



CA Foundation – Paper 2B

**BUSINESS
CORRESPONDENCE
& REPORTING**

**MARATHON
NOTES**

By

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MOHIT EDUCOMP PVT. LTD.

For D2H/PENDRIVE/MOBILE CLASSES





PAPER PATTERN [Tentative]

Question No.	Chapter No. & Name	Marks
7(a)	Chapter 4: Comprehension Passage	1+1+1+2 = 5 marks
7(b)	Chapter 5: Note Making	3+2 = 5 marks
8(a)	Chapter 1: Communication	2 marks
8(b)	Chapter 2 & 3: Voice, Speech & Vocabulary	(2 MCQ X 1) + 1 = 3 marks
8(c)	Chapter 7: Précis Writing	5 marks
9(a)	Chapter 1: Communication	2 marks
9(b)	Chapter 2 & 3: Voice, Speech & Vocabulary	(2 MCQ X 1) + 1 = 3 marks
9(c)	Chapter 8, 9, 10, 11 & 12: Writing Skills	5 marks
10(a)	Chapter 1: Communication	2 marks
10(b)	Chapter 2 & 3: Voice, Speech & Vocabulary	(2 MCQ X 1) + 1 = 3 marks
10(c)	Chapter 8, 9, 10, 11 & 12: Writing Skills	5 marks
11(a)	Chapter 1: Communication	2 marks
11(b)	Chapter 2 & 3: Voice, Speech & Vocabulary	(2 MCQ X 1) + 1 = 3 marks
11(c)	Chapter 8, 9, 10, 11 & 12: Writing Skills	5 marks

CHAPTER-WISE MARKS ALLOTMENT [Tentative]

Chapter No.	Chapter Name	Marks (Min - Max)
1	Communication	6 – 6
2 & 3	Voice, Speech & Vocabulary	9 – 9
4	Comprehension Passage	5 – 5
5	Note Making	5 – 5
6	Basics of Writing	Nil
7	Precis Writing	0 – 5
8, 9, 10, 11 & 12	Writing Skill: Article Writing, Report Writing, Formal Letters, Official Communication, Formal Mails, Resume Writing.	10 – 15
13	Meetings	Nil





Chapter: 1

COMMUNICATION

Meaning of Communication	Communication (from Latin <i>commūnicāre</i> , meaning “to share”) is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing, or behavior. In communication process, a sender (encoder) encodes a message and then using a medium/ channel sends it to the receiver (decoder) who decodes the message and after processing information, sends back appropriate feedback/ reply using a medium/channel.”
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Steps in Communication	<ol style="list-style-type: none"> 1. The purpose or reason for the communication. 2. The contents of the message. 3. The medium used for conveying the message. (For example, internet, written text, speech, pictures, gestures and so on). 4. Transmitting the message. 5. Messages are often misinterpreted due to external disturbances such as noise created by humans, traffic and natural forces. These factors can result in miscommunication. 6. Receiving the message. 7. Deciphering and making sense of the message. Decode. 8. Interpreting and figuring out what the receiver thinks is the real message. 9. Feedback
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TYPES OF COMMUNICATION

Based on communication channel	<ol style="list-style-type: none"> 1. Verbal 2. Non verbal 3. Visual
Based on purpose ad style	<ol style="list-style-type: none"> 1. Formal 2. Informal

Verbal Communication	<ol style="list-style-type: none"> 1. Written communication 2. Oral communication
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Nonverbal Communication	<ol style="list-style-type: none"> 1. Physical nonverbal communication: Facial expressions, stance, gestures, tone of voice, touch, and other physical signals. 2. Paralanguage: Voice quality, intonation, pitch, stress, emotion, tone, and style of speaking. 3. Aesthetic communication: Art forms. 4. Appearance: Dress code. 5. Symbols: Religious, status, or ego-building symbols.
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Visual Communication

1. Signs, typography, drawing, graphic design, illustration, color and other electronic resources.
2. Graphs, pie charts and other diagrammatic presentations

Formal Communication

Formal communication, both oral and written, follows certain rules, principles and conventions in conveying the message. The communication pattern can be

1. Vertical
2. Horizontal
3. Diagonal

Informal Communication

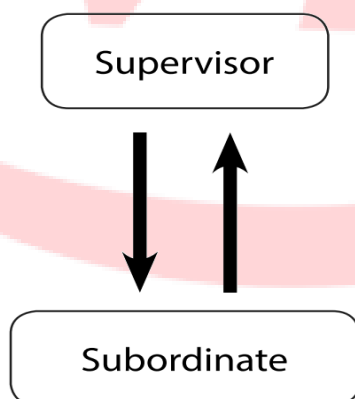
Informal Communication is the casual, friendly and unofficial. It is spontaneous conversation and exchange of information between two or more persons without conforming to the prescribed official rules, processes, systems, formalities and chain of command.

