

CA Foundation

Business Correspondence and Reporting (BCR) Notes

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Business Correspondence and Reporting

Communication



CHAPTER-1

COMMUNICATION

INTRODUCTION

“Communication (from Latin *communicāre*, meaning “to share”) is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing, or behavior.

In communication process, a sender (encoder) encodes a message and then using a medium/ channel sends it to the receiver (decoder) who decodes the message and after processing information, sends back appropriate feedback/ reply using a medium/channel.”

Q-1 What do you mean by communication?

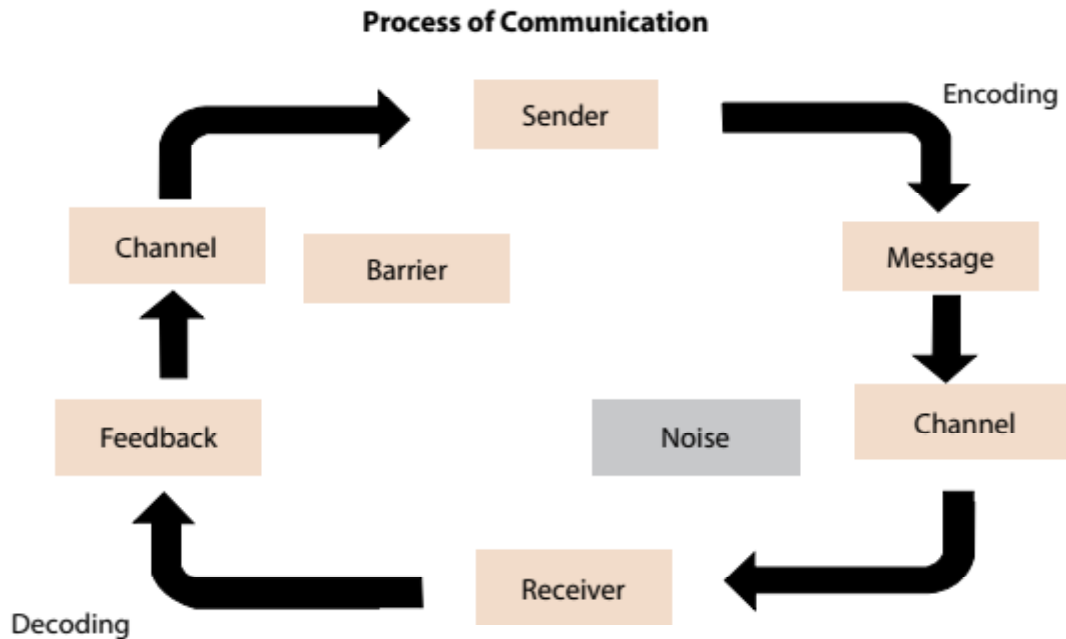
Ans.

- ➞ **The word “Communication” has been derived from a Latin word *communicāre*, meaning “to share”.**
- ➞ It is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing or behavior.
- ➞ In communication process, a sender (encoder) encodes a message and then using a medium/ channel sends it to the receiver (decoder) who decodes the message and after processing information sends back appropriate feedback/ reply using a medium/channel.” (Source: ggu.ac.in)

Q-2 Examine the Steps in Communication:

The main steps inherent to all communication are:

1. The purpose or reason for the communication.
2. The contents of the message.
3. The medium used for conveying the message. (For example, internet, written text, speech, pictures, gestures and so on).
4. Transmitting the message.
5. Messages are often misinterpreted due to external disturbances such as noise created by humans, traffic and natural forces. These factors can result in miscommunication.
6. Receiving the message.
7. Deciphering and making sense of the message. Decode.
8. Interpreting and figuring out what the receiver thinks is the real message.



Q-3 Explain the types of communication:

Understanding different types of communication can be of great use. A good understanding of the different types and styles of communication can enhance your personal and professional relationships, resolve any misunderstandings and misconceptions and contribute to a successful business venture and a joyful personal life.

The Broad Categories of Communication are:

1. **Verbal:** It involves the use of words and language in delivering the intended message. Though 'verbal' primarily refers to communication through the spoken medium, while categorizing 'types' of verbal communication the written and oral form of communication are included.
 - **Written communication** includes letters and documents, e-mails, reports, handbooks, brochures, various chat-platforms, SMS and any form of written interaction between people. The written form of communication is essential and indispensable for formal business interactions (contracts, memos, press releases, formal business proposals etc.) and legal instructions and documentation. The effectiveness of written communication depends on the writing style, grammar, vocabulary, and clarity.
 - **Oral Communication** refers to communication through the spoken word, either face-to-face, telephonically, via-voice chat, video conferencing or any other medium. Formal medium like lectures, conferences, seminars, meetings and informal conversations, chit-chat, gossip etc are part of oral communications. Effectiveness of oral communication depends on clear speech and the tone used by the speaker. Speaking in too high/ low volume or too fast/slow can also impair communication between people. Even non-verbal communications such as body language and visual cues affect the quality of interaction among individuals or group.

Verbal communication is the easiest, fastest, and the most successful form of communication. Yet, surprisingly according to research, it comprises of only seven percent of all human communication!

2. **Nonverbal Communication:** Nonverbal communication is the practice of sending and receiving wordless messages. These messages can help verbal communication, convey thoughts and feelings contrary to the spoken words or express ideas and emotions on their own. Some of the functions of non-verbal communication in humans are to complement and illustrate, to reinforce and emphasize, to replace and substitute, to control and regulate, and to contradict the denoted message.

➤ **Physical nonverbal communication: An individual's body language that is,** facial expressions, stance, gestures, tone of voice, touch, and other physical signals constitute this type of communication. For example, leaning forward may mean friendliness, acceptance and interest, while crossing arms can be interpreted as antagonistic or defensive posture.

Research estimates that physical, non-verbal communication accounts for 55 percent of all communication. Smiles, frowns, pursing of lips, clenching of hands etc. transmit emotions which are not expressed through verbal communication.

➤ **Paralanguage:** The way you say something, more than the actual words used, reveal the intent of the message, The voice quality, intonation, pitch, stress, emotion, tone, and style of speaking, communicates approval, interest or the lack of it. Research estimates that tone of the voice accounts for 38 percent of all communications.

➤ **Aesthetic communication:** Art forms such as dancing, painting, sculptor, music are also means of communication. They distinctly convey the ideas and thoughts of the artist.

➤ **Appearance:** Appearance is usually the first thing noticed about a person. A well dressed and groomed person is presumed to be organized and methodical, whereas a sloppy or shabby person fails to make a favorable impression. Therefore, dressing appropriately in all formal interactions is emphasized.

The dress code in office is generally formal. It constitutes of formal suits, trousers with plain white or light colored shirts and leather shoes. Bright colours, jeans, T- shirts, especially with slogans and other informal wear are frowned upon. For women formal two-piece trouser or skirt sets or formal ethnic wear like sarees, is permissible.

➤ **Symbols** such as religious, status, or ego-building symbols

3. **Visual Communication:** Visual communication through visual aids such as signs, typography, drawing, graphic design, illustration, color and other electronic resources usually reinforces written communication. Sometimes, it may replace written communication altogether. Visual communication is powerful medium. It is the reason that the print and audio-visual media makes effective use of visuals to convey their message. Visuals like graphs, pie charts and other diagrammatic presentations convey clearly and concisely a great deal of information. They are an essential part of official presentations these days.

Q-4 Explain Formal & Informal Communication.

➤ Well structured formal communication channels need to be established in every organization for its success.

➤ Informal channels of communication are equally important for the success of the company. Most verbal communications between friends, family and community are informal and casual in nature.

1. **Formal communication:** Formal communication, both oral and written, follows certain rules, principles and conventions in conveying the message. The hierarchy in the organization has to be followed. Formal format, style and language have to be used. The communication pattern can be vertical, horizontal or diagonal.

- **Vertical:** Information can flow upwards or downwards in the organization. Data that is collected flows up to the top levels of management for review and decision making, while instructions and orders are passed down from the management/ seniors to the subordinates for implementation.
- **Horizontal:** Horizontal communication that involves communication between two parts of the organization at the same level. For example, the managers of a project in a company may hold a regular daily, weekly or monthly meeting to discuss the progress of the project.
- **Diagonal:** Cross-functional communication between employees at different levels of the organizational hierarchy is described as diagonal communication. Diagonal communication is increasingly common in larger organizations. It reduces the chances of distortion or misinterpretation by encouraging direct communication between the relevant parties. For example, a junior engineer reports directly to the General Manager regarding the progress on the project.

2. **Informal communication:** Informal Communication is casual, friendly and unofficial. It is spontaneous conversation and exchange of information between two or more persons without conforming to the prescribed official rules, processes, systems, formalities and chain of command.

Informal communication is between family, friends, neighbors, members of the community and other social relations that are based on common interests, tastes and dispositions. Information can flow from any source in any direction. Employees in an organization interact with each other outside the formal domain. Such communication is called 'grapevine' - gossip in the office. Employees of different departments and varied levels meet and discuss matters casually and informally. The grapevine satisfies the social needs of the people and helps in building relationships. It is also useful in addressing certain needs and grievances of employees.

Q-5 Explain various networks in communication:

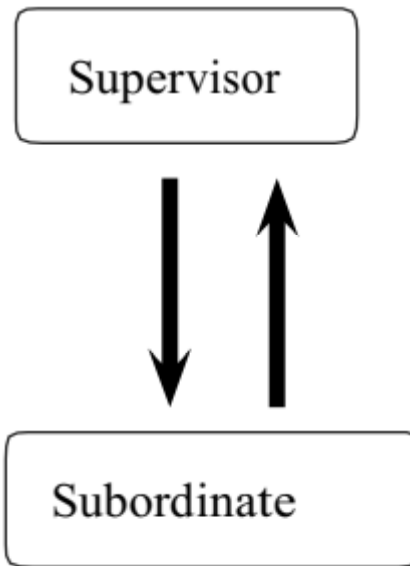
A **communication network** refers to the method and pattern used by members of an organization to pass on information to other employees in the organization.

Network helps managers create various types of communication flows according to requirement of the task at hand. Some companies have established and predefined networks of communication for specified venture.

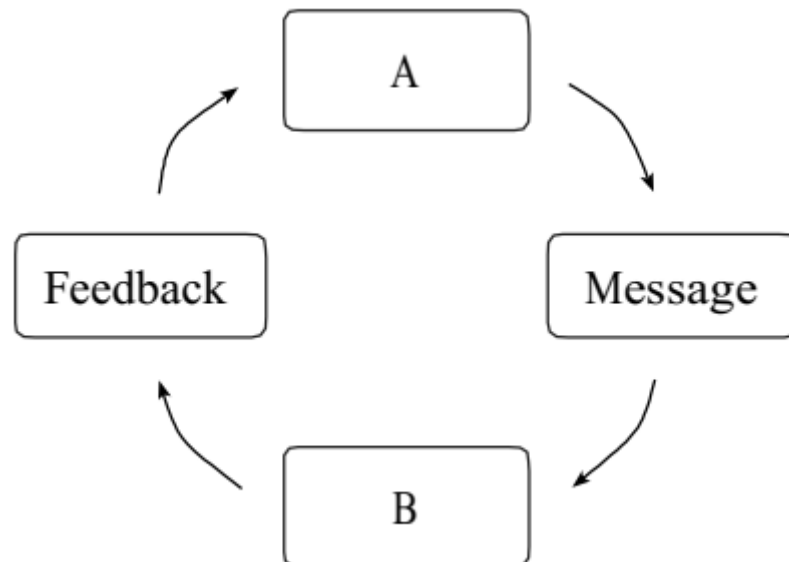
The structure of communication within a company depends upon the size of the organization, type of communication channels in the organization and the number of persons involved in the process. There can be many patterns of communication network.

The most common networks followed in organizations are the following:

1. **Vertical Network :** The vertical network is a formal network. It is usually between a higher ranking employee and a subordinate. In this two-way communication, immediate feedback is possible.

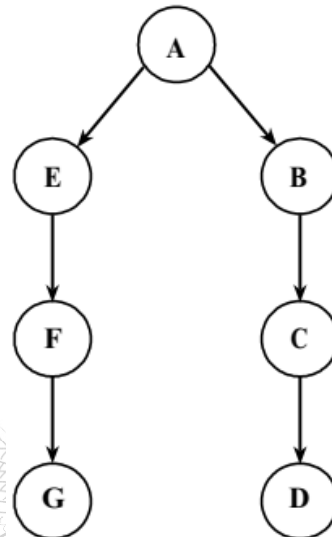


2. **Circuit Network** : When two persons communicate with each other sending messages and feedback, they form a communication circuit. Therefore it is known as circuit network. The two people interacting can be colleagues placed at the same hierarchical level in the organization.



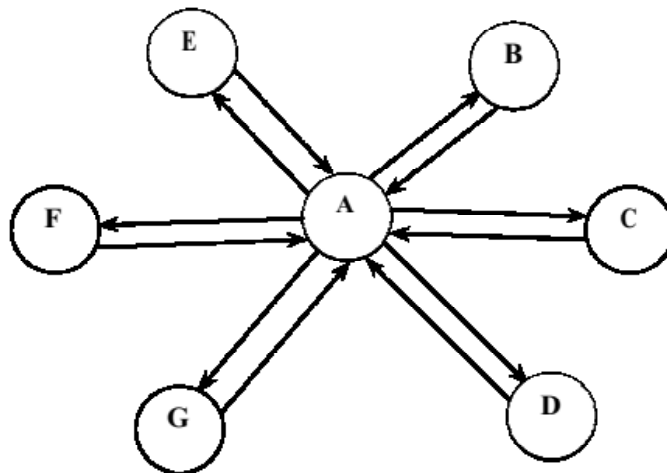
3. **Chain Network** : The communication pattern that follows the chain of command from the senior to the junior is called the chain network. Communication starts at the top, like from a CEO, and works its way down to the different levels of employees. The supervisor/ manager/ CEO gives commands or instructions to those working under him/her in the organization. B, C, D and E, F, G are the subordinates

to A in the organizational hierarchy and receive commands from 'A' as shown in the diagram. The chain network often takes up time, and communication may not be clear.



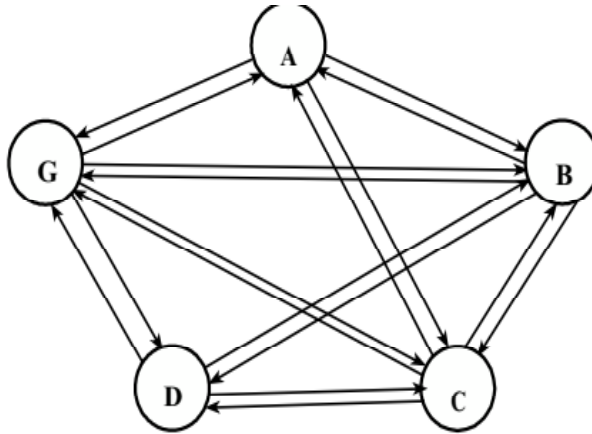
Chain of Command

4. **Wheel & Spoke Network** : This is an organization where there is a single controlling authority who gives instructions and orders to all employees working under him/her. All employees get instructions directly from the leader and report back to him/her. It is direct and efficient for a small business/ company, but inappropriate way of communication in a large organization with many people. A company with many employees needs more decision makers or nothing would get done. Can a large conglomerate like Reliance or Tata Sons have one person making decisions? Moreover, if the central figure is not competent, the entire business will suffer.



Wheel and Spoke Network

5. **Star Network** : The star communication network has multiple channels of communication open between all members. This network propagates group communication and is essential where teamwork is involved. The members communicate and exchange information with each other freely, and without hindrance or hesitation.



The usefulness of all networks depends on the structure and size of the company, and the manner of communication between the employees. Good communication relies on the sincerity of the employees within the company as well as properly defined processes in the organization. These parameters help the organization achieve its objectives.

Q-6 Explain the characteristics of effective communication.

Several aspects must be kept in mind while interacting with others for our communication to convey the intended message.

