

BUSINESS CORRESPONDENCE AND REPORTING**Comprehension Passages [5 Marks Passage Compulsory]**

1.

Some polar bears in the Arctic are shedding weight during the time they should be beefing up, a study shows. It's the climate change diet and scientists say it's not good. They blame global warming for the dwindling ice cover on the Arctic Ocean that bears need for hunting seals each spring. The scientists spied on polar bears by equipping nine female white giants with tracking collars that had video cameras and the bear equivalent of a Fitbit during three recent springs. The bears were also weighed.

What the scientists found is that five of the bears lost weight and four lost 1.3 to 2.5kg per day. The average polar bear studied weighed about 175kg. One bear lost 23kg in just nine days. "You're talking a pretty amazing amount of mass to lose," said US Geological Survey (USGS) wildlife biologist Anthony Pagano, lead author of the study. Researchers studied the bears for 10 days in April, when they are supposed to begin putting on weight so they can later have cubs, feed them and survive through the harsh winter. But because the ice is shrinking, the bears are having a harder time catching seal pups even during prime hunting time, Pagano said. The US Fish and Wildlife Service lists polar bears as a threatened species. Polar bears hunt from the ice. They often wait for seals to pop out of holes to get air and at other times they swim after seals. If there is less sea ice and it is broken apart, bears have to travel more — often swimming — and that has serious consequences, such as more energy use, hypothermia and risk of death, said University of Alberta biology professor Andrew Derocher. It was found that on the ice, the polar bears burn up 60% more energy than thought, based on these first real-life measurements done on the ice.

- 1) Give the passage a suitable title
- a) Polar Bears in danger
- b) Arctic ice melting
- c) Seals, no more a prey!
- d) Change in climate

- 2) Give a suitable antonym for the word 'dwindling' mean, as used in the passage.
- a) Flourish
 - b) Cover up
 - c) Reduce
 - d) Amount
- 3) Which of the following sentences is true according to the passage?
- a) Seals pop out of ice for fun.
 - b) Dwindling ice is a major concern for the polar bears
 - c) Global warming has nothing to do with the receding ice cover
 - d) Less ice means easy catch of seals for bears
- 4) Polar bears hunt for
- a) Seals
 - b) Other bears
 - c) Ice glaciers
 - d) Both a and b
- 5) What is the primary aim of the study by scientists, in the passage?
- a) Polar bears have stopped eating seals
 - b) Polar bears are losing weight in a season when they should be gaining it.
 - c) The dwindling ice cover on the Arctic Ocean.
 - d) Only a and b.

2.

Jallikattu, the bull-taming sport of Tamil Nadu banned by the Supreme Court due to cruelty to the animals, is not just a folk sport. It has spawned an economy of its own in rural parts of the state that has far-reaching implications.

Bulls that are reared for Jallikattu are an asset class of sorts. For instance, a poor farmer buys a bull calf for ` 15,000. He raises it to make it strong. The feeding and maintenance of the bull costs him nearly ` 300 a day. The calf matures after one-and-a-half years. If the farmer makes it perform in Jallikattus, he can win prizes if it performs well. That also raises their prices to a few lakhs. Good bulls provide a very high return on investment.

The Supreme Court's decision to ban Jallikattu has brought down prices of the sport bulls. From ` 2 lakh to ` 3 lakh, they began selling at mere ` 5,000. Apart from the cultural angle, there is a small economy involved. Rearing of sport bulls not only give small farmers and the rural poor a chance to make a low investment in a calf and get a big return if it performs well in a Jallikattu; rearing a Jallikattu bull also supports a

range of rural poor who make accessories for the bull. Since a Jallikattu bull is a matter of pride for the owner and a potential means of high return, it is decorated with various accessories made by rural artisans. Rich owners of Jallikattu bulls employ a number of poor workers for the upkeep of the bull.

Also, a lot of money is spent on a Jallikattu event. It ranges from ` 50,000 to ` 20 lakh. Dozens of Jallikattus were organised before the legal intervention by PETA. Jallikattus are big events that draw people in thousands. They generate a lot of consumption around them, which is significant for the rural poor.

- (1) Why has the price of sports bulls reduced?
 - (a) Bulls are not being fed properly
 - (b) Farmers have become poor and hence do not care for their bulls.
 - (c) People are buying cows more than bulls
 - (d) The Supreme court ban on Jallikattu.

