

SECTION - B: BUSINESS CORRESPONDENCE AND REPORTING**Chapter-1****Communication**

- (1) List at least 5 barriers of communication. Explain any two of them in your own words.
- (2) Differentiate between the Vertical Network and the Wheel and spoke method of communication.

Chapter 2**Sentence Types: Active Passive Voice, Direct Indirect Speech**

- (A) Change the following sentences into passive voice.
 - (1) Rana Pratap fought many battles.
 - (2) People watch football matches late night.
 - (3) The students approached the Principal for their rights.
 - (4) Give first priority to studies.
 - (5) Abhishek speaks a lot on politics.
- (B) Change the following Direct speech into Indirect speech.
 - (1) She said, 'My mother cooks well'
 - (2) The athlete said, 'I can break old records'
 - (3) Brother said, 'I have finished my studies'
 - (4) The teacher praised the girl, 'You have been working hard'
 - (5) Uncle said, 'I am unwell'
- (C) Change the following to Active voice
 - (1) Results had to be declared by the school authorities.
 - (2) The test must be completed by you in one hour.
 - (3) The factory was destroyed by fire.
 - (4) Cake is being eaten by Rajat.
 - (5) A conservative lifestyle was led by women in olden days.

Chapter -3 Vocabulary**(A) Select the suitable synonym for the given words:**

- (1) Distort
 - (a) Save (b) Abundant (c) Deform (d) Overwhelm (e) Move

- (2) Alliance
 - (a) Associate (b) Estranged (c) Revert (d) Unwillingness (e) Possibility
- (3) Contingency
 - (a) Existence (b) Evidence (c) Rebel (d) Emergency (e) Announce
- (4) Rife
 - (a) Unknown (b) Widespread (c) Accountable (d) General (e) Survive
- (5) Oppressive
 - (a) Grand (b) Publish (c) Tolerance (d) Proactive (e) Distressful

(B) Select the suitable antonym for the given word:

- (1) Contend
 - (a) Compete (b) Eradicate (c) Expel (d) Give up
- (2) Proximity
 - (a) Approximation (b) Assumably (c) Remoteness (d) Cure
- (3) Vigilant
 - (a) Inattentive (b) Curious (c) Concerned (d) Careful
- (4) Proficient
 - (a) Probable (b) Incompetent (c) Skilled (d) Available
- (5) Adhere
 - (a) Rules (b) Stick (c) Disobey (d) Linked

(C) Select the correct meaning of the given idioms:

- (1) Clouds on the horizon
 - (a) A ray of hope
 - (b) Hopelessness
 - (c) A problem can be seen in future
 - (d) Problems are unlimited
- (2) Well begun is half done
 - (a) Good start is important
 - (b) Good ending is important
 - (c) Half job is easier
 - (d) Easier said than done

- (3) Save for the rainy day
(a) Use an umbrella
(b) Prevention is better than cure
(c) Life is full of problems
(d) Save for difficult times
- (4) It's piece of cake
(a) Something too sweet
(b) Easy job
(c) A small bite
(d) Little to eat

(D) Fill in the blanks with the most suitable choice:

- (1) With the economy going down, people who are rich might become _____
(a) Endemic (b) Healthy (c) Destitute (d) Considerable
- (2) Religion teaches us to respect all _____ rights of a human being.
(a) Business (b) Fundamental (c) Behavioural (d) Conceptual
- (3) She is _____ of lizards.
(a) Afraid (b) Frightened (c) Fearful (d) Terrified
- (4) This area suffers from _____.
(a) draughts (b) drafts (c) dwarfs (d) droughts

Chapter 4

Comprehension Passages

Read the following comprehension passages and answer the following questions

Passage 1

The great Acharyas have said that having discovered a great goal, **surrender** yourself to that goal and act towards it drawing your inspiration from that goal whereby you will get a new column of energy. Do not allow this energy to be **dissipated** in the **futile** memories of past regrets or failures nor in the imagined sorrow of the future or the present and thus bring the entire energy focussed into activity. That is the highest creative action in the world outside. Thereby the individual who is till now considered most **inefficient** finds his way to the highest achievement and success.

This is said very easily in a second. But in order to train our mind to this attitude it needs **considerable** training because we have already trained the mind wrongly to such an

extent that we have become perfect in imperfection. Not knowing the art of action, we have been master artists in doing the wrong thing. The totality of activity will bring the country to a wrong end indeed.

If each one is given a car, to achieve an ideal socialistic pattern, and nobody knows driving but everybody starts driving, what would be the condition on the road ? Everybody has equal right on the public road. Then each car must necessarily dash against the other, and there is bound to be a jumble. This seems to be the very apt pattern of life that we are heading to. Everyone of us is a vehicle. We know how to go forward. The point is that intellect is very powerful and everyone is driving but nobody seems to know how to control the mental energy and direct it properly or guide it to a proper destination.

- (1) **Which of the following will cause the country to perish?**
 - (a) Driving cars without proper driving knowledge and skill
 - (b) Directing mental energy to the right destination
 - (c) Wrong deeds performed without proper knowledge
 - (d) Memories of past regrets and failures
- (2) **What is the effect of the wrong training of the mind ?**
 - (a) The art of action is too much emphasised.
 - (b) We have become perfect in all aspects.
 - (c) Each of us could become a master artist.
 - (d) We have become perfect in imperfections.
- (3) **The author's chief concern is**
 - (a) The car accidents resulting from lack of driving skill.
 - (b) Regulation of energy in a proper direction
 - (c) Discovery of a great goal in life
 - (d) Establishment of socialistic pattern
- (4) **Which of the following is the source of energy ?**
 - (a) Stimulation obtained from a set aim
 - (b) Highest creative action
 - (c) A column that supports a building
 - (d) Proper training of the mind to achieve perfection
- (5) **Which of the following could lead to success ?**
 - (a) Preparing oneself to face the probable sorrows of the future
 - (b) Cherishing the memories of the past

- (c) Bringing all the energy into activity
- (d) Being alert about the excitement of present

Passage 2

Marie Curie was one of the most accomplished scientists in history. Together with her husband, Pierre, she discovered radium, an element widely used for treating cancer, and studied uranium and other radioactive substances. Pierre and Marie's amicable collaboration later helped to unlock the secrets of the atom.

Marie was born in 1867 in Warsaw, Poland, where her father was a professor of physics. At an early age, she displayed a brilliant mind and a blithe personality. Her great exuberance for learning prompted her to continue with her studies after high school. She became disgruntled, however, when she learned that the university in Warsaw was closed to women. Determined to receive a higher education, she defiantly left Poland and in 1891 entered the Sorbonne, a French university, where she earned her master's degree and doctorate in physics.

Marie was fortunate to have studied at the Sorbonne with some of the greatest scientists of her day, one of whom was Pierre Curie. Marie and Pierre were married in 1895 and spent many productive years working together in the physics laboratory. A short time after they discovered radium, Pierre was killed by a horse-drawn wagon in 1906. Marie was stunned by this horrible misfortune and endured heartbreaking anguish. Despondently she recalled their close relationship and the joy that they had shared in scientific research. The fact that she had two young daughters to raise by herself greatly increased her distress.

Curie's feeling of desolation finally began to fade when she was asked to succeed her husband as a physics professor at the Sorbonne. She was the first woman to be given a professorship at the world-famous university. In 1911 she received the Nobel Prize in chemistry for isolating radium. Although Marie Curie eventually suffered a fatal illness from her long exposure to radium, she never became disillusioned about her work. Regardless of the consequences, she had dedicated herself to science and to revealing the mysteries of the physical world. (Source: internet)

- (1) A word in the passage which is a synonym of 'friendly' is:
- (a) revealing
 - (b) distress
 - (c) amicable
 - (d) stunned
- (2) What increased the distress of Marie Curie?
- (a) The sudden death of her husband.
 - (b) She would have to raise her daughters all alone
 - (c) She could not continue with her radium discovery

- (d) The knowledge of her fatal illness.
- (3) Which of the following statements is false according to the passage?
- (a) Marie Curie did not attend any University because women were not allowed to do so.
- (b) Pierre was killed in accident involving horse wagons.
- (c) Curie also worked on the element Uranium.
- (d) Curie got a chance to teach Physics at Sorbonne.
- (4) Give the passage a suitable title
- (a) Madam Curie and Pierre Curie
- (b) Discovery of Radium and Uranium
- (c) Mysteries of the physical world
- (d) Madam Curie: struggles turn to achievements!
- (5) Choose an option than describes Madam Curie, based on the information given in the passage:
- (a) heartbroken, coward, weak
- (b) bold, dedicated, confident
- (c) complaining, disgruntled, arrogant
- (d) despondent, tired, ruthless

Chapter 5 Note Making

Read the following passage/news story and make proper notes following the guidelines of Note making. (Source: internet, newspaper articles)

- (1) 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.

- (2) 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.

Chapter 7

Précis Writing

Read the following passages and write a précis for the same. Follow the basic rules of précis writing while writing.

- (1) How does television affect our lives. It can be very helpful to people who carefully choose the shows that they watch. Television can increase our knowledge of the outside world, there are high quality programmes that helps us to understand many fields of study, science, medicine, the arts and so on. Moreover, television benefits very old people, who can't often leave the house as well as patients in hospitals. It also offers non native speakers the advantage of daily informal language practice. They can increase their vocabulary and practice listening.

On the other hand, there are several serious disadvantages of television. Of course, it provides us with a pleasant way to relax and spend our free time, but in some countries, people watch the 'blood tube' for an average of six hours or more a day. Many children stare at a television screen for more hours each day than they do anything else including studying & sleeping. It's clear that the tube has a powerful influence on their lives and that its influence is often negative.

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

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

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

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

Chapter 8

Article Writing

Write an article on the following topics. (Word limit: 300 words)

- (1) Importance of Trees
- (2) Obesity: A growing health hazard amongst youth

Chapter 9**Report Writing**

Write an report on the following topics. (Word limit: 250-300 words)

- (1) Your college organized a visit to SOS family villages for the orphaned. Write a report for your college magazine giving details of the visit.
- (2) As the School Captain, write a report for your school magazine, about a career fest held in your school last week. Mention the various universities/institutions that participated, orientation sessions conducted.

Chapter-10**Letter Writing**

- (1) You bought a printer a few days back from a leading chain of electronic stores. Now you found a few defects in its working. Write a letter to the dealer complaining about the problem and requesting him to rectify the problem or replace the printer.
- (2) As the HR Manager of your organization, draft a circular for all the employees of your company, informing them about New Year party being organized over the weekend in the office campus. Mention a few events and request for active participation.

Chapter 11**Formal Mails**

- (1) Your company Axion Electronics has developed a Digital notice Board. Draft a formal mail to advertise the product, conveying all the necessary features of the product and attractive offers on bulk orders.
- (2) On behalf of your CA firm, write a formal mail to all your clients requesting them to provide all the necessary information, needed for advance tax. State that details should be sent well in time, before Jan 31, 2019.

Chapter 12**Resume Writing**

- (1) Draft a resume for Aditya Narula, who has passed class XIIth, has completed his B.com with distinction and is currently pursuing M.com (final year). Aditya wishes to apply for a job in a small start up which deals with stocks.
- (2) Draft a resume for Ms Seema Solanki, a resident of Mumbai, a qualified CA with an experience of over 15 years in two organizations. Seema now plans to switch her job and is applying to one of the Big fours.

Chapter 13

Meetings

- (1) Your company, is launching a new product. Prepare **minutes of the meeting** for the same. Members in the meeting: MD, Head of the Sales and Marketing, Product Head, Consultants and few team members.
- (2) As a HR manager, prepare the **agenda** of an upcoming meeting regarding staff matters.

SUGGESTED ANSWERS/HINTS

Chapter -1 Communication

- (1) Barriers in communication:
 - Physical Barriers
 - Cultural Barriers
 - Language Barriers
 - Technology Barriers
 - Emotional Barriers

Technology Barriers: Being a technology driven world, all communication is dependent on good and extensive use of technology. However, there might arise technical issues, like server crash, overload of information etc which lead to miscommunication or no communication at all.

Language Barriers: It's a cosmopolitan set up, where people of different nationalities move from their home to other countries for work. As a result, it is difficult to have a common language for communication. Hence, diversity gives rise to many languages and it acts as a barrier at times.

- (2) Vertical Network and Wheel & Spoke Network

Vertical Network	Wheel and Spoke Network
A formal network. It is usually between a higher ranking employee and a subordinate.	A network with a single controlling authority who gives instructions and orders to all employees working under him/her.
A two way communication happens	Two way communication happens but useful only in small organizations.

Chapter-2 Sentence Types

(A) Active to Passive

- (1) Many battles were fought by Rana Pratap
- (2) Football matches are watched by people late night.
- (3) The Principal was approached by the students for their rights.
- (4) Studies should be given first priority.
- (5) A lot is spoken on politics by Abhishek.

(B) Direct to Indirect Speech.

- (1) She said that her mother cooked well.
- (2) The athlete said that he could break all records
- (3) Brother said that he had finished his studies.
- (4) Teacher appreciated the girl that she had been working hard
- (5) Uncle complained that he was unwell.

(C) Passive to Active

- (1) The school authorities declared the results
- (2) You must complete the test in one hour.
- (3) Fire destroyed the factory
- (4) Rajat is eating the cake.
- (5) Women led a conservative lifestyle in olden days

Chapter-3 Vocabulary

(A) Synonyms

- (1) Option c
- (2) Option a
- (3) Option d
- (4) Option b
- (5) Option e

(B) Antonyms

- (1) Option d
- (2) Option c
- (3) Option a
- (4) Option b

- (5) Option c
- (C) Idioms
 - (1) Option c
 - (2) Option a
 - (3) Option d
 - (4) Option b
- (D) Fill in the blanks:
 - (1) Option c
 - (2) Option b
 - (3) Option a
 - (4) Option d

Chapter -4 Comprehension Passages

Passage-1

- (1) Option c
- (2) Option d
- (3) Option b
- (4) Option a
- (5) Option c

Passage-2

- (1) Option c
- (2) Option b
- (3) Option a
- (4) Option d
- (5) Option b

Chapter-5 Note Making

Passage -1

Ministry's Decision Revoked (Heading)

- (I) S. Korean steel maker Posco under attack
- (II) Prpsl for steel plant in Odisha rcnsdrd
- (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 prpnt nor govt. able to justify its moves
 - (c) Leaves the matter open ended.

Key Used:

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

Passage-2

Playing of National anthem in movie halls (Heading)

- (I) The Court's odr wdrwn
- (II) Court mks it optional; cnnt have a mandate on the issue
- (III) Consequences
 - (a) Govt intervenes; calls for a mnstrl dscsn
 - (b) Prps a hold on the court's jdcl rule
 - (c) Suggest chngs in the Prvntn of Insults and Ntnl honour Act
- (IV) Justice Chadrachud suggests, no end to 'moral policing'
- (V) Cnseqncs
 - (a) Vnce amngst ppl.

