

**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.

Tsunami (Heading)

(I) What is a Tsunami? (Sub heading)

(a) Monster waves

(b) Go to a height of 30 m

(II) Causes and occurrence of a Tsunami

(a) Earthquakes under the sea

(b) Occur in high seismic zones

(c) Also occur in shallow areas with tectonic plate movement.

(III) Key features of Seismic Zones

(a) Boundary of tectonic plates rough

(b) Presence of hard rock rather than sediment near sea bed

(c) Series of cracks in the plate boundary

**Key Used**

- (1) Hght= height
- (2) Occrnc= occurrence
- (3) Undr= under
- (4) Movmnt=movement
- (5) Ftrs= features
- (6) Bndry= boundary
- (7) Prsnc= presence

## 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.

### **Ministry's Decision Revoked** (Heading)

- (I) S. Korean steel maker Posco under attack
- (II) Prpsl for steel plant in Odisha reconsidered
- (III) Need to rethink the descn
  - (a) Not based on solid grounds
  - (b) FDI's
  - (c) Land aqstn from natives nt easy
  - (d) Protests frm land holders

- (IV) No concrete result
- (a) 8 years past; standstill
  - (b) Neither proponent nor govt. able to justify its moves
  - (c) Leaves the matter open ended.

**Key Used:**

- (1) S= south
- (2) Prpsl= proposal
- (3) Descn= decision
- (4) Aqstn- acquisition
- (5) Nt= not
- (6) Frm= from
- (7) Govt= government.
- (8) FDI= foreign direct investment

**Summary**

The clearance issued to South Korean steel maker Posco is under discussion for not being comprehensive and cumulative. The main issue in this regard is the protest from the local villagers of Odisha where the plant is proposed to be set up. There seems to be no strong reason as to why the villagers should give away their land, which is the main source of livelihood. Posco's proposal of working on social commitments has also not been accepted in a positive stride.

**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.

Playing of National anthem in movie halls (Heading)

- (I) The Court's order withdrawn
- (II) Court makes it optional; cannot have a mandate on the issue
- (III) Consequences
  - (a) Government intervenes; calls for a ministerial discussion
  - (b) Proposes a hold on the court's judicial rule
  - (c) Suggest changes in the Prevention of Insults and National Honour Act
- (IV) Justice Chandrachud suggests, no end to 'moral policing'
- (V) Consequences
  - (a) Violence amongst ppl.
  - (b) Harassment of public.
  - (c) Disrespect in the society.

**Key Used:**

- (1) Order= order
- (2) Withdrawn= withdrawn
- (3) Makes= makes
- (4) Cannot= cannot
- (5) Government= government
- (6) Changes= changes
- (7) National= national
- (8) Consequences= consequences
- (9) Amongst= amongst
- (10) Ppl= people
- (11) Society= society

**Summary**

The Supreme Court's unfortunate order of playing the national anthem in movie halls before every screening has gained a lot of criticism. As a result, the order has been revoked with Justice D. Y. Chandrachud, one of the judges of the bench citing that patriotism need not be shown at every step in life. The court's order had been received with a pinch of salt and had led to unpleasant happenings and disturbance among the public.

**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 tchnng mthds
- 2) Facts
  - a) Apprx 10 % prmry schls have
    - (i) sngl cls OR sngl 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
- Sbste=substitute
- Mtvts=motivates
- Stdnts=students
- Abt=about
- Wlfr=welfare
- Govt=government
- Mgmt=management
- Spmnt=supplement
- Fmly=family

- Indfrnt=indifferent
- Sprd=spread
- Awrns=awareness

### Summary

Children will enjoy learning if they attend schools willingly and are able to understand the teaching methods. The poor plight of primary education in India is evident from the following facts: 10% or more primary schools have a single classroom or a single teacher . Children in the agegroup7-14 are not able to read , dropout rate is high with only 25% of students able to qualify grade five. Teachers play an important role in learning as they motivate their students to learn and that they cannot be substituted by material additions like tall structure, ACs and laboratories. Teachers shall willingly work towards students' welfare if they are duly trained, motivated and well paid. In rural areas there is 60% dropout rate after primary school as parents take them to work to supplement their family income. Due to lack of awareness and apathy they do not enroll them into middle schools. It dawns upon us to change this plight by adopting the primary schools in our nearby areas to spread awareness amongst students and parents about the role of education in development of a child.

**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 know ledge 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.

**A. Value of bks. acc. to Anatole France**

- (1) not merely printed signs
- (2) reader gives
  - (i) colours
  - (ii) forms
  - (iii) sentiments
    - a. brilliant or boring
    - b. touches our souls

**B. Bks. are meant for diff. sections of society**

- (1) until recently bks. were read by only intellect.
- (2) meant for all housewives, farmers, artisans, etc.

**C. Bks. for 1st gen. learners**

- (1) challenge for authors



- (2) need more research in use of lang.
- (3) need for dev. of teaching tech. a. knowledge transfer w/o transms<sup>n</sup> loss

#### D. Publisher's role

- (1) campaigns to persuade
  - a. bks make good presents
  - b. rdng – a relaxing pastime

#### Key

- 1. acc. - according
- 2. 1st - first
- 6. lang. - language
- 7. intellect. - intellectuals
- 8. dev. – development
- 9. w/o – without
- 10. transms<sup>n</sup> - transmission

#### Summary

A book can be defined as anything that is bound and printed. However, there can be factors of quality and the mind applied to it that distinguish a book. According to Anatole France, a reader has powers to convert the book into magic; using his brain connect with the words printed in it. No matter how good an author is, the content becomes interesting only if the reader wishes to make it so. Apparently, books have always been associated with the urban sector. One must try to spread the reach to a wider audience, emphasizing the fact that good techniques and language can make book reading the most enjoyable of all pastimes.