Informal communication is between family, friends, neighbors, members of the community and other social relations that are based on common interests, tastes and dispositions. Information can flow from any source in any direction.
Example: Grapevine

NETWORK IN COMMUNICATION

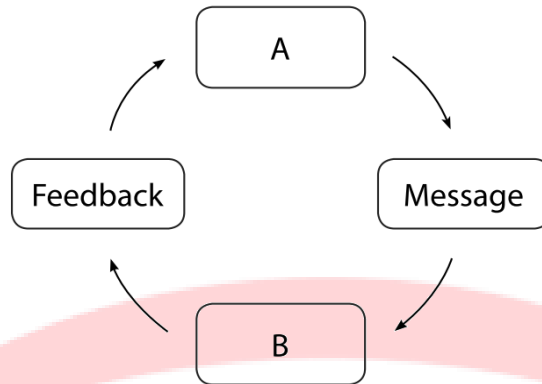
Vertical Network

- a. Formal network.
- b. Between a higher ranking employee and a subordinate.
- c. Two-way communication.
- d. Immediate feedback is possible.



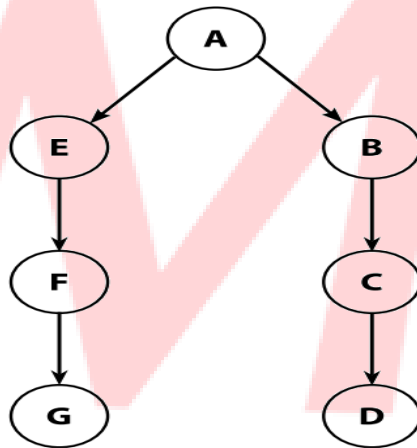
Circuit Network

- Between any two persons.
- Two-way communication.
- Immediate feedback is possible.



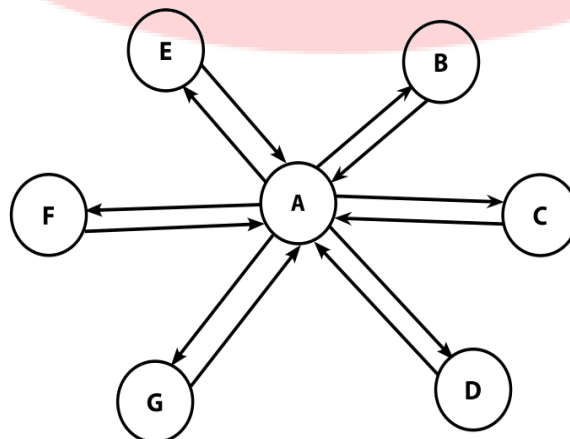
Chain Network

- Follows chain of command from senior to junior.
- Disadvantages: takes up time and communication may not be clear.



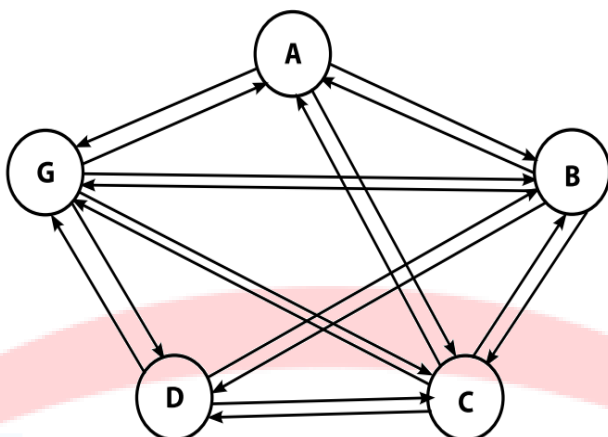
Wheel & Spoke Network

- Single controlling authority: gives orders and receives feedback from individual employees.
- For small business/company.



Star Network

- a. Multiple channels of communication open between all members.
- b. Best where teamwork is involved
- c. No hindrance or hesitation.



Characteristics of Effective Communication

1. Clear
2. Concise
3. Concrete
4. Coherent
5. Complete
6. Courteous
7. Listening for Understanding
8. Focus and Attention
9. Emotional Awareness and Control

Barriers in Communication

1. Physical barriers
2. Organizational structure barriers
3. Language barriers
4. Cultural barriers
5. Emotional barriers
6. Attitude barriers
7. Perception barriers
8. Physiological barriers
9. Technology barriers
10. Gender barriers



Chapter: 2

VOICE & SPEECH

TENSE	
Simple Present Tense	$V_1 + s/es$ Example: Sachin plays cricket.
Present Continuous Tense	$V_1 + ing$ Example: Sachin is playing cricket.
Present Perfect Tense	Has/Have + V_3 Example: Sachin has retired from cricket. Note: <i>Have</i> is used for pronouns such as I/You/We/They and Plural nouns. Note: <i>Has</i> is used for pronouns such as He/She/It/Who and Singular nouns.
Simple Past Tense	V_3 Example: Sachin captained the Indian team for a short time.
Past Continuous Tense	Was/Were + $V_1 + ing$ Example: Sachin was batting on 98 when the rain stopped the play.
Past Perfect Tense	Had + V_3 Example: I had eaten the cake.
Simple Future Tense	Will/Shall/Should + V_1 Example: Someday, Rahul will become the Prime Minister of India.
Future Continuous Tense	Will/Shall/Should + Be + $V_1 + ing$ Example: Post retirement, he will be serving the society.
Future Perfect Tense	Will/Shall/Should + Have + V_3 Example: I should have completed my homework.