- (b) Hrmsnt of pub.
- (c) Dsrspct in the scty.

Key Used:

- (1) Ordr= order
- (2) Wdrwn= withdrawn
- (3) Mks= makes
- (4) Cnnt= cannot
- (5) Govt= government
- (6) Mnstrl=ministerial
- (7) Dscsn=discussion
- (8) Prps=proposes
- (9) Jdcl=judicial
- (10) Chngs= changes
- (11) Prvntn=prevention
- (12) Ntnl= national
- (13) Cnseqncs= consequences
- (14) Vnce=violence
- (15) Amngst= amongst
- (16) Ppl= people
- (17) Hrmsnt=harassment
- (18) Pub=public
- (19) Dsrspct=disrespect
- (20) Scty= society

Chapter -7 Précis Writing

- (1) Television: Bane or Boon (Title)

Television affects our lives in several ways. We should choose the shows carefully. Television increases our knowledge It helps us to understand many fields of study. It benefits and people and patients. There are some disadvantages too some people devote a long time to it. Students leave their studies and it distracts their attention.

- (2) Self Medication (Title)

Self medication is part of normal living. Medicinal experts are required for diagnosis and treatment of disease according to symptoms and cause.

The development of drug therapy and improvement in public health organizations and nutritional standards have helped progress in medicinal science. Excessive advertising by pharmaceutical companies and emergence of the sedentary society are two counter trends. Self medication is dangerous as the preparation may be toxic or contain unsuitable ingredients, the user becomes dependent and consumes medicine in excess. Self-diagnosis is worse than self medication.

Chapter -8 Article Writing

(1) Hints:

- Cleanse the environment
- Trees provide oxygen
- Prevent soil erosion
- Preserve the ecosystem
- Important part of the food chain
- Provide home remedies for certain ailments (trees like neem, eucalyptus,)
- Provide food and habitation for birds and small animals
- Commercial use of trees: timber, rubber, resins, oils etc.
- Environmental hazards caused by cutting of trees
 - Disturbs the ecological balance
 - Global warming
 - Threatens biodiversity

(2) Hints:

- Causes of obesity
 - Erratic eating habits
 - Erratic sleeping pattern
 - Stress due to competition in studies
 - Junk food consumption
 - Not having balanced diet
 - Sedentary lifestyles
 - Lack of proper exercise
- Remedies
 - Follow proper regimen
 - Having home cooked food at regular intervals

- Avoiding fatty foods and sugar rich drinks
- Including fruits and vegetables in diet
- Play a sport
- Regular walks

Chapter-9 Report Writing

Report-1

Hints:

- Mention a heading, name of the SOS village
- Date of the visit
- Purpose of the visit
 - Donate rugs and warm clothing for winters
 - Familiarising with the working of an NGO
 - Offering voluntary services like adult education
- Brief description of the family met
- Management officials you met
- Challenges and Hazards of running such a set up
- How to contribute
- Conclusion

Report-2

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 career options after school)
 - Describe the event in details (name of institutions that participated, orientation sessions organized)
- Enthusiasm in the student community about careers in creative and performing arts
- Conclude with an optimistic view.

Chapter-10**Writing Formal Letters and Official Communication**

(1) XYZ Electronics

New Delhi.

Date: 20thDec, 2018

Manager, Customer Care

XYZ Electronics

New Delhi.

Dear Sir/Ma'am

Sub: Complaint regarding the printer model CanXR 0987, Invoice No: Prin/CanXR/6-12-2018

This is regarding the printer that I bought on Dec 6, 2018. After installation, it worked fine for a few days. But lately every time a print command is given, it paper gets stuck and the scanning/photocopying option is not working at all. Please send your executive to examine the problem and rectify it at the earliest or get it replaced. I had bought the equipment to take print-outs at home for an urgent project work submission.

I request you to look into the problem urgently and send the expert tomorrow evening by 7PM. You can send the name and mobile number of the executive at my number XXXXXXXXXX. Looking forward to a prompt response.

(Signed)

ABC

Circular

Circular No. XXXIV

Dec 31, 2018

New Year Party

For all employees

Wishing All a very Happy, prosperous and productive New Year 2019. A New Year party is being organized in the office premises on the coming weekend (Jan 5, 2019) at 7 PM. Everyone is cordially invited with their families.

The events would be as follows:

- Live performance by the pop band 'ASD'
- Couple Dance competition

- Stand up Comedy
- Surprise Gifts for kids
- Lucky Draw
- Buffet Dinner with special buffet for the kids

Looking forward to an active participation.

Romi Mistry

Manager, HR

Chapter-11 Writing Formal Mails

Mail-1

To: admin@simantechsystems.com

CC/BCC: hr@simantechsystems.com

Subject: Introducing our tiffin supply plan

Dear Sir/Ma'am,

Greetings for the day. I would like to introduce our new product **Digital Notice Board**. The product will improve internal communications, increase workforce awareness about the company policies, goals and key initiatives, enhance visitor communication and engagement and can also be used to convey emergency alert messages thus preventing systems.

The Interactive Display can be fixed at strategic locations such as the Reception, Lobby, Cabin, Meeting Rooms.

Benefits:

- Display your Notices, News, Achievements, Images, Videos, Weather updates etc.
- Convey any message to visitors/Employees/customers.
- Common platform to Inspire & motivate the Workforce.
- Can be managed from any location and can be updated remotely.
- Return On Investment by Advertisements.

We are offering attractive discounts on bulk orders (at least 3 units)

For more information / demonstration about the product, please write to us. Looking forward to your kind response.

Warm Regards,

Team Axion Electronics

Mail-2

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

CC/BCC: ca@gmail.com, ca@kp.com

Subject: Submit details for advance tax

Dear Clients,

Wishing you and your family a Very Happy and Prosperous New Year 2019. You are requested to submit details of your income, profit, current investments and assets to enable our team to calculate your tax payable for the year 2018-19. Kindly provide the necessary details by Jan 31, 2019 so that our team can guide you to plan your future investments. Kindly contact the undersigned for any clarification/information or a prior appointment for a personal meeting.

Hope to get cooperation from you all.

Thanks and Regards,

ABCD Kumar

(Chartered Accountant)

Chapter-12 Resume Writing

(1) Aditya Narula Resume hints

Following is a standard format, with subheadings for fresher like Aditya:

- Name and contact details
- Objective Summary
- Academic Qualifications and Achievements
- Co-curricular Achievements
- Training Programs attended/completed
- Strengths
- Interests/Hobbies
- Declaration
- Signature

(2) Seema Solanki

Format for a Resume showing years of experience

- Name and contact details
- Objective Summary.
- Career Summary

- Experience
- Company 1
 - Job title
 - Responsibilities/Achievements
- Company 2
 - Job title
 - Responsibilities/Achievements
- Educational Details
- Hobbies and Interests
- Signature
- References with their phone numbers

Objective Summary: seeking leadership roles and making a meaningful impact on the growth of the organization.

Career Summary: Have been associated with firms with an employee size of around 1200. I have a rich experience in costing and finance operations. My expertise lies in handling cash flow and pay rolls process.

Company Name 1

Job title: Analyst

Job Responsibilities:

- Handling finance operations and determining major financial objectives.
- Supervising monthly financials
- Deducing cost feasibility of cost based projects

Company Name 2

Job title: Manager/Sr. Consultant

Job Responsibilities:

- Designing and implementing cost effective techniques, policies and procedures to enhance financial growth.
- Managing pay rolls: computations of salaries, TDS, PPF
- Heading a six member team, handling daily basis output and ACR's.

Educational details

(Pointers as follows)

School, class Xth and XIIth marks/grades

College/University: B.Com

ICAI, Mumbai: CA

Chapter-13 Meetings

Date: Jan 2, 2019

Venue: Conference Hall, 3rd Floor

Meeting started at 11 : 00 AM.

In attendance : Mr. BNM Managing Director, Mr. ASD Head , Sales and Marketing, Mr. FGH, Product Head, Mr. JKL Plant Head, two Senior Consultants from QWE Consulting and Market Research , three members of the Sales team

Mr. FGH, Product Head

- Introduced the agenda
- Demonstrated the prototype of the new product
- Explained the utility and target customers
- Existing Variants in the market vs variants to be introduced by the company in 6 months time

Mr. JKL, Plant Head

- Discussed preparedness for mass manufacturing of the new product
- Discussed potential vendors to manufacture the variants

Mr. VBN Senior Consultant, QWE Consulting and Market Research

- Discussed marketing strategy for product launch
- Discussed media advertising for product promotion

Mr. ASD Head, Sales and Marketing, Mr. RTY Executive, Sales Team

- Presented the estimated demand and sales figures for first quarter (initial 3 months after launch)
- Discussed feedback received from the sample customers

All the participants consented to submit their observations and reports to Mr. BNM Managing Director, Mr. ASD Head, Sales and Marketing,

The Head of Sales and Marketing proposed a vote of thanks and declared the next meeting to discuss reports to be held on Feb 4, 2019.

PAPER – 2 : BUSINESS LAWS & BUSINESS CORRESPONDENCE AND REPORTING 37

ATR to be submitted by Jan 25, 2019 to the Head of Sales and Marketing.

(2) Tabular Agenda:

Time	Topic	Attendees	Speaker	Duration
9:30 am	Introduction and Welcome note	<ul style="list-style-type: none"> • MD • Chief Operating Officer • Head (Admin) • Sr. Manager HR • Manager HR • Executives 	Head HR	5 minutes
9:35 am	<ul style="list-style-type: none"> • Staff Matters • Fresh Appointments and interns in • Sales & Marketing • Transfers • Promotions • Training Approvals • Study Leave Approvals • Cash Rewards 	-do-	Sr. Manager HR	30 mins
10:05 am	Presentation/Discussion on Staff Motivation Programmes	-do-	Chief Operating Officer	15 mins
10:20 am	Tea/Breakfast	Tea/Breakfast		40 mins
11:00 am	Circulation roster for housekeeping staff/peons	<ul style="list-style-type: none"> • Chief Operating Officer • Head (Admin) • Sr. Manager HR • Manager HR • Executives 	Head(Admin)	15 mins
11:15 am	Open House	-do-	All members	20 mins
11:35 am	Vote of Thanks	All participants	Chief Operating Officer	5 mins

PAPER – 2: BUSINESS LAWS& BUSINESS CORRESPONDENCE AND REPORTING

SECTION B: BUSINESS CORRESPONDENCE AND REPORTING

QUESTIONS

Chapter-1

Communication

- (1) What is network in communication?
- (2) Describe various characteristics of effective communication?

Chapter 2

Sentence Types: Active Passive Voice, Direct Indirect Speech

- (A) Change the following sentences into passive voice.
1. John helps William.
 2. Who did this?
 3. Some students were helping the layman.
 4. Ram will finish the work by tomorrow.
 5. The Peon opened the gate.
- (B) Change the following Direct speech into Indirect speech.
1. He said, 'I have passed the examination.'
 2. Ram said to him, 'I don't believe you.'
 3. 'Where do you live?' asked the stranger.
 4. 'Call the second witness,' said the judge.
 5. He said, 'Well-done! You have done well.'

Chapter -3 Vocabulary

(A) Select the suitable synonym for the given words:

1. Inchoate
a- Contextual b- notified c- rudimentary d- disseminate
2. Hone
a- Grind b- jumble c- heuristic d- chroneme
3. Dilatory
a- Using time b- wasting time c- about to complete d- proximity

4. Sturdy
a- Stealth b-very small c-peculiar d-indomitable
5. Oblivious
a- Refuel b- problematic c- digress d-heedless

(B) Select the suitable antonym for the given word:

1. Frivolous
a- Resolute b-gleeful c-fragile d- advantageous
2. Prerogative
a- Positive b- embargo c- invincible d- grapple
3. Vituperate
a- Dignity b- relevance c- exculpate d- perturb
4. Turmoil
a- Kindness b- compliment c- adjustor d- serenity
5. Sane
a- ego b- frantic c- composer d- gleaner

Chapter 4

Comprehension Passages

Read the following comprehension passages and answer the following questions

Passage 1

(1) All languages are systematic and rule bound. Children across the world acquire their natural language in same manner. In this context, linguistics is not simply the study of foreign languages. It is the scientific, organized and systematic study of a language. Linguists examine and evaluate language on the basis of words, sentence, word order, pronunciation to discuss the internal language mechanism. Generally people understand that a linguist can speak many languages. However there is big difference between a linguist and a polyglot. India as a case in example has six distinct language families. It is estimated that approx. seventeen hundred languages are spoken in India only. Hindi is a rich language but does not still have a national language status in terms of official usage although it is official language for some states. English is official language for most other states.

Most countries have only one language besides Canada where French and English both are official languages. In the western world, countries are strongly associated with single languages and vice versa. Linguists see this due to the rise of nation states in the past few centuries where single languages attained official status in individual countries, English in the United Kingdom, French in France, Italian in Italy, etc. However beneficial the official status of one language may be for a

modern country in terms of government, public discourse, higher education, etc., it is not helpful to other languages which may be found within the borders of a particular country. In many aspects language represents our identity and culture. Furthermore, even in countries where only one language is spoken, say Dutch in the Netherlands, there may well be different dialects of this language closely related to the national language. Even within Europe, and most certainly outside of it, the equation of one country with one language breaks down. Switzerland is a good example of a country where a single national identity exists across three major and one minor speech community: Swiss German, French, Italian and Rhaeto-Romance. Beyond Europe it is more the rule than the exception for countries to have several languages within their borders. One need only think of such countries as India and China or Siberian Russia to see how many languages can be integrated into a single state. In such instances, there is of course an official language which serves the function of a lingua franca, that is, a language which is used as a means of communication among those groups who do not speak each others language.

1. A linguist is one who
 - a- knows many languages
 - b- make a language
 - c- speak many languages
 - d- master in programming language
2. India as a linguistic area has-
 - a- a single language
 - b- six languages
 - c- only one official language
 - d- many languages
3. Language represents-
 - a- Population
 - b- Identity
 - c- Boundary
 - d- civilization
4. Switzerland is famous for –
 - a- Natural diversity
 - b- Language identity
 - c- Cultural identity
 - d- National identity
5. Lingua franca means-

- a- Any language used for speech and writing between business purpose
- b- Language for business
- c- Any language used for communication between groups who have no other language in common.
- d- Any language used for communication between the particular speech community

Passage 2

The word 'Ethics' is derived from the Greek word "ethos" meaning character. It refers to conventional standard of right and wrong, good and bad that means what people should do or should not. It includes fairness, loyalty and honesty for others. In the context of an organization, ethics can be viewed as a frank conversation about those values and issues most important to stakeholders and to business. Ethical behaviour in organizational context has been most frequently described in terms of ethical standards of senior leaders and the culture to which they substantially contribute (DeGeorge, 1986). We define leadership as the art of persuading a follower to want to do the things, activities, that the leader sets as goals. The role of leaders is that of directing an individual's behaviour towards a desired goal. There are several kinds of Leaders that having different leadership styles that stem from unique characteristics of their personality. Leaders have different values, attitudes, beliefs, conduct, habits and practices. It largely depends upon the organizational, professional or institutional culture. Leadership signifies a relation between a leader and his followers within a situational and organizational context. Leadership in the context of normative organizational ethics can be defined with regard to how individuals should or ought to behave in an organization. This includes speculations about criteria that define ethical decisions and personality characteristics.