#### 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.

## Business Letter

- (i) Rprsnts the athr
- (ii) Gives an idea about the athr's nature
- (ii) Is a prmnt rcrd
  - A. Good Business Letter
    - (i) Gets results
    - (ii) Cnvys infrmtn effctly
    - (iii) Characteristics:
      - (a) Concise
        - Brief Intro.
        - To the point
        - Precise words
      - (b) Clear
        - Cnvys a firm idea
        - Has a structure/format with
          - Subject line
          - Intro
          - Main Para
          - Cnclsn
        - Adqt Info like
          - Ref. No.
          - Date
          - Other idntfctn
    - (c) Courteous
      - Be polite
      - Mention reason for your stance
      - Specify action to be taken
      - Avoid grmtcl/splng errors

## Key:

Rprsnts: Represents

Athr: Author

Prmnt: Permanent

Rrcrd: Record

Cnvys: Conveys

Infrmtn: Information

Effctly: Efficiently

Intro: Introduction

Para: Paragraph

Cnclsn: Conclusion

Adqt: Adequate

Ref. No: Reference Number

Idntfctn: Identification

Grmtcl: Grammatical

Splng: Spelling

### Summary

A business letter represents the sender, gives an idea about the author's nature and creates a permanent record.

A good business letter is one that conveys information efficiently. It must be:

**Concise:** Should briefly introduce the intent then explain the main point precisely. It saves reader's precious time and is much more impactful.

**Clear:** It must convey the idea firmly. It has a structure: subject/topic line, introduction, main paragraph and conclusion. The details mentioned viz. Reference number, dates, other identifications should be sufficient for the reader to make out the letter's intent/essence.

**Courteous:** Be polite while justifying your stance and specify action to be taken by the reader. Avoid grammatical and spelling mistakes.

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.

**Answer:**

**Notes:**

1. Research
  - (a) human mind processes 500 wpm
  - (b) speaker speaks 150 wpm
  - (c) diff. bet. words processed by human mind & a speaker
2. A good speaker/ Good commun./ listng.
  - (a) must retain attention of audience
  - (b) stop not to let mind wander
  - (c) must be a good listener
3. Listening / Requirement of Listening/ listening skills
  - (a) hearing with attention
  - (b) being observant
  - (c) Interpreters.
  - (d) concentration
  - (e) participation
4. A Good Listener / Good Listening - An Art/ Traits of Good Listening
  - (a) gets much more from speaker
  - (b) knows how to prompt and persuade
  - (c) puts speaker at ease
  - (d) helps him articulate
  - (e) facilitates speaker to convey thoughts
5. Effective listening/ Barriers To Good Listening
  - (a) barriers - phy./psychological
  - (b) physical-hindrance to hearing
  - (c) psy.-interpretations & evaluation

#### Key to Abbreviations

1. diff. bet. - difference between
2. wpm - word per minute
3. commun.- communication
4. listng. - Listening
5. interpretrs. - interpretations
6. phy. – Physical
7. psy. – psychological

**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.

**What is a Prayer? (Title)**

A prayer is a complex phenomenon, which is primarily made use of in times of need. According to the Lord himself, those that are wise make the purest form of prayers. People resort to external help when they feel their prayers are not being answered; the reason unknown to them.

**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.

**All religions preach Peace on Earth (Title)**

All religions across the globe have one common teaching, Peace on Earth. The religious scriptures and ceremonies aim towards eliminating war and spreading the cause of humanity. The realization happened little too late, only after the occurrence of major destructive events like world war and nuclear bombings.

**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.

#### Code of Ethics: in Business (Title)

Code of Ethics is a management tool that helps an employee understand the organization's values, responsibilities and moral obligations. Each organization is entitled to have its own code and should teach its employees to implement the same.

#### 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.

#### More on Virtual Reality (Title)

Virtual reality is a technology-based concept that allows the user to believe what is shown to him and accept it as reality. Primarily based on the sense of sight and sound, virtual reality builds a 3-D image or displays an augmented set up on screen to enable the user to get a realtime feel of the artificial environment thus created.

#### 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.

Possible Titles: A teacher remains immortal A Teacher never grows old

Teaching: a selfless and noble profession Teaching is constant learning and practicing

Teaching is a selfless job which goes on even when the teacher gets old. He/she is constantly learning, no matter how old one grows. From imparting education to discipline to mannerisms, a teacher is a role model. He

leads a simple life, of virtues and morals and inculcates the same in his students. The pleasant company of students removes a teacher's personal worries and refreshes his mind.

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.

Precis writing

Possible Titles: *Good/Great Men/Souls never die Good/Great Men/Souls live forever*

Good men like trees, live for others. As trees, who face the heat of the sun themselves but bear fruits for others, good men serve others. They do not lose their character, even if they have to lose their lives. They are not bothered whether they are praised or not, or whether they live long or are short lived. They live forever in eternal 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 eleven 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.

#### **Importance of Written Communication**

Mr. Sinha was appointed as Office Assistant in V.K. Institute of Technology on temporary basis with a condition that his service could be terminated at any stage with one month notice or one month salary. According to the Institute's rule, the temporary employees became permanent automatically after two years of service. Although the Assistant Registrar observed many drawbacks in Mr. Sinha's work and attitude, he warned Mr. Sinha orally and no written communication was issued. When Mr. Sinha completed one year and eleven months' time, the Assistant Registrar forwarded a letter to Director stating that Mr. Sinha's services may be terminated as he had not shown any improvement in his work. Mr. Sinha challenged this in the Court of Law stating that there was no written record against him to prove his inefficiency. Supreme Court finally heard the case and asked the Institute to retain Mr. Sinha. After this incident, the Chairperson of the Institute issued a Confidential Circular to all Directors that in future they should maintain every record of errors made by temporary employees.

