come to fruition?

Ans. These ideas took so long to come to fruition because there were often caught up in the storm of our politics and shifts in public opinion.

Q2. (a) Find words from the passage which mean the same as the following words/phrases:

(i) great changes (Paragraph 1)

Ans. transformations

(ii) people who begin a business (Paragraph 2)

Ans. entrepreneurs

(iii) special (Paragraph 2)

Ans. unique

(iv) badly hurt (Paragraph 2)

Ans. scarred

(v) feeling of being looked down upon (Paragraph 3)

Ans. humiliations

(b) Find words from the passage which mean the opposite of the following words/phrases:

(i) slowly (Paragraph 1)

Ans. rapidly

(ii) praised (Paragraph 1)

Ans. criticised

(iii) lost (Paragraph 2)

Ans. gained

(iv) few (Paragraph 2)

Ans. huge

(v) ordinary (Paragraph 3)

Ans. buzz

Q3. There is a recession in the country and your company wants to introduce austerity measures. Write a memo to the staff of your company, suggesting ways of economizing on the use of paper, electricity and so on.

Ans.

Memorandum

Gullybaba Publishing House (P) Ltd.

Date: 30th December, 2016

To : All staff members

From: Mahesh Chand (HR Manager)

Subject: Judicious use of paper, electricity and other resources of office.

As we all know the impact of demonetisation of ₹500 and ₹1000 banknotes on economy of India, the same also affected our businesses. There is a short-term recession in our nation, and therefore, our company wants to introduce some austerity measures. We want our staff to economise the use of paper, electricity and other resources of office. All

staff members are advised to strictly adhere to the above instructions without fail.

Thank you

Mahesh Chand (HR Manager)

Q4. Write short notes on any two of the following topics:

(a) Characteristics of a good formal letter

Ans. Refer to Short Notes Section (19), Page No.-176

(b) Preparing for a job interview

Ans. Refer to Reading Comprehension Section, (5)

(c) The importance of understanding different cultures

Ans. Refer to Reading Comprehension Section, (10)

(d) Different styles of communication

Ans. Refer to Short Notes Section, (22), Page No.-178

Q5. Complete each sentence with suitable forms of the verbs given in brackets.

Cars _____ (pollute) the air in the cities for many years. In addition to pollution, cars _____ (increase) the problem of congestion in crowded urban area. A professor of medicine from an American University _____ (believe) that the automobiles _____ (be) responsible for a large number of heart attacks that Americans have because they _____ (not, walk) much any more.

Ans. Cars are polluting (pollute) the air in the cities for many years. In addition to pollution, cars are increasing (increase) the problem of congestion in crowded urban area. A professor of medicine from an American University believes (believe) that the automobiles are (be) responsible for a large number of heart attacks that Americans have because they do not walk (not, walk) much any more.

Q6. Make Wh- questions with the following as shown in the example:

e.g.: Find our when Mr. Jain will be back.

Answer: When will Mr. Jain return?

(a) You want to know where the nearest chemist is.

Ans. Where the nearest chemist?

(b) Find out when Mr. Joseph normally arrives at the office.

Ans. When will Mr. Joseph arrive at the office?

(c) Find out what the mobile number of the Managing Director is.

Ans. What is the mobile number of the Managing Director?

(d) Find out how she spells her name.

Ans. How does she spell her name?

(e) You want to know why the consignment has been delayed.

Ans. Why has the consignment been delayed?



The man who
chases two rabbits
catches none.

A decorative scrollwork frame surrounds the text, featuring symmetrical flourishes at the corners and sides.

- Roman Proverb

Business Communication: BCS-055

June, 2017

Note: Answer **all** questions. There are five questions.

Q1. Read the following passage and answer the questions given below it :

- 1 Looking back, the common man and woman have been bit players in our histories, their role determined by statistics and crowds. It is only recently, particularly since the 1970s, with the rise of labour productivity and the knowledge economy, that the political power of people has been accompanied with greater economic power.
- 2 This shift in power has been especially significant in India. For a long time, governments regarded the country's population as its great liability. Vastly poor and illiterate, India's people were 'the great unwashed', a burden not just for the country but also a worry for the rest of the world. Today, however, India's growth is credited to its strength in human capital, and the rise of IT in India, for instance, is seen in terms of 'Indian talent', as entrepreneurs and workers overcame the barriers that existed in the 1990s to drive growth.
- 3 Our human capital has thus transformed from an albatross into India's most significant advantage. There is a growing realization within our government that India's most critical reforms will be those that impact the quality of our upcoming demographic dividend — and it is consequently policies in education, health and labour laws that are receiving the closest attention.
- 4 But the role of people as 'human capital' requires props that are still missing, or only half there. Our vast numbers of people can only participate in our growth story if we provide them 'access' — to the roads that take them to work, to lights that allow them to study at night and the English skills that enable them to tap into the benefits of our growth.
- 5 In some ways, the rise of this boom generation is in itself paving the way towards the solutions it needs. The exuberance of this demographic, this pool of restless, ambitious, young workers not hamstrung by