Many business organizations are implementing policies and procedures to encourage an ethical work culture. Companies are establishing codes of ethics, appointing ethics compliance officers, and instituting ethics training programs. Ethics comprise five elements: responsibility, respect, fairness, honesty, and compassion. Companies are also developing Web-based programs and workshops that teach employees how to relate to each other, to the company, to customers, and to business partners. These trainings sometimes include ethical decision-making models and role-playing scenarios that help employees respond appropriately to dilemmas. Typical ethical topics include workplace romance, e-mail appropriateness, Internet use, integrity, confidentiality, security, and harassment.

1. Write title of the passage-
 - a- Ethics in business
 - b- Ethical Leadership
 - c- Ethics and Marketing
 - d- Leading as a leader
2. Ethics include-

- a- Beyond loyal
 - b- Need and importance
 - c- Truthiness
 - d- Knowing right and wrong
3. Most leaders have-
- a- Social mutual relation
 - b- Effective speech
 - c- Individual leadership style
 - d- Intrapersonal behavior
4. ----- is organized by organizations for inculcating ethics amongst employees
- a- Seminar
 - b- Conference
 - c- Moral value discussion
 - d- Ethics training programme
5. Objective of organizing training programme on ethics to inculcate
- a- Ethical decision making
 - b- Ethical based value system
 - c- Ethical work culture
 - d- harmony

Chapter 5 Note Making

Read the following passage/news story and make proper notes following the guidelines of Note making. (Source: internet, newspaper articles)

Market risk is inevitable part of capital market. Broadly, 'MR' means changes in the market prices of underlying. In commercial business the market risk may be a consequence but in capital market it forms organization's core business. MR can arise in different stages of services or different timing say during an hour, a day or a week. Generally, the primary concern in assessing the market risk is to assess it in absolute term or relative changes in comparison of any benchmark say interest rates etc. The market risk can be broken down into different classes: such as interest rate risk, foreign exchange risk, commodity risk and equity risk. Interest rate risk arises due to change in the yield curve. It affects not only current value of items of Balance Sheet of a financial institutions but also the off the Balance Sheet items. Foreign exchange risk arises on account of change in the price of foreign currency. Commodity risk arises due to change in price of commodities, commodity price index etc. and Equity risk occurs when there is a fall in equity indices or most of the shares. Equity risk normally results from any unprecedented events say sovereign default etc.

Chapter 7

Précis Writing

Read the following passages and write a précis for the same.

- 1) The word 'gender', originally a grammatical term, has come to refer to the social roles and behaviour of individuals arising from their classification as biologically male or female. In other words, Gender is general terms is imported from the social sciences for the sex or sexuality of human beings. Hence 'gender difference', of a difference in speech between men and women; language and gender, as a branch of sociolinguistics dealing with such differences. This is a huge complex embracing virtually all aspects of social behaviour of which language is only one. Recently, intensive research has been carried out about the relationship of language and gender, largely by female scholars who have felt drawn to the topic because of the obvious discrimination against women that has taken place in the past and which can still be observed today. The initial impulse was the work of the American linguist Robin Lakoff, who in the early 1970s focussed her attention on certain themes with the language and gender complex above those that she rightly felt required rectification. Her work stimulated other scholars to engage in this study and soon language and gender was a burgeoning research area in universities across the western world. Various opinions emerged on this relationship with two gaining particular focus. One is the difference approach which established that male and female language is dissimilar in spoken as well as written without attributing this to the nature of the social relationship between men and women. The other is the dominance approach which saw language usage by females and males as reflecting established relationship of social control of the latter over the former. With the maturation of research on language and gender the simple 'difference – dominance' dichotomy was increasingly regarded as unsatisfactory and insufficiently nuanced. For example, to maintain that men have a competitive style of social behaviour in western countries is a generalisation that everyone would agree. However, there are men who are not competitive in this respect. There are common tendencies that one comes across such as men interrupt women more, women are more communicative than men, women gossip more than men, men speak more comfortably in public and are good in calculation than women.
- 2) There are approx. 6000 languages spoken worldwide. Out of them only some languages have script while others exist only in spoken form. Language diversity is common phenomena to the human. But Language death is equal to human death. In this regard, we need to work for language documentation, making new language policy, and new application to enhance the vitality of languages. A language is endangered when it is on a path toward extinction. Indeed, without proper documentation, a language that is extinct can never be revived. A language is in danger when its speakers cease to use it, use it in an increasingly reduced number of communicative domains, and cease to pass it on from one generation to the next. That is, there are no new speakers, adults or children. About 97% of the world's people speak about 4% of the world's languages; and conversely, about 96% of the world's languages are spoken by about 3% of the world's people

(Bernard 1996: 142). Many indigenous peoples, associating their disadvantaged social position with their culture, have come to believe that their languages are not worth retaining. For linguist, each language is unique and each language is a unique expression of the human experience of the world. Thus, the knowledge of any single language may be the key to answering fundamental questions of the future. Every time a language dies, we have less evidence for understanding patterns in the structure and function of human language, human prehistory, and the maintenance of the world's diverse ecosystems. Raising awareness about language loss and language diversity will only be successful when meaningful contemporary roles for minority languages can be established, for the requirements of modern life within the community as well as in national and international contexts. External Specialists and Speech Communities External language specialists, primarily linguists, educators, and activists see their first task as documentation.

Chapter 8

Article Writing

- 1) **Online Payment on a high after demonetisation**
- 2) **Unemployment: A blot to Indian economy**

Chapter-10

Letter Writing

- 1) Write a letter from xyz pvt ltd confirming the order placed and other details.
- 2) Write a complaint letter to the supplier about a defective consignment received.

Chapter 11

Formal Mails

- 1) Write a mail to Suraj Gupta responding to his query about the availability of cosmetics and toiletries in your manufacturing unit 'Shimmer and Shine'. You are Mr. Vishnu Verma, marketing head of the company. (word limit: 150-200 words)
- 2) You are Arvindkumar, a team leader in project implementations department of Cellular Telecommunications. Write a mail to all members of your team asking them to attend a meeting after two days, seeking their suggestions on ways and means to speed up the implementation of the project of improving connectivity in X,Y,Z areas in the city. (word limit: 150-200 words)

Chapter 12

Resume Writing

- 1) You are Abhinav/Rakhi Goel, a resident of Tagore Garden, New Delhi. You have recently come across an advertisement in the Times of India post of a Jr. Accountant at HCL. Draft a résumé along with a cover letter in response to the advertisement.

- 2) You are Anil/Snjukta. You come across the following advertisement for the post of Chartered Accountant in the Employment News at ROCA. You consider yourself suitable and eligible for the post. Write an application in response to the advertisement. Attach your curriculum vitae.

Chapter 13

Meetings

- (1) Your company, has witnessed a gradual decline in a consumer product over the one year. Prepare the minutes of the meeting for the same. Members in the meeting; Head of the Sales and Marketing, Product head, Product lead and concerned team members.
- (2) As an employee of a CA firm, Prepare the agenda of an upcoming partners' visit in tabular format. Include senior executive in the meeting discuss the agenda for the meeting and how the one day visit of the partner needs to be planned.

Answers

Chapter -1 Communication

- 1) A **communication network** refers to the method and pattern used by members of an organisation to pass on information to other employees in the organization. Network helps managers create various types of communication flow according to requirement of the task at hand. Some companies have established and predefined networks of communication for specified venture.

2) **The Characteristics of Effective Communication:**

Communication for humans is akin to breathing. From the first cry of the baby to the last breath of a person, communication is an essential part of life. However, good communication is an art that has been developed and honed. Effective communicators practice every aspect of the skill frequently.

It is a fact that our everyday communication is often marred by confusion, misunderstandings, misconceptions, partial understanding and obscurity. Thus, several aspects must be kept in mind while interacting with others for our communication to convey the intended message.

1. **Clear:** Any spoken or written communication should state the purpose of message clearly. The language should be simple. Sentences ought to be short as the core message is lost in long, convoluted sentences. Each idea or point must be explained in a separate bulleted point or paragraphs. Make it easy for the reader to grasp the intent of the communiqué.
2. **Concise:** Brevity is the essence of business communication. No one has the time to read long drawn out essays. Besides, the core content is lost in elaborate details. Avoid using too many irrelevant words or adjectives, for example, 'you see', 'I mean to say', etc. Ensure that there are no repetitions

3. **Concrete:** The content of your communiqué should be tangible. Base it on facts and figures. Abstract ideas and thoughts are liable to misinterpretation. Make sure that there is just sufficient detail to support your case/ argument and bring focus to the main message
4. **Coherent:** Coherence in writing and speech refers to the logical bridge between words, sentences, and paragraphs. Main ideas and meaning can be difficult for the reader to follow if the writer jumps from one idea to another and uses contradictory words to express himself. The key to coherence is sequentially organized and logically presented information which is easily understood. All content under the topic should be relevant, interconnected and present information in a flow.
5. **Complete:** A complete communication conveys all facts and information required by the recipient. It keeps in mind the receiver's intellect and attitude and conveys the message accordingly. A complete communication helps in building the company's reputation, aids in better decision making as all relevant and required information is available with the receiver.
6. **Courteous:** Courtesy implies that the sender is polite, considerate, respectful, open and honest with the receiver. The sender of the message takes into consideration the viewpoints and feelings of the receiver of the message. Make sure nothing offensive or with hidden negative tone is included.
7. **Listening for Understanding:** We are bombarded by noise and sound in all our waking hours. We 'hear' conversations, news, gossip and many other forms of speech all the time. However, most of it is not listened to carefully and therefore, not understood, partially understood or misunderstood. A good listener does not only listen to the spoken words, but observes carefully the nonverbal cues to understand the complete message. He absorbs the given information, processes it, understands its context and meaning and to form an accurate, reasoned, intelligent response.

The listener has to be objective, practical and in control of his emotions. Often the understanding of a listener is coloured by his own emotions, judgments, opinions, and reactions to what is being said. While listening for understanding, we focus on the individual and his agenda. A perceptive listener is able to satisfy a customer and suggest solutions as per the needs of the client
8. **Focus and Attention:** Everyday work environment has multiple activities going on simultaneously. The ringing of the phone, an incoming email, or a number of tasks requiring your attention, anxiety related to work, emotional distress etc. can distract you. Such distractions are detrimental to the communication process with an individual or a group of people. You may overlook or completely miss important points or cues in the interaction. Thus, keeping your focus and attention during the communiqué is imperative for effective communication.

9. Emotional Awareness and Control: “Human behavior is not under the sole control of emotion or deliberation but results from the interaction of these two processes,” Loewenstein said.

However, emotions play a major role in our interactions with other people. They are a powerful force that affect our perception of reality regardless of how hard we try to be unbiased. In fact, intense emotions can undermine a person’s capacity for rational decision-making, even when the individual is aware of the need to make careful decisions.

Consequently, emotional awareness is a necessary element of good communication. While interacting with another person or a group, it is important to understand the emotions you and he/ she/ they are bringing to the discussion. Managing your own and others emotions and communicating keeping in mind the emotional state of others helps in smooth interaction and breakdown of the communication process.

Chapter-2 Sentence Types

(A) Active to Passive

1. William is helped by John.
2. By whom was this done?
3. The layman was being helped by some students.
4. The work will be finished by Ram tomorrow.
5. The gate was opened by the peon.

(B) Direct to Indirect Speech.

1. He said that he had passed the examination.
2. Ram said he didn’t believe him.
3. The stranger required where I lived.
4. The judge commanded them to call the second witness.
5. He applauded him, saying that he had done well.

Chapter-3 Vocabulary

(A) Synonyms

1. C
2. A
3. B
4. D
5. D

(B) Antonyms

1. A
2. B
3. C
4. D
5. B

Chapter -4 Comprehension Passages

Passage-1

1. A 2. d 3. b 4. b 5. c

Passage-2

1. b, 2. d, 3. c, 4. d, 5. a

Chapter-5 Note Making

- 1) Risk Management
 - 1) What is risk management
 - 2) Relevancy of MR in commercial business
 - a- Fluctuation-
 - b- Primary concern
- 2) How many kinds of MR
 - a) Interest rate risk
 - b) Foreign exchange risk
 - c) Commodity risk
 - d) Equity risk
- 3) Equity risk occurs when
- 4) Primary concern of MR

Key:

What-What

Management- management

Relevancy- Relevancy

MR- Market Risk

Comrcial- Commercial

Bsness- business

Intrnt- Internet

Rsk- risk

Forn- foreign

Exchnng- exchange

Commdty- commodity

Equity- equity

d- the

prmry- primary

Chapter -7 Précis Writing

1) Language and Gender

The word 'gender' used in two contexts, first for grammatical gender and second biological gender. Language is influenced by gender. Women tend to use more standard language than men (perhaps due to their position in western societies). On the other hand they also tend to be at the forefront of linguistic innovations. A woman tends to good in verbalization.

Language Vitality and Endangerment

2) Language endangerment is an alarming situation worldwide. Language teachers should be well trained linguistically and language documentation should be encouraged by state authorities. Similarly, linguists, language activists, and language policy makers have a long-term task to compile and disseminate the most effective and viable mechanisms for sustaining and revitalizing the endangered languages.

Chapter -8 Article Writing

1) Hints:

.On Nov.8, 2016- govt. announced discontinuation of Rs. 500 and Rs. 1000 notes.

- The move forced people to use options such Internet banking, mobile banking, credit and debit cards, mobile wallets and other prepaid payment instrument.
- Digital transactions have grown by 400 to 1000%.
- This figure does not include transactions done through Master and Visa cards.

- People to be educated about digital payments through websites and television.
- Increased transactions on e-wallet.
- Volume of transactions using Rupay card has increased from 3.85 lakh per day to 16 lakh per day.
- These digital transactions will ensure money comes into the system.
- All money/transactions will be accountable. They will generate tax, thus developing the country's economy.
- The government will develop better welfare plans when money will be deposited in banks.

Q.12.-Topic- Unemployment: No longer India's economy capital

2) Hints:.

- The world economy is facing 2 major challenges- unemployment and poverty.
- Financial crisis caused by unemployment leads to an overall purchasing power resulting in poverty followed by an increasing burden of debt.
- In India, the problems of underemployment, unemployment and poverty have always been the main hindrances to economic development.
- Another colossal problem is the large population.
- A critical aspect is the regional disparity.
- Mass migration from rural to urban regions is adding to the problems of unemployment and poverty.
- Economic reforms, changes in the industrial policy and better utilization of available resources will reduce the problem.
- The government must initiate long term measures for poverty alleviation.