#### **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.

### STAMP-COLLECTING

To many people a stamp is merely something necessary for sending a letter. They regard stamp-collecting as a waste of time, effort and money. But there are many people who love buying stamps and find this hobby worthwhile and more profitable than other leisure pursuits. Collecting stamps helps to pass the time quickly and pleasantly.

Stamp-collecting is limitless and endless. Countries are always issuing stamps to celebrate important events. It is fascinating to receive letters from distant countries and to discover stamps in old books. A stamp itself has a charm. Stamps show us geographical and historical pictures, famous people and incidents. These small things contain vast knowledge.

### **ARTICLE WRITING (Word limit: 300 words)**

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

Hints:

- Need for a discipline
- Need to follow a protocol
- Need to be independent
- Moral policing
- Relates to the work profile
- Free society, 21st century

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

1) Hints:

- Causes of health issues: a crisp list
- Office work
- Lifestyle
- Eating habits

- Growing economy
- Money splurge
- Effects: direct effects
- Diseases
- Physical health issues
- Strain on eyes
- Young deaths

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

1) Hints

- School children till class 8th not very mature
- Decision making skills are poor
- Not suitable for them to judge elders, especially teachers
- Lot of misunderstanding happens at that age
- Do not accept criticism easily
- Students of class 9th to 12th are better.
- They can have a feedback system.
- Have grown with certain values and understanding of life
- Hence capability of differentiating between right and wrong.
- Feedback gives a power which should not be misused, for personal grudge

**(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.**

- Hints:
- Have a good heading
- Mention the time, date, venue
- Divide the report into three paragraphs:
- What/When/Where/ Who was invited
- Purpose of the event (learn about the cultural diversity)
- Describe the event in details (name of schools that participated, the dances and other cultural programmes performed, the food stalls, the game stalls)
- Enthusiasm in the student community
- Conclude with an optimistic view.

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

- Social media is a good way to connect with friends and relatives
- A convenient platform for sharing ideas, thoughts and opinions
- Facebook, twitter, instagram, whatsapp are useful when used in a healthy way.
- Getting addicted to them is very easy and effects one's productivity.
- With the advent of social media in our lives, every movement gets tracked and reported.
- Technology at its boom, is not safe always. One needs to use it judiciously for good causes.
- The social media shows a person's daily movements, tracks your trips; what you see on your FB pages is influenced by your past searches, which is probably not right.
- A good balance of technology and mind, with less interference of the social media is an appropriate approach.

(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.

- Mention a heading, name of the NGO
- Venue, Date
- The purpose of the workshop
- How many members came from the NGO; how did they go ahead with the workshop
- The audience and its reaction
- Pamphlets, information shared during the session.
- Motivational talks to encourage donations to make a difference in the lives of underprivileged
- Felicitations/Valedictory session by the Principal

(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.

- Mention a heading: **Your Career, your responsibility**
- Venue, Date
- Participating institutions for careers in Science, Commerce and Arts streams
- Neighbouring schools participating in the event
- Orientation sessions/ seminars conducted
- Participation by students/teachers and their reaction
- Pamphlets, Brochures and digital information shared during the sessions.
- Motivational talks to encourage students to pursue their passion.
- Felicitations/Valedictory session by the Principal.

## (8) A BITE OF VADAPAV AND BUSINESS

### **Goli Vadapav founder Venkatesh Iyer tells his story of turning Mumbai's humble street food into a National Brand**

It was in 2003 when investment banker Venkatesh Iyer brainstormed a business idea over a glass of chai and Vadapav in hand. With 15 years of experience in the corporate world, he set out to corporatise Mumbai's famous street food - the Vadapav! "Though I was born and brought up in the Maximum City, I never really paid attention to the poor man selling Vadapav by the roadside. But for the first time, I started to observe keenly and was fascinated by the fact that 50 vadas bobbed out of the big kadai in five minutes.

Customers of vadapav are anyone from a college-goer to a labourer or the rich who drive in luxury cars. "The idea of repackaging the vadapav into a branded product hit me and I wanted it to stand tall amidst burgers, pizzas and fries," explains Venkatesh Iyer. The shrewd businessman brought in operations, supply chain, franchise and funding into the thela and India's biggest fast food chain was born.

With an initial investment of Rs. One crore, he started hole-in-the-wall take-away outlets in Mumbai. Today Goli Vadapav has 300-plus stores across 100 cities and 20 states in India. The vadas are made in a centralised factory in Mumbai, from where they are put in trucks to various locations. "Our vadas are manufactured in hands-free high-end technology by the same American companies that make McDonald's patties. When I sold my imagination and shared my ideas, corporates were impressed and I roped them in as partners. The result is hygienic, affordable and avant garde vadas that retain the desi touch and spicy taste," says Iyer.

The idea behind Goli was to make an earthy Indian street food into a saleable appealing fast food, says Iyer. "Though the approach is global, I wanted to keep the local flavour intact. That's why I gave the name Goli, a typical Bombaiyya slang that means 'ranting or chatting over something'. It's a street-culture in Mumbai to have gup-shup over vadapav. Also, the un-fried version of the vada is called 'goli' since it's round." He adds, "Some of friends suggested I should have an English name. But brand identification is crucial. For instance, Nalli saris can't become Julie Saries and Murugan Idli can't be called Peter's Idli. Likewise, Vadapav is something typical of Mumbai and through 'Goli' we have carried the spirit and flavour of the city all along."

"Our stores are not more than 100 sq. feet joints as the concept is to offer speedy service. As cities grow big and lives become busier, people are on the look out for quick grabs and leisure dine-ins are reserved for occasions. Vadapav is a meal in itself and can fit into your diet at any time of the day," observes Iyer, who has introduced region-specific flavours in the menu. An eclectic mix of vadapavs (below Rs.50), vada rolls (below Rs.75) and curry pavs (below Rs.100) are offered at Goli stores. "Keeping in line with customer suggestions, we introduced corn and spinach vada in Bangalore, Samosa masala vada in UP, paneer in Punjab and Sabudana vada at stores in Maharashtra."