1. **Clear:** Any spoken or written communication should state the purpose of message clearly. The language should be simple. Sentences ought to be short as the core message is lost in long, complicated sentences. Each idea or point must be explained in a separate bulleted points or paragraphs. Make it easy for the reader to grasp the intent of the communiqué.
2. **Concise:** Brevity is the essence of business communication. No one has the time to read long drawn out essays. Besides, the core content is lost in elaborate details. Avoid using too many irrelevant words or adjectives, for example, 'you see', 'I mean to say', etc. Ensure that there are no repetitions.
3. **Concrete:** The content of your communiqué should be tangible. Base it on facts and figures. Abstract ideas and thoughts are liable to misinterpretation. Make sure that there is just sufficient detail to support your case/argument and bring focus to the main message.
4. **Coherent:** Coherence in writing and speech refers to the logical bridge between words, sentences, and paragraphs. Main ideas and meaning can be difficult for the reader to follow if the writer jumps from one idea to another and uses contradictory words to express himself. The key to coherence is sequentially organized and logically presented information which is easily understood. All content under the topic should be relevant, interconnected and present information in a flow.
5. **Complete:** A complete communication conveys all facts and information required by the recipient. It keeps in mind the receiver's intellect and attitude and conveys the message accordingly. A complete communication helps in building the company's reputation, aids in better decision making as all relevant and required information is available with the receiver.

6. **Courteous:** Courtesy implies that the sender is polite, considerate, respectful, open and honest with the receiver. The sender of the message takes into consideration the viewpoints and feelings of the receiver of the message. Make sure nothing offensive or with hidden negative tone is included.
7. **Listening for Understanding:** We are bombarded by noise and sound in all our waking hours. We 'hear' conversations, news, gossip and many other forms of speech all the time. However, most of it is not listened to carefully and therefore, not understood, partially understood or misunderstood. A good listener does not only listen to the spoken words, but observes carefully the nonverbal cues to understand the complete message. He absorbs the given information, processes it, and understands its context and meaning so as to form an accurate, reasoned, intelligent response.
The listener has to be objective, practical and in control of his emotions. Often the understanding of a listener is colored by his own emotions, judgments, opinions, and reactions to what is being said. While listening for understanding, we focus on the individual and his agenda. A perceptive listener is able to satisfy a customer and suggest solutions as per the needs of the client.
8. **Focus and Attention:** Everyday work environment has multiple activities going on simultaneously. The ringing of the phone, an incoming email, or a number of tasks requiring your attention, anxiety related to work, emotional distress etc. can distract you. Such distractions are detrimental to the communication process with an individual or a group of people. You may overlook or completely miss important points or cues in the interaction. Thus, keeping your focus and attention during the communication is imperative for effective communication.
9. **Emotional Awareness and Control:** Emotions play a major role in our interactions with other people. They are a powerful force that affects our perception of reality regardless of how hard we try to be unbiased. In fact, intense emotions can undermine a person's capacity for rational decision-making, even when the individual is aware of the need to make careful decisions. Consequently, emotional awareness is a necessary element of good communication. While interacting with another person or a group, it is important to understand the emotions you and he/she/they are bringing to the discussion. Managing your own and others emotions and communicating keeping in mind the emotional state of others helps in smooth interaction and breakdown of the communication process.

Q-7 Examine various barriers to Communication.

There are multiple barriers in the communication process. These barriers result in distortion and misunderstanding of the intended communication. The barriers can be physical, psychological, emotional, cultural, linguistic etcetera

1. **Physical barriers:** These are a result of our surroundings. Noise, technical disturbances, outdated equipment, distant locations, office doors, separate areas for people of different areas, large office spaces, old technology and lack of appropriate infrastructure can lead to problems in transmission of message.
2. **Organizational structure barriers:** Communication problems occur when the systems, structures and processes in the organization are not clear or have gaps in them. If the chain of command is unclear, a person may not know whom to contact for a particular issue. Inappropriate information transmission systems, lack of supervision, and unclear role and responsibility demarcations lead to confusion and inefficiency.
3. **Language barriers:** Language can create many obstacles in communication. Literally, people from different regions and countries may interpret the same words differently. Difficult words, subject specific terminology, unfamiliar expressions and ambiguous words having multiple meanings, create hurdles in communicating. It is also a fact that the linguistic ability of various people in the work place is different. Some maybe proficient in the language while others may possess just

basic skills. Therefore, it is important to use clear, simple easily understood language in most of your official communications.

- 4. Cultural barriers:** Understanding *cultural aspects of communication* refers to having knowledge of different cultures in order to communicate effectively with cross culture people. Understanding various cultures in this era of globalization is an absolute necessity as the existence of cultural differences between people from various countries, regions tribes and, religions, where words and symbols may be interpreted differently can result in communication barriers and miscommunications. Multinational companies offer special courses and documents to familiarize their staff with the culture of the country where they are based for work. In addition, every organization too has its own work culture. In fact, departments within the same company may also differ in their expectations, norms and ideologies. This can impact intra and inter organizational communication.

The same principle applies to families and family groups, where people have different expectations according to their background and traditions leading to friction and misunderstanding. A very simple example is of the way food is served by a member of a family. It can be the cause of appreciation or displeasure.

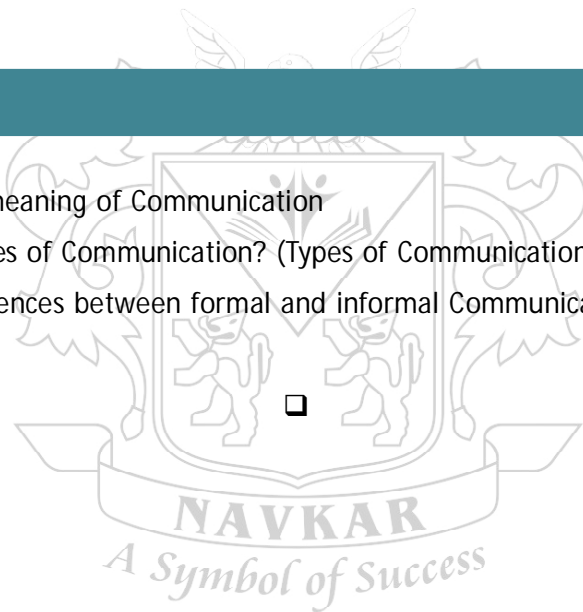
- 5. Emotional barriers:** One of the chief barriers to open and free communications is the emotional barrier. Anger, fear of criticism or ridicule, mistrust of person, suspicion of intentions, jealousy, anxiety and many more feelings and sentiments we carry within us, affect our communication ability and quality. A person who is upset and disturbed cannot pass on or receive information appropriately and objectively. His emotions will color his perception and assessment of the communication.
- 6. Attitude barriers-** Personal attitudes of employees can affect communication within the organization.
A proactive, motivated worker will facilitate the communication process, whereas a dissatisfied, disgruntled, shy, introvert or lazy employee can delay, hesitate in taking the initiative, or refuse to communicate. Attitude problems can be addressed by good management and regular interaction with staff members.
- 7. Perception Barriers-** Each one of us perceives the world differently and this causes problems in communicating. The same content is seen and interpreted differently by two people and therein lies the root cause of miscommunications and misunderstandings.
- 8. Physiological barriers-** Ill-health, poor eyesight, hearing difficulties or any other physiological problems can be hurdles in effective interaction with others.
- 9. Technology barriers-** In today's world, communication modes are primarily technology driven. This communication technology is being constantly upgraded or new formats emerge ever so frequently. Anyone who is not tech friendly struggles to communicate effectively via the medium. Moreover, an individual is faced with a huge amount of information every day in the form of emails, texts and social updates. Multitasking is the norm these days. The information overload and trying to accomplish too many things together can result in gaps in communication and miscommunications.
- 10. Gender barriers-** Men and women communicate differently. The reason for this lies in the wiring of a man's and woman's brains. Men talk in a linear, logical and compartmentalized manner whereas the women use both logic and emotion, and are more verbose. This may be the cause of communication problem in an office where both men and women work side by side. Men can be held guilty of providing insufficient information, while women may be blamed for providing too much detail. Gender bias is another factor in communication barriers. Due to traditional mindsets, many men find it difficult to take orders from, or provide information to women.

CLASS WORK

- Q-1** State the types of communication channels used by humans. Explain each in a couple of sentences?
- Q-2** What are main steps in process of communication?
- Q-3** Mention the networks used in communication. Which is the most effective for team work and why?
- Q-4** What are the disadvantages of the wheel network?
- Q-5** According to you which are five most important characteristics of effective communication? Give reasons for your answer.
- Q-6** What are barriers in communication? In an organization which barrier, according to you, impedes communication the most?
- Q-7** How do cultural barriers affect communication? Explain with examples of your own.

HOME WORK

- Q-1** Write definition and meaning of Communication
- Q-2** What are the categories of Communication? (Types of Communication)
- Q-3** Write about the differences between formal and informal Communication.





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Business Correspondence and Reporting

Note Making



CHAPTER-5

NOTE MAKING

Q-1 WHAT DO YOU UNDERSTAND BY NOTE MAKING?

Note making is an essential study skill. According to a dictionary definition, note making is the practice of recording information from another source. The source could be a book, an event, a meeting or a general oral discussion. Note making is useful as going through bulky documents (both hard copy and soft copy), listening to long lectures and attending day-long conferences trying to remember what was preached, can be very tedious.

Q-2 WHAT ARE THE ADVANTAGES OF NOTE MAKING ?

- A. One of the chief advantages is that the learner can make notes in a pattern that he / she is comfortable and familiar with.
- B. Notes are useful records of important points for future use. They aid in writing in a more organised and planned manner as you can see what information you have.
- C. Note making also helps in organisation as you can rearrange and remember notes in a different order.
- D. Making notes that are effective is about making sense of the material in a manner that is personal and individualized, thus ensuring a better understanding.
- E. Note making helps learners master the art of learning volumes of text quicker and aids in saving time while revising, particularly before exams.

Q.3. WHAT ARE THE STRATEGIES FOR EFFECTIVE NOTE MAKING ?

- ⊖ A. Frame a heading / title based on the main idea. It should be short. Avoid using long sentences as a title.
- ⊖ B. Ignore information or points which are less important. Be as brief and specific possible. Leave out examples and other unnecessary details.
- ⊖ C. Systematically dividing and sub-dividing the important information, write the points in logical sequence.
- ⊖ D. Though you write in phrases or points only, the information should be complete.
- ⊖ E. Leave no space for ambiguity
- ⊖ F. Avoid adding your own interpretation.
- ⊖ G. Ensure that you DO NOT change the author's intended meaning.
- ⊖ H. Abbreviate often-repeated terms or lengthy words. Any abbreviation used should not hamper comprehension.

Q.4 WHAT DO YOU MEAN BY NOTE MAKING AND NOTE TAKING ?

Often the two terms, note taking and note making, are used synonymously. But we must distinguish between the two as there are subtle differences between them.

Note taking should be regarded as the first-stage of the process and should lead to note making.

S.NO.	NOTE MAKING	NOTE TAKING
1.	Note making is a active process	Note taking is a passive process
2.	Note making assists your understanding of new material if the notes are organized in your own way and in your own words.	In note taking Information is often copied from the original source and rewritten in a similar layout.
3.	The attempt is to produce notes that are organized in a way that makes more sense or leads to more connections between them.	It involves taking down what is heard or read without actually processing the information
4.	Note making makes it easier to distinguish between important issues and detail	notes being taken are often unselective, trying to cover as much of the information as possible without highlighting the main points or issues.

Q.5 WHAT ARE THE VARIOUS STYLES OF NOTE MAKING?

As mentioned earlier, note making allows one to skim and scan through available sources and make note of the desired knowledge in a form that is not only easy to write, easy to read but also less theoretical. Therefore, there are various ways in which one can present their notes.

Typically, there are two styles of note making: Linear and Non-linear.

I) Linear Note Making

- Linear note making is the simplest, therefore, the most common style of note making used by people.
- In this form of note making, notes are written down the page, one line after the other in a structured manner.
- Such notes include headings for main ideas and concepts, sub-headings for main points within those ideas.
- Linear notes include use of key words, underlining, indentation, and use of abbreviations.

Example:

Note Making Tips**A. Reading****A.1 read twice**

A.1.1 1st time – identify main idea

A.1.2 2nd time – identify important points

A.2 UL imp. words

- B. Planning – division of content acc. to B.1 theme
 - B.2 importance
 - B.3 time
- C. Writing
 - C.1 sub - headings
 - C.1.1 about 3 – 4
 - C.1.2 use phrases
 - C.1.3 ignore unimportant info.
 - C.1.4 indent and number sub-headings and sub- points
 - C.2 abbreviation
 - C.2.1 abbreviate long words / often rpted words
 - C.2.2 use common symbols and acronyms

II) Non- Linear Note -Making

- Non- linear notes have some distinctive patterns.
- They present and connect ideas in diagrammatical, non-linear forms.
- Non-linear styles of note making include mind maps, tables, flowcharts, and tree diagrams.
- This technique has a number of advantages. It enables you to see a large amount of information on one page and the connections between the key concepts can be shown easily.

Q-6 WHAT DO YOU MEAN BY MIND MAPPING?

Mind mapping is a more visual representation of information.

- Ideas are presented in a diagram form.
- The mind map starts with a main concept and branches out to other concepts related to the main idea.
- Each of these is comparable to the sub-heading and details in linear note making.
- Mind maps can include images, words, symbols and other visual representations of concepts. Moreover, additional information can be included easily and the open ended nature of the pattern means that new connections can be made easily.



A **table** is most commonly used to make comparisons. This form of note making is an extremely simple and effective way of presenting differences and similarities with clarity.

Example:

Linear Note Making

Connections between ideas are clear

Not very visually appealing

Very difficult to add information later

Structured

Made using a format

Non- Linear Note Making

Connections between ideas are quite clear

Very visually appealing

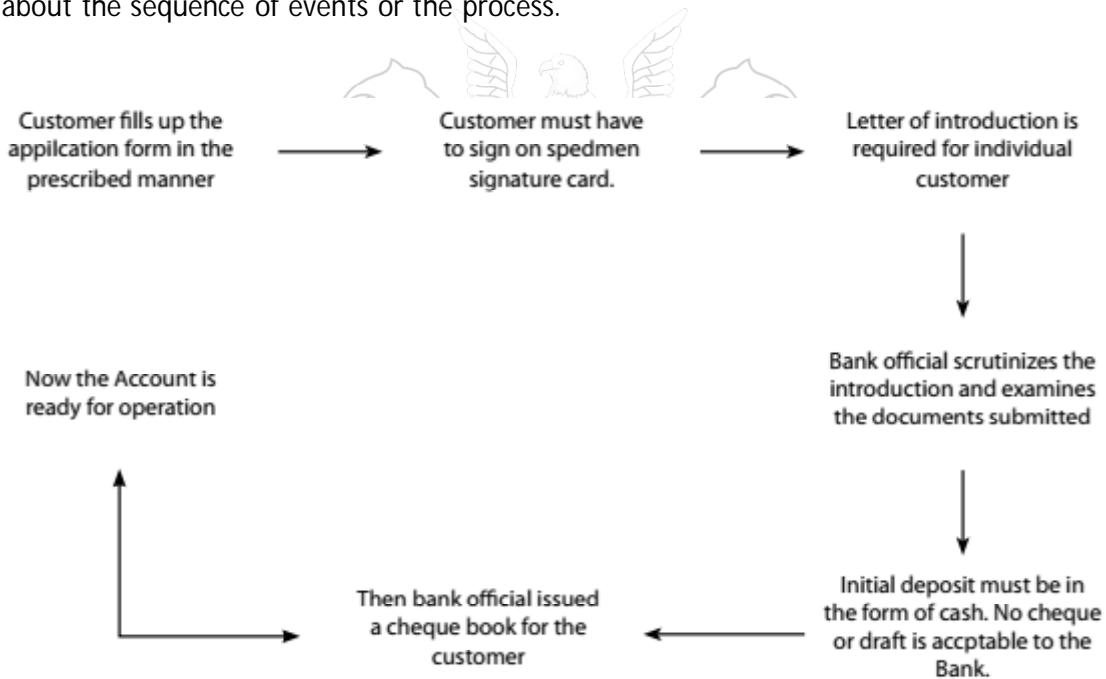
Normally easy to add information later

Not very structured

No fixed format

Q.7. WHAT IS A FLOW CHART ?