Chapter-10

Writing Formal Letters and Official Communication

Kalu Sarai,
New Delhi

August 09, 2019

MR. Ramesh

Director, Sales and Marketing
XYZ Pvt. Limited

Dear Sir/Ma'am,

Sub: Order Confirmation (No: XYZ/0012/Jun 2019)

I would like to take the opportunity to thank you for giving us a business opportunity. It is an honour for us to be serving your esteemed organization that enjoys a formidable reputation.

I would like to inform you that the 1800 units of machinery ordered vide Order no. XYZ/0012/Jun 2019, will be delivered as per the mutually decided date. In addition, our experts would come to install the machinery and give a detailed demo of its working. We would also provide a free for the next two years, taking care of any wear and tear or products damage. The products has two year warranty period.

For any other query regarding the machinery ordered and its functioning, please feel free to contact us. We would be happy to serve you at the earliest.

Thanks and Regards,

Mr.Khan

Sr. Manager, Sales and Marketing, Drive Pvt. Ltd.

2) XYZ Corporation

Rajeev chowk

New Delhi

August 09, 2019

The General Manager

Sales and Purchase Division

XYZ Pvt. Limited

Gurugram

Dear Sir/Ma'am,

Sub: Complaint against the order no. S/N-116

This is with reference to order no S/N-116 made on December 1, 20XX. The order comprised six 2 tonne split air-conditioners of XXX brand and four 1.5 tonne window air-conditioners of XYZ brand. As per the agreement, the products were to be delivered within ten

days of order and a representative was to be sent for installation and demo. Unfortunately, only half the order has been delivered and no representative has visited of installation or demo.

The fact that you have taken undue time and have not yet delivered the order, has caused us great embarrassment and inconvenienced our clients. In addition we have received no correspondence from your side explaining the delay.

Kindly ensure that the remaining items of the order are delivered to us before September 12, 20XX failing which payment will be stopped or the order cancelled.

I sincerely request you to look into the matter and the needful as soon as possible.

Thanks & Regards!

Ashita Bhargava

Sr. Manager

Operations and Admin Department

Chapter-11 Writing Formal Mails

Mail-1

(Value points)

- a) Correct receiver E-mail Id.
- b) Subject should be catchy/highlighted and relevant.
- c) Salutation, mention both –Dear Sir/Ma'am,.
- d) Opening paragraph state the offer.
- e) Offer special discount to an old valued customer.
- f) Detail you trendy, stylish and durable products and affirm that you are the first in the industry to introduce these state of art products.
- g) Be persuasive in convincing customer to be the first to use the products and and thus attract clientele.
- h) Mention your website where the wide range of products can be viewed.
- i) Request to place order at the earliest.

Mail-2

value points.

- a) Correct receiver E-mail Id.
- b) Subject should be catchy/highlighted and relevant.
- c) Address should be to group- 'Hi All'

- d) Specify date and place of meeting.
- e) Mention time frame of completion of project.
- f) State problems being faced-procuring equipment, legal problems, local people protesting against radiation threat, getting required permission form local government bodies etc.
- g) Ask for viable suggestions-more resources, better software, longer working hours.

Chapter-14 Resume Writing

1) Cover letter

Date: August 09, 2019

To,
The HR
HCL,
206, State Street
Mumbai-201006

Dear Sir/Ma'am,

Sub: Application for the post of Jr. Accountant

The 'Jr. Accountant' position described in the recent 'Times of India' advertisement immediately caught my attention. I have enclosed my résumé for your consideration. I am confident you will find that my qualifications more than meet your requirements. I am a skilled team player with proficient in accountancy.

I will communicate you next week to confirm your receipt of my résumé and answer any preliminary questions. I look forward to a positive response.

Yours Sincerely,
Abhinav Goel
Tagore Garden,

Résumé

Rakhi Goel

Jr. Accountant

Mob: +91-xxxxx xxxxx

Email: xyz@gmail.com

Date of Birth: 16 June 1986

Permanent Address: xyz nagar, Varanasi

Nationality: Indian

Marital Status: Unmarried

Academic Qualification:

S No.	Qualification	Subject/Stream	Institute	Board/University	Year of Passing	%/Division
1	CA	CA	ICAI	ICAI	2015	80%/I
2	Higher Secondary	Humanities	BKY New Delhi	CBSE	2012	76%/I
3	Secondary	Humanities	KVS, Saket, New Delhi	CBSE	2010	68%/I

Internship:

- One year internship at IBM, Noida, form 2015-16.

Professional Skills:

- Accountancy, Auditing, Forensic Auditing, Corporate Law

Language Known:

- English, Japanese, Hindi (Comm.)

Hobbies:

Reading Books, Playing Chess, Travelling

References:

- Taruna Kohli
Assistant Secretary
ICAI, New Delhi
Cont.: +91-xxxxx xxxxx
E-mail: xyz@gmail.com

Dr. Raj Nath Bhatt
Professor
Department of Linguistics, B.H.U.
Cont.: +91-xxxxx xxxxx
E-mail: xyz@gmail.com

PAPER – 2 : BUSINESS LAWS & BUSINESS CORRESPONDENCE AND REPORTING 31

Place: New Delhi

Date: 09.08.2019

(Rakhi Goel)

Date: August 09, 2019

To,
The HR
ROCA
Bhiwadi, Rajasthan-243466

Subject: Application for the Post of Chartered Accountant

Dear Sir/Ma'am,

I am very interested in the 'Chartered Accountant' position at ROCA, advertised in the employment news on Monday, August 06, 2019. I have more three years teaching experience in different reputed organisations. I feel that I would be an excellent candidate.

My CV is enclosed summarising where my skills and abilities have been developed. I would welcome the opportunity to discuss my background with you further. May I have an interview with you at your earliest convenience? Please contact me at xxxxxxxxxx or at xyz@gmail.com.

I look forward to hearing from you.

Thanks & Regards!!

Sincerely,

Anil Mishra

CA

Curriculum Vitae**Anil Mishra**

Chartered Accountant

XYZ Company

NCR

Phone: +91- xxxxxxxxxx

E-mail: xyz@gmail.com

Profile/Objective:

- Hardworking, punctual and dedicated individual seeking in accounting. Possesses strong leadership and team management skills. A problem solver who is able to calmly deescalate situations and work towards favourable outcomes for all involved. Passionate, knowledgeable and giving.

Educational Qualifications:

- Completed CA in the batch 2013-17
- 10+2, from CBCE, New Delhi, 2012, with 1st Division.
- 10th from CBCE, New Delhi, 2010, with 1st Division.

Award/Achievements:

- Got prize for standing first in Linguistics, B.A. at B.H.U.

Administrative Experience:

- Administrative Warden at Rajshree Institute of Management & Technology, Bareilly, U.P.
- Chief Proctor at Navyug Mahavidyalaya, Badshahpur, Jaunpur, U.P.
- Venue Coordinator in the 11th ICOSAL-11 organized by Department of Linguistics, Banaras Hindu University from 23, Jan.-25, Jan. 2014.

Professional Skills:

Accountancy, Auditing, Proficient in MS-Office & Web Browsing, English typing 40 w/m

Cultural/Social Activities:

- Participated as Volunteer in *Durgotsav Puja at DKY Public School*, from 2004-09, 2013-16.
- Venue Coordinator of '*Sanskriti*' Cultural Event at DKY Public School in 2008.
- Actively Participated in all the major social & cultural events organized by School.

Language Known:

- English, Hindi, Punjabi, Marathi, (Comm.)

Workshop/Training Programme/Academic Participation:

- Participated in Short Term Programme (STP), on 'Forensic Auditing' at regional centre, Kolkata, from 01-06 Oct., 2018.
- Participated in National on xyz at xyz from
- Participated in International Lecture on "*LEARN TO FIND YOUR HIDDEN TALENT*" delivered by Geshe Michael Roach, at Bharat Adhyayan Kendra, B.H.U. Varanasi, (INDIA), on 13 Feb. 2017.
- Participated in *Human Value "Harmony"* workshop organized by IIT, B.H.U., Varanasi from 31 Jan.-03 Feb. 2016.
- Participated in One-week workshop on Accounting at regional centre, Mumbai, from 12 Jan.-21 Jan. 2016.

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)

Chapter-13 Meetings

1)

Date: July 09, 2019

Venue: Conference Hall, 2nd Floor,

Meeting Started at 02:00 PM

In attendance: Mr. Ram Swaminathan, Head, Sales and Marketing, Mr. Prabhu Das, Product Head, Product lead, four members of the sales team.

Mr. Ram Swaminathan, Head of Sales and Marketing informed the agenda of the meeting i.e., the sales decline in the product.

Ms. Reena Mathur, Sales lead gave a detailed analysis of the sales figures for the one year.

Her team including Mr. A, Mr. B, Ms. C, Ms. D elaborated on the market trend target customers and their needs.

Mr. Prabhu Das, Product Head expressed concern over the matter, discussed a few changes in the sales strategy.

All the participants contented to the concerns raised and decided to submit their reports.

The Head of Sales and Marketing proposed a vote of thanks and declared the next meeting to discuss reports to be held on August 02, 2019.

ATR to be submitted by July 26, 2019 to the Head Sales and Marketing.

2) Tabular Agenda

Time	Topic	Attendees	Speaker	Duration
08:30 AM	Introduction and Welcome note	Name of the participants	Director, Finance	10 Minutes
08:40 AM	Speech	Name of the participants	Hon'ble Mr. Partner	25 Minutes
09:05 AM	Discussion on new audit trends	Name of the participants	Sr. Manager Audit	25 Minutes
09:30 AM	Tea/Breakfast	Tea/Breakfast		30 Minutes
10:00 AM	Discussion on new adapting technology/application	Name of the participants	Sr. Manager Technology/Application	20 Minutes
10:20 AM	Open house	Name of the participants	All members	20 Minutes
10:40 AM	Vote of thanks	Name of the participants	Director	10 Minutes

SECTION B: BUSINESS CORRESPONDENCE AND REPORTING**QUESTIONS****Chapter 1: Communication**

- (1) What are the language barriers in communication?
- (2) How non-verbal communication is impactful in communication?

Chapter 2 :Sentence Types: Active-Passive Voice, Direct-Indirect Speech

- (A) Change the following sentences into passive voice.
1. Ram loves Sita.
 2. They will finish the work in a fortnight.
 3. Why did your friend write such a message?
 4. Who taught you Commerce?
 5. The examiner will give you instructions.
- (B) Change the following Direct Speech into Indirect Speech.
1. The principal said, 'you can go'.
 2. Ravi said, 'The lion died in the garden.'
 3. Mentor said to me, 'you are a good player.'
 4. She said, 'Alas! I am undone.'
 5. 'Where do you live? Asked the administrator.

Chapter 3: Vocabulary

- (A) Select the suitable **synonym** for the given words.
1. **Indispensable**
a. Decisive b. Crunchy c. Responsible d. Momentary
 2. **Hypocrisy**
a. Signifier b. Cant c. Sauna d. Gunky
 3. **Trudge**
a. Skip b. Expel c. Review d. Slog
 4. **Conservatism**
a. Behaviourism b. Cognitivism c. Toryism d. Innateness

5. Besmirch

- a. Tolley b. Sully c. Honour d. Enhance

(B) Select the suitable **antonym** for the given words.

1. Abstention

- a. Orgy b. Binge c. Spree d. Obscure

2. Harmony

- a. Hilarious b. Imbroglio c. Complexity d. Separation

3. Vague

- a. Disgrace b. Distribution c. Cogent d. Credit

4. Shoddy

- a. Careful b. Poor quality c. Former d. Stimulus

5. Pliant

- a. Ditch b. Biddable c. Docile d. Inflexible

Chapter 4: Comprehension Passages

Read the following comprehension passages and answer the following questions.

Passage 1

In the present era of globalisation and liberalisation, the world has become an economic village. The globalization of the business world, the attendant structure and the regulations, which support it, as well as the development of e-commerce make it imperative to have a single globally accepted financial reporting system. Several multi-national companies are establishing their businesses in various countries with emerging economic and vice versa. The entities in emerging economies are increasingly accessing the global markets to fulfill their capital needs by getting their securities listed on the stock exchanges outside the country. Capital markets are, thus, becoming integrated consistent with this world-wide trend. More and more Indian companies are being listed on overseas stock exchanges. The use of different accounting frameworks in different countries, which requires inconsistent treatment and presentation of the same underlying economic transactions, creates confusion for users of financial statements. This confusion leads to inefficiency in capital markets across the world. Therefore, increasing complexity of business transactions and globalization of capital markets call for a single set of high-quality accounting standards.

High standards of financial reporting underpin the trust investors place in financial and non-financial information. Thus, the case for a single set of globally accepted accounting standards has prompted many countries to pursue either adoption or convergence of national accounting standards with IFRS.

International Financial Reporting Standards (IFRS) are considered a “principles-based” set of standards. In fact, they establish broad rules rather than dictating specific treatments. Every major nation is moving toward adopting them to some extent. Large number of authorities requires public companies to use IFRS for stock-exchange listing purposes, and in addition, banks, insurance companies and stock exchanges may use them for their statutorily required reports. So over the next few years, thousands of companies will adopt the international financial reporting standards while preparing their financial statements.

- Q.1. What trends are forcing capital markets across the world for integration?
- Q.2. Which creates confusion for users in financial statements?
- Different accounting framework
 - Different capital market framework
 - Globalisation and business regulations
 - Development of e-commerce
- Q.3. Which is not considered as a ‘principle-based set of standards for preparation of financial reporting?
- Indian Accounting Standards
 - International Accounting Standards
 - International Financial Reporting Standards
 - International Economic Standards
- Q.4. Which standards are taken as basis for preparing financial statements?
- International Economic Standards
 - International Financial Reporting Standards
 - Standard Stock Exchange
 - Business structures and regulations standards
- Q.5. Why there is need for single set of global financial reporting standards?

Passage 2

In today’s IT-driven society, the success of an enterprise is heavily influenced by business intelligence. Corporate giants are becoming more dependent on business intelligence (BI) software to increase the amount of knowledge they can apply in real time and reduce the cost of managing their business processes. As globalisation and ICT (Information and Communication Technology) become more intertwined, the volume of data transfers among enterprises is exponentially growing. In this perspective we can define the BI as essentially timely, accurate, high-value, and actionable business insights, and the work processes and technologies used to obtain them. It comprised of information that contains patterns,

relationships, and trends about customers, suppliers, business partners and employees. In simple words BI refers to the process of collecting and refining information from many sources, analyzing and presenting the information in useful ways so that users can make better business decisions.

BI has been made possible because of advances in a number of technologies, such as computing power, data storage, computational analytics, reporting and networking. IT provides an approach for solving business problems with a framework for managing tactical and strategic operations performance. From the perspective of decision-making, BI uses data about yesterday and today to facilitate making better decisions about tomorrow. This is done through various means such as selecting the right criteria to judge success, locating and transforming the appropriate data to draw conclusions, or arranging information in a manner that best provides insights into the future thus making enterprises to work smarter. BI enables managers to see things with more clarity and empowers them to peek into the possible future.