Goli's important objective is to encourage entrepreneurship and business spirit. "Our model is to rope in small businessmen with nominal investment. That's how we grew the width of the business. We have over 50 stores in UP alone. Small towns have a huge potential as big cities become saturated. We are now exploring the depth of the business, trying to establish a sustained customer experience," says Iyer. "Our product is sustainable as we have a strong backup. Now, we have started an app for franchisees, which is like a digital academy where we train personnels on customer service and brand uniformity. On the app, we have designed syllabus for man, money and product management."

My mantra to success has been 'plan, do and check', says Iyer, who has written a book 'My journey with Vadapav', that's part of curriculum in many business schools. "Building and rebuilding is a continuous process in any business. Apart from keeping a keen eye on the graph of the turnover, I also take time to travel thrice a month to various cities, meet people and share my story." Business institutions like Indian School of Business, International Institute for Management Development, Switzerland, Harvard and CNBC have done case studies on Goli, which has also bagged the Golden Spoon Award-Most Admired Food Chain of Indian Origin, by Coca Cola.

### 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)

(1) Report for College magazine

#### Hints:

The Computer Science Department organized a seminar on "Digital Marketing: An upcoming field in business" on (date) at the (venue)

- Chief Guest for the event
- Speakers invited
- Who presided over the event from the college( HOD /Principal)
- Details of the event in chronological sequence
- Key points of the speech delivered by the Chief Guest
- Key points as stated by each speaker
- Valedictory Session
- Vote of thanks

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

(1) Report for The Newspaper

#### Hints:

From the local correspondent, B. Nagar,

ABC Senior Secondary School celebrated the Republic Day on Jan 25, 2018 with great fanfare amid colorful display of culture and heritage from across the nation.

- Chief Guest for the event
- Speakers invited
- Who presided over the event from the college (HOD /Principal)
- Details of the event in chronological sequence
  - March past by all the houses the senior school
  - Group Dance performance by Junior school
  - Group Song by the senior school choir group
  - Group Dance performance by senior school
  - Prize Distribution
- Key points of the speech delivered by the Chief Guest
- Valedictory Session

- Vote of thanks

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

"Daughter of Gardener Tops Board Exams."

**"Daughter of a Gardener Tops Board Exams"**

Monday June 25, 2018

Sitting in a dingy servant quarters of a sprawling government bungalow in Lodhi Estate, Priya Kumari cannot stop smiling. Priya, daughter of a gardener Mr. Ram Swaroop, a class IV government employee has topped the class XII CBSE Board Examination in the humanities stream. She secured 98.8% marks. A student of Rajkiya Kanya Pratibha Vidyalaya, Sardar Patel Marg, is visibly elated. Eldest of the three siblings, she has always been a bright student, remarked her mother who prepared her daughter's favourite laddoos as the news broke. Her father is proud at her achievement and wants her to become an IAS officer.

Just a month into class XII, she had taken seriously ill with Meningitis that kept her bed ridden for two months. Her Principal granted her medical leave and allowed her to file her exam forms from the hospital. After resuming classes, she completed her pending assignments with the help of her teachers in a month and soon caught up with her peers. "we were confident that she would top in the region(Northern) but topping the Board exams nation-wide, came as a pleasant surprise", quipped one of her teachers. Talking about her daily regimen, she said "I studied regularly for about 5 hours daily after school and often stayed back to study at the school library." She attributes her success to her unflinching spirit, hard work and support of her parents, teachers and principal. Priya plans to pursue English Honours from Lady Sriram College and aspires to fulfil her father's dream by becoming an IAS officer. With her relentless efforts and spirit of steel, she certainly will!  
(Staff correspondent)

(4) News Report

Fire breaks out at Mangolpuri shoe factory, no one hurt

**By Staff Reporter, New Delhi [The Hindu]**

A major fire broke out in a shoe factory in Outer Delhi's Mangolpuri on Monday morning. The fire brigade took more than nine hours to douse the blaze. No injuries were reported in the incident.

According to Delhi Fire Service chief Atul Garg, a call was received at 10:34 a.m. stating that a major fire had broke out in a shoe factory in Mangolpuri Industrial Area. "After the call was made, 25 fire tenders were pressed into service in several rounds through the day. The blaze was finally doused around 7:30 p.m." he said, adding that the cooling off operation took a couple of more hours.

The police said they are yet to ascertain the cause of the blaze. "No injuries were reported in the incident. As soon as the fire broke out, all workers ran out," said a senior police officer.

**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.

Manager Operations and Admin Net Solutions

Mumbai

13<sup>th</sup> Feb, 2018

Administration Head

Food for you Solutions

Mumbai

Dear Sir/Madam

**Sub: Complaint against food quality**

This with reference to the food supplied to our cafeteria by your company's kitchen. Unfortunately, for the past few weeks, we have observed a degradation in the quality of food items, especially rice, wheat flour and pulses.

A few of our employees complained of ill health after having consumed your food. I presume stale food is not being sent to us.

Kindly assure that the raw material you use is of high-quality standards and is ISI approved.

I sincerely request you to look into this matter as it involves the health of people working for us, for which we are solely responsible.

Thanks and Regards,

Name

Manager, Ops and Admin

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.

Circular

Circular No. XXXIV

3rd Jan, 2018

**Cultural Event for Charity**

For all employees

This is an official communication informing about a cultural event being organized in the office premises on the coming weekend (6<sup>th</sup> and 7<sup>th</sup> Jan, 2018).

The events would be as follows:

- Singing competition
- Dance competition
- Stand up Comedy
- Dumb charades
- Food stalls

Participation fees is Rs 50/ per member. Family and friends are cordially invited.

The proceeds of the event will be given to Aaroyga NGO, working for the benefit of old citizens.