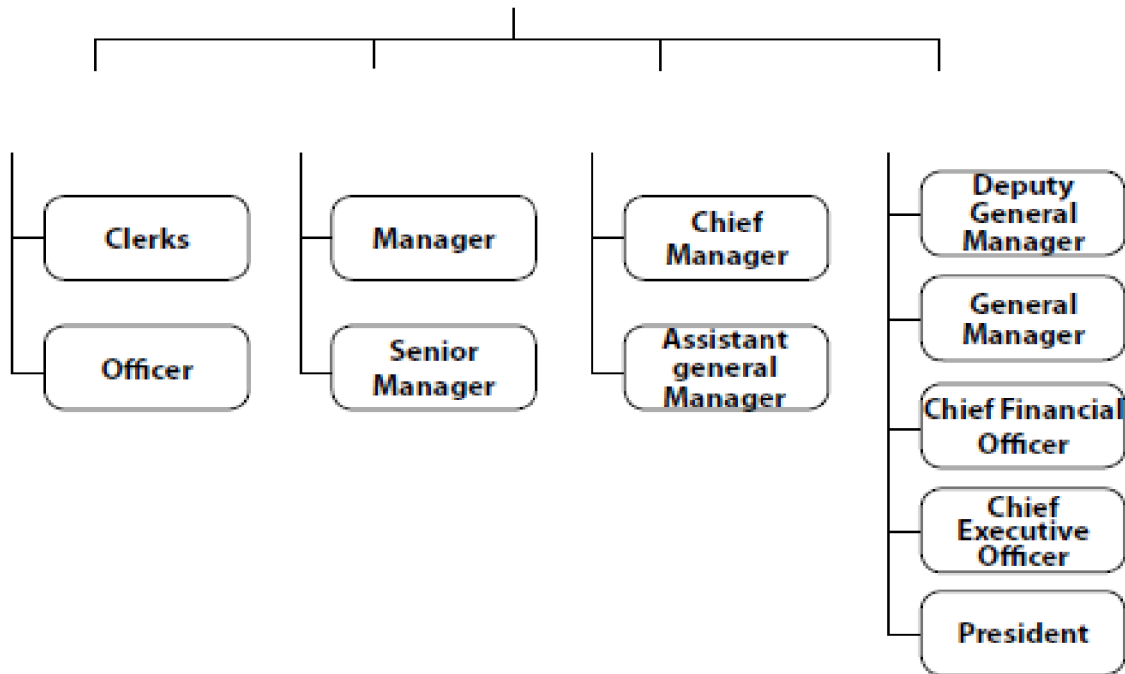
A **Flowchart** is a useful form of notes. It is best used when a process or a change over time needs to be depicted. A flowchart usually has steps shown in boxes connected by arrows which give one an idea about the sequence of events or the process.



Q.8 WHAT IS A TREE DIAGRAM?

A **tree diagram**, if turned upside-down, resembles a tree. They are used to show classification.

Example:

**MECHANICS OF LINEAR NOTE MAKING****I) Format**

A typical note making format should look somewhat like this:

Heading

I. Sub Heading I a. sub point

I b. sub point

I c. sub point

I c (i). sub – sub point

I c (ii). sub - sub point

II. Sub Heading

II a. sub point

II a (i). sub – sub point

II a (ii). sub - sub point

II a (iii). sub – sub

point II b. sub point

- IIc. sub point
- III. Sub Heading
 - III a. sub point
 - III b. sub point
 - III c. sub point
 - III c (i). sub – sub point

Key:

Abbreviations used

Symbols used

II) Heading/title

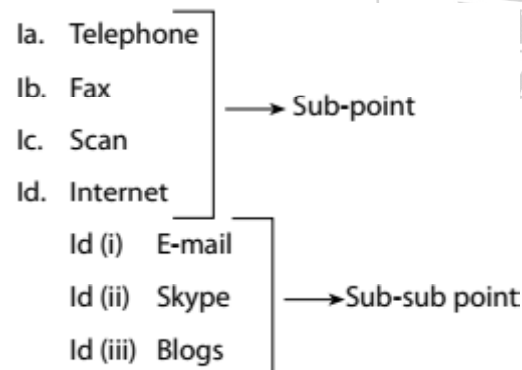
This basically refers to the topic in question. A suitable heading/title makes it easy to connect with the topic, or subject of discussion for which the notes have been made. You can choose a title for the notes by identifying the main idea or theme of the given passage or text. Keep the title as short as possible. Avoid using long sentences. Titles for notes have to be direct and to the point. They usually will answer the question ‘What is the article / text / report about?’

Example: Careers in Commerce; Healthy Living; Social Media: A Bane; Mutual Funds: Risks and Return

III) Sub-heading

The sub heading, as the name suggests, is a subordinate division of the main topic. In other words, it is the heading given to the sub-section of an article, report, or any event. Under the sub-heading would follow details (sub – points and sub-sub points) of the sub-section/topic, which is part of the main topic. So if the sub-heading is numbered as Roman numeral I, details would follow as sub- point I a, and sub – sub points I a (i) and so on.

For Example



NOTE: Try to keep the notes (sub-headings, sub-points and sub-sub points) as brief as possible. Most texts or essays can be divided into the following sub- headings:

- I) Facts, causes, benefits, and suggestions (for positive content)
- II) Facts, causes, consequences, and solutions (for negative content)
- III) Facts, advantages and disadvantages
- IV) Past, Present, and Future

IV) Indentation

The act of proper alignment and spacing of written matter is called indentation.

In linear note making indenting, i.e., shifting from the margin is used to clearly indicate subheadings, sub-points and sub-sub points.

Similarly, sub-headings, though separated by points are placed below one another. Sub - points and sub-sub points too come below one another.

Such use of indenting gives your notes a visual character. You can see the main idea and its various aspects at a glance.

These days, with the extensive use of gadgets, such as computers for writing, indentation has become an easy task. User-friendly software like MS Word, MS Excel, etc., take care of headings, sub headings, bullets, pointers, styles and so on. A point that must be noted is that too many indents/pointers make the content complicated to understand.

Need for Indentation

- Offers a well defined structure.
- Makes it readable and comprehensible.
- Increases the objectivity of the content.

V) Abbreviations / Acronyms / Symbols

Abbreviations, acronyms and symbols are used in order to save time and space. Moreover their use can make your notes easier to read. Acronyms can be used both (whether you're typing or writing by hand),

The shortened form of a word is called its abbreviation. Example: contd.(continued). An acronym is a stand-in for a string of words. Unlike abbreviations, they are words consisting of the first letters of each word in the name of something. Example: NASA (National Aeronautics and Space Administration)

Ways to abbreviate words

Almost any word can be shortened during note-making. Given below are some ideas about how to do this.

A) Use the beginnings of words.

One way to shorten a word is to use only the first few letters of the word. Example:

- info - information
- max. – maximum
- stat. – statistics
- corp. – corporation
- pop. – popular
- int. – interest
- promo. – promotion

B) Use the beginnings of words with the final letter.

Sometimes a word can be abbreviated by using the first few letters of the word and adding the final letter to it. An apostrophe ('), may be added in the place of the omitted letters. For example:

- govt. or gov't - government
- interl. or inter'l- international

- dept. or dep't – department
- prodn. or prod'n – production
- intl. or int'l – international

C) Omit vowels

Abbreviations can also be formed by leaving out the vowels. It is still possible to understand the word.

Example:

- prblm – problem
- schl - school
- bckgrnd – background
- yrs – years
- vr – avour
- bsns – business

D) Use the first letter and the last letter of a word.

Some words, especially those words that have just one syllable, can be abbreviated by writing the first and last letter of the word.

Example:

- mt - mount
- qt - quart
- gl - girl
- Mr. – mister

E) Shorten the suffix at the end of the word.

At times words can be abbreviated by shortening the suffix at the end of the word.

- productn - production
- consistn - consisting
- processg - processing
- implem n - implementation
- decrg - decreasing
- ckg - checking

Common Symbols and Acronyms

There are many common abbreviations, acronyms and symbols which can be used for note-making. You already are aware of many (especially the mathematical symbols). Try to start using them while making notes.

Examples of Symbols

Symbol	Meaning	Symbol	Meaning
→	leads to	&	And
←	caused by	%	Percent
↑	Increase	\$	Money
↓	Decrease	@	At
>	greater than	`	minutes/feet

<	less than	"	seconds/inches
	Therefore	B&	Male
∴	Because	@&	Female

Examples of 5 Acronyms

Acronym

CAO	Chief Accounting Officer
CEO	Chief Executive Officer
CFO	Chief Financial Officer
CIO	Chief Information Officer
CMO	Chief Marketing Officer
COO	Chief Operating Officer
CPA	Certified Public Accountant
CTO	Chief Technology Officer
DOB	Date of Birth
SUV	Sports Utility Vehicle

Acronym

FIFO	First In, First Out
ROE	Return on Equity
COD	Cash on Delivery
USP	Unique Selling Point
HR	Human Resources
PR	Public Relation
CC	Copy To
FIFO	First In, First Out
AMA	Against Medical Advice
OTC	Over The Counter

Q. what are some Suggested tips while using Abbreviations / Acronyms / Symbols?

- Judicial and controlled use of abbreviations should be made.
- While using self made abbreviations, adhere to a pattern so that while going through the notes, one can recall what the abbreviation meant.
- According to a general rule, headings should not be abbreviated. Sub headings may/may not have abbreviations.
- Avoid forming a sentence with only abbreviations and symbols. It would not be comprehensible for others.
- Include a key listing the abbreviations, symbols and acronyms used.

Useful tip: Students are advised to use standard acronyms while making notes. However, there can be more flexibility while using abbreviations. The list of abbreviations used should be listed down at the end of note making as 'Key for reference'.

VI) Summarizing the notes

A summary is a shortened or condensed version of a longer essay or reading. It is not a redraft of the original text and should not be long. Your purpose while writing the summary is to give a basic idea of the original text, what it was about and what the author wanted to communicate. **A summary should not have a word limit exceeding 25 percent of the original text.** Remember that a summary must include all the points from the notes. Abbreviations must not be used while summarizing notes. To write a summary, you must use your own words to express briefly the main idea and relevant details. Given below is a list of points to be kept in mind while summarizing notes:

- Use the information given in the notes.
- Do not add or subtract any piece of information.
- Do not make assumptions.
- Use short and crisp sentences as opposed to detailed and long ones of the original content.
- Avoid sounding repetitive; use new words to express the same information.

- Try to cover maximum points
- Reach a conclusion if required.

Examples of Note-Making

TYPE 1-

Read the following passages and make suitable notes.

Most twins are fraternal, which means they developed from two separate eggs which were fertilized at the same time. Such twins are no more similar in physical characteristics than are any other brothers or sisters. About one third of twins are identical, which means they developed from a single fertilized egg, and usually share a common placenta. Unlike fraternal twins, their genetic makeup is identical, so they have very similar physical characteristics, and are always the same sex.

Twins

- I. Fraternal twins
 - a) dvlp from 2 separate eggs
 - b) ferti'n of eggs happens at same time
 - c) not similar in phy. chrtrstcs
- II. Identical twins
 - a) develop from 1 egg
 - b) share com. placenta
 - c) Similar in phy. chrtrstcs

Key:

1. dvlp – develop
 2. ferti'n – fertilization
 3. phy. – physical
 4. chrtrstcs - characteristics
2. It may sound too fantastic to be true but if you are lucky enough to go to the Sahara Desert one day, then you too will be able to see thousands of engraved, decorated rocks! On these rocks, there are scenes of animals, of agriculture, of sheep-herding, and hunting; there are ceremonies and dances, and chariots drawn by galloping horses, all pictured on the rocks as if there were part of an illustrated book—a wonderful, stone book, which conjures up images and journeys of incredible journeys. And if we could make a voyage to the dawn time, we would find that the Sahara was not then the desert we now know, but a green and fertile region instead. Mighty rivers flowed down and the vegetation was Mediterranean style: Pine trees, Holm oaks, cedars, lime trees and ash trees.

Sahara Desert

- I) What can you see?
 - a) engr'd rocks
 - b) scenes of animals, hunting, agri.
 - c) pic. of dances, ceremonies and chariots with horses
- II) What was Sahara like in initial days?
 - a) green and fertile
 - b) luxurious Mdtrn kind of veg.
 - c) rivers flowing down

Key

1. engr'd – engraved
2. agri. – agriculture
3. pic. – pictures
4. Mdtrn - Mediterranean
5. veg. – vegetation

TYPE 2

Read the following notes and summarize them using as few words as possible.

- 1) Functioning of the Ear
 - i) Snd travels as waves
 - ii) Ext. ear gathers the waves
 - iii) Waves are led to ac
 - iv) Ac inc. loudness and moves waves to erdrm
- A) parts of the erdrm: three tiny bones
 - a) hammer
 - b) anvil
 - c) stirrup
- B) change weak sound waves into powerful ones
 - v) Erdrm passes the waves to cochlea
 - v) Waves reach the Corti
 - vi) Hair like receptors convert sound waves to elec. impulses; pass to the brn
 - vii) Brn allows us to hear the sound

Key

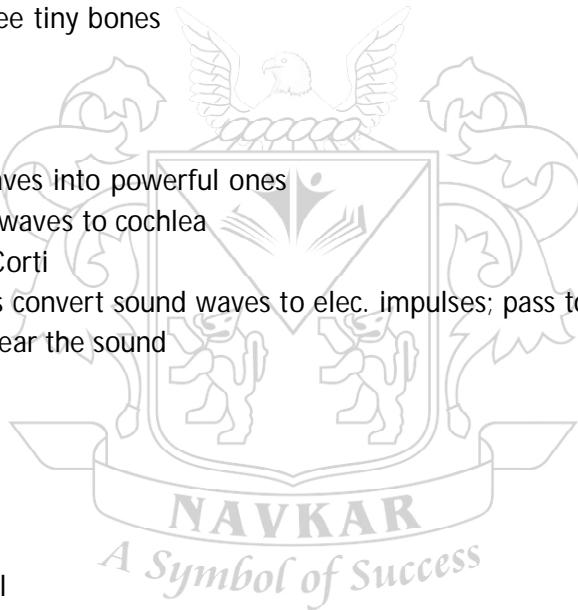
1. snd. –sound
2. ext. – external
3. inc. increases
4. elec. – electrical
5. ac – auditory canal
6. erdrm – eardrum
7. brn – brain

Summary

Sound travels in the form of waves which the external ears gather. Passing through the auditory canal which increases the loudness, these waves move to the eardrum. The different parts of the eardrums (hammer, anvil and stirrup) change the weak sound waves into powerful ones. Finally, the waves pass through the cochlea to the Corti, where they get converted to electrical impulses, and reach the brain which then allows us to hear the sound.

2) The Importance of Strategic Planning

1. SP entails
 - 1.1 plan of action
 - 1.2 tool for large org. & nations
 - 1.3 tool for ind.
2. Imp. of SP for people



- 2.1 helps bal. b/w passivity & trying to live acc.
- 2.2 antithesis to simply drifting
- 2.3 smartness to embrace opportunities
- 3. Imp. of SP in business
 - 3.1 provides knowldg about employees
 - 3.2 max. short/long term investments
- 4. Fundamental steps in SP
 - 4.1 creating a plan
 - 4.2 keeping track of rsrts
 - 4.3 altering course based on rsrts
- 5. How can we plan for complexities in life?
 - 5.1 pick area of life which is most challenged
 - 5.2 start planning for it
 - 5.3 when that area is stabilized, dev. plan for another aspect
 - 5.4 learn to dev. skills in making trade-o s b/w various aspects of life

Key

- 1. b/w - between
- 2. ind. - individual
- 3. acc - according
- 4. dev. - develop
- 5. inv. – investment
- 6. rsrts - results
- 7. SP – strategic planning
- 8. max. – maximize
- 9. org. – organizations

SUMMARY

Strategic planning refers to a plan of action. It is an important tool used by large organizations, industries, nations and individual. It is important because it provides a balance between passivity and living according to Plan. Strategic planning leads to smartness in embracing opportunities. Planning is important in business because you need to know the individual and you need to maximize short-term and long-term investments. The fundamental activities in planning include creating a plan, keeping track of results and altering course based on results. One can plan for a complicated life by picking up an area of life that is most challenged and starting to plan for speci c areas. When one area is stabilized, start on the other.