tradition and old habit, is a shot in the arm in terms of new ideas and opportunities. And democracy is ensuring that their voices are heard, and the state is beginning to respond.

- (a) What does the writer mean by "bit players" ?
- (b) Describe in your own words the change that has occurred since the 1970s.
- (c) How was India's teeming population looked at in the past and how is it now viewed ?
- (d) What is the 'access' required which will enable our large population of youth to join the growth story ?
- (e) Describe some of the characteristics of this "boom generation".

Q2. (a) Find words from the reading passage which mean the same as the following words/phrases:

- (i) something which is regarded as a disadvantage (Paragraph 2)
- (ii) persons who set up businesses (Paragraph 2)
- (iii) a very large, chiefly white oceanic bird (Paragraph 3)
- (iv) support structures (Paragraph 4)
- (v) relating to the structure of populations (Paragraph 5)
- (b) Find words from the passage which mean the opposite of the following words/phrases :
- (i) important (Paragraph 1)
- (ii) educated (Paragraph 2)
- (iii) minor (Paragraph 3)
- (iv) demerits (Paragraph 4)
- (v) listlessness (Paragraph 5)

Q3. (a) Change the following passive sentences into active ones:

- (i) Your order has been received by us.
- (ii) You have been booked at the Palace Hotel.
- (iii) The arrangements for your stay will be made by us.
- (iv) You will be received at the airport by our manager.
- (v) Our - range of garments will certainly be liked by you.
- (b) There is something wrong with the sentences given below. Correct these sentences.

- (i) When you will come to my office ?
- (ii) Mona is late always.
- (iii) We have visited Nainital last summer.
- (iv) Sonu is working at this company for the last seven years.
- (v) Does many countries have a pollution problem ?

Q4. Write short notes on any two of the following :

- (a) It is important to have knowledge of different cultures
- (b) Effective group discussions
- (c) Basic components of a Business Proposal
- (d) Difference between a memo and an office order

- Q5.** A benefactor has given a sum of money to your college. One condition of the gift is that both the students and staff must be involved in deciding how the money is to be used. You have been asked by the Principal of the college to survey the views of staff and students and to present her with an information report. Write a report in 250 words.



Believe
you can
— & —
you're halfway
there.

Business Communication: BCS-055

December, 2017

Note: Answer *all* questions.

- Q1.** Read the following passage and answer the questions given below it:

When a brave mountaineer is assailing the Everest he is as great a hero as a cosmonaut rocketing towards Mars in his space capsule, and thousands of men and women in different countries back his progress with their good wishes and share the thrills and anxieties of his hazardous journey to the roof of the world. Also, scores of anxious scientists wish him success in the hope of obtaining valuable information on atmospheric conditions in the upper regions of the Earth. Mountaineering is indeed a source of pleasure and a mine of useful knowledge which is constantly enriching the scientific vocabulary of geologists, mineralogists and glaciologists of the world.

Mountaineering is a perennial source of joy to those who have eyes that can appreciate beauties of nature. Nowhere does nature reveal her charm in greater abundance than on the mountain tops. To lovers of mountains the sound of waterfalls is like the joyful clapping of merry, primitive dancers and the howling of night winds contains a musical pleasantness which surpasses the highly sustained rhapsodies of man-made organs. Lakes in high altitudes, holding within their cup-like mountain enclosures the watery wealth of surrounding glaciers, treeless plateaus covered with rare varieties of grass, plants and flowers and yawning chasms into whose dark, unfathomable interior nature's countless species of animals and plants carry on their fight for existence, are attractions so powerful and irresistible that no man or woman who is a member of a mountaineering party can turn a deaf ear to their call.