- (2) What amount approximately is spent on a Jallikattu event?
 - (a) Thousands
 - (b) Ten thousands
 - (c) Crores
 - (d) Lakhs. (1 Mark)

- (3) How do good bulls offer a high return on investment?
 - (a) The bull becomes stronger on becoming a sports bull
 - (b) The price of a bull increases after its win.
 - (c) The Supreme Court awards the owner of a winner bull
 - (d) Not stated in the passage. (1 Mark)

- (4) Why does Jallikattu bull rearing affect people other than the owner?
 - (a) It offers distribution of money.
 - (b) It involves people who make accessories and help in rearing of the bull
 - (c) All villagers own one bull.
 - (d) The owner has to pay of his debts. (1 Mark)

- (5) Why was the folk sport Jallikattu banned by the Supreme Court?
 - (a) Not many people were interested in it
 - (b) The bulls were not properly fed to play the sport
 - (c) It caused cruelty to the animals.
 - (d) All of the above.

3.

Have you ever thought of how many ways there are to make musical sounds? You can make music with your own body. You can sing, clap and snap your fingers or whistle. Musical instruments allow us to make music beyond what our bodies are capable of. They allow us to make rhythmic precise sounds, pleasing to the ears. Bands or orchestras are made up of groups or families of musical instruments. Each family of instruments adds something unique to the music. Strings are one family of musical instruments like the guitar. It is played by the strings being struck with fingers. A violin has strings too, but a violin player uses a bow to make music. A bow is a smooth tool that slides over the strings and makes different sounds.

Wind instruments make up another family. Wind instruments produce music by moving currents of air. The flute, saxophone are such instruments. They are tube shaped and a flute player will blow air into it through a hole while playing it.

Have you ever seen or heard the clarinet? It is a wind instrument too. Clarinet players blow on a reed in the mouthpiece. The reed vibrates and sets the air inside the clarinet tube in motion.

Another family of musical gadgets is percussion instruments. Drums, tablas, dholkas etc. fall under the category. Skins of animals are stretched over an empty container and struck to make rhythmic sounds.

(1) Find a word from the passage that means 'exclusive or special'

- (a) Percussion
- (b) Unique
- (c) Rhythmic
- (d) Snap (1 Mark)

(2) A band is a

- (a) An empty container used to play music
- (b) A tube shaped instrument
- (c) A musical gadget
- (d) A group of musical instruments

(3) Which of the following is not true as per the passage?

- (a) We cannot make music beyond what our bodies are capable of.
- (b) A reed is required for clarinet players
- (c) Saxophone is an example of a wind instrument
- (d) String instruments can be played using a bow.

- (4) What are percussion instruments?
- (a) Clarinets, dholaks and drums
 - (b) Tablas, flutes and clarinets
 - (c) Drums, tablas and dholaks
 - (d) Saxophone, guitar, dholaks.
- (5) Give the passage a suitable title
- (a) Different types of musical instruments
 - (b) Bands and Orchestras
 - (c) Families of musical instruments
 - (d) Body can make music

4.

In the world have we made health an end in itself? We have forgotten that health is really a means to enable a person to do his work and do it well. A lot of modern medicine is concerned with promotion of good health. Many patients as well as many physicians pay very little attention to health; but very much attention to health makes some people imagine that they are ill.

Our great concern with health is shown by the medical columns in newspapers, the health articles in popular magazines and the popularity of the television programmes and all those books on medicine. We talk about health all the time. Yet the only result of this obsession with health is the rise in the number of people with imaginary illnesses.

The healthy man should not be wasting any time talking about health; he should be using health for work, the work he does and the work that good health makes possible.

- 1) A healthy person should be primarily concerned with
- a) Looking after only his health
 - b) The health of his near and dear ones
 - c) His work which good health makes possible
 - d) All of the above

- 2) Talking about health always makes people
- a) Suffer from imaginary diseases
 - b) Smart and pro active
 - c) Suffer at workplace only
 - d) Promote good health
- 3) A suggestion we learn from the passage is:
- a) Health is the most important aspect of one's life
 - b) Work cannot be compromised
 - c) Health is only a means to an end
 - d) Health is a God given gift
- 4) According to the passage, which is true:
- a) Health must not be talked about always, but used at work
 - b) Modern medicine is concerned with promotion of good health
 - c) People talking of health can never develop imaginary diseases
 - d) A and B but C
- 5) Select a suitable antonym for the word 'promotion'
- a) Condemnation
 - b) Contribution
 - c) Conjugation
 - d) Confederation

5.

A life of action and danger moderates the dread of death. It not only gives us fortitude to bear pain, but 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 arm chair 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 humour 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 it will not be very severe.

- 1) What type of people are afraid of death and why? (1 Mark)
- 2) How can we get rid of fear of death? (1 Mark)
- 3) What idea do you form about Dr. Johnson from this passage?(1 Mark)
- 4) Write Summary of the Passage. (2 Marks)

6.