TYPE 3

Read the following passages carefully and make notes on it, using headings, sub-headings, etc. Use recognizable abbreviations wherever necessary. Use a format you consider suitable. Supply an appropriate title to it. Also write a summary.

- 1) If you are looking for ways to improve your writing skills there is one sure re way to accomplish this. Every time we sit down to write an article the intention should be to try and keep things short and sweet. Good articles are short articles that get a point across with the minimal amount of words used. All too often however we nd ourselves going o on tangents thereby increasing the length of the article. E fective writing skills include the ability to write less and say more but without repetition this skill can be hard to develop.

Here are ways which can make you a better writer. Why say something in 100 words that can be said in just 50? Your readers will greatly appreciate this. It is always a good idea when writing to

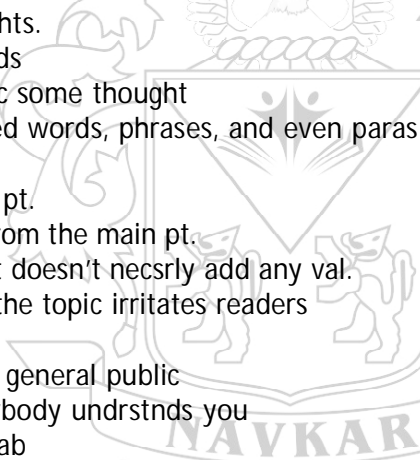
finish your composition and then let it sit for a while. With a little thought and a fresh perspective you can always edit out words, phrases, and even paragraphs that are not needed. Getting your point across using as few words as possible will give those words you do use more impact.

Your ability to stick to the subject and get to the point is something every reader will appreciate. A common tendency for most writers is to sometimes deviate from the main point of their articles. In fact meandering away from your intended subject can irritate readers to the point where they don't even finish reading what you wrote. The additional content does not necessarily add any value to the article itself and therefore can and should be left out when possible.

Learn to write so everybody understands you and don't try to impress them with your vocabulary. The need for a dictionary is not what your readers are looking for since this takes additional time and is inconvenient. Always write to and for the general audience and never assume that they have an appreciation for a verbose vocabulary. This only makes their reading all the more difficult and less enjoyable.

The best way to improve your writing skills is through repetition. One of the most effective writing talents a person can develop is the ability to write less and say more. This is particularly true when you write an article since you want to capture the readers' attention without boring them. As a rule of thumb good articles are short articles.

Improve Your Writing Skills

- 
- I) Consolidate your thoughts.
 - a) use few words
 - b) give the topic some thought
 - c) edit unwanted words, phrases, and even paragraphs
 - II) Stick to the subject.
 - a) get right to the point.
 - b) do not deviate from the main point.
 - c) additional content doesn't necessarily add any value.
 - d) deviating from the topic irritates readers
 - III) Write plainly
 - a) write for the general public
 - b) ensure everybody understands you
 - c) use easy vocabulary

Key

1. consolidate - consolidate
2. paras - paragraphs
3. rt. - right
4. pt. - point
5. sub. - subject
6. val. - value
7. addn - additional
8. vocab. - vocabulary

SUMMARY

If you are looking for ways to improve your writing skills, then there are a few things you must keep in mind. The first step is to stick to the subject. Do not divert from the topic. Getting your point across using as few words as possible will give those words you do use more impact. Additional content does not necessarily add value to the article and may irritate the readers. Remember to write for the general public. Use easy vocabulary to ensure that everybody understands you. The final step of writing your article is to let it sit for a while. Give it a little thought and edit out words, phrases, and even paragraphs that aren't needed.

CLASS WORK

Q-1 Read the following passages carefully and make notes on it, using headings, sub-headings, etc. Provide a key for the abbreviations used. Use a format you consider suitable. Supply an appropriate title to it.

- 1) Anything printed and bound in book size can be called a book, but the quality or mind distinguishes the value of it.

What is a book? This is how Anatole France describes it: "A series of little printed signs essentially only that. It is for the reader to supply himself the forms and colors and sentiments to which these signs correspond. It will depend on him whether the book be dull or brilliant, hot with passion or cold as ice. Or if you prefer to put it otherwise, each word in a book is a magic nger that sets a bre of our brain vibrating like a harp string and so evokes a note from the sounding board of our soul. No matter how skilful, how inspired the artist's hand, the sound it makes depends on the quality of the strings within ourselves."

Until recently books were the preserve of a small section-the urban upper classes. Some, even today, make it a point to call themselves intellectuals. It would be a pity if books were meant only for intellectuals and not for housewives, farmers, factory workers, artisans and, so on.

In India there are rst-generation learners, whose parents might have been illiterate. This poses special challenges to our authors and to those who are entrusted with the task of disseminating knowledge. We need much more research in the use of language and the development of techniques by which knowledge can be transferred to these people without transmission loss.

Publishers should initiate campaigns to persuade people that a good book makes a beautiful present and that reading a good book can be the most relaxing as well as absorbing of pastimes. We should aim at books of quality no less than at quantitative expansion in production and sale. Unless one is constantly exposed to the best, one cannot develop a taste for the good.

Smokers will often say that they are not addicted to cigarettes. These people think of smoking as a habit which they can control and would be able to stop at any time. While, it is true that some people can stop smoking at will (almost most cannot), it must be recognized that smoking is in fact an addiction, much like an addiction to alcohol, heroin or cocaine. Furthermore, smoking is addictive because nicotine, a substance that when given to monkeys, rats, dogs and even squirrels will precipitate chemical dependency in them. Cigarette addiction is the result of a complex interaction between the smoker (host), nicotine and the environment. For the host, factors such as personality, educational level and social setting are important. Smokers tend to associate certain situations or moods with smoking. These associations become cues that reinforce patterns of smoking. Having a cigarette with co ee, after dinner or while stressing out over a job are a common habit among smokers and these become associations that provoke craving for cigarettes.

Q-2 Read the following notes and summarize appropriately.

- 1) Headache and their Treatments
 A) Classi n
 (i) tnsn h'ach
 (ii) mgrne h'ach

- B. Symptoms
- (i) tnsn h'ach
 - (a) feeling tight band around head
 - (b) pain in neck and shoulders
 - (ii) mgrne h'ach
 - (a) pain on one side of the head
 - (b) vomiting and irritability
 - (c) bright sport of ashes of light
- C. Causes:-
- (i) tnsn h'ach
 - (a) long stretches of driving
 - (b) long hrs. of typing or sitting on the desk
 - (ii) mgrne h'ach.
 - (a) chocolate, co ee, smoking.
 - (b) MSU is certain food items
- D. Treatment :-
- (i) self –care techniques for shorter pd.
 - (ii) doctor advice for permanent treatments.

2) Effects of Global Warming

A) What is GW?

- i) causes of GW
 - a) human in u.
 - b) carbon poln
 - c) burning of forests
- ii) e ects of GW
 - a) rise in temp.
 - b) severe disasters like heat wave, oods and droughts
 - c) epidemics and advent of various diseases
 - d) higher death rate: ora and fauna both
 - e) acidic oceans

B) How to prevent GW

- i) at the personal lvl
 - a) reduce, reuse, recycle
 - b) use less of ac
 - c) use energy e eient products
 - d) plant more trees
 - e) use CNG vehicles
- ii) at the industry level
 - a) recycle industrial waste

- b) install taller chimneys in industries
- c) campaigns against deforestation at the govt. level
- d) digitization of bills, accounts, writings: avoid use of paper
- e) stop forest res

Q-3 Read the following passages carefully and make notes on it, using headings, sub-headings, etc. Use abbreviations wherever necessary. Use a format you consider suitable. Supply an appropriate title to it. Also write a summary.

- 1) The coffee plant, an evergreen shrub or small tree of African origin, begins to produce fruit 3 or 4 years after being planted. The fruit is hand-gathered when it is fully ripe and a reddish purple in colour. The ripened fruits of the coffee shrubs are processed where they are produced to separate the coffee seeds from their covering and from the pulp. Two different techniques are in use: a wet process and a dry process.

First the fresh fruit is pulped by a pulping machine. Some pulp still clings to the coffee, however, and this residue is removed by fermentation in tanks. The few remaining traces of pulp are then removed by washing. The coffee seeds are then dried to a moisture content of about 12 percent either by exposure to the sun or by hot-air driers. If dried in the sun, they must be turned by hand several times a day for even drying.

In the dry process the fruits are immediately placed to dry either in the sun or in hot-air driers. Considerably more time and equipment is needed for drying than in the wet process. When the fruits have been dried to a water content of about 12 per cent the seeds are mechanically freed from their coverings.

The characteristic aroma and taste of coffee only appear later and are developed by the high temperatures to which they are subjected during the course of the process known as roasting. Temperatures are raised progressively to about 220-230°C. This releases steam, carbon dioxide, carbon monoxide and other volatiles from the beans, resulting in a loss of weight of between 14 and 23 per cent. Internal pressure of gas expands the volume of the coffee seeds from 30 to 100 per cent. The seeds become rich brown in colour; their texture becomes porous and crumbly under pressure. But the most important phenomenon of roasting is the appearance of the characteristic aroma of coffee, which arises from very complex chemical transformations within the beans. The coffee, on leaving the industrial roasters, is rapidly cooled in a vat where it is stirred and subjected to cold air propelled by a blower. Good quality coffees are then sorted by electronic sorters to eliminate the seeds that roasted badly. The presence of seeds which are either too light or too dark depreciates the quality.

- 2) Swimming pools were once considered a luxury limited only to the rich. Today, thanks to plastics and plenty, they number in the millions. Few, of course are of Olympic size where a swimmer can quickly do his laps and stay in shape. Most are above-ground, round mini-pools, line for a cool-off and a frolic. But, health experts have come to realize that exercises created especially for such swimming pools can tone the muscles, strengthen the heart and pacify the spirit of people of all ages and conditions. And these exercises aren't restricted to small pools alone. Any type of pool, including a crowded municipal one, will do.

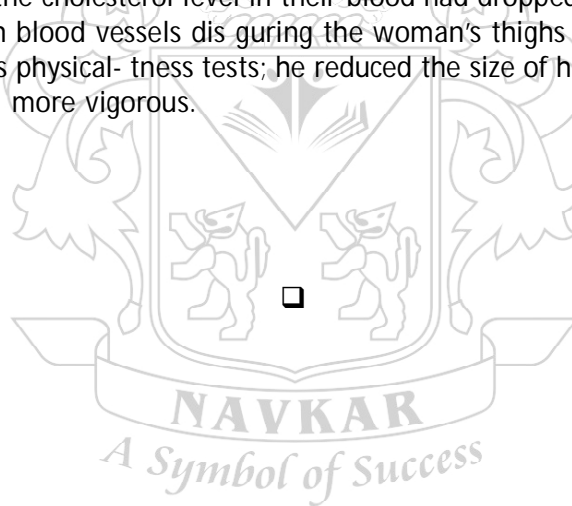
Designer of the principal popular exercises is C. Carson Conrad, executive director of the California Bureau of Health. Physicians approve of Conrad's exercises for three reasons.

First, since water pressure, even on a nonmoving body, stimulates the heart to pump blood throughout the body, exercise in the water promotes thorough circulation still more effectively.

Second, water exercise is rhythmic. And continuous, rhythmic exercises, authorities agree, are one of the best defenses against circulatory ailments which might cause atherosclerosis, often the precursor of coronary attacks and strokes.

Third, water exercise can be enjoyed with benefit by both young and old, healthy and infirm, swimmers, and in shallow water, non swimmers. Dr. Ira H. Wilson and Fred W. Kasch, a physician-and-physiologist team, assert that even persons with paraplegia, rheumatic heart, asthma, emphysema, victims of polio or strokes, or amputation can exercise in water and enjoy weightless movement. Arthritics move easily under water. Some physicians use hydrocalisthenics for their cardiac patients.

At the University of Illinois Prof. Richard H. Pohndori studied the effect of water exercise on a "typical" couple. He chose as subjects a man-and-wife team of physicians, 43 and 41 years old respectively, who had been sedentary for years. His program was simple: "Swim from one end of the pool to the other until you can swim 1000 yards a day. Swim every day for ten weeks." Before they started, the couple took 151 physical tests. At the end of ten weeks, they were tested again: their pulse rate had dropped, their rate of breathing had dropped, their blood pressure had come down to normal, the cholesterol level in their blood had dropped 20 percent. Further, more than half of the broken blood vessels disfiguring the woman's thighs had vanished, her husband had improved in all his physical-fitness tests; he reduced the size of his heart, making it more efficient. Both felt younger, more vigorous.



HOME WORK

PASSAGE -1

Read the passage carefully and answer the questions given below.

Occasional self-medication has always been part of normal living. The making and selling of drugs has a long history and is closely linked, like medical practice itself, with belief in magic. Only during the last hundred years or so, as the development of scientific techniques made it possible diagnosis has become possible. The doctor is now able to follow up the correct diagnosis of many illnesses-with specific treatment of their causes. In many other illnesses of which the causes remain unknown, he is still limited, like the unqualified prescriber, to the treatment of symptoms. The doctor is trained to decide when to treat symptoms only and when to attack the cause. This is the essential difference between medical prescribing and self-medication.

The advance of technology has brought about much progress in some fields of medicine, including the development of scientific drug therapy. In many countries public health organization is improving and people's nutritional standards have risen. Parallel with such beneficial trends are two which have an adverse effect. One is the use of high pressure advertising by the pharmaceutical industry which has tended to influence both patients and doctors and has led to the overuse of drugs generally. The other is emergence of eating, insufficient sleep, excessive smoking and drinking. People with disorders arising from faulty habits such as these, as well as well from unhappy human relationships, often resort to self-medication and so add the taking of pharmaceuticals to the list. Advertisers go to great lengths to catch this market.

Clever advertising, aimed at chronic sufferers who will try anything because doctors have not been able to cure them, can induce such faith in a preparation, particularly if steeply priced, that it will produce-by suggestion-a very real effect in some people. Advertisements are also aimed at people suffering from mild complaints such as simple cold and coughs which clear up by themselves within a short time.

These are the main reasons, why laxatives, indigestion-remedies, painkillers, cough-mixtures, tonics, vitamin and iron tablets, nose drops, ointments and many other preparations are found in quantity in many households. It is doubtful whether taking these things ever improves a person's health, it may even make it worse. Worse, because the preparation may contain unsuitable ingredients; worse because the taker may become dependent on them; worse because they might be taken excess; worse because they may cause poisoning, and worst of all because symptoms of some serious underlying cause may be asked and therefore medical help may not be sought. Self-diagnosis is a greater danger than self-medication.

Questions :

- (A) On the basis of your reading of the above passage, make notes on it, in points only, using headings and sub-headings. Also use recognizable abbreviations, wherever necessary (Minimum four). Supply an appropriate title to it.
- (B) Write a summary of the above passage in about 80 words.

PASSAGE -2

Read the passage carefully and answer the questions given below.

Almost all of us have suffered from a headache at some time or the other. For some a headache is a constant companion and life is a painful hell of wasted time.

The most important step to cope with headaches is to identify the type of headache one is suffering from. In tension headaches (two hand headache), a feeling of a tight band around the head exits along with the pain in the neck and shoulders. It usually follows activities such as long stretches driving, typing or sitting on the desks. They are usually short lived but can also last for days or weeks.

A headache is usually caused due to the spinal misalignment of the head, due to the posture. Sleeping on the stomach with the head turn to one side and bending over positions for a long time make it worse.

In migraine headaches, the pains usually on one side of the head may be accompanied by nausea, vomiting irritability and bright spots of flashes of light. This headache is meant worse by activities especially bending. The throbbing pain in the head worsens by noise and light. Certain triggers for migraines may be chocolate, caffeine, smoking or MSU in certain food items. The pain may last eight to twenty four hours and there may be a hangover for two or three days. Migraines are often produced by an 'aura'-----changes in sight and sensation. There is usually a family migraine.

In a headache, pain originates from the brain but from the irritated nerves of muscles, blood vessels and bones. These head pain signals to the brain which judges the degree of distress and relays it at appropriate sites. The pain sometimes may be referred to sights other than the problem areas. This is known as referred by pain and occurs due to sensation overload. Thus, though, most headache states at the base of the skull referred pain as felt typically behind the eyes.