Mountaineering is an awfully risky venture in the case of those ambitious souls who are dreaming of conquering such majestic peaks as Annapurna, Dhaulagiri and Everest, and who wish to be ranked among the world's greatest climbers, Sir Edmund P. Hillary and Tenzing Norgay. Dozens of adventurers belonging to different nations with their hearts burning with a passion to conquer the highest peak in the world perished in the immortal snows of the Himalayas, after painfully inching their way to heights

which were in close proximity to the summit. Expedition after expedition turned back exhausted, frost bitten, and utterly disappointed when the mighty Himalayas hurled icy winds, snow storms and blizzards at those who wanted to conquer Everest, thus barring their way to this pinnacle of glory. The bones of many men of unrealized ambition lie buried in the glacial wilderness which is the home of the highest peak in the world. Such awful setbacks, however, did not dampen the enthusiasm of succeeding generations of mountaineers.

- (a) Why does the author equate the mountaineer trying to climb Mount Everest to a cosmonaut trying to go to Mars ? Give at least two reasons.
- (b) 'Mountaineering is a perennial source of joy' Discuss this phrase in the light of the passage. Say for whom, how and why.
- (c) What is the darker side of mountaineering ? Discuss.
- (d) Why do you think mountaineers persist in their sport despite mountaineering being such a risky business ?
- (e) Give a suitable title to the passage.
- (f) Would you like to go on a mountaineering trip ? Why/Why not ? Give reasons.
- (g) Make your own sentences with the following phrases from the passage. Pick any three phrases from the five given below.
- (i) hazardous journey
(ii) mine of useful information
(iii) perennial source of joy
(iv) in greater abundance
(v) risky venture
- Q2.** A friend is leaving the country to study abroad. You are part of the organising team. Discuss with your classmates how best to give him/her a farewell party and a present. Write a dialogue taking about ten turns.

- Q3.** Write short notes on any two of the following:

- (a) Group Discussions
(b) Safe and Unsafe Topics for Small Talk
(c) Travelling for Business Purposes
(d) Internal Business Reports

- Q4.** Fill in the blanks in the following passage with appropriate prepositions:

The Home Minister of Nepal reached Delhi (a) 15th August (b) 10 am. (c) the airport he went (d) Rashtrapati Bhawan. He talked of several developments taking place (e) Nepal and India.

- Q5.** Fill in the blanks with the appropriate forms of the verbs in brackets.
- (a) Northumbria University _____ (have) a long tradition of welcoming international students.
- (b) They _____ (make) special efforts to ensure that everyone _____ (feel) at home.
- (c) Their ideal location in Newcastle, and excellent facilities _____ (make) for an enjoyable experience.
- (d) Over 200 undergraduate and postgraduate courses _____ (offer) every year.



Believe
in yourself
— & —
you will be
Unstoppable

Business Communication: BCS-055

June, 2018

Note: Answer *all* questions.

Q1. Read the following passage and answer the questions given below it:

- 1** I used to be absolutely petrified of speaking in front of any type of group. In fact, I was so scared that I actually fainted (twice) in high school while attempting to do so. But I'm not alone. I've heard that public speaking is the number one fear in the world. It seems that speaking to groups is even more frightening to people than air travel, bankruptcy, even death!
- 2** A fear as big as this one doesn't exist in a vacuum. In other words, it doesn't show up only on those occasions when you are called on to speak in front of a group. Instead, the stress associated with speaking in front of others looms over you, perhaps very subtly, if there is any chance whatsoever that you will ever need to speak in front of people. Whether you may be required to give a presentation, a sales pitch, the results of a report or study, an all-out speech, or simply share an idea with others, the stress factor is the same – enormous – if you're scared.
- 3** Another factor to consider is this: If you're frightened of speaking to groups, even a little bit, you may avoid doing things that could greatly benefit your career, give you a promotion or more responsibility, or an advancement of some kind. Before I overcame my fear of speaking, I remember making many decisions based on the likelihood that I may or may not have to speak. Getting over this fear helped me to relax about my work so that I could focus on other things. It made my work life easier and far less stressful. There is no question that overcoming this fear has also helped me to become more successful as an author. Had I not done so, I doubt very much that I would be writing books, because writing books requires promoting them, often in front of huge groups of people. If you have any fear whatsoever, I urge you to consider this suggestion very carefully. Once you get over the fear you experience, you will be less stressed and more easygoing in your work life. This will help you be more creative and solution-oriented because the distraction

of this fear will be gone forever. Because you'll be less on edge, you'll be sweating the small stuff less and less.