VOICE

Types of Tense	Active Voice	Passive Voice
Simple Present Tense	Subject + V₁ + s/es + Object	Object + is/are + V₃ + by Subject
	She writes a letter I do my homework	A letter is written by her My homework is done by me
Present Continuous Tense	Subject + is/am/are + V₁ + ing + Object	Object + is/are + being + V₃ + by Subject
	They are eating mangoes I am doing my homework	Mangoes are being eaten by them My homework is being done by me
Present Perfect Tense	Subject + has/have + V₃ + Object	Object + has/have + been + V₃ + by Sub
	I have done my homework Has she completed the work?	My homework has been done by me Has the work been completed by her?
Simple Past Tense	Subject + V₃ + Object	Object + was + V₃ + by Subject
	He travelled the world I did my homework	The world was travelled by him My homework was done by me
Past Continuous Tense	Subject + was/were + V₁ + ing + Object	Obj + was/were + being + V₃ + by Sub
	I was doing my homework She was washing her car	My homework was being done by me Her car was being washed by her
Past Perfect Tense	Subject + had + V₃ + Object	Object + had + been + V₃ + by Subject
	They had won the match I had done my homework	The match had been won by them My homework had been done by me
Simple Future Tense	Subject + will/shall + V₁ + Object	Object + will/shall + be + V₃ + by Subject
	She will write a poem I will do my homework	A poem will be written by her My homework will be done by me
Future Perfect Tense	Sub + will/shall + have + V₃ + Obj	Obj + will/shall + have been + V₃ + by Sub
	He will have received the letter I should have done my homework	The letter will have been received by him My homework should have been done by me





SPEECH

- Direct Speech:** Quoted exact words between two or more people.
Indirect Speech or Reported Speech: Reporting the content of direct speech to a third party.
- Brief Revision of Tenses (Use of Helping Verbs)

PERIOD	INDEFINITE	CONTINUOUS	PERFECT
Present	Do/does	Is/am/are	Has/have
Past	Did	Was/were	Had
Future	Will/shall	Will/shall	Will/Shall
Special Note	V ₁	V ₁ + ing	V ₃

3. RULES FOR CONVERSION OF DIRECT SPEECH TO INDIRECT SPEECH

- Remove inverted commas & insert "that".
- Said:** Said
Said to me: Told
- Present tense: Past tense
- Past tense: Past tense
- No tense change is required for universal truth.
Ex: He said, "Honesty is the best policy".
Solution: He said that honesty is the best policy.
- Some words will be changed:

Direct Speech	Indirect Speech	Direct Speech	Indirect Speech
Will	Would	Today	That day
Now	Then	Tonight	That night
Here	There	Yesterday	Previous day
This	That	Tomorrow	Following day
These	Those	Last	The previous
Next	The following		

(g) Interrogative Sentences

- Place the subject before the verb/Helping verb.
- Simple: Use "Whether/if".
- Double: "WH" family.

Note: Said: Said;

Note: Said to me: Asked (instead of told).

Q: The policeman said to the stranger, "who are you?"

A: The policeman asked the stranger who he was.

Q: Suchi asked Sunil, "Are you interested to visit the temple?"

A: Suchi asked Sunil whether he was interested to visit the temple.





(h) **Exclamatory sentences**

Type of Exclamation	Indirect Speech
Hurray!	Exclaimed with joy
Alas!	Exclaimed with sorrow
What! How! Wonder!	Exclaimed with surprise
Bravo! Well Done!	Exclaimed with applause

(i) **Imperative sentences**

(Request/Order/Advice/Suggestions/Propose/Warn/Forbid)

Q: I said to him "Love and respect your parents".

A: I advised him to love and respect his parents.

Q: The master said to the servants, "Finish the work at once"

A: The master ordered the servants to finish the work at once.

(j) **Changes in Modal Verbs**

Direct Speech	Indirect Speech	Direct Speech	Indirect Speech
Can	Could	Would	Would
May	Might	Should	Should
Must	Had to	Ought to	Ought to
		Might	Might

Q: They said, "We would apply for a visa"

A: They said that they would apply for a visa.

Q: He said, "I must work hard"

A: He said that he had to work hard.

(k) **Other Examples**

Q: The shopkeeper says, "prices are shooting up alarmingly"

A: The shopkeeper said that the prices were shooting up alarmingly.

Q: Shalini gave order to her younger sister, "Go home immediately"

A: Shalini ordered her younger sister to go home immediately.