Factors causing headache are understood but it is known that a shift in the level of body hormones chemicals, certain foods and drinks and environmental stress can trigger them.

If the headache troubles you often, visit the doctor, who will take a full health history relating to diet, life stresses, the type of headache, triggering factors and relief measures. You may be asked to keep a 'headache diary' which tells you to list – the time headache started and when it ended, emotional environmental and food and drinking factors which may contribute to it. The type and severity of pain and the medications used which provide much relief are also to be listed.

This helps the doctor in determining the exact cause and type of headache and the remedy thereof.

Questions :

- (a) On the basis of your reading the passage make notes on it using recognizable abbreviations wherever necessary. Use a format u consider suitable. Supply a suitable title.
- (b) Write a summary in about 80 words.

PASSAGE -3

Occasional self-medication has always been part of normal living. The making and selling of drugs has a long history and is closely linked, like medical practice itself, with belief in magic. Only during the last hundred years or so, as the development of scientific techniques made it possible diagnosis has become possible. The doctor is now able to follow up the correct diagnosis of many illnesses-with specific treatment of their causes. In many other illnesses of which the causes remain unknown, he is still limited, like the unqualified prescriber, to the treatment of symptoms. The doctor is trained to decide when to treat symptoms only and

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Questions

- (A) On the basis of your reading of the above passage, make notes on it, in points only, using headings and sub-headings. Also use recognizable abbreviations, wherever necessary (Minimum four). Supply an appropriate title to it.
- (B) Write a summary of the above passage in about 80 words.

PASSAGE -4

Read the passage carefully and answer the questions given below.

Almost all of us have suffered from a headache at some time or the other. For some a headache is a constant companion and life is a painful hell of wasted time.

The most important step to cope with headaches is to identify the type of headache one is suffering from. In tension headaches (two hand headache), a feeling of a tight band around the head exits along with the pain in the neck and shoulders. It usually follows activities such as long stretches driving, typing or sitting on the desks. They are usually short lived but can also last for days or weeks.

A headache is usually caused due to the spinal misalignment of the head, due to the posture. Sleeping on the stomach with the head turn to one side and bending over positions for a long time make it worse.

In migraine headaches, the pains usually on one side of the head may be accompanied by nausea, vomiting irritability and bright spots of flashes of light. This headache is meant worse by activities especially bending. The throbbing pain in the head worsens by noise and light. Certain triggers for migraines may be chocolate, caffeine, smoking or MSU in certain food items. The pain may last eight to twenty four hours and there may be a hangover for two or three days. Migraines are often produced by an 'aura'-----changes in sight and sensation. There is usually a family migraine.

In a headache, pain originates from the brain but from the irritated nerves of muscles, blood vessels and bones. These head pain signals to the brain which judges the degree of distress and relays it at appropriate

sites. The pain sometimes may be referred to sights other than the problem areas. This is known as referred by pain and occurs due to sensation overload. Thus, though, most headache states at the base of the skull referred pain as felt typically behind the eyes.

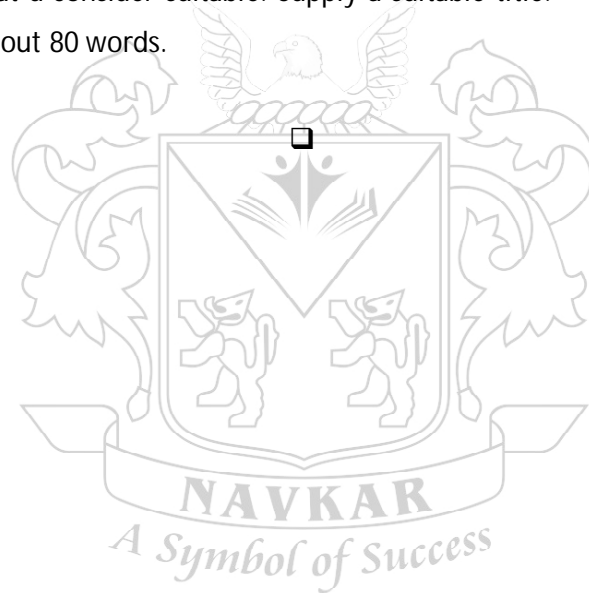
Factors causing headache are understood but it is known that a shift in the level of body hormones chemicals, certain foods and drinks and environmental stress can trigger them.

If the headache troubles you often, visit the doctor, who will take a full health history relating to diet, life stresses, the type of headache, triggering factors and relief measures. You may be asked to keep a 'headache diary' which tells you to list – the time headache started and when it ended, emotional environmental and food and drinking factors which may contribute to it. The type and severity of pain and the medications used which provide much relief are also to be listed.

This helps the doctor in determining the exact cause and type of headache and the remedy thereof.

Questions

- (a) On the basis of your reading the passage make notes on it using recognizable abbreviations wherever necessary. Use a format u consider suitable. Supply a suitable title.
- (b) Write a summary in about 80 words.





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Business Correspondence and Reporting

Précis Writing



CHAPTER-7

PRECIS WRITING

INTRODUCTION

A shortening of a text, in one's own words, is known as précis writing. The term is derived from the French word *précis* meaning 'precise'. Thus, a précis gives an accurate and concise description of the substance (or the main idea) contained in the text without losing its meaning. In fact, it is an exact reproduction of the logic, organization, and emphasis of the original text. Précis writing is a very useful exercise as it gives us training in careful reading and develops our capacity to discriminate between the essential and the non-essential. Since it insists on an economy of words, you learn to choose your words carefully and construct your sentences in a concise manner.

Q-1 Explain the meaning and characteristics of précis writing.

Précis writing means shortening of a text, in one's own words.

- The term is derived from the French word *précis* meaning 'precise'.
- A précis gives an accurate and concise description of the substance (or the main idea) contained in the text without losing its meaning.
- It is an exact reproduction of the logic, organization and emphasis of the original text.
- Précis writing is a very useful exercise as it gives us training in careful reading and develops our capacity to discriminate between the essential and the non-essential.
- Since it insists on an economy of words, we learn to choose our words carefully and construct our sentences in a concise manner.

Q-2 Explain the difference between Précis and Summary.

- The first and the most important difference is that a *précis is a brief statement of a piece of writing* such as a report, article or a chapter from a book; whereas a *summary is a short account of longer pieces of work* such as a thesis or a novel.
- Secondly, the précis follows the order and proportion of the material in the original, whereas the writer of the summary is free to change the order and proportion if he wishes to do so.
- Another important difference between the two is that the précis states only the thought of the original text whereas the writer of the summary is free to interpret the material and to comment on it.

Q-3 Explain the qualities of a good Précis.

1. **Clarity** : It is essential that the ideas presented in the précis should be clear and comprehensible. By using simple language and structures, the writer can ensure that there is no ambiguity.
2. **Objectivity** : The writer must have an objective approach. He should be able to write a précis that is unbiased and purely a summary of the original text.
3. **Correctness** : The writer must ensure that not just the facts, but also the grammar and sentences are without flaws. Such errors can obscure the meaning of the message.
4. **Coherence** : A good précis should be coherent i.e. the ideas must be presented in a way that shows the connections clearly.
5. **Completeness** : The writer should include all the important facts from the text in the précis. No important fact can be omitted to make the summary short.
6. **Conciseness** : Conciseness is a desirable quality of a good précis. A piece of writing is considered concise if it conveys the message in the fewest possible words. But the writer should not omit essential facts to achieve conciseness.

Q-4 Explain the procedure of précis writing.

Step 1 : Read the passage carefully- more than once if so required. The first requirement of the writer is to understand the text well enough to extract its central/main idea.

Step 2 : Decide what facts or ideas in the text are essential and what are of secondary or of no importance. It is a good idea to underline the important terms and ideas.

Step 3 : Select a suitable title for the proposed précis.

Step 4 : Collect all the key points and prepare a first draft of the précis, keeping in mind the need to reduce the original text to one-third its length.

The main thoughts expressed in the passage, the ideas it contains, the opinions presented and the conclusion arrived at should be a part of the rough draft.

Step 5 : Read the draft. It may so happen that it is too long. Shorten it further, if necessary, by omitting anything which is not necessary to the central idea or by remodeling the sentences. Normally, you should succeed in producing a good précis by the second draft.

Step 6 : When you have made your second (or final) draft, carefully revise your précis to ensure that you have the bare minimum of words necessary to express the idea of the passage. Check to make sure that the précis has been written in words that are your own and not those of the author.

Q-5 What Points should be remembered while writing a précis?

- A precis must not exceed one-third of the length of the original passage.
- Identify the central idea and omit unnecessary details.
- Eliminate wordy expressions from the précis.
- Avoid unnecessary repetition.
- Every précis should have a short and appropriate title.
- It should be written in the words of the précis-writer.
- The main ideas of the original text should be presented in the same order in the précis.
- Do not introduce ideas of your own in the précis.
- Do not criticize or change the author's ideas.
- Always use the third person, reported speech and past tense while writing a précis. Only universal truths should be written in the present tense.

Illustration: 1

A life of action and danger moderates the dread of death. It not only gives us fortitude to bear pain, but also teaches us at every step the precarious tenure on which we hold our present being. Sedentary and studious men are the most apprehensive on this score. Dr. Johnson was an instance in point. A few years seemed to him soon over, compared with those sweeping contemplations on time and infinity with which he had been used to pose himself. In the still life of a man of letters there was no obvious reason for a change. He might sit in an armchair and pour out cups of tea to all eternity would it had been possible for him to do so. The most rational cure after all for the inordinate fear of death is to set a just value on life. If we mere wish to continue on the scene to indulge our head-strong humor and tormenting passions, we had better be gone at once; and if we only cherish a fondness for existence according to the good we desire from it, the pang we feel at parting which it will not be very server.

Step 1:

Identify the main idea: The text discusses people's fear of death. It details why some people fear death and how this fear can be overcome.

Step 2:

Identify the main points/facts:

- a) We do not fear death if we live an active life.
- b) Those people who fear death the most are the ones who spend much time sitting and studying.
- c) This happens because they lead an inactive and peaceful life and do not want any change.
- d) The most sensible way of ridding oneself of the fear of death is by valuing life.
- e) We should be comfortable with the knowledge that life is unpredictable and that our hold upon life is very uncertain.

Step 3:

Provide a suitable title: The Fear of Death.

Step 4:

Write the first draft:

If we lead an active life facing dangers, we will fear death less. People who spend a lot of their time lazing around and leading a peaceful life are the ones who are most afraid of death. This is because they do not want any change. The most sensible way of getting rid of the fear of death is to value life properly. If we do not give unnecessary importance to our life, we will not feel the pang of death.

Step 5:**Edit your work.**

Remember that the précis cannot be more than a third of the length of the original text. Since the given passage is approximately 200 words, the précis cannot exceed 65 words. However the first draft consists of 80 words. Therefore it needs to be edited. Example:

'People who spend a lot of their time lazing around and leading a peaceful life are the ones who are most afraid of death. This is because they do not want any change.' can be rewritten more succinctly in the following manner:

'People, who lead a lazy and peaceful life, are the most afraid of death.'

Step 6:

Write the final draft.**Précis****The Fear of Death**

If we lead an active life facing dangers, we will fear death less. People, who lead a lazy and peaceful life, fear change and are most afraid of death. The most sensible way of getting rid of the fear of death is to value life properly. If we do not give unnecessary importance to our life, we will not feel the pang of death.

Illustration-2

Sentence Correction is probably the easiest sub-section within the Verbal section of the GMAT for you to improve. Doing well on this section is really a function of knowing your grammar rules very well and then practicing them ad-nauseum with high quality practice problems. Spend some time figuring out what the best materials are, study those materials, and then go back and study the materials a few more times to make sure you have the grammar rules down cold. It is important to do this because you will want to get these questions done quickly so you can save time for the more time-consuming Critical Reasoning and Reading Comprehension sections.

There are a few good books out there to learn the fundamentals of sentence correction, but I used the Manhattan GMAT Sentence Correction Guide. I have also looked through the Aristotle Sentence Correction book and can say that is of very high quality as well. The Manhattan GMAT book was really great and was very clear and concise in describing all the grammar rules I needed to learn. My main complaint about it is that it doesn't have very many practice problems. From what I can tell, this book seems to be the standard book that people suggest when talking about this section of the test and I don't disagree. In case you are wondering, you don't actually have to learn that many grammar rules for the GMAT. The number of rules you have to learn pales in comparison to the topics you must know for the math section of the test. However, the questions on the GMAT are very tricky, so you should go through the Manhattan GMAT book 5-6 times and even make flashcards to make sure you have every rule absolutely down cold. If you do, then you should be able to focus on the meaning of each sentence, which is usually what is required for the harder questions on the test. For practice problems, I really just used the Official Guide and the Official Guide Verbal Supplement. Those were really great resources for practice problems.

I would also recommend memorizing idioms for the test. As of the last few months, idioms are less of a focus on the test, but knowing idioms down cold is an easy way to get an extra question or two correct. You also don't really need to spend that much time memorizing them, so why wouldn't you want to do it?

As I mentioned before, there are instances on more difficult problems where you need to assess the meaning of the sentence and what it is trying to convey. Keep this in mind and try not to obsess over very detailed grammar rules. When in doubt, go with the answer choice that seems to have the most logical meaning over the one that appears to follow some minute grammar rule the best. If the meaning of the original sentence is changed in one of the answer choices, it is definitely a wrong answer choice. If you follow this advice, I guarantee that you will do well on the sentence correction section of the GMAT.

(Source: Free Articles from ArticlesFactory.com)

Précis**GMAT Sentence Correction- How to Get Better**

The Sentence Correction of the GMAT is very doable. Knowing your grammar rules and practicing them will ensure success. Identify the best study material; study them a few times to ensure you have the

rules on your fingertips.

Some reference books that you could use to learn the fundamentals of sentence correction are Manhattan GMAT Sentence Correction Guide and Aristotle Sentence Correction book. You don't actually have to learn that many grammar rules for the GMAT. However, the questions on the GMAT are very tricky, so you should make sure you have every rule absolutely down cold.

There are instances on more difficult problems where you need to assess the meaning of the sentence and what it is trying to convey. When in doubt, go with the answer choice that seems to have the most logical meaning over the one that appears to follow some minute grammar rule the best. Also, remember that the answer is definitely incorrect if the meaning of the original sentence is changed.

Illustration-3:

India's trade deficit with China increased to \$52.69 billion in 2015-16 from \$48.48 billion in the previous financial year, Parliament was informed on Monday.

"During the April-September period of 2016-17, the deficit is at \$25.22 billion," Commerce and Industry Minister Nirmala Sitharaman said in a written reply to the Lok Sabha.

"Increasing trade deficit with China can be attributed primarily to the fact that Chinese exports to India rely strongly on manufactured items to meet the demand of fast expanding sectors like telecom and power," she said.

India is negotiating the Regional Comprehensive Economic Partnership (RCEP) trade agreement keeping in view "its offensive export interests" as well as sensitivities with respect to all participating countries including China, she said. She added that efforts are being made to increase overall exports by diversifying the trade basket with emphasis on manufactured goods, services, resolution of market access issues and other non-tariff-barriers.

Précis

India's increasing trade deficit with China (Source: The Hindu)

According to Commerce and Industry Minister Nirmala Sitharaman, India's trade deficit with China has risen by \$4.21 billion, since the last fiscal year, reaching a figure of \$ 52.69 billion. She attributes this to the imports made by the telecom and power sector. To bridge this gap, efforts are being made to enhance the overall exports by diversifying the market emphasizing on various services and manufactured goods.

Illustration-4:

India's new mining bill has provisions which seek, rightly, to shovel money from mining companies to rural people affected by mining, but the devil could lie in the detail. The proposal has three defects— One, it seeks differential treatment for coal and other minerals—coal miners would share 26% of their profits, while miners of other minerals would give additional royalty payments. Two, it exempts captive miners from this obligation to share mineral wealth. And three, it leaves out the key variable, the price of the ore, manipulating which companies can arbitrarily understate their profits and pay a pittance as royalty, as they indeed have been. The sensible thing is to link royalty to the globally traded price of the mineral in question and assign a share of reasonable royalty to the local community. Unify the sharing parameter as a share of the royalty linked to globally traded prices, for every mineral.