- 4 **The way to get over this fear is to put yourself in situations where you are required to speak to groups. You can start really small – even one or two others is a great place to start. There are classes you can take, coaches who can help you, books to read, and tapes to listen to. There are a variety of methods and strategies to look into. In the end, however, you'll have to take the first step and get in front of people. If you do, I think you'll find, as I have, that if you get over this common fear, you'll be richly rewarded in terms of the quality of your work and, indeed, the quality of your life.**

(a) What are some of the things that frighten people? What frightened the writer the most?

Ans. Speaking in front of any group, whether you may require to give presentation, a sales pitch are the things that frighten people. The writer was frightened of public speaking.

(b) How does fear of public speaking affect the career of a person? Discuss.

Ans. It's well documented that people with public speaking fears say it interferes with their life. There is showing that workplace anxiety can directly lead to lower work performance.

(c) What are the solutions to overcome fear of public speaking? Discuss in the light of the passage.

Ans. The way to get over this fear is to put yourself in a situation where you are required to speak to a group. There are classes you can take, coaches who can help you, books to read, and tapes to listen to.

(d) Talk about your fear of public speaking. What do you do to overcome this fear?

Ans. I have fear of public speaking. However, this fear is so intense that I avoid making presentations or taking courses that require active participation. It is too difficult for me to speak in front of people and this happens with many people as well.

People who have fear of public speaking tell that they are mostly afraid of the following to happen:

- Freezing, being unable to speak; suddenly forgetting what to say
- Being the center of attention, everybody looking at and listening to him/her
- Doing a mistake, a question that s/he might not answer
- People noticing that s/he is nervous
- Presentation going so bad that it will embarrass him/her or put him down in front of the teacher or classmates
- Audience disliking the presentation, getting bored and start talking or leave the room.

To overcome this fear:**During the speech/presentation:**

- Smile.
- Do not focus on yourself, how you look, how well it is going and/or whether your anxiety is noticed or not. Just think about your presentation/speech.
- Do not try to read the minds of the audience. Do not ruminate about the facial expressions, postures, yawning and laughing of the audience and try to guess what they might have been thinking. You may decide that a person did not like your speech/presentations and feel bad, while actually s/he was anxious about his/her presentation.
- Looking at your friends may be comforting. At times make eye-contact with them.
- Act confident, even when you do not feel so.
- Talk with your regular, natural tone and speed. Avoid being monotonous.
- Use your hands but do not exaggerate. Do not swing; instead move a few steps forwards and backwards.
- Have your closing sentence ready and ask if there are any questions.

After the speech/presentation:

- Leave everything behind. Avoid thinking that "it could go this way", "if only I did that", and/or "I did a mistake there". Whatever had happened, the important thing is that you stood up there and made a presentation/delivered a speech. Relax and reward yourself.

(e) Give a suitable title to the passage. Say why it is appropriate.

Ans. Fear of Public Speaking. Because the content of whole passage relate to this concept only .

(f) Find opposites of the following words from the passage:

- (i) fearless (para 1)
- (ii) obviously (para 2)
- (iii) more difficult (para 3)

Ans. opposite:

- | | |
|-----------------------|---------|
| (i) fearless: | scared |
| (ii) obviously: | perhaps |
| (iii) more difficult: | easier |

(g) Make sentences of your own with the following words from the passage:

- (i) show up
- (ii) in front of
- (iii) share an idea
- (iv) start really small

Ans. (i) Show up: Scientists know that cancer may not show up for many years.

(ii) In front of: They ate everything that was set in front of them.

- (iii) Share an idea:** He had never been able to share his idea with anyone else.
- (iv) Start really small:** In business, start really small and don't get in over your head.

Q2. Write a dialogue of about 250 words between two friends. The discussion is whether students should take part in politics or not.

Ans.

Zafi: Hello Zarif! How are you?

Zarif: I am fine and you?

Zafi: I am fine too. But I am somewhat worried about a matter.

Zarif: What's that? Could you please let me know in detail?

Zafi: Yes, of course! That's the dirty student politics prevailing in our country. Weather the students should take part in politics?

Zarif: Yes, I have understood it well. I am now a university student. Our academic progress are sometimes badly affected by this student politics.

Zafi: Yes, we can in no way support what is happening now in the name of student politics across the country.

Zarif: Absolutely! But it is true that our student politics had a glorious role in the language movement and our war of liberation.

Zafi: You are correct. But you can't surely support it prevailing across the country.

Zarif: Of course not! Most of the student leaders are now corrupted and involved in illegal activities.

Zafi: You are absolutely right. The corrupt politicians are misguiding and misleading our students. They are using the student leaders as their weapons.