Q: Pari said to me, " I have been living in London since last December"

A: Pari told me that she had been living in London since last December.

Q: She said, "I am watching a television show"

A: She said that she was watching a television show.





VOCABULARY

CONNOTATIONS

1. Connotations are the feelings or emotions associated with any word.
2. Denotation is the dictionary definition of any word.
3. Useful link: <https://examples.yourdictionary.com/examples-of-connotative-words.html>

SYNONYMS & ANTONYMS

1. Words that have similar definitions or meanings are known as synonyms.
2. Antonyms are defined as pairs or groups of words that are the notionally opposite (or nearly the opposite) in meaning.
3. Useful link: <https://scoop.eduncle.com/synonyms-antonyms-for-competitive-exams>

ROOTS OF WORDS

1. Useful link: <https://www.learnthat.org/pages/view/roots.html>

PREFIX & SUFFIX

1. A prefix is a letter or a group of letters that appears at the beginning of a word and changes the word's original meaning.
2. A suffix is a letter or a group of letters that is usually added onto the end of words, to change the way a word fits into a sentence grammatically.
3. Useful link: <https://www.myenglishteacher.eu/blog/prefixes-suffixes-list/#>

PHRASAL VERBS

1. A phrasal verb is a group of words that functions as a verb. It consists of a verb that is combined with a preposition or adverb or both.
2. Useful link: <https://www.skypeenglishclasses.com/english-phrasal-verbs/>

COLLOCATIONS

1. A collocation is a familiar grouping of words, especially words that habitually appear together and thereby convey meaning by association. For example, we usually say 'heavy rain' and not 'strong rain' or 'big rain'.
2. Useful link: <https://www.eslbuzz.com/collocations/>

IDIOMS

1. An idiom is an expression that takes on a figurative meaning (when certain words are combined) which is different from the literal meaning of the individual words.
2. Useful link: <https://portallas.com/wp-content/uploads/Idioms.pdf>





COMPREHENSION

USEFUL TIPS:

1. Read the questions first & comprehension later.
2. Generally, 1 marks questions from comprehension are directly mentioned in the comprehension in progressive manner.
3. You will have to summarize the comprehension in 5-6 sentences for 2 marks.

Passage #1

What is spirituality? It is nothing but living life sensibly, striking a balance with your material life, neglecting neither. We have around us the immediate reality, the world. Living sensibly, and perfectly in this world is important and is our immediate goal. We have to consider both material and spiritual parts. We have to burn karmas by meditation and gain freedom from all types of bondages. We have to gain freedom at several levels before achieving the final freedom, Moksha, the ultimate goal. We have to emote and think without any past influences; this is possible by meditation. Meditation is a must even to live our material life sensibly. But mere meditation won't make us spiritual. We have to allow the influence of meditation into our daily life.

So from now, let us stop complaining, grumbling and feeling disgusted with the systems we have. Let us begin channelling Light to these systems and the people, instead. Of course, we complain about others. Sometimes by mistake, we also grumble about and condemn ourselves. We know, when we channel light, we can bring changes and completely prevent destruction or minimize it, at least. Let us change ourselves. Then the systems change automatically. If you change, people around you also change. So channel light daily for at least seven minutes - Heal yourself and the world.

- | | | |
|------|---|-----------|
| Q 1. | What is spirituality? | (1 mark) |
| Q 2. | How can we achieve moksha? | (1 mark) |
| Q 3. | What can we achieve through meditation? | (1 mark) |
| Q 4. | Write Summary of the Passage. | (2 marks) |

Passage #2

Three years ago, technophobic Sushmi Ghosh refused to exchange her feature phone for a smart phone. But last month, the 45-years-old high schoolteacher ordered a front-loading washing machine through an e-retailer's app on her iPhone. "I was pleasantly surprised," she said, "It was not only delivered in a day but also installed immediately. I didn't have to walk to a shop in this heat. I saved some money too because I bought it during a sale." Online sales of large appliances have boomed in the past two years as e-retailers have addressed buyers' delivery and installation concerns. While they also offered discounts earlier, delivery took days and installation was another waiting game, with further uncertainty about warranty.

During its recently concluded sale, Amazon claimed in the first day it sold around half (20,000 units) of the average daily TV sales in India. "There has been a huge shift in the number of brands that want to do business with us," said Manish Tiwary, VP (category management), Amazon India. Some manufacturers have even teamed up with e-retailers to offer TVs, refrigerators and washing machines with specific features. "This helps bring down prices," said Sandeep Karwa, head of large appliances at Flipkart. From being a negligible part of its business, the large appliances





category has become one of the top three earners for Flipkart. It acquired Jeeves, a repair services and maintenance company, for providing after-sales services. At present, Flipkart offers one-day delivery on 72% of large appliances through 10 dedicated warehouse. “We are working on a pilot that will enable installation of 70% of our large appliances at the time of delivery,” said Karwa. Exchange offers and financing options provided by e-retailers have also pushed sales. “During our last sale 35% of shoppers opted for no-interest EMIs,” said Karwa.