As coal mining is done mostly by state owned giant Coal India, it will have to pay most. Current royalty rates, revised every three years, are pathetically low. Miners routinely understate prices at which they sell minerals to deplete the value of royalties. Some of India's largest miners are actually power, steel and other metals makers that squat on large captive mines. (Archives: newspaper)

Précis

Loopholes in New Mining Bill

India's new mining bill that diverts funds from mining companies to rural people affected by mining has numerous loopholes. It seeks differential treatment for coal and other minerals. It exempts captive miners from this obligation to share mineral wealth. It disregards the price of the ore, manipulating which companies can understate their profits. Instead, royalty can be linked to the globally traded price of the mineral and unifying the sharing parameter thus ensuring fairness.

Illustration-5:

India has witnessed great expansion of educational opportunities since the attainment of independence. However, the disabled children have not yet benefited in any substantial manner from the growth in educational facilities. Education of handicapped children is not considered important as it is believed that such children ultimately become more dependent and non productive. It is therefore believed that scarce national resources should not be wasted on them.

Further, it has been our misconceived notion that the education of handicapped children requires highly specialized people and as such, it must essentially be very costly. Maybe, precisely for these wrong notions, we have not been able to involve clinical and educational specialization programmes of training and education exclusively meant for handicapped children.

It is encouraging to note that the new National Policy on Education has recommended the placement of such children in regular schools so as to provide them with integrated education along with normal students. The integrated education will take care of the different needs of various categories and types of disabled children. The objective is to place the disabled children in ordinary schools for imparting education with the help of special teachers, aids and other resources. For fulfilling this objective an array of the necessary infrastructure by way of training of teachers, provision of equipment and book etc are some of the basic pre-requisites. Hopefully, the parents and their handicapped children will be greatly relieved when the latter are transferred to regular schools.

Précis

Inclusive Education for Children with Disabilities

Despite expansion of educational opportunities in India, the disabled children have not yet benefited significantly. Due to the belief that handicapped children are dependent and non productive and their education requires highly specialized teachers, educational programmes for handicapped children have never been implemented. The new National Policy on Education recommends that such children be placed in regular schools where their needs are catered to. However, to fulfill this objective, there are prerequisites such as training of teachers, provision of equipment and book, etc. Hopefully, this recommendation will bring relief to handicapped children.

Illustration-6:

Interviews are the most common method used by employers to find candidates for jobs. Many candidates take the interview process very seriously, while others do not. There are 5 interview mistakes that you must avoid if you are to secure the job that you want.

1. Being late

Apart from a major emergency when everything shuts down, there really is no excuse for being late. Take the time to plan your journey, estimate how long it will take to get to the interview venue and build in time for delays. Plan to arrive 15 minutes before your interview time and allow 30 minutes for delays. It is better to arrive 45 minutes early than 15 minutes late.

2. Not knowing about the organization

A question to find out what you know about the organization is almost guaranteed. Despite this many candidates are unable to demonstrate that they have even done basic research. With the power of the internet and more general freedom of information there really is no excuse.

3. Not knowing why you want the job

This is another interview favorite. The interviewer knows that you need to earn money so make sure this is not your response. Is it something about the businesses reputation, the challenges it faces, the segment of the market it serves, style of management or progression prospects. Whatever it is be clear on why you want the job.

4. Not knowing yourself

A question about your strengths and weaknesses will come up in some form or other. Clearly you don't want to come up with a weakness that will blow away your chances of getting the job, but at the same time you need to demonstrate self awareness. Think of 3 strengths and 3 development areas that you will talk about in the interview.

5. Asking about salary

Good interviewers will give you the opportunity to ask them questions. Poorly prepared candidates will not make the most of this opportunity. They will ask (before they have been offered the job) about salary, benefits and holidays. The well prepared candidate will focus on questions about promotion prospects, training and development, the future direction of the company and what it is like to work in the organization.

Interviews are challenging for both the interviewer and candidates. By avoiding some of the most common mistakes, you can greatly increase your chances of success.

Source: Free Articles from ArticlesFactory.com

Précis

Interview Mistakes that Must be Avoided

Since interviews are still the most common method of selecting candidates for jobs, there are some mistakes that you must avoid making during an interview:

1. **Being late:** There is no excuse for being late, so plan in a manner that you arrive a few minutes earlier.
2. **Not knowing about the organization:** Since it is certain that you will be asked a question regarding what you know about the organization, you must do a basic research before you arrive for the interview.
3. **Not knowing why you want the job:** Your interviewer would want to know why you want the job. Have something to tell them apart from the fact that you need to earn money'.
4. **Not knowing yourself:** You need to demonstrate self awareness. Think of strengths and development areas that you will talk about in the interview.
5. **Asking about salary:** When given a chance to ask questions, enquire about things like training and development, instead of enquiring about salary and perks.

CLASS WORK

Read the following articles and write a précis for each of the following.

- Q-1** India's new mining bill has provisions which seek, rightly, to shovel money from mining companies to rural people affected by mining, but the devil could lie in the detail. The proposal has three defects— One, it seeks differential treatment for coal and other minerals—coal miners would share 26% of their profits, while miners of other minerals would give additional royalty payments. Two, it exempts captive miners from this obligation to share mineral wealth. And three, it leaves out the key variable, the price of the ore, manipulating which companies can arbitrarily understate their profits and pay a pittance as royalty, as they indeed have been. The sensible thing is to link royalty to the globally traded price of the mineral in question and assign a share of reasonable royalty to the local community. Unify the sharing parameter as a share of the royally linked to globally traded prices, for every mineral.

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- Q-2** India has witnessed great expansion of educational opportunities since the attainment of independence. However, the disabled children have not yet benefited in any substantial manner from the growth in educational facilities. Education of handicapped children is not considered important as it is believed that such children ultimately become more dependent and non productive. It is therefore believed that scarce national resources should not be wasted on them.

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Interviews are the most common method used by employers to find candidates for jobs. Many candidates take the interview process very seriously, while others do not.

- Q-3** There are 5 interview mistakes that you must avoid if you are to secure the job that you want.

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4. Not knowing yourself

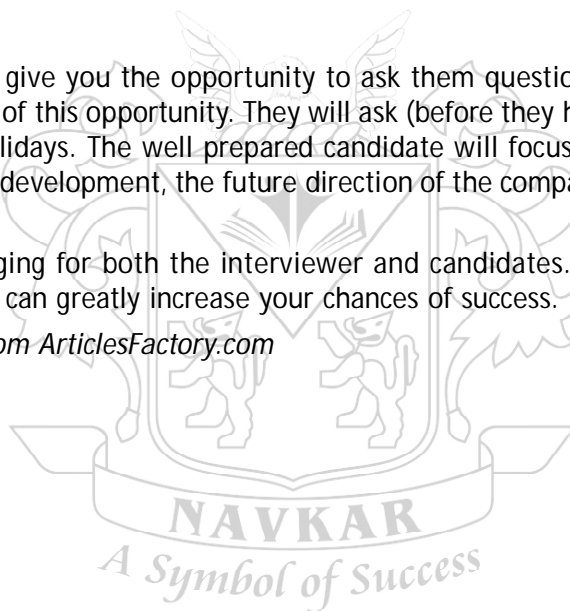
A question about your strengths and weaknesses will come up in some form or other. Clearly you don't want to come up with a weakness that will blow away your chances of getting the job, but at the same time you need to demonstrate self awareness. Think of 3 strengths and 3 development areas that you will talk about in the interview.

5. Asking about salary

Good interviewers will give you the opportunity to ask them questions. Poorly prepared candidates will not make the most of this opportunity. They will ask (before they have been offered the job) about salary, benefits and holidays. The well prepared candidate will focus on questions about promotion prospects, training and development, the future direction of the company and what it is like to work in the organization.

Interviews are challenging for both the interviewer and candidates. By avoiding some of the most common mistakes, you can greatly increase your chances of success.

Source: *Free Articles from ArticlesFactory.com*



HOME WORK

Read the following passage and write a precis for each of the following.

Q-1 The ranking of India as one of the top 10 wealthiest countries in the world is largely because of its large population. India is the seventh wealthiest country in the world. It figures among the 10 wealthiest countries, with a total individual wealth of \$ 5,600 billion. According to a report by *New World Wealth*, India is ranked seventh, ahead of Canada (\$ 4,700 billion), Australia (\$ 4,500 billion) and Italy (\$ 4,400 billion), which came in at 8th, 9th and 10th slots, respectively.

The U.S is the wealthiest in the world in terms of total individual wealth held (\$ 48,900 billion) while China stood second and Japan third, with total individual wealth of \$ 17,400 billion and USD 15,100 billion, respectively. Others in the top 10 club include the United Kingdom (4) with a total individual wealth of \$ 9,200 billion, followed by Germany (5th, \$ 9,100 billion) and France (6th, \$ 6,600 billion). Wealth refers to net assets of a person. It includes all their assets (property, cash, equities, business interests) less any liabilities, the report said adding that it excludes government funds from its figures. The ranking of India as one of the top 10 wealthiest countries in the world is largely because of its large population. "Australia's ranking is impressive, considering it only has 22 million people living there," the report explained. Over the past 5 years, China was the fastest growing wealthiest country in terms of dollar wealth-growth. On India, the report stated, "Australia and India also grew strongly and India, Australia and Canada have just overtaken Italy over the past 12 months." The study ranked the wealthiest countries in the world as of June 2016 in terms of total individual wealth held.

Q-2. As an investor, you may pay close attention to the stock markets and find it difficult to understand why markets are so volatile. You may ask many questions like "Will markets achieve a new high tomorrow or has the time arrived for deep correction?" "Is this a good time to invest?" We don't know what the future holds. As a long term investor, it is important not to spend time dwelling on such questions rather, remain invested in the long-run.

Markets act differently in short term and long term situations. You need to compare return on investments over a 10 year performance and not for a month or for a year before you decide to invest in equities.

In the short term, markets are volatile; however, investors who hold long term financial goals should not worry about volatility and should remain invested.

Benefits of investing with a long term horizon:

- Long term investments carry specific financial goals and give options to investors to invest small amounts at regular intervals like per month which has a potential to deliver healthy returns in the long term. SIP is one of the best investment vehicles. [Click here](#) to know more about SIP in mutual fund.
- Rate of returns are likely to fluctuate and remain volatile on short term investments however long term investments are comparatively less volatile and hold potential to give stable returns.
- Tax benefits are available for all long term investments including investments in mutual funds.

Investments in Mutual Funds - Investments in mutual funds are advisable for all types of investors whether you have a short term financial goal or a long term investment objective. Broadly equity, debt and gold funds are available for investments and you can invest in those funds as per your financial goal.

Benefits of investing in mutual funds

Professional investment management - The Mutual Fund industry is managed by professionals and qualified investment fund management teams with inputs from solid research backed by experience.

Diversification - Another benefit is diversification. You can invest in equity funds, debt funds, gold funds as per your preference, income, age, risk taking ability etc.

Transparent and regulated industry - Above all, the mutual fund industry is regulated by the Securities and Exchange Board of India (SEBI) which ensures a smooth and transparent functioning of the mutual fund industry.

Mutual funds are a one-stop shop for all your investment needs. Needs can range from wanting to purchase a car in the next one or two years to saving for your child's future and education in the next 10 years, saving up for your retirement, or saving tax on your regular income. Investors ideally look for diversification, low costs, ease and flexibility of withdrawal, better tax efficiency etc. Investors can achieve all their short term and long term financial goals through investments in Mutual Funds.

Q-3. What is Women Empowerment

Women empowerment in simple words can be understood as giving power to women to decide for their own lives or inculcating such abilities in them so that they could be able to find their rightful place in the society.

According to the **United Nations**, women's empowerment mainly has five components:

- Generating women's sense of self-worth;
- Women's right to have and to determine their choices;
- Women's right to have access to equal opportunities and all kinds of resources;
- Women's right to have the power to regulate and control their own lives, within and outside the home; and
- Women's ability to contribute in creating a more just social and economic order.

Thus, women empowerment is nothing but recognition of women's basic human rights and creating an environment where they are treated as equals to men.

Women Empowerment in India

Historical Background:

From ancient to modern period, women's condition-socially, politically and economically- has not remained same and it kept changing with times. In ancient India, women were having equal status with men; in early Vedic period they were very educated and there are references of women sages such as Maitrayi in our ancient texts. But with the coming of famous treatise of Manu i.e. Manusmriti, the status of women was relegated to a subordinate position to men.

All kinds of discriminatory practices started to take form such as child marriage, devadashi pratha, nagar vadhu system, sati pratha etc. Women's socio-political rights were curtailed and they were made fully dependent upon the male members of family. Their right to education, right to work and right to decide for themselves were taken away.

During medieval period the condition of women got worsened with the advent of Muslim rulers in India; as also during the British period. But the British rule also brought western ideas into the country.

A few enlightened Indians such as Raja Ram Mohun Roy influenced by the modern concept of freedom, liberty, equality and justice started to question the prevailing discriminatory practices against women. Through his unrelenting efforts, the British were forced to abolish the ill-practice of Sati. Similarly several other social reformers such as Ishwar Chandra Vidyasagar, Swami Vivekananda, Acharya Vinoba Bhave etc. worked for the upliftment of women in India. For instance, the Widow Remarriage Act of 1856 was the result of Ishwar Chandra Vidyasagar's movement for improving the conditions of widows.





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Business Correspondence and Reporting

Report Writing



CHAPTER-9

REPORT WRITING

INTRODUCTION

A report is an account given of a particular event, issue, subject, especially in the form of an official document, after thorough investigation or consideration by an appointed person or body. It is written for a defined purpose and for a specific audience.

Q-1 What is a report ?

- **A report is an account given of a particular event, issue, subject, especially in the form of an Official document, after thorough investigation or consideration by an appointed person or body.**
- It is written for a defined purpose and for a specific audience.
- Information and evidence is objectively and in a clear and concise manner.

Q.2 What are various types of Reports ? Explain their formats.

Types of Reports

1. Newspaper report
2. Magazine report
3. official reports for various organisations

Format of various reports

1. **Newspaper Reports:** These are accounts of current events and happenings
Title/Headline
By (name of author)
Place, date (date is not always mentioned)
Body of report.
2. **Magazine Reports:** These are written to give account of specific events that have taken place, for example, India International Fashion Week, School Annual Day etc.
Title/ Heading
By (name of author)
Body of report.
3. **Formal/ Official Reports:** These are complex documents often of important projects and proposals, eg. results of studies and experiments, proposals for launching a new product etc.

Format -1

Heading

To:

From:

Date:

Subject:

Introduction:

Give details of the task and the reasons for it

Main Body:

Information, resources and material used,

Description of task

Results

Conclusion

Your evaluation and suggestions.