Q.1. To sustain in the business world for decision making and selecting the criteria of succeed, corporate giants are more depended on _____

- a. IT-driven society
- b. Business Intelligence software
- c. Strategic Operation Performance
- d. Reporting and Networking

Q.2. The write uses the term BI to define –

- a. Increasing the amount of knowledge in business world
- b. Empowers business for future perspective
- c. Particularly arranging information in business manner
- d. Appropriate work processes and technology-based business

Q.3. What are the basic requirements of BI?

Q.4. What is the process of BI?

Q.5. BI is used for _____

Chapter 5: Note Making

Read the following passage/news story and make proper notes following the guidelines of Note making. (Source: internet/newspaper article)

Money is the centre of every economic transaction and plays a significant role in all economies. It refers to assets which are commonly used and accepted as a means of payments or as a medium or exchange or of transferring purchasing power. For policy purposes, money may be defined as the set of liquid financial assets, the variation in the stock of which will have impact on aggregate economic activity. Money has generalised purchasing

power and is generally acceptable in settlement of all transactions and in discharge of other kinds of business obligations including future payments. Anything that would act as a medium of exchange is not necessarily money. For example, a bill of exchange may also be a medium of exchange, but it is not money since it is not generally accepted as a means of payment. Money is totally liquid asset as it can be used directly, instantly, conveniently and without any costs or restrictions to make payments. At the fundamental level, money provides us with a convenient means to access goods and services.

As we know, money performs many functions in an economy. As such as, money is a convenient medium of exchange or it is an instrument that facilitates easy exchange of goods and services. Money, though not having any inherent power to directly satisfy human wants, by acting as a medium of exchange, it commands purchasing power and its possession enables us to purchase goods and services to satisfy our wants. It is an explicitly defined unit of value or unit of account because money is a 'common measure of value' or 'common dominator of value' or money functions as a numeraire. We know, Rupee is the unit of account in India in which the entire money is dominated. The monetary unit is the unit of measurement in terms of which the value of all goods and services is measured and expressed. Money serves as a unit of standard of deferred of payment i.e., money facilitates recording of deferred promises to pay. Money is the unit in terms of which future payments are contracted or stated. However, variations in the purchasing power of money due to inflation or deflation, reduce the efficacy of money in this function.

So, we can say, money also functions as a permanent store of value. There are many other assets government bonds, despite of other securities, land, houses, etc. which also store value. Despite having the advantages of potential income yield and appreciation in value over time, these other assets are subject to limitations such as storage costs, lack of liquidity and possibility of depreciation in value. The effectiveness of an asset as a store of value depends on the degree and certainty with which the asset maintains its value over time. Hence, in order to serve as a permanent store of value in the economy, the purchasing power or the value of money should either remain stable or should monotonically rise over time.

Or

Note making (2)

The meaning of the term ultra vires is simply "beyond (their) powers." The legal phrase "ultra vires" is applicable only to acts done in excess of the legal powers of the doers. The presupposes that the powers in their nature are limited.

It is a fundamental rule of a Company Law that the objects of a company as stated in its memorandum can be departed from only to the extent permitted by the act, thus far and no further. In consequence, any act done, or a contract made by the company which travels beyond the powers not only of the directors but also of the company is wholly void and inoperative in law and is therefore not binding on the company. On this account, a company can be restrained from employing its fund for purposes other than those sanctioned by the memorandum. Likewise, it can be restrained from carrying on a trade different from the one it

is authorized to carry on.

The impact of the doctrine of ultra vires is that a company can neither be sued on an ultra vires transaction, nor can it sue on it. Since the memorandum is a “public document”, it is open to public inspection. Therefore, when one deals with a company one is deemed to know about the powers of the company. If in spite of this you enter into a transaction which is ultra vires the company, you cannot enforce it against the company.

If you have supplied goods or performed service on such a contract or lent money, you cannot obtain payment or recover the money rent. But if the money advanced to the company has not been expended, the lender may stop the company from parting with it by means of an injunction; this is because the company does not become the owner of the money, which is ultra vires the company. As the lender remains the owner, he can take back the property in specie. If the ultra vires loan has been utilised in meeting lawful debt of the company, then the lender steps into the shoes of the debtor paid off and consequently he would be entitled to recover his loan to that extent from the company.

An act which is ultra vires the company being void, cannot be ratified by the shareholders of the company. Sometimes, act which is ultra vires can be regularised by ratifying it subsequently. For instance, if the act is ultra vires the power of the directors, the shareholders can ratify it; if it is vires the articles of the company, the company can alter the articles; if the act is within the power of the company but is done irregularly, shareholder can validate it.

Chapter 7: Précis Writing

(1) Read the following passages and write a précis for the same.

A mere 14 per cent of the 58.3 million business in operations in India when the Sixth Economic Census was carried out in 2013-14 were owned by women, across formal and informal sectors in both rural and urban India. This is not a flattering statistic. A sizable number of the 8.05 million women-owned business -over 83 per cent- did not have any hired workers; the corresponding number for male-owned business was about 70 per cent. Also, on average, women-run businesses are smaller than those run by men. However, there are many shining examples of women entrepreneurs who have not only set up successful ventures but have also carved out a niche for themselves. Kiran Mazumdar Shaw is one such women entrepreneur. There are also some who gave up very successful corporate careers to turn entrepreneurs such as Falguni Nayar, a well-regarded investment banker who set up an e-commerce venture as she was turning 50 years of age. There are also the likes of Ritu Dalmia, who broke out of conservative industrialist families, to venture into the world of gourmet food and fine dining with a chain of restaurants. Each of them is trailblazer and an inspiration for others. More recently, the start-up boom in India has seen many young, professionally qualified women taking the plunge. Self-help groups and non-profit focusing on skill development in rural areas have helped women entrepreneurs bloom. Setting up a business is not easy in India. It is even tougher for a woman. A would-be woman entrepreneur has to overcome socio-cultural biases, which requires her to prioritize home and family above all else and sacrifice her own aspirations. Access to finance is that much more difficult,

whether from formal banking channels or from venture capitalists. Managing a male workforce entrenched in a patriarchal society poses its own challenges. Many men are not supportive of women's ambitions and even attempt to break their confidence. Another problem unique to women is their failure to network with business associates as easily as men. Policy interventions have tended to be sporadic, superficial or poorly thought through, like the Centre's failed experiment with a women-only bank.

However, these issues are addressable. Mentoring of women entrepreneurs by specialist in various fields can encourage women who are tentative about taking that first step. Networking platforms for women entrepreneurs can provide some support. Most of all, socio-cultural changes need to be engineered to encourage women to set up business ventures.

(Source: Business Line)

Précis Writing- 2

Several spiritual philosophies contain the notion of an inner 'third eye', related to the pineal gland, to which is attributed significance in mystical awakening or enlightenment, higher states of consciousness and extrasensory perception (ESP). Mention of this is found historically in ancient Central and East Asia and also in contemporary metaphysical theories relating to yoga. A neurologist in Jaipur claims to have found new evidence throwing light on interactions between a physical brain and a non-physical consciousness which leave an impact on human thought, emotion and behaviour. These psychic phenomena are linked with the 'third eye', he says. Dr. Ashok Panagariya, recipient of the prestigious B.C. Roy Award, says that the studies on the two functional units of brain and consciousness and new understanding of psychic phenomena may lead humankind to the ability to induce ESP at will. Pineal gland studies hold a great futuristic link between human and superhuman experiences.

Pineal gland, being the only singular structure in the brain and having a strategic position between the two halves, is believed to connect between intellect and the body. This 'third eye' could be activated to spiritual world frequencies, enabling a person to have the sense of all knowing, godlike euphoria and oneness all around him, says Dr. Panagariya. Once tuned into proper frequencies with the help of meditation, yoga or various esoteric and occult methods, pineal gland can also enable a person to travel into other dimensions, popularly known as astral travel, cosmological projection or remote viewing. Dr. Panagariya, formerly the Principal of Sawai Man Singh Government Medical College in Jaipur, has pointed out that the recent developments in parapsychology and neuroscience have revealed new clues about the way ESP and other psychic abilities are processed by the brain. "Science is providing some answers about the structure or physiology of brain which makes parapsychological reception possible."

"The most astounding discovery of all is that the brain produces a parapsychology enhancing neurotransmitter," says Dr. Panagariya while referring to a class of substances known as beta-carbolines which are secreted from the pineal gland. He says this neurochemical is only produced at night and breaks down into melatonin, another substance which has been associated with psychic experiences.

Dr. Panagariya, presently a member of the Rajasthan State Planning Board, has in his study referred to another recent discovery of interest to psychic researchers proving that the human brain contains magnetite (ferrous oxide), which renders the brain sensitive to the Earth's magnetic fields.

"It has long been known that birds and other animals use magnetite in their brains to aid in navigation. Magnetite is especially concentrated in the pineal gland and the temporal lobes," says Dr. Panagariya, offering scientific explanation to the spiritual, mystical and paranormal experiences. (Source: The Hindu)

Chapter 8: Article Writing

- (1) Scheme of Indian Government for Women empowerment
- (2) Language is species specific

Chapter 10: Letter Writing

- (1) Write a letter from XYZ Group for enquiry about the catering services.
- (2) Write a letter of promotion for opening new branch of the XYZ Bank.

Chapter 11: Formal Mails

- (1) Write a mail to Abhishek Mittal, congratulating him for the promotion as a marketing manager in the organisation. You are Mr. Alok Prakash, manager of the IT department. (word limit: 150-200)
- (2) Write a mail to Ms. Rakhi Mandal, reminding her of a business contract you have sent to her regarding providing infrastructure maintenance services to her company 'Manet Solutions'. You are Mr. Santosh Gupta, Business Head of JP Infrastructures. (word limit: 150-200)

Chapter 12: Résumé Writing

1. You are Prashant Kumar/Laxmi Ahuja, a resident of Juinagar, Mumbai. You have recently come across an advertisement in Hindustan Times (News Paper) for **Trainee Article in Finance** at S.R. Pvt Ltd. Draft a cover letter in response to the advertisement and enclose your Curriculum Vitae.
2. You are Shikha/Ashutosh. You are applying for **Industrial Trainee Articles** at GAIL Ltd. Write a Cover Letter and attach your curriculum vitae (CV).

Chapter 13: Meetings

1. Your Company is launching a new product in the next year. Prepare the minutes of the meeting for the same. Members in the meeting; Head of the Sales and Marketing, Product head, and concerned Team Member.
2. As an employee of an academic institute, prepare the agenda of an upcoming partner's visit in tabular format.

SUGGESTED ANSWERS/HINTS

Chapter 1: Communication

Answer

- (1) As we know, lacking language knowledge can create impediment in communication. Language varies individual to individual, place to place, region to region, and country wise. Some words may have different meaning in other language. Even jargon, unfamiliar expressions, and ambiguous words create hurdles in communication. This is fact that no two people speak or write alike. Some people use well-formed words while some of them is used ill-formed words.
- (2) Non-verbal communication is more impact in communication. Meanwhile, the primary function of language is communication, but we can communicate without language. Some of the functions of nonverbal communication in humans are to complement and illustrate, to reinforce and emphasize, to replace and substitute, to control and regulate, and to contradict the denoted message. These are the following non-verbal cues:

Physical: It includes facial expressions, stance, gestures, tone, distance in communication, time dimension, haptics etc. For example, leaning forward may mean friendliness, acceptance and interest, while crossing arms can be interpreted as antagonistic or defensive posture. Smiles, frowns, pursing of lips, clenching of hands etc. transmit emotions which are not expressed through verbal communication.

Paralanguage: It contains the how of the sender's voice or the way he/she speaks. In other words, The way we say something, more than the actual words use, reveal the intent of the message, the voice quality, volume, intonation, pitch, stress (e.g., primary stress ' , secondary stress , , long stress : , half long ´ , extra short) tone (e.g., extra high §", high é, mid ē, low è, extra low è, down step ↓, upstep↑) and way of speaking, communicates approval, interest or lack of it. It changes the meaning of words.

For example-

Stress on d- Pro' duction become Noun

Stress on p- 'Production become Verb

Aesthetic: Art forms such as dancing, paintings, sculptors, music are also means of communication. It conveys the ideas and thoughts of the artist.

Appearance: It is usually the first thing noticed about the person. A well dressed and groomed person is presumed to be organised and methodical, whereas a sloppy or shabby person fails to make a favourable impression.

Hence, through non-verbal communication, we send and responds to thousands of messages daily in personal and work lives.

Chapter 2 Sentence Types: Active-Passive Voice, Direct-Indirect Speech**Answer****(A) Active-Passive Voice**

1. Sita is loved by Ram.
2. The work will be finished by them in a fortnight.
3. Why was such a message written by your friend?
4. By whom were you taught Commerce?
5. Instructions will be given to you by the examiner.

(B) Direct - Indirect

1. The principal said that we could go.
2. Ravi said that the lion had died in the garden.
3. Mentor told me that I was a good player.
4. She exclaimed sadly that she was undone.
5. The administrator required where I lived.

Chapter 3: Vocabulary**Answer****(A) Select the suitable synonym for the given words.**

- 1- (a)
- 2- (b)
- 3- (d)
- 4- (c)
- 5- (b)

(B) Select the suitable antonym for the given words.

1. (c)
2. (b)
3. (c)
4. (a)
5. (d)

Chapter 4: Comprehension Passage

Answer: Passage 1

1. Globalisation, liberalisation, development of e-commerce and emerging global markets are forcing capital markets across the worldwide for integration.
2. (a)
3. (b)
4. (b)
5. Increasing complexity of business transactions and globalisation of capital markets call for a single set of high-quality accounting standards.

Answer: Passage 2

1. (b)
2. (d)
3. The basic requirements of BI is timely, accurately, high-value, and actionable business insights, and the work processes and technologies used to obtain success.
4. BI refers to the process of collecting, refining, analyzing, and presenting the information for making better business decisions.
5. (c)

Chapter 5: Note Making

Answer

Money Market

1. Wht is Mny?
 1. a. Rfrs to Ast
 1. b. Lqd Ast
 1. c. Elctrnc Rcd
2. Fncns of Mny
 2. a. Mdm of Excng
 2. b. Unt of Vlu
 2. c. Unt of Stndrd
3. Types of Ast
4. Vlu of Ast

Key:

Wht- What

Mny- money

Rfrs- refers

Ast- assets

Lqd- Liquid

Elctrc- Electronic

Rcd- Record

Fncns- Functions

Mdm- Medium

Excng- Exchange

Unt- Unit

Vlu- Value

Stndrd- Standard

Note Making-2**Title: Doctrine of Ultra Vires**

1. Ntr of Ult Vrs
 1. a. Mng of Ult Vrs
 1. b. Lmt of Ult Vrs
2. Comp Law
 2. a. Fnd Rule
 2. b. Comp Act
 2. c. Cont of trade
3. Impact of the doctrine of Ult Vrs
 3. a. Use of Mrdm
 3. b. Use of Trns
4. Utl of Ult Vrs Loan
5. Act of Ult Vrs

Key:

Ntr- Nature

Ult- Ultra

Vrs- Vires

Mng- Meaning

Lmt- Limitation

Comp- Company

Fnd- Fundamental

Cont- Controlling

Mrdm- Memorandum

Trns- Transaction

Utl- Utilisation

Chapter 7: Précis Writing

(1) Answer: Women in entrepreneurship

According to the sixth Economic Census 2013-14, only 14% of the businesses in India are owned by women and are smaller as compared to men owned businesses. Out of these, 83% do not have any hired workforce. However, many women entrepreneurs have carved a niche for themselves these are Kiran Mazumdar Shaw, Falguni Nayar and Ritu Dalmia. Self help groups and NGOs have helped women entrepreneurs in the rural sector. Still due to socio-cultural biases, it is onerous for married women in India to be an entrepreneur. Managing a male workforce and accessing financial support are even bigger challenges. Policy interventions, mentoring women entrepreneurs by specialists can encourage women who intend to foray into entrepreneurship and specialized networking platforms for women can provide the much-needed support.

