

Activity Record

19ENG230 Business Communication

Record

Submitted in partial fulfilment of the Completion of
the course **19ENG230 Business Communication** under the
Faculty of Humanities and Social Sciences

by:

Ravella Abhinav

(CB.EN.U4CSE19453)



DEPARTMENT OF ENGLISH AND HUMANITIES
AMRITA VISHWA VIDYAPEETHAM
COIMBATORE CAMPUS (INDIA)

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Course Outcomes:

- | | |
|------|---|
| CO1: | Familiarize and use appropriate business vocabulary and etiquettes in verbal communication in the professional context |
| CO2: | Understand organizational structures, pay structures and performance assessments |
| CO3: | Apply language skills in drafting various business documents and other necessary communications in the business context |
| CO4: | Understand and address cross cultural differences in the corporate environment |
| CO5: | Participate in planned and extempore enactments of various business situations |

Evaluation Pattern:

Assessment	Internal	End Semester
Periodical 1 (P1)	15	
Periodical 2 (P2)	15	
*Continuous Assessment (CA)	20	
End Semester		50
*CA – Can be Quizzes, Assignment, Projects, and Reports.		

BOOKS RECOMMENDED:

1. Jones, Leo & Richard Alexander. New International Business English. CUP. 2003.
2. Horner, David & Peter Strutt. Words at Work. CUP. 1996. 3. Levi, Daniel. Group Dynamics for Teams. 3 ed. Sage Publications India Pvt. Ltd. New Delhi, 2011.
3. Owen, Roger. BBC Business English. BBC. 1996.

TASK 1

05.01.2021

INTRODUCTION

- Introduction to course
- Explained about course outcomes
- Explained about evaluation pattern

TASK 2

12.01.2021

Business Vocabulary

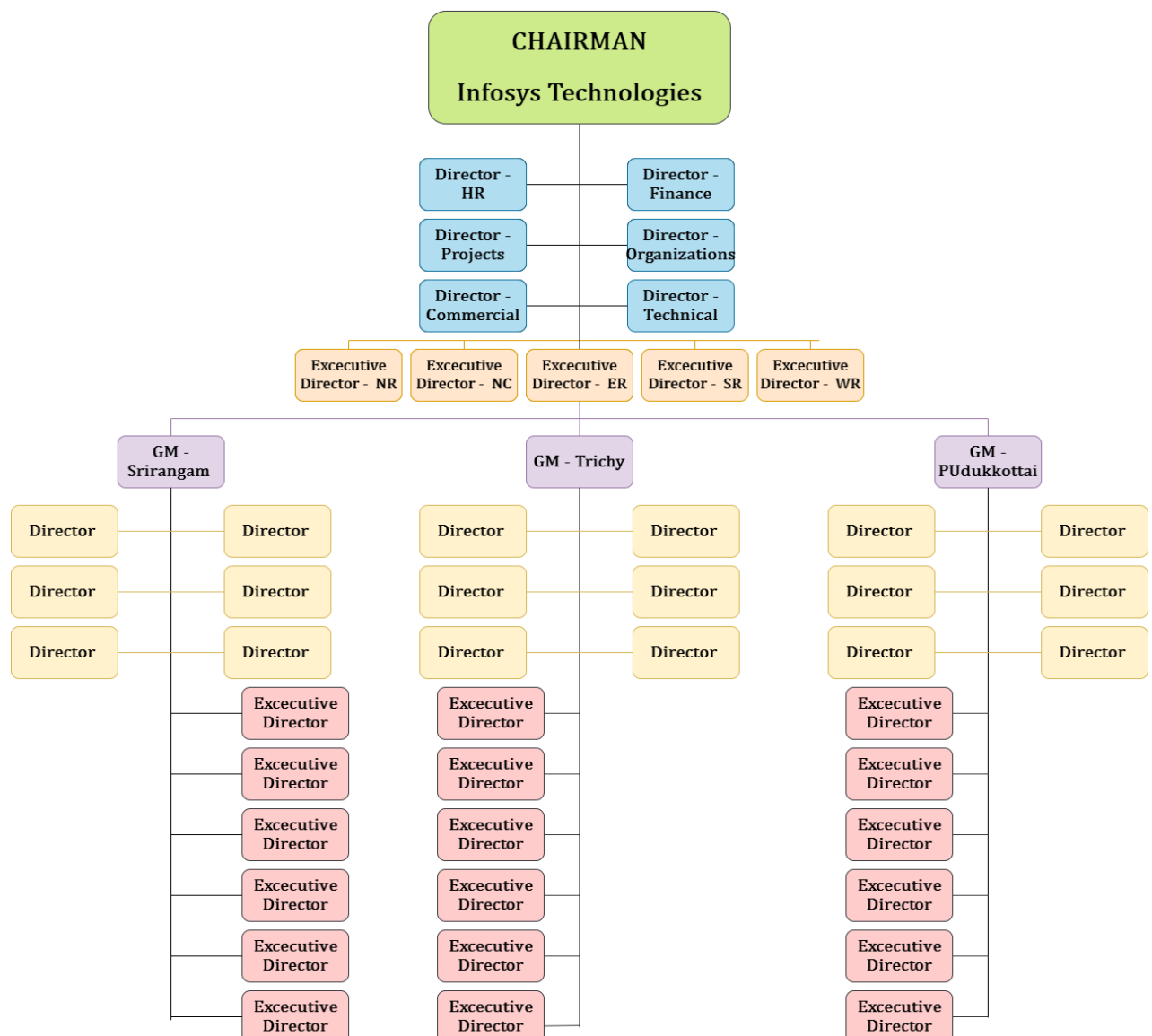
Five Business terms:

1. **Balance sheet:** a document showing a company's financial position and wealth at a particular time.
2. **Bankrupt:** someone judged to be unable to pay their debts by a court of law, and whose financial affairs are handled by a court official until the debts are settled
3. **Bank statement:** information sent regularly by a bank to a customer, showing the money that has gone into and out of their account over a particular period
4. **Barrier to trade also trade barrier:** something that makes trade between two countries more difficult or expensive, for example a tax on imports.
5. **Benefits package:** the total amount of pay and all the other advantages that an employee may receive such as bonuses, health insurance, a company car etc

1. Organization Structure:

Task: The Chairman is the head of Infosys Technologies. Functioning under him are six Directors each heading a department, namely, HR, Finance, Projects, Operations, Commercial, and Technical. There are five regions- NR, NC, ER, SR, and WR and each region is headed by an Executive Director who reports directly to the Chairman. The Southern Region has plants at Srirangam, Trichy, and Pudukkottai. Each of these plants is headed by a GM. Functioning under him are six Directors and five Executive Directors.

Answer: *Divisional Structure.*



Business Vocabulary

Business Vocabulary:

1. An instruction to a bank to make regular payments – *Standing order*
2. Group of people chosen to establish policy for a company and to control it – *Board of Directors*
3. The protection given by an insurance policy - *Cover*
4. Settlement of a dispute by a person chosen by both parties-*Arbitration*
5. A particular statement or stipulation in a contract/a clause - *Article*
6. A sheet of letter paper printed with a person or company's name and address - *Letterhead*
7. An extra benefit in addition to a regular salary – *Perk*
8. A short account of one's educational qualifications, work experience, skills, personal information etc – *Curriculum vitae*
9. A letter from a bank authorising a person to draw money from another bank – *Letter of credit*
10. A person who calculates risks for insurance companies – *Actuary*
11. An application for payment under an insurance policy – *Claim*
12. Money earned each time you sell a product - *Commission*
13. A payment, usually monthly, yearly etc, for an insurance policy - *Premium*
14. A written schedule or list of topics for a meeting - *Agenda*
15. General agreement - *Consensus*

TASK 5

19.01.2021

Business Vocabulary

Five Business Terms:

1. **Agenda:** a list of the subjects to be discussed at a meeting
2. **Alliance:** an agreement between two or more organizations to work together
3. **Attend:** to go to an event such as a meeting
4. **Attribute:** a characteristic, feature, or quality
5. **Awareness:** knowledge or understanding of a particular subject, situation, or thing

TASK 6

02.02.2021

Pay and Perks

Question:

I. Categorize the following terms under **Fixed earnings, Benefits & Perks** :

Earnings	Benefits	Perks
Salary	Over time	Company car
Wages	Paid leave	Share option schemes
	Commission	Low-interest account
	Bonus	

II. Mention 5 benefits/perks that you would like to offer to attract the best professionals? (Think from the perspective of an employee and an employer as well)

1. Maternity leave
2. Full health insurance for family
3. Children's education loan
4. Discount on personal expenditure.
5. Housing allowance
6. Medical reimbursement

TASK 7

Business Vocabulary

02.02.2021

Five Business terms:

1. **Clock in/on:** to record on a special card or computer the time you arrived at or begin work
2. **Crisis:** a period or moment of great difficulty, danger, or uncertainty, especially in politics or economics
3. **Chair:** the position of being the chairman of a company or organization or the person who is chairman
4. **Cash flow:** the amounts of money coming into and going out of company, and the timing of these
5. **Counterfeit:** made to look exactly like something else, usually illegally

TASK 8

Negative Message

09.02.2021

Task: Improvise the following Negative Sentences to make them less offensive or acceptable

1. Since you are an inexperienced new recruitment, you should consult with the senior staff members and take their expert opinion whenever it is necessary.
 - **Ans:** It's just been a while you working here so, if you need any advice, you can always contact the senior staff members.
2. Why are you always late? Get to work on time or else you are out.
 - **Ans:** It's accepted to be late once in a while but if this continues you need to find a new job.
3. The company is ready to overlook the mistake since you are a woman.
 - **Ans:** Everyone makes mistake so for the last time we are going to overlook it.
4. It was not the right way to address the customers.
 - **Ans:** There are better ways of addressing the customers
5. Your performance was very bad this year, unless you improve it in three months, you will be de-promoted.

- **Ans:** Everyone has their up and downs so I would like to give you 3 months' time to bring your A game or else you will be demoted
6. We have more serious issues at hand now and cannot attend to your issue immediately.
- **Ans:** Sorry for the inconvenience. We would like to get back to you shortly.
7. We are totally disappointed with your company's customer service.
- **Ans:** I would be nice if your company sets up its customer service.
8. Employees should not be seen engaged in small talks during work hours.
- **Ans:** No deviating from work during work hours.
9. We cannot entertain employees who come for a company meeting unprepared.
- **Ans:** It wouldn't be nice to have employees around who come up to a meeting unprepared.
10. The company cannot grant you a long leave at this juncture.
- **Ans:** The company needs your service at most now so we are sorry we couldn't grant you long leave.
11. We regret to reject your new business proposal for this Spring, as it is suitable only for the next financial year.
- **Ans:** We would like to review your business proposal in next financial year.
12. We have found that young men are best for this work.
- **Ans:** We found that young minds are better fit for this job.
13. Any worker who ignores this rule will have his salary reduced.
- **Ans:** Follow the rules by doing so no one needs to pay the fine.
14. The Committee should consist of a businessman, a lawyer and a lady doctor.
- **Ans:** The committee must have a businessperson, a lawyer and a doctor.

TASK 9

Business Vocabulary

09.02.2021

Five Business terms:

1. **Deceit:** when someone tries to gain an advantage for themselves by tricking someone, for example by making a false statement
2. **Demerge:** if a company or unit demerges from a group, or if it is demerged, it becomes a separate company
3. **Deregulate:** if a government deregulates a particular business activity, it allows companies to operate more freely so as to increase competition
4. **Disclosure:** the duty of someone in a professional position to inform customers, shareholders etc about facts that will influence their decisions
5. **Downmarket also Downscale:** involving goods and services that are cheap and perhaps not of very good quality compared to others of the same type, or the people that buy them

TASK 10

Business Vocabulary

02.03.2021

Five terms:

1. **Etiquette:** the formal rules for polite behaviour
2. **Expand:** to become larger in size, amount, or number, or to make something larger in size, amount, or number
3. **Extort:** to illegally force someone to give you money by threatening them
4. **Global economy:** the economy of the world seen as a whole
5. **Growth:** an increase in size, amount, or degree

TASK 11

Reading Comprehension

02.03.2021**Reading Comprehension Exercise:**

PART - 1			PART - 2			PART - 3	
1.	A		9.	E		15.	B
2.	E		10	F		16.	D
3.	D		11.	B		17.	B
4.	A		12.	G		18.	D
5.	B		13.	A		19.	C
6.	E		14.	D		20.	C
7.	C						
8.	E						

PART - 4				
21.	A		26.	B
22.	A		27.	D
23.	C		28.	A
24.	D		29.	D
25.	B		30.	B

PART - 5		PART - 6	
31.	THAN	41.	MANY
32.	HAS	42.	TYPE
33.	NO/LESS	43.	WHICH
34.	OF	44.	CORRECT
35.	WHICH	45.	BEEN
36.	A	46.	CORRECT
37.	TO	47.	COURSE
38.	AND	48.	CORRECT
39.	ONE	49.	YOU
40.	WELL	50.	ONE
		51.	OF
		52.	CORRECT

TASK 12 **CIRCULAR, MEMO AND NOTICE**

16.03.2021

Q1:

End semester examinations are going on in your institution. The examination inspector noticed and reported the absence of the invigilator in a classroom for more than 10 minutes. Upon checking the answer scripts from the same class, it was found that the invigilator has not signed on a few answer scripts as well. This is considered as sheer negligence of duty by your institution. As the Central Coordinator of the Examinations, draft a memorandum (memo) to be sent to the faculty concerned and mark copies to the personnel, who require to be aware of this issue. (Assume all the necessary details)

MEMO:

MEMORANDUM

TO: Mr. Rupesh

CC: Dean Engg., Deputy Dean, All Chairpersons, Controller of Examinations, Academic Coordinator

FROM: Central Coordinator of the Examinations

DATE: March 19,2021

SUBJECT: Negligence of invigilator during examination

The purpose of this memo is to update that Mr. Rupesh is not completing his invigilation duty in the ongoing higher semester examinations. It is observed that he is not following the conduct such as signing the answer sheet, presentation of in the examination hall. From this it is considered as sheer negligence by the side of invigilator. Controller of Examination and concerned authorities must go through the issue and take necessary action on concerned invigilator. Considering the issue the rules must be followed by the invigilators are written below.

Here are some rules to follow by the duty invigilator in the exam hall. The rules are as follows:

1. Please implement the code of conduct for students during examination.
2. Invigilation duty for Examination is compulsory to all invigilators. In case of emergency, alternative arrangement to be made by CoE.
3. All invigilators must report to Exam Section within time and must reach to their respective examination hall before 15 minutes of the scheduled examination time.
4. All the invigilators must maintain silence during exam in the examination hall.
5. Your mobile phone must be silent mode and you are not allowed to use in the examination hall.
6. Please check whether the students have occupied their respective seats according to the seating plan.
7. Verify the Id card/admit card of the students in the examination hall.

8. Take the signature of the students on the attendance sheet and maintain attendance record of the examination hall.
9. Invigilator must sign the student answer sheet along with the additional taken by the student.
10. Invigilators must watch the students continuously and should be vigilant.
11. Please move in the examination hall to prevent indiscipline/copying.
12. Should not leave examination hall during examination period. In case of urgency, may be allowed for maximum 15 minutes with permission from room-in-charge.
13. Other invigilators / faculty are not allowed to enter into other examination halls without consent of concerned Hall/room-in-charge.
14. Invigilators must be vigilant, prevent unfair means and will report unfair means cases if any, without any discrimination.