"Your room is so ugly that no one can enter your room except yourself, son. Please take care of yourself at least." Harish's mother was simply shouting at Harish. It was a beautiful Sunday morning and Harish was in no mood to get up from bed even it was already 9.00 A.M. His mother had completed cleaning the whole house except Harish's Room. Harish got up and finished his daily routine. Still, he was only at the receiving end. "All your friends have finished morning walk, breakfast and completed their weekly homework given in the college. Just clean your room and take the whole garbage and throw outside." Harish was surprised. What is mom speaking about? Yesterday only his mom was teaching him about "Swachh Bharat Abhiyan" and today asking him to throw the garbage outside! "What's this Mom? You advised me so much and today asking to throw garbage outside?" Harish had two options, either to follow his mother's last night advice or to follow her present order. He decided to follow the first and raised objection. His Mom said, "It was just a book son, I was teaching from that only." Harish still objected and threw the garbage inside a dustbin, located around 200 metres away from his house.

Is it only a matter of reading only? Is really cleanliness not, necessary? Is it a duty of the politicians and Government servants? Harish asked himself all the questions to himself and decided to do what he thought to be proper. If all of us with a little effort try it in our daily life, slowly, but surely we can clean our environment. Only we are responsible for all this non-sense. Therefore we have to act. We have to avoid the use of polythene bags to save our environment; we have to give up our habit of throwing garbage and used plastic bags and bottles here and there. Otherwise day will come, when we and our future generation will be struggling to find a clean road to walk. Think seriously and act accordingly.

- (i) What was the subject matter of the book, which Harish's mother was teaching him last night? (1 Mark)
- (ii) Who has to act properly to ensure a clean environment? (1 Mark)

(iii) Who will suffer if we do not ensure clean environment? (1 Mark)

(iv) Write a summary of the above paragraph. (2 Marks)

7.

It is strange that, according to his position in life, an extravagant man is admired or despised. A successful business man does nothing to increase his popularity by being careful with his money. He is expected to display his success, to have a smart car, an expensive life, and to be lavish with his hospitality. If he is not so, he is considered mean and his reputation in business may even suffer in consequence. The paradox remains that if he had not been careful with his money in the first place, he would never have achieved his present wealth. Among the low income groups, a different set of values exists. The young clerk who makes his wife a present of a new dress when he hadn't paid his house rent, is condemned as extravagant. Carefulness with money to the point of meanness is applauded as a virtue. Nothing in his life is considered more worthy than paying his bills. The ideal wife for such a man separates her housekeeping money into joyless little piles - so much for rent, for food, for the children's shoes, she is able to face the milkman with equanimity and never knows the guilt of buying something she can't really afford. As for myself, I fall into neither of these categories. If I have money to spare, I can be extravagant, but when, as is usually the case, I am hard up, then I am the meanest man imaginable.

1. In the opinion of the writer, a successful businessman

(a) Is more popular if he appears to be being nothing

(b) Should not bother about his popularity

(c) Must be extravagant before achieving success

(d) Is expected to have expensive tastes

2. The phrase 'lavish with his hospitality' signifies

(a) Miserliness in dealing with his friends

(b) Considerateness in spending on guests and strangers

(c) Extravagance in entertaining guests

(d) Indifference in treating his friends and relatives

3. The word 'paradox' means

(a) Statement based on facts

- (b) That which brings out the inner meaning
(c) That which is contrary to received opinion
(d) Statement based on the popular opinion
4. How does the housewife, described by the writer, feel when she saves money?
(a) Is content to be so thrifty.
(b) Wishes life were less burdensome.
(c) Is still troubled by a sense of guilt.
(d) Wishes she could sometimes be extravagant.
5. As far as money is concerned, we get the impression that the writer
(a) Is incapable of saving anything
(b) Is never inclined to be extravagant
(c) Would like to be considered extravagant
(d) Doesn't often have any money to save
6. Which of the following would be the most suitable title for the passage?
(a) Extravagance leads to poverty.
(b) Miserly habits of the poor.
(c) Extravagance in the life of the rich and the poor.
(d) Extravagance is always condemnable.

Note Making & Summary [5 Marks]

1.

Tsunamis are monster waves that can grow to be more than 100 feet (30 meters) high. They are typically caused by earthquakes; identifying other seismic zones — a region high in seismic activity such as tremors and earthquakes — with these features could help researchers identify areas that could produce catastrophic waves, the scientists added.

Major tsunamis often result at the shallow portions of sub-duction zones, the areas where one of the tectonic plates that make up Earth's surface dives below another. These crash zones are dangerously active, and these tectonic interactions can cause the world's biggest earthquakes and worst tsunamis.

In the past 20 years or so, researchers have discovered that the seismic zones that lead to tsunamis often have three key features. First, the boundary where the tectonic plates meet is often rough instead of smooth. This keeps the plates from easily slipping past each other, allowing energy to build up between the plates. When this built-up energy finally gets released, it can trigger a major earthquake, according to the researchers.