(2) Answer: The 'third eye' connection

The notion of the third eye or heightened consciousness, Extra Sensory Perception(ESP), or enlightenment is attributed to pineal gland. It is located between the two halves of the brain and connects the intellect and the body. According to Dr. Panagariya a neurologist based in Jaipur, this third eye can be activated to spiritual world frequencies with the help of Yoga and meditation to enable a person experience astral travel, remote viewing and cosmological projection. He said that the pineal gland contains magnetite and secretes Beta Carbolines that breaks down into melatonin which are associated with spiritual, psychic and paranormal experiences.

Chapter 8: Answer**1) Hints:**

- The government has initiated many schemes for safety of women.
- BetiBachaoBetiPadhao Yojana: This scheme was launched in Panipat, Haryana on January 22, 2015.
- Mahila-E-Haat: It is a bilingual online marketing platform which is launched by the Ministry of Women and Child Development in 2016.
- Mahila Shakti Kendra: It was launched to empower rural women with opportunities for skill development, employment, digital literacy, health and nutrition.
- Working Women Hostel: It was launched to ensure availability of safe, convenient for working women who has less than 50K/month income in metropolitan and 35K/m in any other place.
- Support to Training and Employment Programme (STEP): It was set up to provide skills, competencies and training to become entrepreneurs.
- Sukanya Samridhi Yojana: It is a government-backed saving scheme for girl children.

2) Hints:

- Only human beings possess language.
- Non-human has various degrees of the communication system.
- Language is a biological gift to human beings.
- Animals may have few words or a limited range of domains.
- Human language is creative and unpredictable.
- Human being has a phonological and grammatical system.
- A human being can create and understand new utterances.
- A human being can refer to the past.
- A human being can teach or learn a language.
- Some non-human species have a system of sounds.
- Chimpanzees are able to learn human sign language.

Chapter 10: Letter Writing

Answer-1

XYZ Ltd
A-78, AH-Block
Tagore Garden
New Delhi- 27
11 December, 20XX

Proprietor
Jashn Catering
60, Karole Bagh
New Delhi-05

Dear Mr. Sunil

Subject: Regarding Enquiry about Catering Services

With reference to your advertisement in the Times of India, dated November 26, 20XX, we wish to enquire about your catering services. Our company is celebrating its golden jubilee in the month of January 2020. In this regard, we are looking for somebody who would cater for our celebrating dinner.

We are expecting around 600 guests and employees during the event. It will be a formal meet and we will need full catering services that includes several courses, desserts, ten waiters and five helpers.

Kindly provide us the details of the following:

- Whether you provide for waiters and hosts
- Offers and discounts available
- The menu options and charges
- If there are any additional charges levied for linens, centerpiece, etc.

Kindly provide the complete details with rates by Oct 15 XXXX.

Thanks & Regards!

Mr. Vivek Goyal
Administration
XYX Ltd

Answer-2

XYZ Bank
Sector-19
Nerul
Navi Mumbai-06
10 December, 20XX

Chief Finance Officer
XP Ltd
Dadar
Mumbai-14

Dear Sir/Ma'am,

Subject: Opening of our New Branch at Nerul, Navi Mumbai

We are happy to announce the grand opening of our bank's 150 branch in the Nerul, Navi Mumbai.

As a privileged customer, we are pleased to offer you extra benefits for an account opening in the new branch.

The new branch has locker facility and six ATM machines in your area. In view of our long-term association, we would not charge you any fees for locker facility.

Kindly visit the new branch. Contact details are given below:

88, Jame Jamshed Road
Dadar
Ph.: 011-255-90000
Mumbai-14

Yours
R.P. Aneja
(Branch Manager)

Chapter-11: Formal Mails

Answer-1

To: Abhishek Mittal

CC/BCC

Subject: Congratulations on Your Promotion

Dear Abhishek

I just got to hear of your promotion to the post of Marketing Manager. Please accept my heartiest congratulations.

You truly deserve the recognition and responsibility of the position. Your dedication and hard work have been rewarded. All your team members are elated at your selection. As you would know, promotion comes along with new target, tasks and challenges. I hope that you shall exceed all expectations.

We are all looking forward to a grand party from you at your earliest convenience.

Regards,

Alok Prakash

Head

Department of the Information Technology

Or-

Answer-1

Value Hints:

- a. Subject: Regarding Congratulating on Your Promotion
- b. Greetings
- c. Opening paragraph on congratulations
- d. Appreciate for promotion
- e. Appreciate for dedication and hard work
- f. Motivation for new challenges
- g. Closing with demanding party and polite words

Answer-2

Value Hints:

- a. Subject: Regarding the Providing Infrastructure Maintenance
- b. Greetings
- c. Remind that you had sent the contract on x date and no reply has been received till date.
- d. Mention date of meeting and discussion of details of contract
- e. Ask if any further details/clarifications required from your side.
- f. Seek meeting to discuss any issues that have come up.
- g. In case, all is well you would appreciate it if the contract is signed and mailed to you.

Chapter: 12- Résumé Writing**Answer: 1**

A-12F-Block,

C-16/A, Sector-04

Juinagar

Navi Mumbai- 400705

prashantkr@gmail.com

09 December, 20XX

The HRD

S.R. Pvt Ltd.

Andheri East

Mumbai- 400069

Dear Sir/Ma'am,

Subject: Application for the Post of Trainee Finance

This is with reference to your advertisement in 'Hindustan Times' dated 06 December, 20XX, for the post of Trainee Finance in your organization. I wish to apply for the same.

I am conscientious, punctual and open to learning. I have just completed CA Intermediate from ICAI. I am looking for positions as Trainee (Finance/Tax/Audit) for articleship. If given the opportunity, I am open to learning and prepared to work hard to enrich my knowledge.

PAPER – 2 : BUSINESS LAWS & BUSINESS CORRESPONDENCE AND REPORTING 69

I am enclosing my résumé herewith for your reference. I shall be available for an interview through online or face to face on any day of your convenience.

I look forward to a positive response!

Your Sincerely,
Prashant Kumar

Enclosure:

1. Résumé

Curriculum Vitae

RAVI PRAKASH GOEL

A-12F-Block,
C-16/A, Sector-04
Jainagar

Navi Mumbai- 400705

Mob.: +91-XXXXXX XXXXX

Email: prashantkr@gmail.com

Profile:

- Hardworking, punctual, strong team player
- Confident working with computers and technology

Educational Qualifications:

S. No.	Examination / Degree/Course	Subject / Stream	Institute / College	Board / University	Year of Passing	Percentage/ Division
1	CA Intermediate	Finance, Taxation, Auditing	ICAI, New Delhi	ICAI, New Delhi	Nov 2019	65%
2	Higher Secondary	Commerce	St. Holly Public School, Mumbai	CBSE	2014	87%
3	Secondary	Commerce	St. Mary Public School, Mumbai	CBSE	2012	85%

Professional Skills:

- Finance, Taxation, Auditing

Intrapersonal Skills:

- Excellent Communication Skills
- Highly organized and efficient
- Ability to work independently
- Ability to work in team
- Proven leadership skills and ability to motivate

Language Known:

- English, Hindi, Marathi (Comm.)

Hobbies:

- Reading Novels, Travelling, Interacting with people

Personal Details:

- Father's Name: XYZ
- Mother's Name: XYX
- DoB: XYZ
- Gender: Male
- Nationality: XYZ
- Marital Status: Single/Married

References:

Tripti Sharma
Assistant Professor
ABC College of Commerce
XYZ University
Email: xyz@gmail.com

CA. Sanjay Mishra
XYZ Associates,

Email: *****@gmail.com

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

Date: XX December, 20XX

Place: Mumbai

(PRASHANT KUMAR)

Answer: 2

F-26 E, Sector-11

Kavi Nagar

Ghaziabad- 02

Email: shikhakr.@gmail.com

16 December, 2019

The HRD

Natural Gas Transmission Company (GAIL)

New Delhi-01

Dear Sir/Ma'am,

Subject: Application for the Post of Industrial Trainee(Articles)

This is with reference to your advertisement on the website in career column for the post of **Article Trainee** at GAIL. I have just completed second year of my articleship from ABC associates, a reputed firm and completed CA Intermediate in November 2017 in the first attempt.

I am keen to learn, focused and target oriented.

I will be ready available for a personal interaction any time as per your convenience.

I look forward to a positive reply.

Your Sincerely,

Shikha Kumari

Enclosure:

1. Curriculum Vitae

Shikha Kumari

XYZ Company

Ghaziabad-06

Phone: +91- XXXXX XXXXX

E-mail: shikhakr.@gmail.com

Profile/ Objective:

- Sincere, honest, punctual and devoted professional with a zest of learning. Seeking a position that provides substantial learning opportunities and exhorts me to take up challenges/initiatives and learn from them thereby creating and adding value to the team as well as the organization

Educational Qualifications:

- Completed 2 years of articleship from XYZ company in December 2019.
- Completed CA Intermediate in Nov 2017.
- 10+2, from CBCE, New Delhi, 2012, with higher 1st Division.
- 10th from CBCE, New Delhi, 2010, with higher 1st Division.

Achievements:

- Got prize for standing first in National Quiz at XW Org in 2015.

Language Known:

- English, Hindi, Punjabi, Marathi, (Comm.)

Workshop/Training Programme/Academic Participation:

- Participated in International Conference at Pune in December 2019.
- Participated in International Lecture on "*LEARN TO FIND YOUR HIDDEN TALENT*" delivered by Geshe Michael Roach, at Presidency College, Kolkata, (INDIA), on 13 Feb. 2017.
- Participated in *Human Value "Harmony"* workshop organized by IIT, Delhi, Varanasi from 31 Jan.-03 Feb. 2016.
- Participated in One-week workshop on Accounting at regional centre, Mumbai, from 12 Jan.-21 Jan. 2016.
- Participated in one-week training programme on Accountancy, Mumbai from 4 Dec.-23 Dec. 2014.

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

Place: New Delhi

Date: 12.12.20XX

(SHIKHA KUMARI)

Chapter-13: Meetings

Answer-1

Date: 16 December 20XX

Venue: Conference Room, II Floor

Meeting Started at 04:00 P.M.

Mr. A, Head of the Sales and Marketing, gave an introduction and purpose of the meeting.

Mr. B, Product head spoke about the new product.

Ms. C, Regional Manager, Business, gave a detailed project report. (market surveys, future aspects challenges included).

Participants approved of Ms. C's report. Appreciated he meticulous detailing.

Mr. D, Marketing Head discussed the market scenario, demand and supply and customer interest.

Mr. E, Head Finance, gave details of costing, Finance team led by Mr. F, Mr. G, and Ms. H were part of the presentation.

The Head, Sales and Marketing declared an open house for participants to put up their concerns, and finally gave a vote of thanks.

Proposals for more funds put forward.

Tender to be released.

ATR will be submitted by 22 December, 20XX.

Answer-2

Tabular Agenda

Time	Topic	Attendees	Speaker	Duration
10:30 AM	Introductory meeting and Welcome Note	Director, Registrar, Exam In-charge, Senior Faculty (all depts.)	Director of the Institute	10 Minutes
10:40 AM	Speech	Director, Registrar, Exam In-charge, Senior Faculty (all depts.)	Hon'ble Mr. Partner	25 Minutes
11:05 AM	Discussion on new courses and departments	Director, Senior Faculty	Head, Department of the (subject)	25 Minutes

11:30 AM	Brunch	Brunch	Bruch	30 Minutes
12:00 Noon	Need to the Course/scope	Director, Registrar Senior Faculty	Prof. X, Subject Expert	20 Minutes
12:20 PM	Open House	Director, Registrar Senior Faculty	All members	20 Minutes
12:40 PM	Vote of thanks	Director, Registrar Senior Faculty, Partner(Mgmt)	Director of the Institute	10 Minutes

SECTION -B: BUSINESS CORRESPONDENCE AND REPORTING**Chapter-1 Communication**

1. How do technology barriers affect communication? Explain.
2. Describe the term "paralanguage", a mode of communication.
3. Non-verbal is also one of the Broad Categories of Communication? Explain.
4. Define the areas where chain network of communication is found in an organisation.

Chapter-2 Sentence Types, Direct/Indirect, Active /Passive

1. Change the following sentences from active to passive.
 - a. Miraya paid the bills.
 - b. Have they left the apartment?
 - c. She is disturbing Dinesh.
 - d. Will you mop the floor?
 - e. Vidhi had not received the parcel.
2. Change the following sentences from passive to active.
 - a. An article has not been written by Radhika.
 - b. I was being watched by her.
 - c. Fifty thousand had been paid by me.
 - d. Were you recognised by her?
3. Change the following sentences into indirect speech.
 - a. Rahul asked me, 'Did you see the cricket match on TV last night?'
 - b. James said to his mother, 'I am leaving for New York tomorrow.'
 - c. I said to him, 'Why don't you work hard?'
 - d. He said to her, 'What a hot day!'
 - e. The priest said, 'Be quiet and listen to my words.'
4. Change the following sentences into direct speech.
 - a. His father says that honesty is the best policy.

- b. He inquired whether his name was Khalid.
- c. Raj said he was teaching English online.
- d. The father warned his son that he should be beware of him.