Zarif: Exactly! But our students can't realize this unfortunately. Anarchy and terrorism are taking place in the educational institutions due to student politics.

Zafi: Yes, some students with brilliant career are spoiling their life owing to politics. I think it is time to ban student politics for ever for the betterment of the country.

Zarif: Exactly! I agree with you on this point.

Zafi: Thank you very much for your valuable opinion on student politics.

Zarif: You are most welcome.

Q3. Write short notes on any two of the following:

(a) Organising a portfolio

Ans. Refer to chapter-3,((Pg. No.-90)

(b) Phone interview

Ans. Telephone interviews are used by companies to screen candidates and narrow the pool of applicants who will be invited for in-person interviews. They minimize expenses associated with interviewing out-of-town candidates and help employers quickly and efficiently target candidates who fit their needs. Companies also use telephone interviews to differentiate between candidates who appear similar on paper and to determine organizational fit. You should take a telephone interview as seriously as you would a face-to-face interview. If you do poorly on the

telephone interview, you will almost certainly not be invited to the onsite interview. Without good preparation, you can just as easily fail at a telephone interview as at an in-person interview. Issues such as background noise, dropped calls, lack of knowledge about the company, and being unprepared to respond to questions could negatively impact the interview and your chances of working for a company that has shown interest in you.

(c) Different types of communications

Ans. Refer to Important short note, Part-22, (Pg. No.-178)

(d) Travelling for business

Ans. Refer to June-2015, Q. No.-4 (b)(ii), (Pg. No.-199)

Q4. Choose the appropriate preposition to fill in the blanks.

- (a) The strain is telling _____ his health.
- (b) I saw _____ the trick.
- (c) I do not believe _____ what he health.
- (d) The father tried to dissuade his son _____ modeling as a career.
- (e) He is ineligible _____ this post.

Ans.

- (a) upon
- (b) through
- (c) in
- (d) from
- (e) For

Q5. Fill in the blanks in the following sentences with can or can't, could or couldn't, may or mayn't and might or mightn't:

- (a) Since I haven't worked throughout the year, I have begun to feel that I _____ pass in the examination.
- (b) Thanks for the invitation, Mr. Kapoor. _____ my sister come with me?
- (c) Excuse me, I have an urgent phone call to make. _____ I use your telephone?
- (d) We could hold the meeting in June, but I think it _____ be the best time. It is too hot then.
- (e) You can get to Chandigarh from here, but you _____ get from there to Jaipur.

Ans.

- (a) Mayn't
- (b) Can
- (c) May
- (d) Couldn't
- (e) Can't



Business Communication: BCS-055

December, 2018

Note: Answer **all** questions. There are five questions.

- Q1. Read the following passage and answer the questions given below it:**

Already an estimated 50,000 people have tried bungee jumping in the UK alone — and not all of them are crazy!

Some describe it as a close encounter with death; others — the most thrilling experience they've ever had!

So what makes someone bungee jump and what goes through their mind when they're doing it?

Bungee jumping was something I always wanted to do. I saw it as a way of conquering my fear of heights — and that's exactly what it did,' explains experienced jumper Mark Debenham, aged 32.

'80% of people only ever jump once, to prove something to themselves, but many take it up as a sport and jump regularly.'

'Bungee jumping is an amazing experience which leaves your heart racing at up to 170 beats a minute.'

'I've done about 50 jumps, both in this country and abroad, and my highest was from 120 metres.'

'My first ever jump was extremely frightening. The next seven or eight jumps were still very scary but then after that it was pure excitement.'

'When you actually jump you seriously think you're going to die. It doesn't matter how many people you see jump before you, your mind tells you, you shouldn't be doing it.'

'It takes about four or five seconds before the rope snaps you back up again, giving you a momentary feeling of weightlessness. It's then you realise you've survived the jump and at that point most people let out a yell of relief.'

'I've done quite a few different styles of jumping. You can jump forwards, backwards, somersault or jump with someone else.'

People think of bungee jumping as being dangerous, but in reality it's extremely safe, and injuries are rare.'

'I have a lot of confidence in the equipment and I just enjoy jumping.'

You have to be over 14 years of age. If you're 50 or more you need to have a medical certificate. There are also various other medical conditions which prevent you from doing a jump. A qualified instructor can guide you on these.

It is important that you only jump with a licensed club which is fully insured.