- ✓ **It is essential that all invigilators should follow the above conduct during the exams.**
- ✓ **If you experience problems or have questions regarding examination procedures, please contact the Exam Support Team.**

I hereby conclude that all the duty invigilators as well as supporting staff to obey with the rules and stick to them without fail. Strict action will be taken if the invigilator opposes the rules and regulations.

If you have any concerns, please let me know.

Thank you,

Central Coordinator of Examinations

Q2.

You are the secretary of the Literary Club of your institution. Prepare a notice, announcing the launching of a new wing of the club, for watching and discussing world classic movies. You are planning to launch the wing with the screening of a classic movie followed by a discussion chaired by a guest (a renowned personality from the movie field). Draft a notice attracting the attention of as many people as possible. (Assume details like the names of the club, wing, movie, guest etc.)

NOTICE

St. XAVIER'S COLLEGIATE SCHOOL, CHENNAI

NOTICE

March 20, 2021

Inaugural Ceremony of Film Club

The newly formed film Club of our school will be inaugurated on March 27, 2021 by the famous actor, National award winner **Mr. Fahad Fashil**. The inaugural function will commence at 3 pm at the School auditorium. As part of this event, we are planning to launch the wing with the screening of a classic movie followed by a message from our chief guest. During his inaugural address, he has also agreed to discuss and give some tips on classic movies. Those who would like to join the club should submit their entries to the secretary of the Literary Club latest by March 24, 2020.

In addition, the Club also provides a Theatre facility in the Audio-Visual Room so as to screen world classic movies and documentaries for students. The Film Club aims to arrange film festivals, seminars and intercollegiate short film competitions in the coming years and to provide theoretical and technical training to the students who are interested in pursuing a career in film industry. For further details, contact the undersigned.

Rupesh

Secretary, Literary Club

TASK 13

16.03.2021

Business Vocabulary

Business Terms:

1. **Facility:** a place or large building which is used to make or provide a particular product
2. **Fiddle:** a dishonest way of getting money or not paying money
3. **Flight of capital also capital flight:** when money is moved rapidly out of a country, usually because its economy is doing badly or there is political uncertainty
4. **Fluctuation:** the movement of prices, income, rates etc as they increase and fall
5. **Franchise:** an arrangement in which a company gives a business the right to sell its goods or services in return for payment or a share of the profits

TASK 14

04.05.2021

LETTER WRITING

Question:

As an administrative assistant in the human resources department at the home office of Beckman-Tracy Department Stores, Inc., you have the job of completing the application files of a number of prospective management trainees from this year's crop of college graduates. The one you are working on now is Karem Ahmad, a marketing major from Oklahoma State University (OSU). Mr. Ahmad is being considered for work in sales promotion. The work requires a sound foundation of marketing knowledge—of promotion in particular. Good creative ability and imagination are also important. Your first task in completing the Ahmad file is to write to the references listed in his application for their evaluation of him. The first of these references is Professor Felicia Manton, who was Mr. Ahmad's teacher for two marketing courses and his advisor at OSU. Your message to Professor Manton will ask primarily for

information she can report. She can report about things such as his intellectual ability, his knowledge of marketing, and his industriousness. She may also know enough about him personally to report on his character and personality. Study the situation carefully and then write an email/letter that will get the information needed in this case.

Letter:

From,
R. Abhinav
Beckman-Tracy Department Stores, Inc.,
Brooklyn,
New York, USA

5th May, 2021

To,
Felicia Manton
Professor,
Oklahoma State University,
Stillwater,
Oklahoma, USA

Subject: Reference Check for Mr. Karem Ahmad

Dear Manton,
I am writing this letter in reference to Mr. Karem Ahmad graduate from OSU. Mr. Karem Ahmad has applied for a job at Beckman-Tracy Department Stores, Inc., and he is being considered for a post in sale promotion. We would like to get your report on Mr. Ahmad's intellectual ability, his knowledge of marketing, and his industriousness as you were his teacher for marketing course for 2 years. It would be great if you can also give us the insight about his character and personality as you know him well enough because for being this class advisor.

Thanking you,

Yours Faithfully,
R. Abhinav
Dept. of HRD
Beckman-Tracy Department Stores, Inc..