Please get in touch with the HR team for more registration and details. Looking forward to an active participation.

Sheela

Mishra

Manager,

HR

### 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.

Mail-1

To: [admin@simantechsystems.com](mailto:admin@simantechsystems.com)

CC/BCC: [hr@simantechsystems.com](mailto:hr@simantechsystems.com)

Subject: Introducing our tiffin supply plan

Dear Sir/Ma'am,

We are pleased to announce our entry into the Food and Beverage sector. We are a group of entrepreneurs with a passion for food. We would like to associate with your organization, for supply of tiffins at a regular basis, at various timings.

We prepare food in hygienic conditions following international standards. Please have a look at the attachments with the details of menu and prices. Our food cost is competitive with no compromise in quality.

We would like to visit your office with our food samples for tasting. Please suggest a possibility.

Looking forward to a positive response.

1 attachment enclosed.

Thanks and Regards,

Team Food Passion

**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 e filing of IT returns. State that details should be sent well intime, before the last date i.e. 31<sup>st</sup> July, 2018.

Mail-2

To: lmn@candidsweets.com, abc @yahoo.com, jkl@gmail.com

CC/BCC: [ca@gmail.com](mailto:ca@gmail.com), ca@kp.com

Subject: submit details for e-filing of returns

Dear Clients,

You would know, 31<sup>st</sup> July, 2018 is the last date for filing e-returns. As your responsible chartered accountant, I request you all on behalf of my team to provide the necessary details i.e. Form-16 and other related information required for the same. This will enable us work better and avoid last minutetroubles and delays.

Hope to get cooperation from you all.

Thanks and Regards,

ABCD Kumar

(Chartered Accountant)

**5**

Write circular addressing to the employees regarding office timings.

Circular No. XV

**Office Timings**

For all employees

This is an official communication about the office timings to be followed by all employees. As per flexible timings approved by the management, working hours/timings are as under:

9:30 am to 5:30 pm

10:00 am to 6:30 pm

10:30 am to 7:00 pm For Housekeeping staff:

Shift-1: 8:00 am to 4:00 pm

Shift-2: 2:00 pm to 8:00 pm

Saturday and Sunday is a holiday for all employees.

Strict action will be taken against defaulters. In case of any emergency, please inform your respective heads/managers.

XYZ

HR manager

**Circular Writing Sample 2: Employees working for different foreign clients**

Circular No. XV

**Office Timings**

For employees

This is an official communication about the office timings to be followed by employees working for foreign clients. With regard to the time zone based on the geography of the client country, the working hours/timings are as under:

Employees for US client: working hours will be 6 am to 2 pm. Employees for UK client: working hours will be 1:30 pm to 9:30 pm Employees for Indian client: working hours will be 9: 30 am to 5:30 pm For Housekeeping staff

Shift-1: 8:00 am to 4:00 pm

Shift-2: 2:00 pm to 8:00 pm

Saturday and Sunday is a holiday for all employees.

Strict action will be taken against defaulters. In case of any emergency, please inform your respective heads/managers.

XYZ

HR manager

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.

**Memo (suspension order of cashier)**

XYZ Bank

36, NOIDA, Uttar Pradesh

Interoffice memo

Date: 14/05/2018

To: All employees of branch From: Ms.

ABC, General Manager Reference:

44L/T2

Subject: Suspension order

This is to inform you that Mr. Z, cashier of XYZ bank, Noida, UP branch has been suspended on charge of misappropriation of funds. All concerned are requested to refrain from any transaction with him. If not, the bank authorities would not be held responsible.

**Memos****Example 1****R&S Associates**

21, Vijaya Nagar, Bangalore

**Inter Office Memo****To: All Staff****From:** Shriram, Computer Technician**Date:** 18<sup>th</sup> March 2018**Subject: Office Printer being replaced tomorrow**

A new Office Printer is being installed tomorrow, replacing the existing one. The existing Printer is inadequate for meeting the current needs and the new one should solve many of the problems that have been reported.

The existing Printer will be removed and the new Printer will be installed tomorrow between 12 noon and 1 pm, during which printing of any documents will not be possible. However, since the installation will occur during lunch, it should not pose much of a problem.

In case if you require the Printer for any vital reasons during the specified time, please send me an e-mail at the Shriram@R&SAssociates.com before 5 p.m. today, and we can make new arrangements.

**Sincerely,**

Shriram, Computer Technician

**Example 2****Suraksha Financial Service Ltd**

29, Arcot Road, Chennai

**Inter Office Memo**

**Date:** 25<sup>th</sup> May 2018

**To:** All Managers and Staff

**From:** The General Manager

**Reference:** 236/ Cash

**Subject:** Appraisal of Cashier's Dismissal

This is to inform you all that Mr. Satish, Cashier of our Company, has been suspended on charge of misappropriation of funds. All concerned are requested to abstain from any transactions with him. The Company will not be responsible for any sort of mishap / Loss. <sup>H</sup>

Sincerely,

**Jaya Srinivas**

**General Manager**

**Circular in an Organization**

**ABC Company**

**Hyderabad**

**Circular No: 03/2018**

**31<sup>st</sup> January 2018**

**Dear Staff,**

It has been brought to the notice of the Management that there have been some issues regarding reimbursement of Official Travel of Employees. Hence, we have planned a Meeting today after office hours between 7.00 pm and 8.00 pm. to resolve the issues and clarify the terms and conditions for such Travel Reimbursement.

It is compulsory for all the Staff to attend the Meeting.

**Signed**

**Manager**

**7**

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

**Circular**

Circular No. XV

13<sup>th</sup> Nov, 2018**Office Circular**

Due to urgent work requirements in the Finance department, the following employees are temporarily shifted to the department for a period of 2 months (60 days) w.e.f Nov 14, 2018.