- (a) Answer the following questions:
- What are the different reactions of people who have tried bungee jumping?
 - Why do people bungee jump? Give two reasons from the passage.
 - If people jump once, do they usually try it again ? Give instance(s) from the passage.
 - Describe the feeling of a person before the jump.
 - How does the person feel just after the jump?
- (b) Make a sentence with each of the following words taken from the passage. You may change the form if required.
- extremely
 - encounter
 - scary
 - yell
 - momentary
- (c) Find words from the passage which mean the opposite of the following words:
- normal
 - mundane
 - rarely
 - lowest
 - safe

Q2. Fill in the blanks with suitable forms of the verbs given in the box.

read	do	have	leave	bring
------	----	------	-------	-------

- Every time uncle Rohit comes to see us, he _____ us a present.
- Haven't you finished the book yet? You _____ it for ages.
- He can't answer his phone now, he _____ his 'keep-fit' exercises.
- It began to get very cold. Unfortunately, we _____ our coats at home.
- I love this necklace, I've _____ it for nearly thirty years.

Q3. Change the following sentences from active voice to passive voice:

- They presented the winners with gold medals.
- They're going to pierce my ears this afternoon.

- (c) Someone should have told us about the incident.
- (d) Your rooms have been booked for two days at the Mountain hotel.
- (e) You will be received at the railway station by the hotel taxi.

Q4. Write short notes on any two of the following:

- (a) Building workplace relationships through small talk
- (b) Preparing to face an interview
- (c) E-mail etiquette
- (d) Planning a business event

Q5. Write a profile of yourself Use the following points. You may add some more. The profile must be in about 200 words.

- Current job
- Responsibilities you are required to undertake
- Skills required to fulfill these responsibilities
- Brief outline of previous job and skills developed during that period
- Educational qualifications
- Career path you would like to chart out. You may write in any order you like.



Business Communication: BCS-055

June, 2019

Note: Answer all questions. There are five questions in all.

- Q1. Read the following passage and answer the questions given below it:**

I don't think most people realize how stressful it can be to have multiple incomplete tasks hanging over your head. Just in case you are one of these people, let me assure you, it is stressful. I like to call this the "almost finished syndrome". It has always intrigued me because often, it would be relatively easy to simply bear down and complete something — not almost complete something, but really complete it 100 percent, and get it out of the way.

On many occasions, I've hired people for everything from a building or repair project around the house to an editing job at work. The person I've hired has been competent, creative, hard-working, skilled and motivated. Yet for some strange reason, they won't quite finish the job. Sure, they almost finish — sometimes they are about 99 percent done, but that last remaining bit seems to hang over their heads (and mine too). Often the last 1 percent takes as long as the first 99 percent.

When you absolutely finish a project, several good things happen. First, you enjoy the nice feeling of a sense of completion. It feels good knowing you've set out to do something and it's done, it's out of the way. Completion allows you to move forward without the distraction of having things hanging over your head.

Beyond the obvious, however, is the respect you feel for yourself and the respect you secure from others when you complete something. You said you were going to do something, and you did it — all of it. You send the message to others that "I am a person of my word," "You can trust me," and "I am reliable." And you affirm the message to yourself: "I am competent and trustworthy." This makes people want to help you — and want to refer business to you and want you to succeed.

Whether you are working for a corporation or a customer, it's undeniable that people will be irritated at you if you don't complete your tasks as agreed. Further, they will be on your back, complaining to you and about you. How can

this be worth the stress it so obviously creates ? Wouldn't it be easier to simply plan ahead and do whatever is necessary to get the job done — all the way done?

This is an easy habit to break. Take an honest look at your own tendencies. If you are someone who often almost finishes something, take note of the tendency and commit yourself to that last final completion. You can do it — and when you do, your life is going to seem so much easier.

- (a) Answer the following questions:
- (i) What does the author mean by the phrase "almost finished syndrome"?
 - (ii) Describe the feelings of yourself and others when you complete a project. (Give four examples).
 - (iii) What is the reaction of customers or a corporation when you leave things incomplete?
 - (iv) Give a suitable title to the passage. Give reasons.
- (b) Make a sentence each with the following words/phrases from the passage:
- (i) Stressful
 - (ii) Occasions
 - (iii) Motivated
 - (iv) Sense of completion
 - (v) Reliable
- (c) Find words from the passage which are the opposite of the following words:
- (i) Peaceful
 - (ii) Difficult
 - (iii) Incapable
 - (iv) Fail
 - (v) Praising
- Q2. Fill in the blanks with the verbs given in the brackets.**
- There _____(be) a car by the side of the road. It _____(broke) down and the driver _____(try) to repair it. So, we _____(stop) by to see if we _____(can) help.
- Q3. Fill in the blanks with appropriate articles (a/an, the).**
- (a) In essence, strike out for _____ middle path between over-confidence and timidity. Entertain _____ healthy respect both for _____ people you work with and yourself.
 - (b) How do you get noticed when you're working as part of _____ team, and are expected to blend seamlessly with _____ rest?
- Q4. Write short notes on any two of the following:**
- (a) Writing an effective CV
 - (b) Communicating across cultures