Amazon has also created a home services arm to synchronise delivery and installation of products. Amazon’s Tiwary said, “We created our group of technicians who will get the installation done according to the convenience of the customer. In smaller towns, this is a big help since many brands don’t have a robust presence.” Amazon has nine warehouses from which it can reach 80% of the country. Most manufacturers, however, are tight-lipped about online sales as e-retailers’ discounts and freebies eat into the margins of their brick-and-mortar dealers. While a spokesperson for LG turned down an interview request for this story, Samsung India did not reply to an email.

Ajay Seth, director of sales and service at Panasonic India, said, “It’s still early days for online. Customers want to have a look and feel of the product before buying. Most of our online sales consist of small appliances.” Companies such as BPL, Vu and TCL, which follow an online-first model, are optimistic, though of favourable response from buyers. Devita Saraf, founder of Vu Technologies, which sells 40% of all TVs sold on Flipkart, said, “When I started selling Vu televisions we did a business of Rs. 35 crore in 2013-14. After going online, we ended 2016-17 at Rs 500 crore.”

- | | | |
|------|--|-----------|
| Q 1. | Why was Sushma Ghosh surprised? | (1 mark) |
| Q 2. | Why did some manufacturers team up with e-retailers? | (1 mark) |
| Q 3. | Which product category is amongst the top earners for Flipkart? | (1 mark) |
| Q 4. | What are the factors behind the promotion of sales of e-retailers? | (1 mark) |
| Q 5. | How has the e-retailers affected brick and mortar stores? | (1 mark) |
| Q 6. | Write Summary of the Passage. | (2 marks) |





LINEAR NOTE MAKING

FORMAT

HEADING

1. **Sub-heading 1**
 - 1a. sub-point
 - 1b. sub-point
2. **Sub-heading 2**
 - 2a. sub-point
 - 2b. sub-point
 - 2b. (i) sub-sub point
 - 2b. (ii) sub-sub point
 - 2c. sub-point
3. **Sub-heading 3**
 - 3a. sub-point
 - 3b. sub-point

Keys:

1. Abbreviations
2. Signs

GUIDANCE

1. **Heading:** Keep it short, to the point & avoid abbreviations.
2. **How to create abbreviations?**
 - a. Use first few letters (Information ---> Info.)
 - b. Use the beginning letters & last letter (Government ---> Govt.)
 - c. Omit vowels (Problem ---> Prob.)
 - d. Use just the first letter & last letter (Mount ---> Mt.)
 - e. Shorten the suffix (Communication ---> Commⁿ)
3. **Symbols**

→	Leads to	←	Caused by	↑	Increase
↓	Decrease	>	More than	<	Less than
∴	Therefore	∵	Since	&	And
\$	Money/USD	%	Percentage	@	At

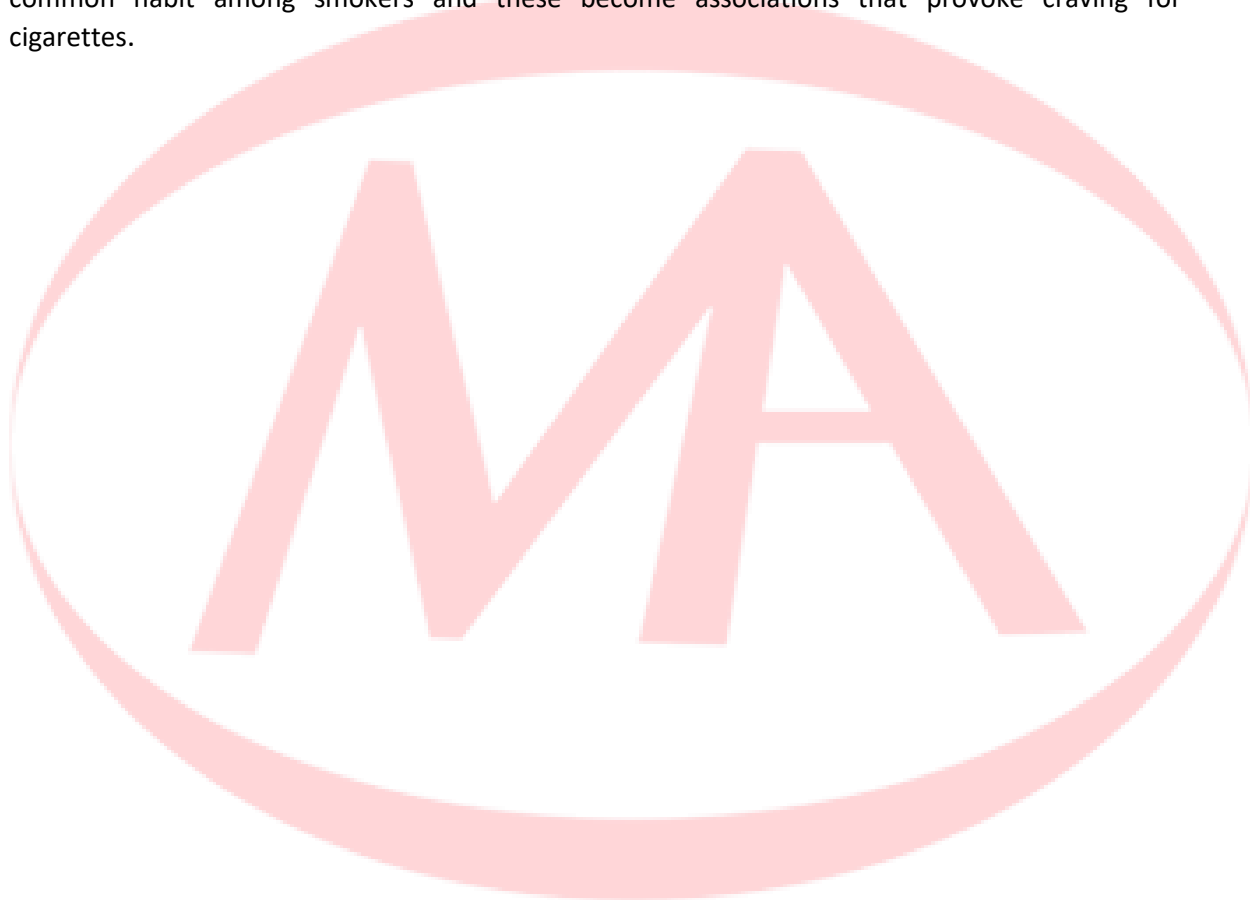
4. **Summary**
 - 25% of original content (in own words).
 - Don't use abbreviations.
 - Do not add your opinions.