Chapter-3 Vocabulary

1. In the following question, out of the four alternatives, select the one which best expresses the best meaning of the given word.
 1. Valour
(a) Nervousness (b) Cowardice (c) Fearlessness (d) Energetic
 2. Enigmatic
(a) Respectable (b) Mysterious (c) Widespread (d) Clever
 3. Inconclusive
a) Conclusive (b) Indecisive (c) Conclusion (d) Decision
 4. Consternation
(a) Alert (b) Celebration (c) Attraction (d) Dismay
 5. Ignominy
(a) Attraction (b) Enmity (c) Assistance (d) Disgrace
2. In the following question, out of the given four alternatives, select the one which is opposite in meaning of the given word.
 1. Heckle
(a) Embarrass (b) Highlight (c) Cheer (d) Harass
 2. Adamant
(a) Glittering (b) Unique (c) Unwilling (d) Flexible
 3. Lackadaisical
(a) Enthusiastic (b) Slothful (c) Enervated (d) Apathetic
 4. Obscene
(a) Indecent (b) Derogatory (c) Offensive (d) Complimentary
 5. Obdurate
(a) Empathetic (b) Inconsiderate (c) Heedless (d) Virulent

Chapter 4 Reading Comprehension**Passage 1**

My father Janab Avul Pakir Jainulabdeen gave me a lesson when I was a young boy. What was that lesson? My father was elected the President of Rameshwaram Panchayat Board. I was at that time studying in school. Those days we did not have electricity and we used to study under ration kerosene lamps. I was reading a lesson loudly when I heard a loud knock on the door. Someone then came in and asked me where my father was. I told him, my father had gone for evening prayers. He said, 'I have brought something for your father, can I keep it here?' I asked him to keep it on the cot. He placed a tombalum (gift box) on the cot and left.

When my father came back and saw the tombalum (gift box), he asked, 'what is this? Who has left this?' I told him that in his absence someone had come and left it for him. My father opened the cover of the tombalum and found there was costly dhoti, angvastram, some fruits, some sweets and a note that the person had left behind. My father was furious. That was the first time I saw his anger and also the first time that he beat me. I was the youngest in the family and he loved me very much. I got frightened and started weeping. Then he came and touched my shoulder lovingly with affection and advised me not to receive any gift without his permission. He quoted an Islamic Hadith that states, "When the Almighty appoints a person to a position he can take care of his provision. If a person takes anything beyond that it is an illegal gain". Then he told me that it is not a good habit. Gift that is accompanied by some other purpose is a dangerous thing. It is like touching a snake and getting poison in return.

1. Why did the boy's father get angry over him?
 - a) The boy was disobedient
 - b) The boy answered back
 - c) The boy agreed to keep gifts without father's permission
 - d) All of the above
2. What according to the passage is 'like touching a snake and getting poison in return'
 - a) Accepting gifts
 - b) Accepting orders
 - c) Accepting God's way of doing things
 - d) Accepting gifts offered with some hidden purpose
3. Which line in the passage shows that the boy and his family belong to an era where basic facilities were not available
 - a) He was studying in ration kerosene lamps as there was no electricity

- b) He was studying loudly
 - c) His father used to wear Dhotis
 - d) The family used to receive costly gifts
4. Select the option that can be a suitable title for the passage
- a) The Divine Gift
 - b) The gift of Gab
 - c) Accept gifts in good spirit
 - d) Never take gifts
5. What is the main theme of the passage?
- a) A lesson learnt by the author as a boy, by his father
 - b) We should study loudly for better understanding
 - c) Accepting gifts is fun
 - d) Fathers always love their children

Passage 2

In Super bazaars in Delhi, the prospective buyer expects to find the price of an article displayed or to be told definitely what the price is. He assumes that this is the lowest price that will be accepted and if he thinks the price excessive or beyond his means, he shrugs his shoulders and walks away, dissatisfied or disappointed. He does not attempt to bargain unless he is usually brazen faced or thick skinned-for his efforts would be met by an incredulous stare or by a cold and possibly rude reply. Even, if his features showed mild annoyance or surprise he would expect to be told that if the price was unacceptable, he could try elsewhere- a course offering slight chances of success. The manager in a Super bazaar does not make the goods himself: he is supplied by manufacturers or wholesale dealers on terms that allow little variation from shop to shop; and for most articles in regular demand there is a '*market price*' over which the seller has little control.

There are many other towns where the shopkeeper himself may be and often is importer and producer, wholesale dealer and retailer. There is no standard '*market price*' for the merchandise which he has to offer. He cannot know how keen the demand is, how abundant the supply or what his goods will fetch except by the offers made to him by prospective customers. He can assess the fair market value of what he has to sell only by actual experiment. Therefore, he begins by demanding an exorbitant price immensely above that for which he will eventually sell; and the bargain is not concluded until he and his customer have spent much time on eloquent gestures and arguments. The shop keeper gradually reduces his original price until he and his

customer arrive at a compromise agreeable to them both. The price thus agreed on , may or may not represent the intrinsic worth of the article sold but does reflect its market value in relation to the existing condition of supply and demand.

1. Find the word from the passage that means 'inflated' -
 - a) Abundant
 - b) Exorbitant
 - c) Intrinsic
 - d) Unacceptable
2. What does the phrase 'incredulous stare' mean?
 - a) Insulting words
 - b) Feeling of jealousy
 - c) Praising comments
 - d) Unbelievable look
3. Which of the following is true according to the passage?
 - a) The manager of the Super bazaar makes the goods, with his team members.
 - b) The manager is supplied the goods by the manufacturers.
 - c) The manager is supplied the goods by the wholesale dealers.
 - d) Both b and c
4. The final price at which a product is sold depends on -
 - a) The raw material
 - b) The existing condition of supply and demand
 - c) The abundance of the wholesalers
 - d) None of the above
5. What does the buyer do in case he finds the price of a product higher?
 - a) He shrugs his shoulders and leaves.
 - b) He insults the shopkeeper.
 - c) He tries to buy two products.
 - d) He respects the shopkeeper and gets ready to purchase at the earlier quoted price.

Chapter-5 Note Making

For the following passages 1 and 2:

- (i) Prepare notes with headings, sub-headings and abbreviations/contractions where ever necessary.
- (ii) Write a summary.

Passage-1

Diabetes Mellitus (DM), commonly referred to as diabetes, is a group of metabolic disorders in which there are high blood sugar levels over a prolonged period. There are three main types of diabetes mellitus. Type - 1 Diabetes — the body does not produce enough Insulin. Approximately 10% of all diabetes cases are type 1. Type 2 Diabetes -begins with insulin resistance, a condition in which cells fail to respond to Insulin properly. As the disease progresses a lack of Insulin may also develop. Approximately 90% of all cases of diabetes worldwide are of this type. Gestational Diabetes — this occurs when pregnant women without a previous history of diabetes develop high blood sugar levels.

Sometimes a person finds that he has been going to the bathroom to urinate more often. When there is too much glucose (sugar) in your blood one will urinate more often. If a person's Insulin is ineffective, or not there at all, his kidneys cannot filter the glucose back into blood. The kidneys will take water from his blood in order to dilute the glucose, which in turn fills up your bladder.

If you are urinating more than usual, you will need to replace that lost liquid. You will be drinking more than usual. As the Insulin in your blood is not working properly, or is not there at all, and your cells are not getting their energy, your body may react by trying to find more energy — food. You will become hungry. This in turn will result in weight gain.

Unusual weight loss is found in some cases of type-1 diabetes. As your body is not making Insulin it will seek out another energy source (the cells aren't getting glucose). Muscle tissue will be broken down for energy. If your Insulin is not working properly or not there at all, glucose will not be entering into your cells and providing them with energy. This will make you feel tired and listless.

Blurred vision can be caused due to tissue being pulled from your eye lenses. This affects your eyes' ability to focus. With proper treatment, this can be treated. There are severe cases where blindness or prolonged vision problems can occur.

Passage-2

People do not always do the things we want them to do. No matter how reasonable or minimal our expectations may be, there are times when we are let down. Naturally, we feel upset and hurt when our expectations are not met. We dread confrontations because they are unpleasant

and can damage relationships.

Yet not confronting a person does not solve the problem because unresolved issues also affect relationships in an adverse way. Actually, the real problem lies in our style of confrontation, not in the issue.

Typically, we use character-based confrontations. They help in venting our anger and hurt, but that is the only thing they do. They lead to angry show downs and bring all discussions to a grinding halt. It is important to remember that self-image is the most important possession of all human beings.

It is the way we view and regard ourselves in our own eyes and in the eyes of others. As self-conscious beings, we are actually aware of our image and constantly work towards protecting it from any damage.

We also seek approval from others about our own self-image. We feel distraught if we sense that there is even a slight threat to our self-image, because our character is the essence of our lives. To ensure a rational dialogue over dashed expectations, we need to deploy issued based confrontations. They involve an explanation of which actions have bothered us, in what manner and what changes we would like from the other person.

Chapter 7 Précis Writing

For the passages 1 and 2, write a précis

Passage-1

When we survey our lives and efforts we soon observe that almost the whole of our actions and desires are bound up with the existence of other human beings. We notice that whole nature resembles that of the social animals. We eat food that others have produced, we wear clothes that others have made, live in houses that others have built. The greater part of our knowledge and beliefs has been passed on to us by other people through the medium of a language which others have created. Without language and mental capacities, we would have been poor indeed comparable to higher animals. We have, therefore, to admit that we owe our principal knowledge over the least to the fact of living in human society. The individual if left alone from birth would remain primitive and beast like in his thoughts and feelings to a degree that we can hardly imagine. The individual is what he is and has the significance that he has, not much in virtue of the individuality, but rather as a member of a great human community, which directs his material and spiritual existence from the cradle to grave.

Passage-2

Digital marketing is the very innovative and novel concept in the 21st century. Through this form of media, products and services are promoted with the use of database-driven online distribution channels to reach consumers in an appropriate, significant, individual, and lucrative manner.

The term digital marketing does not have any specific definition or meaning but it can be well explained with the examples such as emails, online advertisements, pay per clicks, wireless text messages, instant messages, RSS, blogging, fax, video streams, podcasting, broadcast, etc. All these comprise digital marketing.

Apart from its inclusive list, there are few traditional forms of marketing which are not included in the term of digital marketing. They are TV, radio, print and billboard as they are not the instant or quick forms of marketing. It means with these forms of marketing the advertiser could not get the immediate response from the end consumers. The traditional forms of marketing could not give the accurate number of responders. Perhaps, there is a little improvement achieved with the devices such as TiVo which records the statistics like website but, still the desirable result has not been gained. Nevertheless, this became possible with the introduction of digital marketing.

Digital marketing has become so powerful a network of advertising, that with the introduction of “Double click” strategy of Google for internet, the world has become very close linking each and every place conveniently. With the help of digital marketing, campaigns for promoting any product through internet has become very cost-effective and convenient.

Chapter-8 Article Writing

Write article on the following topics.

- a. Impact of Advertisements on The Younger Generation
- b. The Role of Students in Removing Illiteracy

Chapter-9 Report Writing

1. As the School Co-curricular activities In-charge, your Principal has advised you to prepare a report on how to start online classes for activities besides academics. Discuss the plans, proposal and benefits. (200-300 words)
2. Your CA firm held a webinar on ‘Communication Skills: Need of the hour’. As the Head of Communication division, prepare a report.

Chapter-10 Writing Formal Letters and Official Communication

1. You are the manager of Old World Tower and you received order of letterhead and business cards from ABC Stationary King. The order was completed on time and the quality of paper used was not upto the mark. Write a formal letter complaining about the same.
2. Write a circular addressing to the employees regarding re-organisation of manpower and their responsibility in finance department of the company.

Chapter-11 Writing Formal Mails

1. Write a formal email to apply for a job position as web content editor.

2. Write a reply back in a formal email to an inquiry about your product.

Chapter-12 Résumé Writing

1. 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. Draft a Résumé along with a cover letter in response to the advertisement.
2. You have recently qualified CA Intermediate and willing to join practical training. Draft a résumé, highlighting your education, technical skills and achievements.

Chapter-13 Minutes of Meetings

1. You are the CEO of a pharmaceutical company. In light of the Corona virus pandemic, your company has witnessed a high demand of Paracetamol drugs. However, the company infrastructure and employee strength does not allow you to cater to the demand. Prepare the minutes of the meeting, discussing this concern. Members involved in the meeting are, CEO, Product Head, Pharmacy experts, Business Lead, Head of sales.
2. You are a senior personnel of a food chain which has suffered severe losses due to the lockdown imposed in the country as a result of the virus pandemic. Discuss the future plans regards to uplifting the business. Include Director, Sales and Marketing, Retail head, Supply Chain Head, Procurement Personnel and other senior members. Details to be tabulated.

SUGGESTED ANSWERS/HINTS

Chapter-1 Communication

1. In the present world, communication modes are primarily technology driven. The communication technology is being constantly upgraded or new formats emerge ever so frequently. Anyone who is not abreast with these struggles to communicate effectively via the medium.

An individual is swamped with huge amount of information every day in the form of emails, texts and social updates. Multitasking is the norm these days. The information overload and trying to accomplish too many things together can result in gaps in communication and miscommunications.
2. **Paralanguage** refers to the way you say something rather than the actual words used, the voice quality, intonation, pitch, stress, emotion and style of speaking communicates approval, interest or lack of it. Research estimates that tone accounts for 38 percent of communication.
3. **Nonverbal Communication:** Nonverbal communication is the process of communicating by sending and receiving wordless messages. These messages can aid verbal communication, convey thoughts and feelings contrary to the spoken words or express

ideas and emotions on their own. Some of the functions of nonverbal communication in humans are to complement and illustrate, to reinforce and emphasize, to replace and substitute, to control and regulate, and to contradict the denoted message.

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

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

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

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

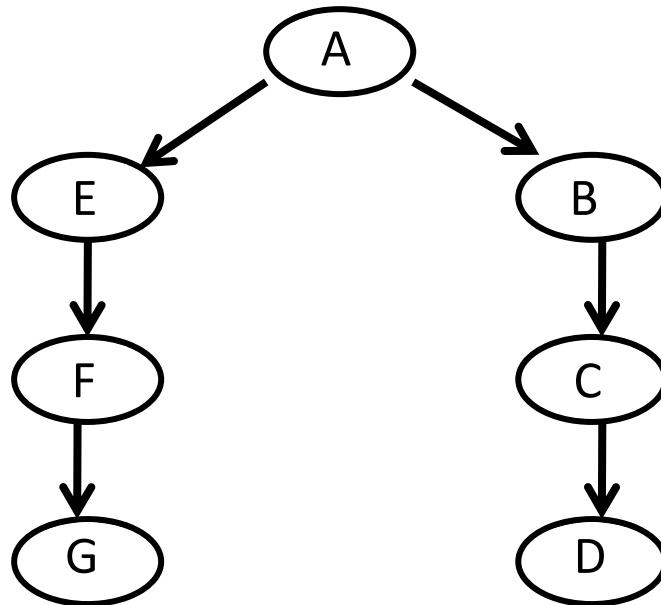
Appearance: Appearance is usually the first thing noticed about a person. A well dressed and groomed person is presumed to be organised and methodical, whereas a sloppy or shabby person fails to make a favourable impression. Therefore, dressing appropriately in all formal interactions is emphasized.

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

Symbols such as religious, status, or ego-building symbols.

4. Communication pattern that follows the chain of command from the senior to the junior is called the chain network. Communication starts at the top, like from a CEO, and works its way down to the different levels of employees. The supervisor/ manager/ CEO gives commands or instructions to those working under him/her in the organisation.

B, C, D and E, F, G are the subordinates to A in the organisational hierarchy and receive commands from 'A' as shown in the diagram. The chain network often takes up time, and communication may not be clear.