Second, these danger zones may also possess hard rock rather than sediment near the seafloor and on both sides of the plate boundary. This can permit more motion from an earthquake to occur near the seafloor, for more powerful tsunamis, the researchers said.

A third key feature seen with the 2011 Tohoku earthquake is a series of cracks or faults rooted in the plate boundary. These faults may suggest that the plate boundary is especially active in its shallow portions and more prone to generating tsunamis.

2.

The decision of the Ministry of Environment and Forests to revalidate the environmental clearance issued to South Korean steelmaker Posco for the proposed steel plant in Odisha is based on a piecemeal approach, rather than a comprehensive and cumulative assessment of all parts of the project. It cannot claim to rely on sound judgment. What distinguishes the proposal from the welter of projects before the Ministry is its major Foreign Direct Investment potential, estimated at more than ` 50,000 crore. There is little doubt that it will take massive investments to pull the masses out of deep poverty, and new industries are vital to achieving this goal.

Significant expansion of the economy has taken place over the past two decades, creating much wealth. Unfortunately, this has also coincided with grossly uneven distribution of negative externalities. In the case of Posco, the acquisition of land has been a contentious issue, evoking strong protest from local communities which remain unconvinced about the benefits. Evidently, neither the project proponent nor the Odisha government has come up with persuasive arguments over the past eight years on why villagers should part with their land when their livelihood is linked to it.

Moreover, there is no effort to reach a consensus on the renewal of environmental clearance, now for a production capacity of eight million tonnes per annum, even with conditionalities that include spending on 'social commitments' by Posco.

3.

By making it optional for cinema halls to play the national anthem before every show, the Supreme Court has at last removed the coercive element it had unfortunately introduced by an interim order in November 2016. Laying down a judicial rule that the anthem must be played on certain occasions in specific places, in the absence of any statutory provision to this effect, was unnecessary and opened the court to charges of over-reach. With the Centre saying this directive could be placed on hold, and that it would set up an inter-ministerial committee to recommend regulations for the

presentation of the national anthem, the court has said it is not mandatory to play it in cinema halls. The panel will also suggest changes in the Prevention of Insults to National Honour Act, 1971, or in the Orders relating to the anthem issued from time to time. Justice D.Y. Chandrachud, one of the three judges on the Bench, had at an earlier hearing doubted the wisdom of asking patrons of cinema to visibly demonstrate their patriotism each time they entered a theatre to watch a film, remarking that there was no need for an Indian to "wear his patriotism on his sleeve". He had asked at what point would such "moral policing" stop if it were to be prescribed that some kinds of apparel should not be worn at the movies as they could amount to showing disrespect to the national anthem. The court's order also had some unintended, but not unforeseen, consequences. The audience began looking for signs of 'disrespect' and there were reports of vigilantism, with people beaten up or harangued for not standing up.

4.

Children spend the most productive time of the day in schools. Hence, schools should be a 'happening place' for them. Unless they voluntarily come to school, enjoy and understand the teaching methods, children will not like the experience. It is tragic that after 72 years of Independence, over 10 per cent of the government primary schools are still single-class room or single teacher schools; the condition being worse in the northeast. According to a World Bank survey, children in the age group 7-14 could not read even a simple story in India. Dropout rates are high and only about 25% of the children who enroll in primary education pass fifth grade.

Mere tall buildings or modern laboratories or even AC class rooms in schools cannot substitute a teacher who inspires the generation of students both inside and class room and outside. It is the duty of the government and every school management to train, motivate and compensate teachers well. Only then will they contribute willingly for the welfare of students.

In cities and towns, educated parents go out of their way to provide quality education to their children, but this does not happen in rural India. Most of the poor parents send their children to schools so that their children would get at least one meal free. As the days go by, roughly about 60 per cent drop outs are noticed for reasons known only to parents. In some states, parents take children to work whose income they believe will supplement their daily needs. They fear that they will lose the income of their children, once they go to school. Lack of awareness on the part of parents and

their apathy is the root cause for not enrolling their children in schools. As we celebrate Independence Day this month and Teachers Day next month, let us remind ourselves the words of John F. Kennedy "Ask not what the country has done to you but ask what you have done to the country." The easiest way is to adopt a primary school in our nearby area to express our solidarity to this great nation that has given us everything.