Passage #1

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





PRECIS WRITING

USEFUL TIPS:

1. Read the precis twice and count the total words contained in it.
2. Give title & summarize the passage in 1/3rd length, in your own words.
3. Don't exaggerate or leave your opinion.

Illustration #1

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.

Solution:

More on Virtual Reality

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 real time feel of the artificial environment thus created.

Illustration #2

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.

Solution:

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.





ARTICLE WRITING

SOME IMPORTANT TOPICS

1. The colour green: corporate conscience or fashion statement?
2. The Health Problems of Tattoos
3. Genius has gender? Only in our minds
4. Consumption Stocks Offer Good Buying Opportunity Post Demonetisation
5. Major Problems Faced By Real Estate Brokers
Or
Real Estate Brokers Hit By High Agency Fees
6. Card payment on a high after demonetization.
7. Mumbai : No longer India's economic capital
8. Unemployment: an obstacle in the country's economic growth
9. Phishing
10. Team Building for Success
11. Growing health problems in the youth today: Causes and Consequences.
12. Discuss about the repercussions of allowing students in school to have a feedback system for their teachers
13. Let's change the environment by.....
14. Importance of Trees
15. Obesity: A growing health hazard amongst youth
16. Online Payment on a high after demonetization
17. Unemployment: A blot to Indian economy
18. Scheme of Indian Government for Women empowerment
19. Language is species specific
20. Global warming
21. The Fearless Indian Army
22. The Importance of water conservation





REPORT WRITING

USEFUL TIPS:

1. Passive Voice + Past Tense.
2. Types of Reports: Newspaper, Magazine & Formal.

Example #1 (Newspaper Report)

Daughter of Gardener Tops Board Exam

By Riya Sharma

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

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

Suman attributes her success to her parents and teachers. She said that the school teachers had provided her with all possible help by giving her extra time and attention along with books and moral support. Her perseverance, dedication and hard work are spoken highly of by her teachers. When asked about her future plans, Suman said she wished to become a doctor. However, she was unsure if she could pursue her dream because of financial problems. She hopes that she will be able to secure a scholarship and get funding by the government.

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

Example #2 (Magazine Report)

St. Agnes Public School Celebrates Annual Day

By Manoj Upadhaya

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

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

The middle school show cased the culture of India through folk dances. Each dance was preceded by beautiful audio-visual effects, depicting the main cultural features of the region. The colourful dresses of the graceful Garba dancers, the vigour and energy of Bhangra dancers, and lilting music





with elegant swaying movements of the Bihu and Hajgiri dancers from the North East, enthralled the audience.

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

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

Example #3 (Formal Report – Format Only)

HEADLINE

To:
From:
Date:
Subject:

Acknowledgements

Contents

1. Introduction
2. Details
3. Conclusion
4. Bibliography

Summary

Introduction

Details

Conclusion

Bibliography





Chapter: 10(1)

FORMAL LETTERS

FORMAT

We have tried to explain you the format of formal letter by drafting a letter to our hypothetical bank.

Mohit Educomp Pvt. Ltd.