Chain of Command

Chapter- 2 Sentence Types, Direct/Indirect, Active /Passive

Ans-1

- a. The bills were paid by Miraya.
- b. Has the apartment been left by them?
- c. Dinesh was being disturbed by Dinesh.
- d. Will the floor be mopped by you?
- e. The parcel had not been received by Vidhi.

Ans-2

- a. Radhika has written an article.
- b. She was watching me.
- c. I had paid fifty thousand.
- d. Did she recognise you?

Ans-3

- a. Rahul asked me if I had seen the cricket match on TV the previous night.

- b. James told his mother that he was leaving for New York the next day.
- c. I asked him why he didn't work hard.
- d. He exclaimed that it was a hot day.
- e. The priest urged them to be quiet and to listen to his words.

Ans-4

- a. His father says, "Honesty is the best policy."
- b. He asked him, 'Is your name Khalid?'
- c. Raj said, 'I am teaching English online.'
- d. The father warned his son, 'Beware of me.'

Chapter-3 Vocabulary

Ans-1

1. C 2. B. 3. B. 4. D. 5. D.

Ans-2

1. C. 2. D 3. A. 4. D. 5. A

Chapter-4 Comprehension Passages

Passage 1

- 1. c
- 2. d
- 3. a
- 4. c
- 5. a

Passage 2

- 1. b
- 2. d
- 3. d
- 4. b
- 5. a

Chapter-5 Note Making

- 1) 1. Diabetes Mellitus(DM)

1.1 Types

1.1.1 Type-1 inadqt prodtn of insulin

1.1.2 Type-2 insulin rstnt cells most common (90% cases)

1.1.3 Type-3 gstnl in prgnt women

1.2 Symptoms

1.2.1 Frqnt urnatn

1.2.1.1 Cause

1.2.1.1.1 Kidney tkg water frm blood

1.2.1.1.1 Bladder flng up

1.2.2 Unusual thirst

1.2.2.1 Cause

1.2.2.1.1 Water loss

1.2.3 Wght gain

1.2.3.1 Cause

1.2.3.1.1 Constant hunger

1.2.3.1.2 Excsv eating

1.2.4 Wght loss (in type-1)

1.2.4.1 Cause

1.2.4.1.1 Break down of fat & msclr tissue

1.2.5 Physcl fatigue

1.2.5.1 Cause

1.2.5.1.1 Lack of glcse in cells

1.2.6 Blurred vision

1.2.6.1 Cause

1.2.6.1.1 Tissue pulled frm eye

1.2.6.1.2 Inability to focus

1.2.7 Blndns or prlgd vision prblms (in severe cases)

Key

1. inadqt- inadequate
2. prodtn-production
3. rstnt-resistant
4. gstnl-gestational
5. frqnt-frequent
6. urntn-urination
7. prgnt-pregnant
8. tkg-taking
9. frm-from
10. flng-filling
11. wght-weight
12. excsv-excessive
13. msclr-muscular
14. physcl-physical
15. glcse-glucose
16. blindns-blindness
17. prlgd-prolonged
18. prblms-problems

Summary

Diabetes Mellitus is a metabolic disorder characterised by high blood sugar levels over a long period. There are three types of Diabetes. Type-1, where body does not produce enough Insulin, Type-2 where cells are Insulin resistant is the most common with 90% cases and Type-3 gestational diabetes in pregnant women. Symptoms are frequent urination caused due to water being taken from blood by kidneys to dilute glucose, filling up the bladder; Unusual thirst due to water loss; Weight gain due to constant hunger and excessive eating; Weight loss in Type-1, due to break down of fat and muscular tissue; Physical fatigue due to lack of glucose/energy in cells; Blurred vision due to inability to focus and blindness in severe cases.

2) **Human Nature**

1. Hmn Ntr

- 1.1 Exptns
 - 1.1.1 hurt when not met
- 1.2 Cnfrtns
 - 1.2.1 are avoided by hmns
 - 1.2.2 are unplsnt
 - 1.2.3 dmg rlstnsps
 - 1.2.4 Styles of cnfrtns:
 - 1.2.4.1 Chrctr bsd
 - 1.2.4.1.1 Help vent anger
 - 1.2.4.1.2 Cse angry shwdns
 - 1.2.4.1.3 Halt dscsns
 - 1.2.4.1.4 Dtrmntl to slf- img
 - 1.2.4.2 Issue bsd
 - 1.2.4.2.1 Lead to rtnl dlg
 - 1.2.4.2.2 Help anls:
 - 1.2.4.2.2.1 Prblm
 - 1.2.4.2.2.2 Cses
 - 1.2.4.2.2.3 Chng rqd in othr prsn
- 1.3 Slf-img
 - 1.3.1 Is how we prcv ourselves
 - 1.3.2 How othrs prcv us
 - 1.3.3 We try avdng dmg
 - 1.3.4 Seek aprvl frm othrs
 - 1.3.5 Blds chrctr

Key:

Hmn: Human/s

Ntr: Nature

Expctns: Expectations
cnfrntns: confrontations
unplsnt: unpleasant
dmg: damage
rlstnsp: relationships
chrctr: character
bsd: based
cse: cause
shwdns: showdowns
dscsns: discussions
dtrmntl: detrimental
slf-img: self-image
rtnl:rational
dlg: dialogue
anls: analyse
prblm:problem
chnng:change
rqd: required
othr:other
prsn:person
prcv: perceive
othr: other/s
avdng: avoiding
aprvl: approval
bls: builds

Summary

We feel hurt when our expectations from others are not met. We avoid confrontations, as they are displeasing and can affect relations. More often, it is the style of confrontation that causes

problems rather than the underlying issue. We generally indulge in character-based confrontations, letting out our anger at people causing conflicts in relationships, stopping constructive discussions and end up harming our image. Our image is important as it builds our character. Therefore, we must indulge in issue-based confrontations where we analyse our disagreements and identify the actions/attitudes in others that bother us and how these can be changed to resolve the issue.

Chapter-7 Précis Writing

1) Respect Humanity: It serves you! (Title)

Our life is a part of the humanity, dependent on other human beings for various basic needs like food, clothing and shelter etc. Language that makes humans different on animals is also a gift from other humans which leads us to being wise and knowledgeable. A lonely man would be like a beast with no social activities and feelings. Let us respect humanity and other existence of fellow beings.

2) Digital Marketing: The new trend (Title)

We hear a lot about online wallets, e-mails, blogs, and podcasts: these are few platforms that constitute Digital Marketing. This new technology enables immediate response from the consumers and is seen to yield better consumer satisfaction results, as opposed to the traditional means of marketing that included TV, radio. Etc. Moreover, digital marketing has brought the world closer just at the click of a mouse/button.

Chapter-8 Article Writing

Hints:

a.

- Advertisements have become a big business.
- They are promoted by celebrities drawn from various fields like films, sports, etc., leaving their influence on all people specially the young.
- The advertisement industry has a tremendous impact on the younger generation.
- Advertisements have become a part of the daily lives of youngsters.
- Young people often do not even realise that they are hearing or viewing them.
- They have a persuasive influence on the youth.
- In the ever-expanding world of consumerism and advertising, companies are constantly looking for new ways to sell their products to the youngsters.
- By making their commercials and campaigns more memorable, to leave an impact on their minds.

- The younger generation has become their prime target.
- They have been spending more efforts than ever before and increased avenues at their disposal.
- Therefore, companies spend enormous amounts of money to rope in popular film stars, cricketers, and musicians etc. to endorse their products.

b.

- India is standing at the threshold of joining the developed nations but that is not possible till we achieve complete literacy in the country.
- Illiteracy is still a major blot on India, after more than sixty years of its achieving independence.
- To an extent it exemplifies India's failure to reach out to its masses.
- Students can play an important role in achieving this goal of removing illiteracy.
- Students should be encouraged to carry the lamp of knowledge by organising events such as, 'Each One, Teach One'.
- The government should also render full support to students in terms of infrastructure in their contribution to the Indian Literacy Campaign.
- Students can also play a vital role in the programme of Adult Literacy.
- If all our students get together and try to work towards achieving literacy among the masses.

Chapter-9 Report Writing

1) Formal Report

To: The Principal,

XYZ School, New Delhi

From: In-charge, co-curricular activities

Date: Sept 14, 20XX

Subject: Online classes for co-curricular activities (Specific grade if any)

Contents:

- Need for online classes for co-curricular activities
- Subjects that can be included
- Time duration
- Teacher assigned

- Benefits to the students
- How to have audience engagement

Note: Write a brief summary of the complete report. Not more than 5-6 lines. It gives an overall view of the report highlighting the main points proposed.

2) Report

Hints:

Webinar held on 'Communication Skills'

- Welcome address by Head HR describing:
 - Need for the webinar
 - Agenda of the webinar
- Presentation by CA. X on Role of Communication (may include a comment)
- Presentation by CA. Y on Impact on CAs due to changing work environment (Work From Home)
- Presentation by Participant-2 on Current scenario and digitalisation
- Presentation by Participant-3 on Diversity in work force affecting Communication (Barriers)
- Vote of Thanks by Senior Manager HR inviting feedback and suggestions from all participants

Chapter-10 Writing Formal Letters and Official Communication

Ans-1. Letter

Old World Tower

16 Ring Road

Delhi – 01

October 30, 20xx

The Manager

ABC Stationary King

35 Patel Street

Delhi – 18

Dear Sir/Madam,

Sub: **Complaint against Order No. S/24-201S-1150.**

This is with reference to the Order No. S/24-201S-1147 place on xx/xx/20xx comprising two items viz. letterheads and business cards sizes mentioned in the order details.

We were assured of receiving the order latest by xx/xx/20xx. Firstly, the order was received much past the promised delivery date. Also, the quality of the paper and design selected for business cards does not match with the selected sample.

Kindly ensure that the order is replaced latest by xx/xx/20xx, failing which payment will be stopped and the order will be cancelled. I sincerely request you to look into the matter and do the needful as soon as possible.

Thanking you!

Yours truly

XYZ

General Manager

Ans-2.Circular

Circular No. XV

13th 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	Accounts	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

Chapter-11 Writing Formal Mails**Ans-1.**

To: Editorinchief@eyzmail.com

Cc/bcc:

Subject: Web Content Editor Position

Dear Sir/Madam,

With reference to your job ad in xxx, I would like to submit my application for the position of Web Content Editor in your company.

I graduated in Communication Sciences from the University of xxx in xxxx. I have more than 5 years of experience as a Content Specialist with a leading agency. I will be glad to introduce myself in an interview that will allow you to better evaluate my possible recruitment.

Kindly find enclosed a copy of my résumé. I look forward to hearing from you.

Yours faithfully,

ABC

Ans-2

To: dc@ghf.com

Cc/bcc:

Subject: New product Catalogue

Dear Ms. DC,

Greetings! In response to your request, we have recently sent you our latest catalogue 2020-21. We have added various products/services that will surely evince your interest. Our local agent will contact you soon to arrange a formal presentation/meeting to discuss how our products/services can benefit your company.

For further information, contact the undersigned.

Yours sincerely,

ABC

abc@efg.com

Chapter-12 Résumé Writing

(a) Cover Letter

To

Date: Sep 10, 20XX

Manager (HR) ABC TV

FGH Media Pvt Ltd Mandi House

New Delhi.

Dear Sir/Madam,

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, Sep 1, 2020.

I fulfill 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 résumé is appended herewith for your perusal. Looking forward for a positive response.

Best Regards,

Mohit Agarwal

36, Civil Lines, Meerut, U.P.

Résumé

OBJECTIVE:

Mohit Agarwal

36, Civil Lines Meerut, U.P.

Phone: 98XXXXXXXX

Email: abc@xyz.com

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 medias 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 (Hons), ASD University, New Delhi

INTERNSHIPS

2014, 2 months at World Journalists Association (Articles Section)

2013, 4 months at CNN TV in News production and planning

SKILLS

- Well versed with Media Software
- 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.

Ans-2

Résumé

Name

Address

New Delhi-110044

Email ID: youreal@gmail.com

Mobile No.- +91-XXXXX XXXXX

Objective

- I seek to join a firm where I can learn various aspects of profession and use my skills and knowledge of MS Excel, MIS, Tally, and Taxation with GST.
- I wish to contribute towards organisational goal through my technical skills, hard work and creativity.

Academics

Qualification	University/Board	Year of Passing	Score/Marks
B.Com	DU	Pursuing	
CA Intermediate	ICAI	2018-19	67%
CA Foundation	ICAI	2017	75%
XII	CBSE	2016-17	90%
X	CBSE	2014-15	93%

Skills

MS-Office, Tally, Advance Excel, Payroll, MIS

Good analytical and decision making skills

Achievements

- As captain of the school cricket team won 3 consecutive zonal inter- school championship matches
- Stood first in school in Maths Olympiad
- Stood second at the state level 'Sudoku' championship

Personal Details

Father's Name:

Date of Birth:

Nationality:

Declaration

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

Signature

Chapter-13 Meetings**1) Minutes of Meeting**

Participants in attendance: CEO, Head of Sales and Marketing, the Product Head, Business lead, Pharmacy experts

Date: 7th August, 2020

Meeting started at 11: 00 am.

Mr. SS, Head of Sales and Marketing informed the agenda of the meeting i.e., incapability in meeting business demands

Mr. RV, Product Head expressed concern over the matter; discussed ways of increasing production.

Mr. AP, Business lead gave a detailed analysis of the figures observed in the last six months and also suggested few changes in business strategies

Pharmacy lead and team: Proposed ways of aligning with the increased production. Patent laws also discussed.

Mr. AB, CEO Gave a vote of thanks and appreciated the views and suggestions of members present.

All the participants agreed to the concern and come back with a detailed report.

ATR to be submitted by 20th Aug, 2020 to the Head of Sales and Marketing and CEO.

2) Minutes in tabular form

Time	Topic	Attendees	Speaker	Duration
8:15am	Introduction and Welcome note	Name of the participants	Director, Sales	15 minutes
8:30 am	Discussion on flexible business plans	Name of the participants	Retail head	30 mins.
9:00 am	New trends discussed	Name of the participants	Supply chain Head	30 mins
9:30 am	Tea/Breakfast	Tea/Breakfast		30 mins
10:00 am	Suggestions made for better procurement means	Name of the participants	Procurement Head	20 mins
10: 20 am	Open House	All participants	All members	20 mins
10:40 am	Vote of Thanks	All participants	Director	10 mins.

Answer 2

Acknowledgements: The Communication Division is extremely thankful to all people who extended their help and provided valuable inputs in preparing this report. A special thanks to our Mr. A, Ms. B and Ms. C for their knowledge sharing

Contents: List the topics in bullet form in serial order.

- Inaugural address by Head HR describing
- Need for the webinar
- Agenda of the webinar
- Role of communication
- Impact on CA's
- Current scenario and digitalisation

Summary: Write a brief summary of the complete report. Not more than 5-6 lines. It gives an overall view of the report. Include graphs/illustrations if needed.