(b) (i) Plight of schools in India (Heading)

- 1) Chldrn like Schls if they
 - a) Atnd willgly
 - b) Enjoy
 - c) Able to undrstnd tchng mthds
- 2) Facts
 - a) Apprx 10 % prmry schls have
 - (i) snl cls OR snl tcher
 - b) Chldrn b/w 7-14 not abl to read
 - c) High drpt rate after grd five
 - d) Only 25% chldrn pass grd five
- 3) Imprtnce of Tchrs
 - a) Physcl strct, ac, lab can't sbste for a tchr
 - b) Tchr mtvts stdnts
- 4) Tchrs will thnk abt stdnts wlfr if govt and schl mgmt
 - a) Trains
 - b) Mtvts
 - c) Pays them well
- 5) Facts abt Rural India
 - a) 60% drpt rate after prmry schl
 - b) Chldrn work to spmnt fmly income
 - c) Indfrnt and unaware parents don't enrol chldrn in schls
- 6) Suggestion:
 - a) adopt a prmry schl to sprd awrns

Key Used

- Chldrn= children
- Shcls= schools
- Atnd=attend
- Willgly=willingly
- Undrstnd=understand
- Tchng=teaching
- Mthds=methods

- Stdnts= students
- Apprx=approximately
- Prmry=primary
- Sngl=single
- b/w=between
- Drpt=dropout
- Grd=grade
- Imprtnce=importance
- Physcl=physical
- Strct=structure
- Sbst=substitute
- Mtvts=motivates
- Stdnts=students
- Abt=about
- Wlfr=welfare
- Govt=government
- Mgmt=management
- Spmnt=supplement
- Fmly=family
- Indfrnt=indifferent
- Sprd=spread
- Awrns=awareness

5.

Anything printed and bound in a 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 finger that sets a fibre of our brain vibrating like a hard 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 first 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.

6.

A good business letter is one that gets results. The best way to get results is to develop a letter that in its appearance, style and content, conveys information efficiently. To perform this function, a business letter should be concise, clear and courteous. The business letter must be concise, don't waste words. Little introduction or preliminary chat is necessary. Get to the point, make the point, and leave it. It is safe to assume that your letter is being read by a very busy person with all kinds of papers to deal with. Re-read and revise your message until the words and sentences you have used are precise. This takes time, but is a necessary part of a good business letter. A short business letter that makes its point quickly has much more impact on a reader than a long-winded, rambling exercise in creative writing. This does not mean that there is no place for style and even, on occasion, humour in the business letter. While it conveys a message in its contents, the letter also provides the reader with an impression of you, its author, the medium is part of the message. The business letter must be clear. You should have a very firm idea of what you want to say, and you should let the reader know it. Use the structure of the letter — the paragraphs, topic sentences, introduction and conclusion — to guide the reader point by point from your thesis, through your reasoning, to your conclusion. Paragraph often, to break up the page and to lend an air of organization to the letter. Use an accepted business letter format. Re-read what you have written from the point of view of someone who is seeing it for the first time, and be sure that all explanations are adequate, all information provided (including reference numbers, dates and other identification). A clear message, clearly delivered, is the essence of business communication. The business letter must be courteous. Sarcasm and insults are ineffective and can often work against you. If you are sure you are right, point that out as politely as possible, explain why you are right, and outline what the reader is expected to do about it. Another form of courtesy is taking care in your writing and typing of business letter. Grammatical and spelling errors (even if you call them typing errors) tell a reader that you don't think enough of him or can lower the reader's opinion of your personality faster than anything you say, no matter how idiotic. There are excuses for ignorance; there are no excuses for sloppiness. The business letter is your custom-made representative. It speaks for you and is a permanent record of your message. It can pay big dividends on the time you invest in giving it a concise message, a clear structure, and a courteous tone.

7.

Art of Listening

Research has shown that the human mind can process words at the rate of about 500 per minute, whereas a speaker speaks at the rate of about 150 words a minute. The difference between the two at 350 is quite large. So a speaker must make every effort to retain the attention of the audience and the listener should also be careful not to let his mind wander. Good communication calls for good listening skills. A good speaker must necessarily be a good listener. Listening starts with hearing but goes beyond. Hearing, in other words is necessary, but is not a sufficient condition for listening, Listening involves hearing with attention. Listening is a process that calls for concentration. While listening, one should also be observant. In other words, listening has to do with the ears, as well as with the eyes and the mind. Listening is to be understood as the total process that involves hearing with attention, being observant and making interpretations. Good communication is essentially an interactive process. It calls for participation and involvement. It is quite often a dialogue rather than a monologue. It is necessary to make it abundantly clear that one is interested in knowing what the other person has to say. Good listening is an art that can be cultivated. It relates to skills that can be developed. A good listener knows the art of getting much more than what the speaker is trying to convey. He knows how to prompt, persuade but not to cut off or interrupt what the other person has to say. At times the speaker may or may not be coherent, articulate and well-organised in his thoughts and expressions. He may have it in his mind and yet he may fail to marshal the right words while communicating his thought. Nevertheless a good listener puts him at ease, helps him articulate and facilitates him to get across the message that he wants to convey. For listening to be effective, it is also necessary that barriers to listening are removed. Such barriers can be both physical and psychological. Physical barriers generally relate to hindrance to proper hearing whereas psychological barriers are more fundamental and relate to the interpretation and evaluation of the speaker and the message.