- (c) Features of a good proposal
 - (d) Difference between a resume and a portfolio
- Q5.** Your company owns a small field next to the factory. You will probably need it in a year or so if you extend the factory. What can you do with it in the meantime? Write a dialogue in about 150 – 200 words, discussing the issue with your boss.



Business Communication: BCS-055

December, 2019

Note: Answer **all** questions. There are five question in all.

- Q1. Read the following passage and answer the questions given below it:**

TOKYO—A recent television special said it all : It showed a building in downtown Tokyo with preprogrammed office lights that uniformly shut off at 10 p.m.; seconds later, virtually every light in the building came right back on. Despite such displays, the nation that has taken the sting out of the word 'workaholic', producing 10 percent of the world's exports with just 2 percent of its population, is suddenly, obsessed with a deadly phenomenon known as karoshi. That's the Japanese word for 'death from overwork.' Tetsunojo Uehata, the medical authority who coined the word, defines karoshi as a 'condition in which psychologically unsound work processes are allowed to continue in a way that disrupts the worker's normal work and life rhythms, leading to a buildup of fatigue in the body and a chronic condition of overwork accompanied by a worsening of preexistent high blood pressure and a hardening of the arteries and finally resulting in a fatal breakdown.' Translation: All work and no play can really wreck one's health, even in Japan.

Hardly a week goes by without a grim report about some overzealous worker in the prime of his life who could not just say no to overtime. Not long ago, a 39-year-old police sergeant, Haruo Okada, captured headlines as a karoshi victim by working double shifts for a month during the enthronement, ceremonies for the nation's new monarch. There are no reliable figures on the number of victims, but analysts believe that tens of thousands of Japanese become seriously ill or die from overwork each year. Despite promises by the government to trim working hours, the average Japanese worked 2,150 hours in 1989, compared with 1,924 hours for Americans and 1,634 hours for the French.

Some Japanese want change. When a group of lawyers and doctors set up the nation's first karoshi hot line in 1988, 135 people phoned in on the first day. Since then, nearly 2,000 cases have been reported to the 42 hotlines across the nation, and an international call-in centre has been set up recently.

To raise public awareness about the problem and to pressure the government and corporate Japan into action, a group of lawyers, doctors and victims' wives has published a book called 'karoshi: When the Corporate Warrior Dies,' which recounts numerous horror stories. Yet the government and most Japanese companies rarely acknowledge karoshi and provide no special compensation to survivors. As the Ministry of Labour defines it, overwork can only be considered a cause of death if a victim 'worked continuously for 24 hours preceding death,' or 'worked 16 hours a day for several consecutive days leading up to death?

Alas, the recent media attention probably won't slow down the production lines much. In a poll conducted by an insurance company, more than 40 percent of the employees the firm covered said they feared that overwork might kill them; few planned to do anything about it. All in all, it looks like another busy year for the folks at karoshi hotline.

- Q1.** (a) (i) Why did "_____ virtually every light in the building came right back on ?" What does this tell you of the Japanese people?
(ii) Write in your words what the word "karoshi" means. Do you have such a word in your own language?
(iii) Why does the Japanese Government , need to "trim" the working hours of its employees?
(iv) The government and most Japanese companies rarely acknowledged "karoshi". Why?
(v) Give a suitable title to the passage.
(b) State whether the following statements are true or false:
(i) Most Japanese people compulsively work very hard.
(ii) Most - Japanese have deep-root psychological problems.
(iii) The government of Japan is cone but helpless about the situation.
(iv) The lights in the office building are shut off by the workers.
(v) About 40% Japanese know that they will die from overwork.
(c) Make sentences with each of the following words. The sentences must not be copied from the passage:
(i) Shut off
(ii) Workaholic
(iii) Disrupts
(iv) Victim
(v) Compensation
- Q2.** At the place where you work, too many people are taking leave without permission, and not even applying for it later.