59, Jatindra Mohan Avenue
Shobhabazar, Kolkata - 5

Date: DD/MM/YYYY

The Branch Manager
HDFC Bank
Girish Park Branch

Dear Sir

SUBJECT: STOP PAYMENT FOR A CHEQUE ISSUED

I, Mohit Agarwal, director of Mohit Educomp Pvt. Ltd. would like to request you to kindly stop payment for a cheque issued by us. The concerned cheque (No. 000001) was issued in favour of Gourav Kabra, valued ₹ 1,00,000/- and dated DD/MM/YYYY. The cheque has been lost by the payee and hence payment for the same cheque is required to be stopped immediately.

Your prompt action would be appreciated.

Thank you

Regards

Mohit Agarwal

Director

Mohit Educomp Pvt. Ltd.





OFFICIAL COMMUNICATION

Difference between Memo and Circular

Memos	Circulars
Memos are intended for selective audience	Circular are intended for larger audiences
Memos often contain a limited subject matter	Circular serve as a medium for general announcements
Memos serve more as an internal mode of business communication	Circular may approach the different audience concerning its subject matter
Memos may cover legal content such as MOU, MOA	Circular only relate to business-oriented content.

CIRCULARS

Example #1

Circular No. XXI

7th December, 2016

Office working hours

For all employees

This is an official confirmation about the office timings that have to be followed strictly by all the employees. Being an outsourcing organization, we maintain a different pattern of work hours as compared to the normal. It is a sincere request to all employees to follow work timings as per the mentioned guidelines, catering to the US work time.

- Working hour 6 pm to 2 am.
- Saturday and Sunday off.
- Meal break from 9:00 am to 9:30 am.

Defaulters will be punished and strict action will be taken against repeated defaulters. In case of emergency or any other exigency, kindly notify the respected Heads in advance.

Simran Thalreja
Manager





MEMOS

Example #1

A memo letter apprising the employees of all branches about the suspension order of an employee of the same office.

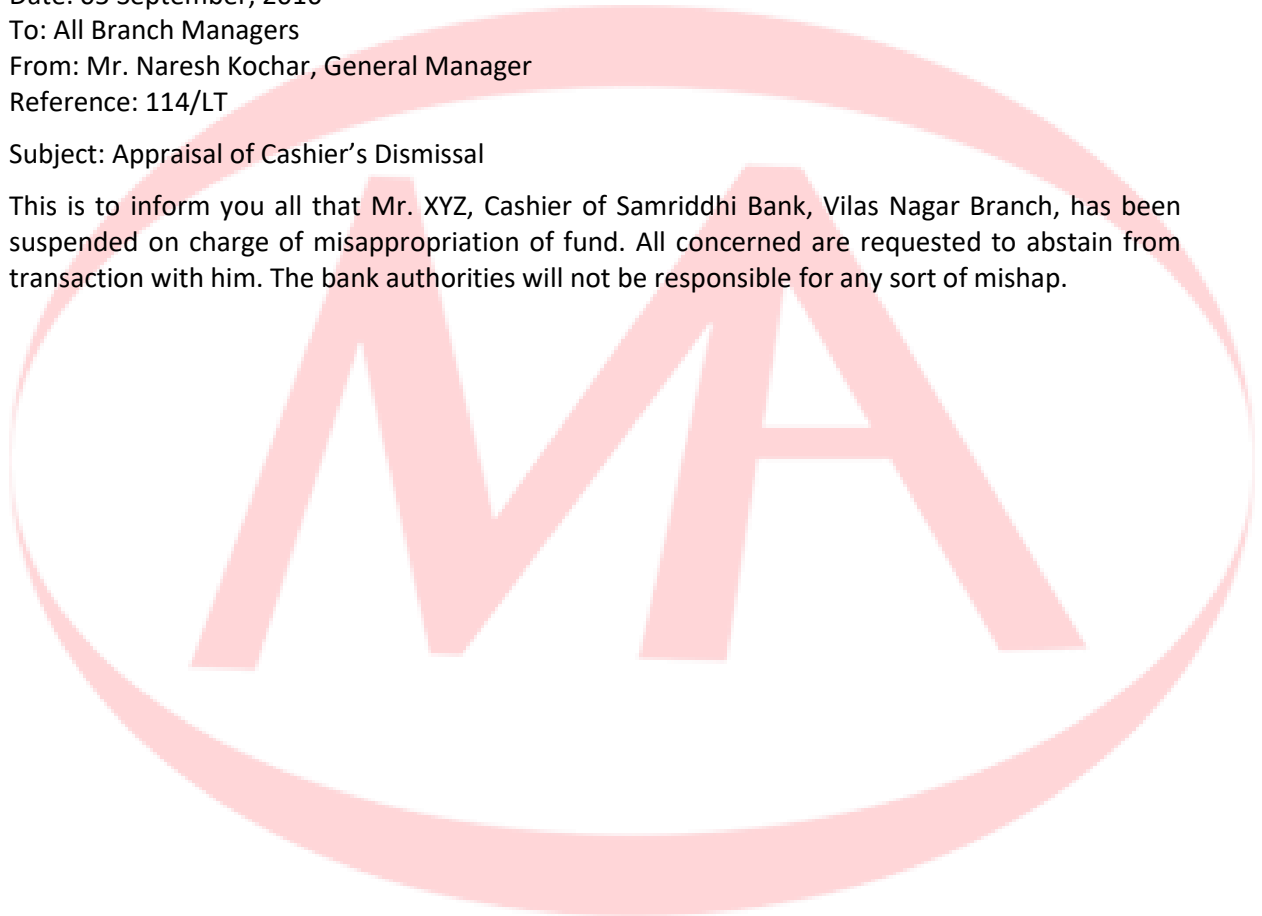
Samriddhi Bank Limited
29 Kapasehra, Gurgaon, Haryana