PRECIS WRITING

1.

At some point in our lives, we tend to turn to prayer, seeking divine blessings, to overcome problems. When the problems don't go away, we attribute these problems to our destiny and look for solutions from external sources of power. According to Lord Krishna, out of the four categories of people, Aarta (the sufferers), Jignyanshu, seeker of the truth; Artharthi, seeker of materialistic benefits and finally, Jnani, the wise; it is the wise whose quality of prayer is pure as it happens in a higher realm of consciousness.

Prayer is a dynamic phenomenon and its complexities need to be understood properly. It is a process to connect with the Universal source of energy, which is our life force.

People sometimes complain that their prayers are not always answered. So they resort to other sources of power to get blessings and protection.

2.

The issue of war and peace has always been a focal issue in all periods of history and at all levels and relations among nations. The concern of the humankind for peace can be assessed by taking into account the fact that all religions, all religious scriptures and several religious ceremonies are committed to the cause of peace and all these advocate an elimination of war. The Shanti Path recited by the Hindus, the sermons of Pope and the commands of all the holy scriptures of the Christians, Muslims, Hindus, Sikhs and all other communities hold out a sacred commitment to peace.

Yet the international community fully realized the supreme importance of the virtue of peace against the evil of war only after having suffered the most unfortunate and highly destructive two World Wars in the first half of the 20th century. The blood soaked shreds of humanity that lay scattered in several hundred battle grounds, particularly on the soils of Hiroshima and Nagasaki, cried for peace, peace and peace on the earth.

3.

A code of business conduct, sometimes called a code of ethics, is a management tool for setting out an organization's values, responsibilities and ethical obligations. The code of conduct provides employees with guidance for handling difficult ethical situations related to the business. Businesses develop their own codes, based on their core values, and no two codes are the same. To be truly effective, the code of conduct must also be embedded in the business, so employees know how it applies to them.

4.

Virtual reality is an artificial environment that is created with software and presented to the user in such a way that the user suspends belief and accepts it as a real environment. On a computer, virtual reality is primarily experienced through two of the five senses: sight and sound. The simplest form of virtual reality is a 3-D image that can be explored interactively at a personal computer, usually by manipulating keys or the mouse so that the content of the image moves in some direction or zooms in or out. More sophisticated efforts involve such approaches as wrap-around display screens, actual rooms augmented with wearable computers, and haptics devices that let you feel the display images.

5.

Teaching is the noblest of professions. A teacher has a sacred duty to perform. It is he on whom rests the responsibility of moulding the character of young children. Apart from developing their intellect, he can inculcate in them qualities of good citizenship, remaining neat and clean, talking decently and sitting properly. These virtues are not easy to be imbibed. Only he who himself leads a life of simplicity, purity and rigid discipline can successfully cultivate these habits in his pupils.

Besides a teacher always remain young. He may grow old in age, but not in spite. Perpetual contact with budding youths keeps him happy and cheerful These are moments when domestic worries weigh heavily on his mind, but the delightful company of innocent children makes him overcome his transient moods of despair.

6.

Trees give shade for the benefit of others, and while they themselves stand in the sun and endure the scorching heat, they produce the fruit of which others profit. The character of good men is like that of trees. What is the use of this perishable body if no use is made of it for the benefit of mankind? Sandalwood, the more it is rubbed, the more scent does it yield. Sugarcane, the more it is peeled and cut up into pieces, the more juice does it produce. The men who are noble at heart do not lose their qualities even in losing their lives. What matters whether men praise them or not? What difference does it make whether they die at this moment or whether lives are prolonged? Happen what may, those who tread in the right path will not set foot in any other. Life itself is unprofitable to a man who does not live for others. To live for the mere sake of living one's life is to live the life of dogs and crows. Those who lay down their lives for the sake of others will assuredly dwell forever in a world of bliss.

7.

Mr. M. K. Sinha was appointed as Office Assistant in V.K. Institute of Technology. The appointment letter stated that his appointment was on a temporary basis and his services could be terminated at any time with one month notice or one month salary in lieu of notice period. Assistant Registrar of his department observed that the performance of Mr. Sinha was not at all satisfactory. He was neither punctual nor regular in his office. He made many mistakes in his work and often argued with his colleagues. He was found to be different, irresponsible and indisciplined. Therefore, he was orally warned for a number of times by his Assistant Registrar to improve his work performance. But he was never issued with any written memos or notice and nothing was kept in record by way of adverse remarks against him.