Name	Designation	Department	Current Responsibility (Finance Department)
Mr. WER	Upper Division Clerk	Accounts	Clerk
Mr. XYZ	Junior Accountant	<u>Accounts</u>	Accounts Assistant
Ms. PRT	Senior Accountant	Accounts	Accounts Officer
Ms. SDF	Project Manager	Information Technology	Technical Support Manager
Mr. LMN	Network Engineer	Information Technology	Engineer
Mr. RST	Office Assistant	Sales and Marketing Office	Assistant

The above employees are directed to report to Mr. X (Head Finance) at 10 AM tomorrow, Nov 14, 2018.

Office timings will be from 10 AM till 7PM

Saturday will be a working day; Sunday is a holiday.

JKL

Manager, HR

Activat

**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.

Manager Operations and  
AdminNet Solutions  
Mumbai

13<sup>th</sup> Feb, 2018  
Administration Head  
Food for you Solutions  
Mumbai

Dear Sir/Madam

**Sub: Complaint against food quality**

This with reference to the food supplied to our cafeteria by your company's kitchen. Unfortunately, for the past few weeks, we have observed a degradation in the quality of food items, especially rice, wheat flour and pulses.

A few of our employees complained of ill health after having consumed your food. I presume stale food is not being sent to us.

Kindly assure that the raw material you use is of high quality standards and is ISI approved.

I sincerely request you to look into this matter as it involves the health of people working for us, for which we are solely responsible.

Thanks and Regards,

Name

Manager, Ops and Admin

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.

To: [anshulmalik@ccc.com](mailto:anshulmalik@ccc.com)

Subject: appointment letter

Dear Mr Anshul,

We are pleased to offer you the role of 'Team Lead', Sales and Marketing Division at our organization.

Regarding the joining details, please read as follows:



**Joining date:** 22<sup>nd</sup> Feb, 2018

**Location:** Mumbai

**Salary:** 25 lacs per annum (refer to attachment for details)

We will reimburse your relocation expenses against bills provided by the Logistic services used by. We would station you at our guest house for the first 15 days, from the date of joining.

Please consider this as an official appointment letter. Feel free to contact us for any further queries.

Two attachments with Salary and Accommodation details. Thanks and Regards,

XYZ,

HR Head,

Axis

Telecom

Tel: -----

**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.*

XYZ Company

Chennai

Date: 10th Jan, 2018

Manager, Finance

Oil India Ltd

Chennai

Dear Sir/Ma'am

Sub: Enquiry for prices for bulk orders

This is regarding the requirement of oil, for our well known chips brand, Aunty Chips. We would like to enquire the rates for bulk order of refined oil, produced by your company.

We are an established brand in the FMCG sector, hence we feel the association would be mutually beneficial.

Kindly send the pricing details, also stating the mode of delivery.

Looking forward to your response.

Thanks and Regards,

Manager, Supply Chain Division

**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.

**Letter**

Manager

Your Own Office  
supplies Ltd. New Delhi

Date:

Manager

Name of client  
company  
New  
Delhi

Dear Sir/Madam

**Sub: Apology for delay in shipment of Order No. 12345**

This with reference to the order placed by your organization for supply of stationary items (Order No. 12345) dated 12<sup>th</sup> Aug., 2018. I sincerely apologize for the delay in the shipment of the same. Due to heavy rains in Mumbai, our dispatch section at the head office (based in Mumbai) could not send any orders for 3 days due to thin staff attendance and slow movement of traffic around the area resulting in inadvertent delay in shipment.

Please accept my sincere apologies for the inconvenience caused. We are a trusted name in office supplies and we have always delivered your orders in time. We hope that you will give us many more opportunities to deal with you. Looking forward to a long term business relationship.

Thanks for the cooperation.

Regards,

Manager, Office and food supplies ltd.

Letter

Manager

Date:

Dot Net

Services.

Hyderabad

23<sup>rd</sup> Aug, 2018

Manager

Name of vendor

company Bengaluru

Dear Sir/Madam

Sub: Complaint against Order No. 34567 (computer peripherals)

With regard to the subject, the order No. 34567 was delivered to us on Aug 20, 2018. We are highly dissatisfied with the quality of computer peripherals. Many devices are chipped from the edge and few are damaged too. Moreover, the number of items delivered does not match with our list of requirements.

Please find attached the list of items for which the order was placed for your perusal. My colleague will also be sharing with you the pictures of the damaged peripherals. I request you to replace the items at the earliest. In future, please ensure that a thorough quality check is done before any dispatch to avoid mutual inconvenience.

Thanks and Regards,

Name

Manager, Dot net services.

Manager, Office and food supplies ltd.

(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

(1) Functional format

ResumeName: Manish

Reddy Phone: 040-

123456

Email:-mreddy@gmail.com

Address: 123, Chennai Road, Chennai

Birthday: 1<sup>st</sup> January

**CAREER OBJECTIVE:** Seeking a challenging career with a progressive organization that provides an opportunity to utilize my sales and marketing | skills & abilities in the FMCG sector.

**PERSONAL SKILLS**

Excellent convincing

skillsHighly sales

driven

Ability to work independently or as part of a team

Proven leadership skills and ability to motivate

**EDUCATION**

B.com from Hindu College, Delhi

UniversityPGDIM from Symbiosis

University, Pune

**ACHIEVEMENTS**

Awarded the 'Best Sales person' Award in the company

Awarded a cash prize for two consecutive months for over achieving sales target.

**PROFESSIONAL EXPERIENCE**

XYZ Pvt. Ltd, Chennai

Worked as a Junior Sales Executive

Responsible for daily sales with a predicted

targetExperience: 5 years

Auromatic Brothers

Worked as Senior Sales Executive

Responsible for monthly sales target

Led a team of twenty members.

Experience: 5 years.

**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: (Manish Reddy)

(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.