You are the office manager. Write a memo to the employees saying what you expect of them.

Q3. Write short notes on any two of the following:

- (i) Business Event Planning
- (ii) Features of a proposal
- (iii) Writing a CV
- (iv) Group Discussion

Q4. Rewrite the following sentences using the passive form:

- (i) People won't obey the rules unless you enforce them.
- (ii) Someone should have told us.
- (iii) They are going to pierce our ears this afternoon.
- (iv) They presented the winners with gold medals.
- (v) I am sure someone was following me.

Q5. Fill in the blanks with the appropriate form of the verbs given in brackets:

- (i) My parents _____(give) me a teddy bear for my third birthday.
- (ii) If you ask her nicely, she _____(give) it back to you.
- (iii) Haven't you finished the book yet? You _____(read) it for ages.
- (iv) I _____(read) three of his novels already.
- (v) You won't see me tomorrow, I _____(leave) very early tomorrow.



Business Communication: BCS-055

June, 2020

Note: Answer **all** questions. There are five question in all.

- Q1. Read the following passage and answer the questions given below it:**

The important thing is not where you were or where you are but where you want to get.

The progressive corporation plans company goals 10 to 15 years ahead. Executives who manage leading businesses must ask, "Where do we want our company to be 10 years from now?" Then they gauge their efforts accordingly. New plant capacity is built not for today's needs but rather for needs 5 to 10 years in the future. Research is undertaken to develop products which won't appear for a decade or longer.

The modern corporation does not leave its future to chance. Should you?

Each of us can learn a precious lesson from the forward-looking business. We can and should plan at least 10 years ahead. You must form an image now of the person you want to be 10 years from now if you are to become that image. This is a critical thought. Just as the business that neglects to plan ahead will be just another business (If it even survives), the individual that fails to set long-range goals will most certainly be just another person lost in life's shuffle. Without goals we cannot grow.

Let me share with you an example. of why we must have long-run goals to achieve real success. Just last week a young man (let me call him F. B.) came to me with a career problem. F. B. looked well-mannered and intelligent. He was single and had finished college four years ago.

We talked for a while about what he was doing now, his education, his aptitudes, and general background. Then I said to him, "You came to see me for help on making a job change. What kind of job are you looking for?"

"Well," he said, "that's what I came to see you about. I don't know what I want to do."

His problem, of course, was a very common one. But I realized that just to arrange for the young man to have interviews with several possible employers would not help him. Trial and error is a pretty poor way to select a career.

With dozens of career possibilities, odds of stumbling into the right choice are several dozen to one.

- (a) Answer the following questions:
- (i) In the context of the passage, explain the first line of the passage:
"The important thing is not where you were or where you are but where you want to get."
- (ii) Why do progressive corporations plan company goals 10 to 15 years ahead? Discuss in the light of the passage.
- (iii) What is the "critical through" which the Writer is referring to?
- (iv) What do you understand by about the character of F. B.?
- (v) Give a suitable title to the passage.
- (b) Make a sentence with each of the following words/phrases from the passage:

- (i) gauge
 (ii) undertaken
 (iii) image
 (iv) aptitude
 (v) stumbling

- (c) Find words from the passage which are the opposite of the following words:

- (i) backward
 (ii) old-fashioned
 (iii) dies
 (iv) failure
 (v) dull

- Q2.** Complete the text with the correct form of the verb in brackets:

Sunil Sethi _____ (be) at Ultra Tech Inc. since he _____ (leave) college. Since he _____ (join) the company, he _____ (work) in three different departments. In his present job in the Sales Department, he _____ (travel) to Spain every two or three months.

- Q3.** Complete the following sentences using must, mustn't or needn't:

- (i) I've got an important meeting tomorrow, I _____ be late.
 (ii) I haven't got any money left, I _____ go to the ATM.
 (iii) The restaurant is never full. We _____ book in advance.
 (iv) We've got plenty of time, we _____ hurry.
 (v) Please check this letter carefully There _____ be any mistakes.

- Q4.** Your company has recently established a 'friendly coworker' programme in which employees are assigned to orient new employees to the company. You are part of this

programme. Write a dialogue that you have with a new employee who has joined the marketing team. Introduce her to the manager and explain to her the policies of the company. Write the dialogue in about 150 to 200 words.

Q5. Write short notes on any two of the following:

- (i) Social small talk in business
- (ii) The importance of Group Discussions
- (iii) The difference between a memo and a business letter
- (iv) Understanding other cultures is important in business





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