Format-2

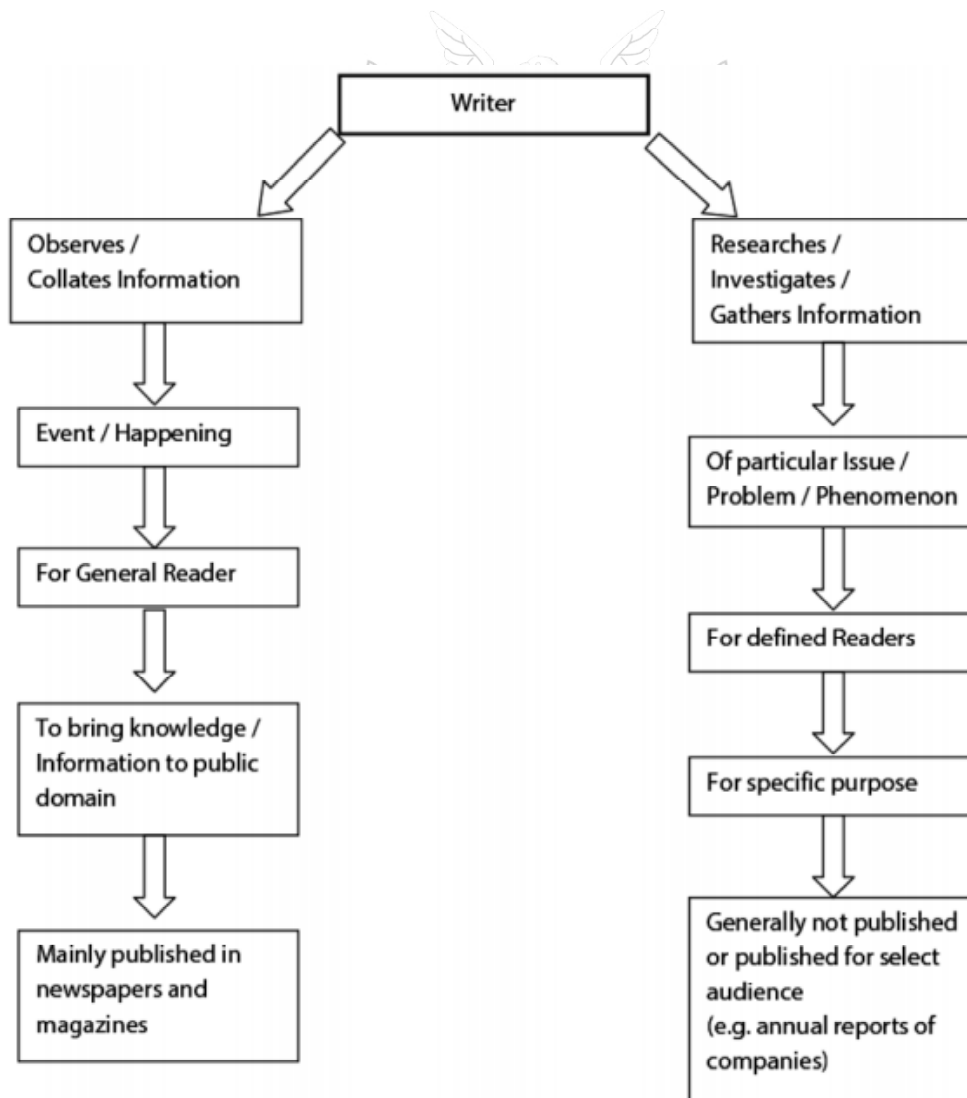
1. Title page-include
 - a) To: name of person report being submitted to
 - b) From: name and department
 - c) Date of submission
 - d) Acknowledgements: A list of people and organizations that helped you in collecting data, research and in other aspects of getting the report ready.
 2. Table of contents: a clear list of all sections and subsections of the report.
 3. Summary: A summary of the major points, conclusions, and recommendations should be written to give a general idea of the report.
 4. Introduction: Explain the problem and make clear to the reader why the report has been written.
 5. Findings: Give details of the information collected, material used, methods utilized, and results arrived at.
 6. Conclusions: Include implications and inferences of your findings based on the facts described in your main body. The importance of the study is discussed in this section.
 7. Recommendations: Give suggestions and proposals based on information and data collected.
 8. Bibliography/References: Give a list of all the sources you have referred within your text.
- Official report writing as such **does not have a specific, fixed format**. Many organizations have their own formats and styles that are used by their employees. Moreover, there are differences in types of Official reports, for example, company annual reports, audit reports, financial reports etc.
- What are the Points to remember before drafting a report .

Q-3 Explain the points to be kept in mind before drafting reports.

1. All reports are **objective**. **There is no place for your personal opinions, perceptions, emotions and feelings in a report**. Your suggestions and recommendations are based on facts, data and not subjective views.
2. **Keep in mind the target audience** and structure your report accordingly.
3. **Personal pronouns in first and second person** (I, me, we, us, you,) are generally **not used** in a report.

4. **Passive voice is preferably used** in writing newspaper and magazine reports. Active voice can be used in Official reports.
5. **Past tense** is mostly made use of in report writing since we are reporting happenings, which have already taken place.
6. The **language should be clear, concise and to the point**. Long winding sentences, vague information and irrelevant material must not be included.
7. **Technical jargon and subject specific terminology is best avoided** since all people cannot understand it. If including such terminology is necessary, add a glossary for it.
8. Information should be **organized logically and coherently**. Many reports are written in the **chronological order**, i.e., following the sequence in which the event occurred. A poorly structured report makes no sense to the reader.
9. Your report **should not have any grammar and syntax errors**. It is a good idea to get it proof read for accuracy.

Flow chart below explains the sequence involved in Report Writing



Q-4 Explain steps in report writing.

All reports need to be clear, concise and well structured. A well-written report requires planning and preparation. The essential stages of successful report writing are described below.

Step 1- Understand the purpose of the report

- It is the important that you understand the purpose and requirements of your report.
- Keep in mind who the report is for, and why it is being written.
- Be sure that you understand all the instructions or requirements.

Step 2- Gather and select information

- Gathering information is a time consuming and onerous task.
- You have to choose appropriate sources, read them and select only relevant information.
- Ensure that your sources are authentic and reliable.

Step 3- Organize your content

- A great deal of information is collected during the research period.
- Sort out and select the content relevant to your report.
- Group together the points that are related.
- They can be put together under sections or chapters.
- Thereafter, decide the sequence in which they have to be presented. Choose an order that is logical and easy to follow.

Step 4- Analyze your material

- Prior to writing your first draft for the report, analyze the material you have gathered critically.
- Look through carefully at the material, thinking about advantages and limitations in evidence gathered, conflicting data, verifiable conclusions that can be drawn from it.

Step 5- Write the report

- After your material has been organized into appropriate sections and headings you can write the first draft of your report.
- Some people write the summary and contents page at the end when they know exactly what will be included.
- Write clearly and concisely. Avoid irrelevant, lengthy and confusing explanations or content.

Step 6-Review and redraft

- Take a break before you review your first draft.
- It is essential to get an appropriate perspective on the draft.
- You may rewrite or reorganize certain sections after the review.
- Assess, without any bias, the report from the perspective of a reader in terms of clarity, simplicity and relevance.

Step 7: Presentation

- Once you are ready with your final draft, check the presentation of the report.
- Make sure that the wording of each chapter/section/subheading is clear and accurate.
- Ensure proper sequencing in numbering of chapters, sections and appendices.
- Verify that you have mentioned all your sources and references.

- Check your report for errors of spelling or grammar.
- Errors in presentation or expression create a poor impression and can make the report difficult to read.

Sample Reports

Newspaper Reports

Sample 1

Daughter of Gardener Tops Board Exam'

By Riya Sharma

Bhubneshwar, May 12: Suman Nayak, the daughter of a municipal gardener, Om Nayak, has topped the Odisha Board Senior Secondary Examination with 98.8% marks. Her success has been lauded by the staff members of her school 'The Government Senior Secondary School, Malkaganj', the Odisha Education board and the State Education Minister.

When the news was conveyed to Suman by her classmates, she did not believe them. It was only when the school principal called her that the reality sunk in. Suman's father, Om Nayak, is overjoyed at the news. He said, "Suman was always a bright student. I have made all efforts to provide her with the best education despite my meager means". He hopes that she will be able to continue her education in spite of his financial constraints.

Suman attributes her success to her parents and teachers. She said that the school teachers had provided her with all possible help by giving her extra time and attention along with books and moral support. Her perseverance, dedication and hard work are spoken highly of by her teachers.

When asked about her future plans, Suman said she wished to become a doctor. However, she was unsure if she could pursue her dream because of financial problems. She hopes that she will be able to secure a scholarship and get funding by the government.

The Times Group has started an initiative to help Suman fulfill her aspirations. Anyone who wishes to contribute to Suman's education can send the amount by cheque to, 'Suman Nayak Education Fund', The Times of India, M.G. Road, Bhubneshwar.

Sample 2

Commercial tax department to train its officials and industry participants

TNN | May 6, 2017

INDORE: With an aim to become well equipped with the new Goods and Services Tax (GST) and address concerns of dealers, the commercial tax department started to train its officials and industry participants from Friday. The department has selected 25 locations in the state, covering 23 cities on different dates.

Manoj Choubey, deputy commissioner, commercial tax department said, "Our aim is to be fully prepared to handle GST from July. We started a training session from Friday that will most likely extend till the end of the month across Madhya Pradesh."

Initially, the department will train all its officials and then conduct interactive training sessions for dealers.

GST — to be implemented in the country from July 2017 — aims to provide a single window tax structure across the country, simplifying tax refunds and inter-state transfer of goods and ensure merchant compliances.

According to the tax department, about 2,200 officials across the state will be trained by experts. In Indore, two locations have been set by the department to conduct training sessions.

There are about 3 lakh dealers across the state registered with the commercial tax department of which close to 50,000 are from Indore, tax experts said.

"We plan to conduct corporate training as well under the session. Training session will bring clarity and technical knowhow about dealing with tax returns and other things under GST," Choubey said.

Industry participants have raised serious concerns about various norms under GST stating the lack of clarity and training will lead to difficulties in handling GST. This will prove especially true for small units that are not tech-savvy and do not have access to internet.

They said small industries are not computer literate and they will have to employ additional manpower to file returns every month.

(Source: The Times of India)

Magazine Report

Sample 1

St. Agnes Public School Celebrates Annual Day

By Manoj Upadhaya

St. Agnes School, Green Park, celebrated its annual day on May 2 with great fanfare. Mr. Arvind Kejriwal, the Chief Minister of Delhi, was the chief guest at the function. The programme began with the lighting of the lamp by the chief guest. It was followed by a welcome address and the presentation of the school annual report by the principal, Ms. Swati Mehra.

The first item of the cultural program was presented by the primary wing. It was a musical drama on the necessity of protecting the environment for the future generations. The little children expressed themselves brilliantly bringing out the perils of destroying our planet.

The middle school show showcased the culture of India through folk dances. Each dance was preceded by beautiful audio-visual effects, depicting the main cultural features of the region. The colourful dresses of the graceful Garba dancers, the vigour and energy of Bhangra dancers, and lilting music with elegant swaying movements of the Bihu and Hajiri dancers from the North East, enthralled the audience.

The senior school pupils enacted a play depicting the dangers of internet and social media addiction for adults and children. They brought out the message poignantly. Every child and adult was moved by the acting and story of a young life ruined by social media addiction. The audience gave a loud and long round of applause for all participants.

The grand finale was the speech by Mr. Arvind Kejriwal. He highly praised the performances by the children and appreciated the thought provoking themes chosen by them. The programme concluded with a vote of thanks by Sagar Mehta, the school head boy.

Sample 2

Almost 900 H1N1 cases reported: WHO

Headlines Today

Geneva, May 4, 2009

Though the World Health Organisation's (WHO) alert level remains one short of a global pandemic, 18 countries have now reported laboratory confirmed cases.

The number of suspected H1N1 u cases across the globe has touched 898 with 20 confirmed deaths so far. Though the World Health Organisation's (WHO) alert level remains one short of a global pandemic, 18 countries have now reported laboratory con rmed cases.

Colombia became the first South American country to report a case. However, US health officials are cautiously optimistic that the u isn't as dangerous as it was rst feared.

Mexico remains the worst a ected with 506 cases and 19 deaths. However, the country's Health Secretary feels that the epidemic is now declining.

But the WHO is not dropping the level five alert just yet.

(Source: India Today)

Financial report

Financial reports are very long and complicated with complex data and figures. A short report is being given as an example.

Sample

Nuvo Pharmaceuticals™ Announces 2017 First Quarter Results Reports Q1 Revenue of \$7.0 million and Net Income of \$2.2 million

MISSISSAUGA, ON, May 10, 2017 /CNW/ - Nuvo Pharmaceuticals Inc. (Nuvo or the Company) a commercial healthcare company with a portfolio of commercial products and pharmaceutical manufacturing capabilities, today announced its nancial and operational results for the rst quarter ended March 31, 2017.

First Quarter Financial Summary(1)

Total revenue for the three months ended March 31, 2017 was \$7.0 million compared to \$7.8 million for the three months ended March 31, 2016.

Adjusted EBITDA decreased to \$2.3 million for the three months ended March 31, 2017 compared to \$3.0 million for the three months ended March 31, 2016.

Net income from continuing operations was \$2.2 million for the three months ended March 31, 2017 or \$0.19 per share compared to \$1.9 million or \$0.17 per share for the three months ended March 31, 2016.

Cash and short-term investments increased to \$18.6 million as at March 31, 2017 compared to \$17.6 million as at December 31, 2016.

- 1) The nancial information presented herein re ects results from continuing operations with Nuvo's previously disclosed segment, Crescita, presented as a discontinued operation.
- 2) Adjusted EBITDA is a non- International Financial Reporting Standards (IFRS) nancial measure de ned by the Company below.

First Quarter Financial Review

Table of Selected Financial Results

For further details on the results, please refer to Nuvo's Management, Discussion and Analysis (MD&A) and Condensed Consolidated Interim Financial Statements which are available on the Company's website.

Three months ended

	March 31, 2017	March 31, 2016	Change
(from continuing operations, Canadian dollars in thousands, except gross margin)	\$	\$	\$
Product Sales	6,653	7,325	(672)
Gross Margin % on Product Sales	58%	57%	1%
Other Revenue	329	517	(188)
Total Operating Expenses	4,716	5,378	(662)
Net Income	2,196	1,928	268
Adjusted EBITDA	2,298	2,989	(691)

Total revenue, consisting of product sales, royalties and contract and other revenue for the three months ended March 31, 2017 was \$7.0 million compared to \$7.8 million for the three months ended March 31, 2016. The decrease in total revenue was primarily related to a decrease in product sales.

Total operating expenses for the three months ended March 31, 2017 decreased to \$4.7 million compared to \$5.4 million for the three months ended March 31, 2016. The decrease in operating expenses was primarily attributable to a decrease cost of goods sold (COGS) and general and administrative (G&A) expenses, slightly offset by an increase in research and development (R&D) expenses.

R&D expenses increased slightly to \$0.3 million for the three months ended March 31, 2017 compared to \$0.2 million for the three months ended March 31, 2016. In the current quarter, the Company incurred R&D expenses related to the 2016 Pennsaid 2% Trial for the treatment of acute ankle sprains.

G&A expenses decreased to \$1.7 million for the three months ended March 31, 2017 compared to \$2.1 million for the three months ended March 31, 2016. In the current quarter, a \$1.0 million decrease in stock-based compensation (SBC) expense was partially offset by an increase in regulatory consulting fees and an increase in general corporate costs due to the allocation of certain corporate G&A costs to Crescita in the comparative quarter.

The Company earned net interest income of \$38,000 for the three months ended March 31, 2017 compared to \$56,000 for the three months ended March 31, 2016. The decrease in net interest income in the current quarter related to the significantly lower cash balances as compared to the comparative period whereby \$35.0 million was transferred to Crescita on March 1, 2016 as part of the reorganization transaction.

The Company experienced a net foreign currency loss of \$0.1 million for the three months ended March 31, 2017 compared to a net foreign currency loss of \$0.5 million for the three months ended March 31, 2016.

Net income from continuing operations was \$2.2 million for the three months ended March 31, 2017 compared to \$1.9 million for the three months ended March 31, 2016. In the current quarter, the decrease in gross margin and a slight increase in R&D expenses were more than offset by a decrease in G&A expenses and a decrease in foreign exchange losses.

Adjusted EBITDA decreased to \$2.3 million for the three months ended March 31, 2017 compared to \$3.0 million for the three months ended March 31, 2016. In the current quarter, an increase in net income from continuing operations was more than offset by a decrease in SBC expenses.

(Source: Medical Pharmaceuticals)

CLASS WORK

- Q-1** Your institute 'Global Business School' organized a seminar on 'Pro table Business Practices in the Next Decade'. Write a report on the seminar for your institute's monthly newsletter in about 150/200 words. (Hints: research how a seminar is conducted and what are pro table business practices).
- Q-2** You are the Cultural Society President of your college. The Principal of your college, Mr. Subhash Kapoor, feels that in the increasingly westernized world, the students should not lose touch with their culture and values. He has asked you to suggest ways and means to familiarize the students with the great aspects of Indian culture. Prepare a report in 150-200 words for the principal suggesting the areas that could be covered and the ways and means they be introduced into college life. (Hints: select areas and methods that appeal to youngsters).
- Q-3** You are Mr. Sunil Kaushik, the administrator of Gyan Jyoti Institute. Certain areas of the infrastructure of your institute need to be restructured and revamped. You have been asked to prepare a report on the matter for the managing committee of the institute, stating the speci c buildings that need facelift, and the areas that need attention (example furniture, auditorium, cafeteria). Use the formal report format.
- Q-4** You are Reena Singh, a reporter of the The Times of India'. Write a report on a re in a slum cluster in Seelampuri in 150 to200 words.
- Q-5** You are sports reporter, Ajay Singh. Write a report on the one day cricket match between Australia and India at Melbourne in 150 to 200 words.