(2) Chronological ResumeName

Address

Phone Number

Email

**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:**

- Have cleared IPCC, Group 1
- Have an years experience of working in an office
- Possess good management skills
- Can work under pressure situations
- Willingness to learn more is the driving factor.

**EXPERIENCE:**

2017 to present day                      Junior Manager

Name the company, address

**EDUCATION:**

Begin from recent education moving back to college and then

lastly school. 2017: CA IPCC, Group 1

2016: B. com (h), Kirori Mal College, DU

2014: class XII th, DAV Model School, Pitam Pura,

New Delhi 2012: class Xth, DAV Model School, Pitam

pura, New 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, 1982

**Marital Status:** Unmarried

**Languages Known:** English, Hindi, French

**Permanent Address:** 822, SFS Flats, Pitam Pura New Delhi 110034

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

**Date:**      **Place:**      **(Name)**

(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](mailto:hr@agropower.com)

**Cover letter**

Your address

Date

Manager

Agro Power Ltd,

Sukhdev Vihar

New Delhi 110025

Dear Sir,

Subject: Application for the post of Accountant

This is with reference to your advertisement in Hindustan Times dated 13/2/18 for the post of Accountant in your esteemed organization.

My abilities and experience in Accounts makes me a suitable candidate for the job. I have worked for over 6 years as a Junior Accountant in the leading MNC XYZ Ltd. I am proficient in Tally as well as MS-Excel and good knowledge of other software tools in Accounts.

I am task oriented, self motivated and can assure utmost sincerity and dedication towards the role assigned to me. Given a chance, I hope to be an asset to your organization.

Thanks for considering my candidature. Sincerely,

Your signature

(Name)

(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

**Functional format**

**Resume Name:** Manish

**Reddy Phone:** 040-

123456

**Email:** -mreddy@gmail.com

**Address:** 123, Chennai Road, Chennai

**Date of Birth:** 1<sup>st</sup> January 1985

**CAREER OBJECTIVE:** Seeking a challenging career with a progressive organization that provides an opportunity to utilize my sales and marketing skills & experience in the FMCG sector.

**PERSONAL SKILLS**

Excellent convincing skills

Highly sales driven

Ability to work independently or as part of

a team Proven leadership skills and ability to

motivate

**EDUCATION**

B.com from Hindu College, Delhi University

PGDIM from Symbiosis University, Pune

**ACHIEVEMENTS**

Awarded the 'Best Sales person' Award in the company

Awarded a cash prize for two consecutive months for over achieving sales target.

**PROFESSIONAL EXPERIENCE**

XYZ Pvt Ltd, Chennai

Worked as a Junior Sales Executive

Responsible for daily sales with a predicted target

Experience: 5 years

Auromatic Brothers

Worked as Senior Sales Executive

Responsible for monthly sales target

Led a team of twenty members.



Experience: 5 years.

**REFERENCES:** Can be provided on request.

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

Date:

Place:

(Manish Reddy)

(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.

### Chronological Resume

Name

Address

Phone

Number

Email

**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:

- Have cleared IPCC, Group 1
- Have an years experience of working in an office
- Possess good management skills
- Can work under pressure situations
- Willingness to learn more is the driving factor.

### EXPERIENCE:

2017 to present day

Junior Manager

Name the company, address

### EDUCATION:

Begin from recent education moving back to college and then lastly school.

2017: CA IPCC, Group 1

2016: B. com (h), Kirori Mal College, DU

2014: class XIIth, DAV Model School, Pitam Pura, New Delhi



2016: B. com (h), Kirori Mal College, DU

2014: class XII th, DAV Model School, Pitam Pura, New Delhi

2012: class Xth, DAV Model School, Pitam pura, New 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, 1982

**Marital Status:** Unmarried

**Languages Known:** English, Hindi, French

**Permanent Address:** 822, SFS Flats, Pitam Pura New Delhi 110034

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

Date: Place:

(Name)

(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.

**Cover Letter**

To

Date: Nov 13, 2018

Manager (HR) ABC TV

FGH Media Pvt Ltd Mandi House

New Delhi. Sir,

**Subject:** Application for the post of Journalist

Greetings for the day ! I am writing this letter to express my interest in the position of Journalist as advertised in the SDF national daily, Careers sec tion dated August 1, 2018.

I fulfil all the educational and professional requirements as specified in the advert. I am a post graduate in Media Studies from ASD University and interned at renowned media houses (print and TV) I have two years of relevant experience. Currently I am heading the regional news section at XYZ TV at their Meerut office.

My detailed resume is appended herewith for your perusal. Looking forward for a positive response.

Best Regards,

Mohit Agarwal

36, Civil Lines,

Meerut.

UP.

## Resume

Mohit Agarwal  
36, Civil Lines  
Meerut, UP  
Phone: 98XXXXXXXX  
Email: abc@xyz.com

### OBJECTIVE:

To be associated with an organisation that offers tremendous opportunities for growth and autonomy, providing a challenging environment to harness my creative streak, innovative ideas and utilise my experience as a media correspondent to the maximum.

### SUMMARY:

- One year of experience as a staff correspondent in CVB TV.
- Two years of experience as Head Regional News XYZ TV
- Proven skills in content planning, selection and presentation.
- Excellent Reporting skills in English and Hindi.

### EXPERIENCE:

2016 - PRESENT Head Regional News XYZ TV Meerut

- Planning and deployment of staff correspondents
- Sponsorship Planning from corporate and medis houses
- Staff selection and Training
- Media Planning for regional corporate houses 2015- 2016      Staff Correspondent

CVB TV

- Capturing Events
- Conceptualising stories
- Presenter for "Khufia" section of Daily News

### EDUCATION:

2014      Masters in Mass Comm, ASD University, New Delhi

2012      English(H), ASD University, New Delhi

### INTERNSHIPS:

2014      Two month at World Journalists Association (Articles Section)

2013      4 months at CNN TV in News production and planning

### SKILLS

- Well versed with Media Softwares
- Meticulous Planning and Execution skills with an eye for detail

### PERSONAL DETAILS

Date of Birth      15 June, 1992

Marital Status Unmarried  
 Languages Known English, Hindi

### DECLARATION

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

Date: Nov 13, 2018

Place: Meerut

(Mohit Agarwal)

### 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.

#### Minutes of Meeting

Speakers involved were: the chairperson, the Product Head, the Sales Head and the Creative Director. FMCG, new product, fixing a cost, discussing the Sales and Marketing and the advertising strategies.