As per the Institute's rule, the temporary employees became permanent automatically after two years of service. So, at the end of one year and eleven months, the Assistant Registrar gave in writing to the Director that Mr. Sinha should be removed from his job, as he had not shown any improvement at the work place and he may be given one month salary in lieu of one month notice period.

Mr. Sinha went to the Court of Law stating that natural justice was not given to him as there was no adverse record against him in writing. He remarked that if he could be tolerated for one year and eleventh months, he could not be regarded as totally incompetent. Mr. Sinha further argued that the Institute did not offer enough guidance and support to him, as a result of which he could not perform very well and committed several mistakes at his work. The Lower Court and subsequently the High Court and the Supreme Court upheld his case and asked the Institute to reinstate the Office Assistant. The Institute had to do it.

The Chairperson of the Institute soon after this incident issued a Confidential Circular to all the Directors that in future every Director must keep detailed records of omissions and commissions made by every temporary employee and even a small error committed must be carefully recorded.

8.

A stamp is, to many people, just a slip of paper that takes a letter from one town or country to another. They are unable to understand why we stamp collectors find so much pleasure in collecting them and how we find the time in which to indulge in our hobby. To them it seems a waste of time, a waste of effort and a waste of money. But they do not realise that there are many who do buy stamps, many who find the effort worth-while and many who, if they did not spend their time collecting stamps, would spend it less profitably. We all seek something to do in our leisure hours and what better occupation is there to keep us out of mischief than that of collecting stamps? An album, a packet of hinges, a new supply of stamps, and the time passes swiftly and pleasantly.

Stamp-collecting has no limits and a collection never has an end, countries are always printing and issuing new stamps to celebrate coronations, great events, anniversaries and deaths. And the fascination of collecting is trying to obtain these stamps before one's rivals. Every sphere of stamp-collecting has its fascination - receiving letters from distant countries and discovering old stamps in the leaves of dusty old books. A stamp itself has a fascination on its own. Gazing at its little picture we are transported to the wild of Congo, the homes of the Arabs, and the endless tracks of the Sahara Desert. There is a history in every stamp. The ancient Roman Empire and the Constitution of America, India's Independence and the Allied victory, are all conveyed to our mind's eye by means of stamps. We see famous men, pictures, writers, scientist, soldiers, politicians and famous incidents. Stamps, so small and minute, contain knowledge that is vast and important.

ARTICLE WRITING (Word limit: 300 words)

(1) Do we need a dress code in offices?

(2) Growing health problems in the youth today: Causes and Consequences. Include words: lifestyle, lethargy, physical work, internet, obsession

(3) Discuss about the repercussions of allowing students in school to have a feedback system for their teachers

(4) Write a report for your school magazine, about a cultural fest held in your school last week. Mention the various schools that participated, the cultural programmes, the food stalls at all.

(5) Write an Article of about 250-300 words on the topic "Social media interferes with personal life".

(6) An NGO working for the cause of the underprivileged had set up a one day workshop in your college. As member of the Organizing committee, write a report for your college magazine giving details of the workshop.

(7) As the School Captain, write a report of about 250-300 words for your school magazine, about Career Fair held in your school last week. Mention the institutions that participated, seminars held and interactive sessions conducted by them.

(8) A BITE OF VADAPAV AND BUSINESS

Report Writing [250-300 Words]

(1) Your college organised a seminar on 'Digital Marketing: an upcoming field in Business'. Write a report for the college magazine, stating the details of the event (250 -300 words)

(2) Write a report for a local daily newspaper on Republic Day Celebrations held in ABC school. (250-300 words)

(3) Write a Newspaper Report in 250 words on the topic:

"Daughter of Gardener Tops Board Exams."

(4) News Report

Fire breaks out at Mangolpuri shoe factory, no one hurt

Letters & Official Communication

1

Formal Letters

As the Manager, HR of Net Solutions Ltd, Mumbai, draft a complaint letter to the Administration Head of Food for you Solutions, Mumbai, stating your concern about the bad quality of food being supplied to your company's cafeteria.

2

Official Communication

As the HR Manager of your organization, draft a circular for all the employees of your company, informing them about a charity cultural event being organized over the weekend in the office campus. Mention a few events and request for active participation.

3

You have opened a new catering company supplying food and snacks. As the owner, write a mail to an organization, telling about your services. You would be interested in supplying Food and Beverage to their employees, as part of a regular tiffin system. Mention prices and other necessary details.

4

On behalf of your CA firm, write a formal mail to all your clients requesting them to provide all the necessary information, needed for the filling of IT returns. State that details should be sent well in time, before the last date i.e. 31st July, 2018.

