

# **COMMUNICATIVE ENGLISH PART-2**

Semester: 1<sup>ST</sup>

## **STUDY MATERIAL**



## **COMMUNICATIVE ENGLISH**

Ms Jharana Pujahari

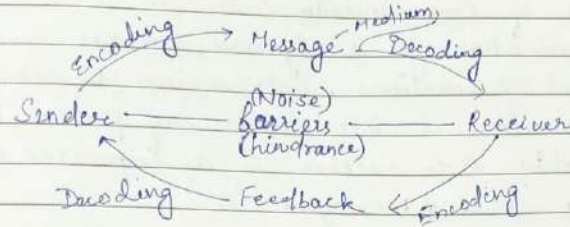
Lecturer

Department of Mechanical Engineering

IIPM School of Engineering & Technology Kansbahal, Rourkela, Odisha

## Business Communications

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Communication maintains & animates life. It is also the motor or expression of social activity.

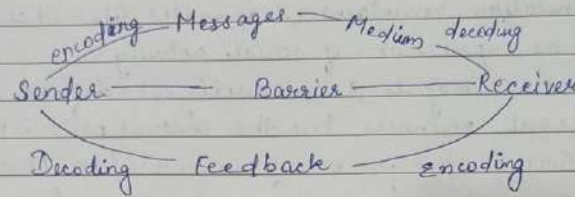
Different sociologists & communilogist defines communication in different manners but the central point is more or less same that is the process of communication involves transmission of messages or exchange of information, it uses some commonly recognised signs & symbols & some kind of media/motion are needed to carry the messages from the sender to the receiver.

The word communication has originated from Latin word "Communicare" which means to make common when a person communicate he/she establishes a common ground of understanding. In the organisational context it brings about unity of purpose, interest & efforts. Some of the definition of communication are Keith Davis "Communication is the process of passing information from one person to another". Charles Cooley "Communication is the mechanism through which relations exists & develop".

According to American Marketing Association Communication is any behaviour that results in an exchange of meaning. According to Davis McQuail "human communication is the sending one person to another of meaningful messages".

### Process of Communication:-

Communication is a dynamic process involving number of actions & reactions, with a view to achieve a goal. Communication is thus a two way process in which the ability to receive is as important as the ability to send message.



In the above diagram, the communicator is the sender or the encoder. The messages is the symbol of verbal transmission medium. The receiver is the decoder. Feedback, is the response to the message and noise is any interruption that breaks down the communication process. These are the essential elements or ingredients which facilitate the communication process. All of them are important in making the communication effective.

Sender /communicator/ Encoder - The communicator is the one who initiates the communication process. He may be an editor, a reporter, a film maker, a teacher, a writer, a speaker, a reader or anybody who takes the initiative to form a dialogue. Before one writes or speaks the message it is first conceptualised and then encoded. Effective communication depends upon the skills, knowledge level and attitude of the communicator and how he desires to affect his



native - ~~of~~ An ability to think, to organise thoughts quickly and express himself or herself effectively are some of the attitude of a good communicator.

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Encoding - Encoding is the <sup>formation</sup> of message in the communicator's mind. The communicator not only translates his purpose (ideas, thoughts, information) but also decides on which medium to communicate his planned message ..

Message - A message is what a communicator actually produces for transmission using spoken or written words, photographs, paintings, films, etc. The purpose of communicator is to influence the receiver. The ~~succession~~ of communication is depends on what we say and how we say it. So, a great deal of care is required to formulate a message, meaning of which should be understandable to the receiver.

Channel - It is the ~~vehicle~~ vehicle through which a message is carried from the communicator to the receiver. The channel of communication are many such as written, spoken, non-verbal, mass-media like newspaper, radio, ~~too~~ books, internet, etc. Choosing the appropriate channel or medium that is suitable for the message as well as the receiver is a complicated task.

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Receiver - The receiver is being found at the other end of communication process. He must possess the same orientation as the communicator. If the receiver does not have the ability to listen, read and think he will not be able to decode the message in the manner the communicator wants him to.

Decoding - It is the interpretation of the message by the receiver. The receiver looks for the meaning in the message which is common to both the receiver and communicator.

Feedback - It is the response of the receiver to the communicator's message. The exchange is possible only if the receiver responds. Through constant exchange by using both verbal and non-verbal language both the communicator and receiver shape and reshape the message, until its meaning becomes clear.