Interoffice Memo

Date: 05 September, 2016
To: All Branch Managers
From: Mr. Naresh Kochar, General Manager
Reference: 114/LT

Subject: Appraisal of Cashier's Dismissal

This is to inform you all that Mr. XYZ, Cashier of Samriddhi Bank, Vilas Nagar Branch, has been suspended on charge of misappropriation of fund. All concerned are requested to abstain from transaction with him. The bank authorities will not be responsible for any sort of mishap.





Chapter: 11

FORMAL MAILS

FORMAT

We have tried to explain you the format of a formal mail by drafting a mail to our student.

From: Mohit Educomp Pvt. Ltd. <d2hclasses@mohitsir.com>

To: Shubham Agarwal <shubhamagarwal1212@gmail.com>

Cc: Gourav Kabra <gkabra7@gmail.com>

Bcc: Mohit Agarwal <mohitsir@mepl.com>

Subject: Answer Sheet & Suggested Answers for BCR Mock

Dear Shubham

We are delighted to inform you that you have scored 35/40 in your recently appeared mock test of BCR for CA Foundation level at MEPL. Your evaluated answer sheet & suggested answer concerned to the said mock is hereby attached with this mail.

Looking forward for your participation in upcoming mocks and exceptional score like the recent one.

Warm Regards
Team MEPL

Attachments:

1. Answer Sheet
2. Suggested Answers





Chapter: 12

RESUME WRITING

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 along with a cover letter in response to the advertisement.

Cover Letter

To
Manager(HR)
ABC TV
FGH Media Pvt Ltd
Mandi House
New Delhi.
Sir,

Date: Nov 13, 2018

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 section 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: 98XXXXXXX
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.

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)





Chapter: 13

MEETINGS

Definition of Meeting	Formal or informal deliberative assembly of individuals called to debate certain issues and problems, and to take decisions.
Types of Meeting	<ol style="list-style-type: none">1. Organizational meeting: Board Meeting & AGM2. Operational meeting: Committee Meetings, Planning and Sales Meetings.
Requisites of Meetings	<ol style="list-style-type: none">1. Select the Right Participants2. Send Intimation to all participants3. Set an Agenda4. Appoint a Facilitator5. Arrive at Clear Conclusions and Formulate Next Steps6. Create Opportunities For Creativity and Participation
Agenda	<p>Agendas are the blueprints for building successful meetings.</p> <p>Need for an Agenda:</p> <ol style="list-style-type: none">a. State the objective/purpose of the meeting.b. Inform of issues/ topics to be discussed.c. Keep the meeting focused on the issue. It does not allow speakers to deviate from the subjects and issues at hand.d. Give time to the participants understand and prepare for their roles.e. Allot specific time to each speaker.f. Inform the sequence in which the members speak.
Minutes	<p>Minutes, also known as protocols or, informally notes, are the instant written record of a meeting or hearing. They typically describe the events of the meeting and may include a list of attendees, a statement of the issues considered by the participants, and related responses or decisions for the issues.</p> <p>Reasons for writing meeting minutes:</p> <ol style="list-style-type: none">a. Various participants may have different recollections of the meeting.b. Diverse interpretations of action plan possible.c. Important tasks can be forgotten.d. Dates of submission of subject matter/ report/ action taken plan overlooked/ achievement of specified tasks pushed forward.e. A written record is always available for ready reference.f. Used as reminders for oneself and others.g. Can be required for legal reasons.





Steps in writing meeting minutes:

- a. Pre-Planning.
- b. Record taking at the meeting.
- c. Minutes Writing Process.
- d. Circulating/Sharing Minutes of the Meeting.
- e. Filing/Storage of Meeting Minutes.

**Action
Taking
Report (ATR)**

Action Taken Report is a report compiled few days after a meeting, stating the various actions taken as per the discussions made. ATR must always be submitted after a gap of about 5-7 days, or more, after the meetings.





Best Wishes

For your exams

For D2H/PENDRIVE/MOBILE CLASSES