Date: 14<sup>th</sup> Feb, 2018 Meeting started at 4: 00pm.

Mrs. Kamla Murthy, Chairperson, gave an introductory speech Mr. Raju D, Product Head spoke about the new product

Mrs. Usha Krishnan, Sales Head gave a detailed analysis of costing, overheads and other miscellaneous finances.

Ms. Jennie Matthew, Creative director, PR, spoke about advertising campaign. Also mentioned the cost involved. Her team including Mr. X, Mr. Y, Mr. Z elaborated on the advertising strategies. All the participants approved of the plan and appreciated it.

Madam Chairperson declared an open house for participants to put up their concerns, and finally gave a vote of thanks.

Conclusions stated. Proposal for more funds put forward ATR will be submitted by 18<sup>th</sup> Feb, 2018

(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.

#### Action Taken Report (ATR)

As per the meeting held on 12<sup>th</sup> Jan, 2018 at the Southern Region branch office of CP finance Ltd, following actions have been reported:

- The client had complied to clear the pending dues by 10<sup>th</sup> Jan, 2018.
- The client has asked for more time. Reason mentioned: losses incurred in business.
- On the basis of being an old client, with no such bad record, order passed to provide more time for payment.

- Expected payment till 31<sup>st</sup> January, 2018.

Undersigned

Director, Sales & Marketing

Director, Business

(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)

#### AGENDA

Topic	Speaker
1. Welcome Note and Purpose of meet	Principal of the Institute
2. Discussion on need for change in Syllabus	Dean
3. Review of existing syllabus, identifying redundant topics and suggesting new inclusions for English	English Professor
4. Review existing syllabus, identifying redundant topics and suggesting new inclusions for Accountancy	Accountancy Professor
5. Suggestions from College Lecturers and Students as open discussion	HOD
6. Setting time frame for completion of revamping the syllabus and winding up the meet.	Dean

#### Oriental Institute of Commerce Managing Committee Meeting

**Date: 15.01.2018**

**Time: 3.00 pm**

**Location: Oriental Institute of Commerce, Chennai**

**Members Present:**

Dean of the Institute

Principal

Vice Principal

Head of Department, Commerce

Secretary

Professors of Accountancy

Professors of English

Trainee Lecturers

Students

**Members Absent:**

**Guests**

Commerce Department Faculties

Commerce Student Committee Representatives

Welcome Note by the Principal and briefing on the purpose of the meet.

**Call to Order**

- Address by the Dean - Enhancing Syllabus of Accountancy and English to enable students to appear in competitive exams confidently.
- Review of Topics in Accounts by the Accounts Professor, removal of redundant topics and inclusion of all topics included in the CA Entrance / Foundation Level Syllabus to enable students to appear in competitive exams without difficulty.
- Review of Topics in English by the English Professor, inclusion of topics relating to vocabulary.
- Open Discussion - Suggestion by Students to include Business communication as a separate part in the English Syllabus.
- Approval by Dean to incorporate Business Communication as a separate part in English.
- Vice Principal authorized to make available all materials and books required for updation.
- Target Date for completion of revamping the syllabus - 31.03.2018

**Announcement:** The next meeting will be held on 01.02.2018 for review of work completed.

**Minutes submitted by**

**The Secretary**

**ACTION TAKEN REPORT**

- Separate Teams were formed for revamping English and Accounts Syllabus.
- All necessary materials and books made available for revamping the Syllabus.
- Teams consisting of 1 Faculty Member and 2 Trainee Lecturers headed by their respective Subject Professor have been formed
- Daily Progress will be reported to the HOD, Commerce.
- HOD to report status to Vice Principal every alternative day.

(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)

**AGENDA**

Items	Speakers
1. Overview of the purpose of Meet	Marketing Head
2. Response / Insights on existing products	Assistant Manager
3. Brainstorm ideas for future initiatives	Open House
4. Discussion of Marketing Goals and Strategies	Open House
5. Thank You Note and Next Meeting	Marketing Head

**MINUTES OF THE MEETING**

**Date: 25.01.2018**

**Location: Rain Tree, Chennai**

**Members Present:**

Marketing Head,  
 Assistant Marketing Manager,  
 Advertising Director,  
 Digital Marketing Manager,  
 Social Media Marketing Co-ordinator  
 Media Head  
 R&D Manager,  
 Assistant R&D Manager,  
 Junior Marketing Analyst

**Members Absent**

Digital Marketing Executive



**Call to Order**

- Welcome Note by the Marketing Head and a briefing on purpose of meet.
- Previous Marketing Strategies and performances of products were reviewed and briefly discussed. (Hit Products/ Failure Products/ useful points / non-working ideas)
- Discussions on creative advertising ideas that will make the brand stand out.
- New Ideas relating to Search Engine Optimization, Social media advertising, and blogging were suggested.
- Decisions taken on need for maintenance of accurate data, proper relationship with customers, steps to widen social media advertising.
- Discussion to continue in the Next meeting scheduled on 15.02.2018

**Minutes submitted by**

**Junior Marketing Analyst**

**ACTION TAKEN REPORT**

- R & D Report on various social media platforms giving details on number of users, interaction rate, mobile apps, distinct features, cost of advertising, etc.
- Initiatives taken to hire proficient personnel to handle social media interactions.