HOME WORK

- Q-1** You are a reporter in Indian Express. Write a newspaper report on Gandhi Jayanti Day celebrated in your city in 150 to 200 words.
- Q-2** You are a secretary in a company. Write a report to the director of the company about restlessness of the workers and their threatening for strike in 150 to 200 words.
- Q-3** You are working in an academic institute. Your institute organized a guest lecture on explaining the last budget to the students by an eminent economist. Write a report for you institute's magazine in 150 to 200 words.





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Business Correspondence and Reporting

Resume Writing



CHAPTER-12

RESUME WRITING

INTRODUCTION

Personnel department deals with all matters relating to staffing right, from recruitment to retrenchment. You start looking for a job as soon as you are out of college. Therefore, among all kind communication you will ever have, probably the resume and application letter will be the most important for you.

Q-1 What is a RESUME?

A resume (pronounced as rez-oom-ay) is a record of one's personal and professional details.

It is a document that introduces you i.e. the applicant to your prospective employer or trainer.

It tells them who you are, what you have done, and why they should hire you for the job .

Your Resume should:

- mention career goals and specific job objectives.
- reveal your adequate knowledge about the company being approached.
- explain how your qualifications and experience are suitable for the job you are seeking.
- give evidence of excellent writing skills.

Q-2 Explain Importance of Resume ?

The importance of a good resume must never be underestimated.

- a. First impressions are important. The rest impression that you make on a prospective trainer or employer depends on the content and presentation of your resume.
- b. In this increasingly competitive job market, it is imperative that your resume makes an impression and gives you the best possible chance of getting the employer's or trainer's attention.

However the resume is incomplete without a cover letter.

A **cover letter** is a letter that accompanies the resume and reflects your knowledge of the employer or trainer. Its purpose is to introduce you to an organization, convey your interest in the company or a special vacancy, and draw attention to your resume.

Since this letter is often the best contact you have with a prospective employer or trainer, a neat, concise, well-written letter will increase your chances of getting an interview.

Q-3 Explain format of Resume?

There are 3 different formats that you can choose from, when deciding on how your resume should be displayed:

1. A chronological resume

The chronological resume format is the most commonly used. **It lists your most recent work or education history in reverse chronological order i.e.** With your most recent work or education history is listed on top. This type of resume places more emphasis on **your job titles** and your **employment history over your skills**.

THINGS TO BE INCLUDED IN RESUME IF YOU ARE APPLYING AS A STUDENT OR A JOB APPLICANT

S.NO.	RESUME FORMATS FOR STUDENTS WITH SUBHEADINGS	RESUME FORMAT FOR JOB APPLICANTS WITH SUBHEADINGS
1.	Name and contact details	Name and contact details
2.	Objective Summary	Objective Summary
3.	Academic Qualifications and Achievements	Career summary
4.	Co-curricular Achievements	Professional experience Company 1 Job title Responsibilities/Achievements Company 2 Job title Responsibilities/Achievements
5.	Training Programs attended/completed	Educational Details
6.	Strengths	Hobbies / Interests / Skills (optional)
7.	Interests/Hobbies/ Skills (optional)	Personal Details
8.	Personal Details	

2. A functional resume

- The functional or skill-based resume **places more importance on your skills and accomplishments**.
- Job titles and where you have worked previously take on secondary importance.
- These resumes showcase your skills and experiences and are most suited for people who have gaps in their career.
- This type of resume is also ideal for fresh graduates, who are new to the workforce, or are looking to change career paths, or are applying for a job with very specific requirements and characteristics in mind.

3. Combination resume

- A **mix of the chronological and functional formats** is known as combination resume.
- They consist of a sequential list of a person's employment and educational history.
- It also includes a section that focuses on skills.
- This kind of resume is best suited for people who want to highlight their employment history.
- **A combination resume begins with the functional format and finishes with information of employment history which provides details of organisations one has worked for with dates.**

Q-4 What are the things mandatory in a Resume?**Ans.**

1. **Contact Information** – It is extremely important to supply your contact details on your resume. Do not forget to include your mailing address, telephone or mobile number and your email address.
2. **Career Profile** – A brief summary of your skills and areas of expertise should be included to give the potential employer an idea as to what you can do.
3. **Work Experience** – As much as possible, include all your work history experience, detailing the company, job title, responsibilities and the dates of the companies where you are currently working or previously associated with.
4. **Education** – Include details of your education, including licenses or certifications you have acquired.
5. **Skills** – Mention any relevant skills in terms of software and hardware systems and other technical skills.

What are the Points to remember while writing a resume:

- A. **Keep the format simple** and readable.
- B. Restrict your resume to minimum number of pages. Try to **keep it short and crisp** to avoid boring your prospective employer or trainer.
- C. Clearly **state your objective**.
- D. Provide correct information. **Avoid exaggerations and untruths** as the employers or trainers may verify what is written in the resume.
- E. **Organise the information in a manner that flows logically**, either from academics to job experience **for Resume Writing**.
- F. **Tone should be neutral**; no bias towards any community/religion.
- G. Ensure there are **no grammatical errors**.
- H. **Highlight your achievements** instead of responsibilities.
- I. Unless asked for, **do not mention the expected salary** in the resume.

SAMPLES OF RESUMES**Sample 1 (Chronological Format)**

MOHIT MEHTA

822, SFS Flats, Santa Cruz

Mumbai - 220045

Phone: 98XXXXXXX

Email: mohitmehta@abc.com

OBJECTIVE:

To be associated with an organisation that will offer to me tremendous opportunities for growth in career and provide a challenging environment that will utilise my accounting skills and abilities to the maximum.

SUMMARY:

More than 13 years of experience in both practical and managerial aspects of the job.

Possess a flawless understanding of fundamental concepts in accounting.

Exceptionally good at application of accounting concepts in a varied manner. Extensive experience in accounting practices to explore the various facets of the economy.

Excellent communication and comprehension skills.

In-depth knowledge of foreign policies and trade policies followed by various nations across the world.

EXPERIENCE:

2004 – PRESENT CHARTERED ACCOUNTANT

Audit and Taxation Department

XYZ & Associates,

Bandra, Mumbai

Dealing with different clients to understand their trading scopes and status of accountings.

Managing their financial systems and budgets.

Performing periodic financial audit .

Preparation of reply to notices of Income Tax Authorities.

Preparation of Sales Tax, Service Tax and Wealth Tax Returns of various clients.

Conducting regular meetings with the senior management.

Providing expert financial advice for the decision making process.

2001 – 2004 INTER QUALIFIED CHARTERED ACCOUNTANT

Direct Taxation Department

Goel & Associates Chartered Accountants

Pitam Pura, Delhi.

Worked as a core team member of engagement teams for statutory audits, and Tax Audits to clients across varied sectors of the industry

EDUCATION:

2004 CA – FINAL

ICAI, Mumbai

2001 CA PCE

ICAI, Delhi

1998 CA CPT

ICAI, Delhi

2000 B.Com. (Pass)

Hansraj College

Delhi University

1997 Class XII (CBSE)

K. D. Public School
Shalimar Bagh
Delhi

1995 Class X (CBSE)

K. D. Public School
Shalimar Bagh

Delhi SKILLS

Well versed with MS office

- Working knowledge of Tally
 - Completed compulsory 250 hrs of Computer Training as per ICAI curriculum schedule.
- Updated with all the latest computer applications and softwares

PERSONAL DETAILS:

Date of Birth : 15 July, 1980

Marital Status: Married

Languages Known: English, Hindi, Bengali, Marathi

Permanent Address: 822, SFS Flats, Santa Cruz Mumbai - 220045

DECLARATION

I solemnly declare that all the above information is correct to the best of my knowledge and belief.

Date: 19/09/2014

Place:

(MOHIT MEHTA)

Sample 2 (Functional Format)

NAVKAR
A Symbol of Success

RAVI SHARMA

Phone: 917 – XXX – XXX

Email: ravi sharma @gmail.com

Address: 98 Green Meadows, Mangalore, Karnataka.

Birthday: September 3, 1993

CAREER OBJECTIVE

Seeking a challenging career with a progressive organization that provides an opportunity to utilize my technical skills & abilities in the field of information technology (IT).

TECHNICAL SKILLS

Hardware troubleshooting

Network troubleshooting

Programming (Java, C++, Visual Basic, Android Programming Language)

Microsoft Office (MS Word, Excel, Powerpoint, Internet, etc)

Adobe Creative Suite (Photoshop, In Design, After Effects, Dreamweaver)

PERSONAL SKILLS

Excellent written and verbal communication skills
Highly organized and efficient
Ability to work independently or as part of a team
Proven leadership skills and ability to motivate

EDUCATION**B.Tech in Information and Communications Engineering (2010 – 2014)**

M.J. Institute of Technology
Boni Avenue, Mangalore, Karnataka

ACHIEVEMENTS/RESPONSIBILITIES

- President, Association of Computer Students (2013 - 2014)
- Lay-out Artist, The M.J. Student Magazine (2012 - 2014)

PRE-PROFESSIONAL EXPERIENCE Technical Support Intern - IT Department

ABC Business Services, Mangalore, Karnataka (June 2013 – Feb 2014)

Provided Level 1 support, handled troubleshooting and maintenance as well as monitoring and deployment of IT

REFERENCES:

Will be provided upon request.

DECLARATION

I solemnly declare that all the above information is correct to the best of my knowledge and belief.

Date:

Place:

(RAVI SHARMA)

Sample 3 (Combination Format)

SALMAN KHAN

1207, Minto Road

Pune, Karnataka.

Tel: 954XXXXXXX / email: salman@ymail.com

CAREER OBJECTIVE

Seeking to work for a progressive organisation at the post of a **Laboratory Technician, Junior Technologist or Quality Control Assistant** within the Food Processing, Pharmaceutical or Chemical Manufacturing industry which will provide opportunities to utilize my skills & abilities.

SUMMARY OF QUALIFICATIONS

In-depth understanding of the manufacturing process of Foods and Pharmaceuticals including Research, Product Testing, In-Process Control, Production Planning, Process Operations, Statistical Quality Control, Experimental Techniques, Product Development and Technical Documentation.

Have a hands-on training and laboratory experience along with the competency to conduct detailed experiments and testing, interpret their results and prepare written reports for them.

I am an enthusiastic, industrious and creative individual and possess strong analytical, investigative, decision making, and communication skills.

EDUCATION

JINDAL COLLEGE OF APPLIED ARTS

Pune, Maharashtra.

B. Tech in Food and Drug Technology (3 year Undergraduate Programme)

Major Areas of Study:

Practices of Food Manufacturing

Processing Operations

Statistical Quality Control

Pharmacology

Analytical Chemistry

Food Science & Nutrition

OVERVIEW OF SKILLS AND EXPERIENCE ACQUIRED THROUGH TRAINING

Carried out detailed analysis of foods utilising modern instrumentation.

Identified possible risk factors such as toxins, contaminations and foreign bodies using practical applications of microbiology in testing pharmaceuticals and foods.

Carried out tests on numerous products in a laboratory for quality and product substitution.

Studied in depth about the rules and regulations that control the market..8

Employed techniques of analysis involving electrochemical, spectroscopy, gas chromatography, and high-pressure liquid chromatography (HPLC).

EMPLOYMENT EXPERIENCE

JB CHEMICALS, Pune, Maharashtra 2005 - 2017

Sales Manager (full – time)

Ensured that excellent service was provided to customers after identifying their needs and providing appropriate product information.

Tracked, recorded and verified the shipping of products from warehouses across the country. Was awarded

“Most Promising Employee” and “Pinnacle Award” for reliability and commitment to delivering great

customer service.

COMPUTER SKILLS

Proficient in the use of advanced testing instruments including XYZ Testing Suite.

Expert in the use of Microsoft Word, Excel and PowerPoint.

Possess the ability to quickly and independently learn new computer applications.

REFERENCES

Available upon request

DECLARATION

I solemnly declare that all the above information is correct to the best of my knowledge and belief.

Date:

Place:

Salman khan

Format of a Cover Letter

A cover letter must give the recipient a reason to be interested in you. It must also explain why you are interested in the position and the organisation.

Cover letters / Job applications a type of formal letter, therefore, they follow a similar format.

Given below is a basic outline for the cover letter.

Sender's Address

Date

Designation / Name of Addressee

Address of Addressee

Salutation

Subject

Content

1. Introduction:

The lead sentence should **state the position you are pursuing**. Also **mention how you learnt about the opportunity** or the company.

2. Body:

Highlight the most relevant skills and experience from your resume.

This section of your cover letter should contain a detailed description of what you can offer to the company.

Therefore, you must **make strong associations between your capabilities and the requirements mentioned in the job description**.

Highlight and explain clearly how and why your skills and experience make you a suitable candidate for the job. **Also** Explain why you are interested in the job, and convey your awareness of what the company does to show that you have done careful research already.

3. Conclusion:

Conclude your application letter by thanking the employer for considering you for the position. **Include information on how you will follow-up**, when can an interview or face-to-face interaction be done .

Complimentary Close

Signature

(Name in Capital letters)

Sample

B-343, First Floor
Gandhi nagar
Udaipur ,RAJASTHAN
manika .verma@abcmail.com
July 20, 20XX
H.R. Manager
Air Atlantic
237, Safdarjang Enclave
Delhi

Dear Ms. Giri

SUBJECT: Application for the post of Flight Attendant

This is with reference to your advertisement in 'The Times of India' dated July 15, 20XX for the post of Flight attendant in Air Atlantic. I wish to apply for the same. I am confident that my dynamic customer service and teamwork skills will make me a strong member of your crew.

My extensive experience in the customer service industry has taught me the value of providing positive, individualized service to all customers. As a restaurant host, I made sure to promote each guest's comfort and well-being. As an award-winning sales representative, I worked one-on-one with customers to ensure that all of their questions about products were answered and that each customer felt listened to. I would bring this positive energy and hospitality to my job as a flight attendant at Air Atlantic.

My experience and strength as a team player will also make me a strong crew member. As a host, I had to be in constant communication with the wait staff, the kitchen, and the management. My positivity and clear communication skills helped strengthen our team's efficiency and sense of community.

I know I would be an integral part of the dynamic crew at Air Atlantic.

I would love the opportunity to speak with you about how my skills and experience would make me an asset to your flight crew. I will call you in a week to discuss how I can contribute to Air Atlantic. Thank you so much for your time and consideration.

Sincerely

Manika

(Manika Verma)

What are the Points to remember while writing a cover letter:

- **A. Use correct format** .i.e. the format of a formal letter.
- **B. Do not repeat information** provided in your resume.
- C. Keep it **short** and to the point.
- **D. Mention** what **post or course** you are applying for.
- E. Explain why you are interested in the job/course and the company/institution.
- **F. Draw attention to your suitability** for the post.
- G. Lay the groundwork for further contact.

CLASS WORK

- Q-1** You are Mitali / Mitanshu Joshi, a resident of Green Park, New Delhi. You have recently come across an advertisement from NDTV in The Hindustan Times for the post of a senior journalist. Draft a resume along with a cover letter in response to the advertisement.
- Q-2** You are Suresh/Smita. You come across the following advertisement in a national daily. You consider yourself suitable and eligible for the post. Write an application in response to the advertisement. Attach your resume.
- Applications are invited for the post of a Nursery teacher in a reputed school of Delhi. The candidate must have at least 5 years' experience of teaching tiny-tots. The applicant must have a pleasant personality.
- He/she should be creative and innovative. Attractive salary. Interested candidates should apply to The Principal, AKS International, Indirapuram, New Delhi within 10 days with detailed resume.
- Q-3** Draft a resume for a fresher with a Bachelors degree in Commerce, applying for a job in finance. He / she has no work experience.
- Q-4** Draft your own resume using the chronological format.
- Q-5** Make a friend's resume, who has been in the corporate for about six years and has changed two jobs in this time span. Use the functional or skill based format to draft the resume.

HOME WORK

- Q-1** Draft a Resume for applying for the position of a Article - Trainee in a CA firm?
- Q-2** Draft a Resume as a Senior computer- Analyst in a I.T company?





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