5

Write circular addressing to the employees regarding office timings.

6

Write a memo letter informing the employees of all branches about the suspension order of Mr. Z, cashier, on charge of misappropriation of fund of the same office.

7

Write a circular addressing to the employees regarding re-organization of manpower and their responsibility in finance department of the company.

8

You are Ms. Rakhi Singhvi, Head Sales and Marketing, OCB international Pvt. Ltd, a hardware product company. Write a formal mail to Mr. Mukesh Tiwari of Candid Sweets, apologising for the delay in the delivery of the order placed by them. State genuine reasons and commit a suitable date for the final delivery.

9

As the HR head of Axis Telecom Pvt. Ltd, write an appointment mail to Mr. Anshul Malik, informing him about his selection for 'Team Lead', Sales and Marketing division. Write a job appointment mail, stating salary, joining date, joining location and other required information.

10

As the Manager, Supply Chain Division, of an FMCG company write an enquiry letter to your counterpart of an Oil Manufacturing company, stating your queries regarding oil prices at bulk rate.

11

You are a manager in a firm called Your Own Office Supplies Ltd. dealing with office supplies. Draft a formal letter to your client apologizing for the delay in shipping its order due to unforeseen reasons.

Resume Writing

(1) Prepare a detailed resume in the functional format for a candidate applying for the post of a sales manager in an FMCG company. Include past experiences, with emphasis on the sales background.

Other inputs: Name: Manish Reddy

Experience: over 10 years, (divide it into two jobs)

Current designation: Senior Sales Executive

(2) Prepare a chronological resume of commerce background student, having worked in a firm for 1 year, and gained experience in general management skills. The candidate has cleared IPCC, Group 1.

(3) Draft a cover letter in reply to the below advt., published in The Hindustan Times, dated 13/2/18.

Applications are invited for the post of an Accountant in a private firm, Agro power Ltd, New Delhi.

The applicant must have an experience of about four years in a similar role with good knowledge of Tally.

Salary offered will be competitive with the industry. Please send your detailed CV's with a cover letter to the following address:

Agro Power Ltd, Sukhdev Vihar New Delhi 110025

For any queries, drop a mail to hr@agropower.com

(4) Prepare a detailed resume in the functional format for a candidate applying for the post of a sales manager in an FMCG company. Include past experiences, with emphasis on the sales background.

Other inputs: Name: Manish Reddy

Experience: over 10 years, (divide it into two jobs)

Current designation: Senior Sales Executive

(5) Prepare a chronological resume of commerce background student, having worked in a firm for 1 year, and gained experience in general management skills. The candidate has cleared IPCC, Group 1.

(6) Prepare a chronological resume of commerce background student, having worked in a firm for 1 year, and gained experience in general management skills.

(7) Mr. Mohit Agarwal, a resident of Meerut, have recently come across an advertisement, for a job vacancy in a leading TV Channel for the post of journalist, in The Times of India dated August 1, 2018.

Draft a Resume alongwith a cover letter in response to the advertisement.

MEETINGS

(1) Prepare the Minutes of a Meeting, presided by the Chairman of HKU Pvt Ltd, an FMCG company. The main agenda of the meeting was introducing a new product, fixing a cost, discussing the Sales and Marketing and the advertising strategies. Speakers involved were: the chairperson, the Product Head, the Sales Head and the Creative Director.

(2) Submit an Action Taken Report, based on a meeting held to discuss the failure of long pending dues by an old client. Mention clearly what decision was taken.

(3) The Managing Committee of Oriental Institute of Commerce has decided to bring changes in the English and Accountancy syllabus for the First-Year course. The Academic Dean of the Institute, has been assigned the task of convening a Meeting of all Subject Experts, College Lecturers, and Students, to decide the necessary alterations in the syllabi.

As the Academic Dean -

1. Set an Agenda for the meeting.
2. Inform your Secretary to write the Minutes of the Meeting.
3. Submit an Action Taken Report to the Managing Committee.

(Each section should be written in about 200 words)

(4) The Marketing Head of Aptex Products, a Consumer Goods Company, plans to conduct a meeting to review the effectiveness of marketing policies of the previous year and plan strategies for the next year to increase the profit margin of the Company. (Attendees should be from Marketing, Advertising and Media, and Research and Development department)

1. Set an Agenda for the meeting (suggestions for discussion - products that garnered high sales and those that failed to make the mark, reasons for poor sales, new research and development input, novel advertising means)
2. Designate your Secretary to write the minutes of the meeting.
3. Ask the Junior Marketing Analyst to submit an "Action Taken Report" to him within 7 days.

(Each section should be written in about 200 words)