TASK 15
04.05.2021

Business Vocabulary

Five Business Terms:

1. ***Incentive:*** something which is used to encourage people, especially to make them work harder, produce more or spend more money
2. ***Industrial espionage:*** the activity of secretly finding out a company's plans, details of its products etc
3. ***Insider trading:*** when someone uses knowledge of a particular company, situation etc that is not available to other people in order to buy or sell shares. Insider trading is illegal
4. ***Inventory control:*** making sure that supplies of raw materials, work in progress, and finished goods are managed correctly.
5. ***Joint venture:*** a business activity in which two or more companies have invested together

TASK 16
04.05.2021

PRESS RELEASE

Press Release:

A press release is a written communication that reports specific but brief information about an event, circumstance, product launch, or other happening. It's typically tied to a business or organization and provided to media through a variety of means.

The Goal of a Press Release:

The main purpose of all press releases is to promote something significant and specific, and to do so clearly. Beyond that, a press release is a document that adheres to a strict format and serves three marketing and promotional purposes:

- To notify the media about an event in hopes that they will spread the word.
- To promote your business' appearance on the internet via blogs, websites, and social networks.

Press Release Example:

I have taken an example of Market press release for Nestle regarding a product release and written in my own words.

FOR IMMEDIATE RELEASE

Press release

Chennai, 30 April 2021



Nestle announces the global launch of a new range of Starbucks products to enjoy at home

Nestle today announced the launch of a new range of coffee products under the Starbucks brand to be available globally. The wide range of products consists of 24 products which includes whole bean and roast and ground, and also it consists of capsules which are the first ever Starbucks capsules developed using Nespresso and Nescafe proprietary coffee and system technologies.

This is the first product launch since the two companies formally joined forces in August last year and created a global coffee alliance.

“Our two teams have done an outstanding job in just six months developing a range of new and exciting premium coffees, crafted with care and passion, combining Nestlé’s coffee and system know-how with the Starbucks coffee, roasting and blending expertise,” said Patrice Bula, Executive Vice President,

Head of Strategic Business Units, Marketing, Sales and President of Nespresso. "With Nescafe, Nespresso and Starbucks, Nestle now has the best coffee portfolio to delight consumers around the world," he added.

In the coming days, Nestle will start rolling out these products in several markets across Asia, Europe, Latin America, Middle East and the U.S. Customers around the globe will be able to buy and enjoy their favourite Starbucks coffee at home when the products will become widely available in grocery stores and major online platforms.

"Today's announcement further extends the global outreach of Starbucks brand as we expand into new channels as part of a global coffee alliance with Nestlé."

The new range of coffee products includes a variety of signature Starbucks blends and single-origin coffees, as well as a selection of classic beverages such as Caramel Macchiato and Cappuccino.

All these products are made from 100% high-quality arabica coffee, ethically sourced from farmers in the world's premier coffee growing regions. Through the global coffee alliance, nestle has the perpetual rights to market Starbucks Consumer Packaged Goods and Foodservice coffee and tea products around the world, outside of Starbucks coffee houses and excluding Ready-to-Drink products.

The agreement will consolidate Nestle's leading position in the global coffee business while significantly strengthening Nestlé's coffee portfolio in North America.

Contacts:

Media	Rahul	0422-2685000/002
Investors	Borlini	0422-2685045/046

Five Business Terms:

1. ***Kickback***: informal a bribe money that is paid secretly and dishonestly to obtain someone's help
2. ***Laisser-faire also laissez-faire***: the idea that governments should do as little to the economy as possible and allow private business to develop without the state controlling or influencing them
3. ***Letter of credit***: in foreign trade, a written promise by an importer's bank to pay the exporter's bank on a particular date or after a particular event, for example when the goods are sent by the exporter
4. ***Liability***: an amount of money owed by a business to a supplier, lender, or other creditor
5. ***Limited company also limited liability company***: a company where individual shareholders lose only the cost of their shares

*** END OF THE COURSE ***