Noise / Barriers :- Noise is any interruption that takes at any point of communication process and makes it ineffective. Environment is one of the major cause of interruption or noise. Some examples are - noises from the road side, constant chattering individuals outside the communication process, loudspeakers, faulty transmission, <sup>poor</sup> handwriting, heavy accent, or soft speech, communication in poorly lit room, in fact these are the barriers to effective communication. For smooth communication it is necessary to eliminate or reduce noise as far as possible.



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Importance of communications - Communication is one of the basic feature of management. Proper communication between employees raises the moral. Through communication people submit different feedbacks and requirements to the management verbally or non-verbally.

- (i) It helps in decision making.
- (ii) Communication is vital for effective management and to improve industrial relations.
- (iii) It helps to spread knowledge & information about people.
- (iv) Communication is an important tool for co-ordinating efforts of various people at work in an organisation.
- (v) It makes easier and faster to contact with people around the world.
- (vi) It also helps in socialisation. It is being said, "One cannot survive without communication".
- (vii) Communication expands horizons of knowledge.
- (viii) Communication provides entertainment. By reading any work apart or listening to music, or watching tv, we keep entertaining ourselves.

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### Barriers to Communication

- If a sender's message does not reach the receiver as it is meant to them then there must be some barrier or hindrances.
- The process that may lead to communication failure generally termed as barriers to communication. ~~It is obstructs~~
- It obstructs the smooth and free flow of message.

- There are different types of barriers such as
- (i) linguistic's barrier
  - (ii) ~~ecological~~ <sup>Psych</sup>ological barrier
  - (iii) Interpersonal barrier
  - (iv) Cultural barrier
  - (v) Physical barrier
  - (vi) Organisational barrier

- Linguistic Barrier - In a multilingual country like India, linguistic barrier is the major obstacle in the communication process. ~~They~~ The ~~different~~ dialects of every ~~region~~ few region changes within a few kilometres. Even in the same work place different employees will have different linguistic skills, as a result the communication channels that span ~~across~~ across the organisation would be affected by this.

Tips to overcome language barrier:-

Using visuals like photographs, drawings, diagrams can help to overcome language barrier. One can also use appropriate non-verbal communication.

We should be aware of different situation & different cultures those are having ~~varying~~ varying ~~information~~ interpretation of non-verbal communication. ~~We should be aware that different situation and different cultures~~

What is acceptable in one culture may be offensive in another. Be sure to speak with appropriate volume for the situation and use clear diction.



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- Psychological Barrier - Psychological Barriers are numerous and require greater effort to overcome. A person of weak hearing cannot always receive the communication in full.

→ age of the listener - One may be too young or too old to understand certain things.

→ Educational level governs one's understanding, some background knowledge is required to understand certain things.

→ And wandering mind cannot fully gather the inputs given to it.

→ Emotional state of a person can be a barrier to communication.

Eg:- an angry person does not listen or understand something while he/she is occupied with anger.

→ Loyalty to a brand or an organisation is also a barrier.

Eg:- One who is loyal to certain brand may not ~~accepting~~ be receptive to a ~~new~~ rival product.

→ Fixed image about other people stands as ~~barrier~~ <sup>barrier</sup> to see them in a new role. Eg:- a comedian coming in as a hero of a ~~other~~ film may not be acceptable.

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- Cultural Barrier - Sometimes message cannot be understood due to cultural differences. For example in England muffler means an woollen scarf which people wear around neck and head during winter, but if you ask a muffler in America you will get a car silencer. Comforter is the term for muffler in America. A particular thing or item can be interpreted differently in different culture. In hindu culture a widow wears white saree after the death of her husband, but



is christianity a bride wears white dress during her wedding.

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- Organisational Barrier: The organisational barrier refers to hindrances in the flow of information among the employees, that might result in a commercial failure of an organisation.

Examples

- (i) lack of coordination between the employees.
- (ii) lack of customer involvement
- (iii) limited information sharing
- (iv) cultural attitude among the employees
- (v) Gender differences

- Interpersonal Barrier: Barrier to interpersonal communication includes both the verbal and non-verbal communication. It occurs when the sender's message is received differently from how it was ~~intend~~ intended. The communication breaks down due to lack of understanding and if the barriers to interpersonal communication are not acknowledged and addressed ~~most~~ properly, the workplace productivity can suffer.

→ Language differences - Interpersonal barriers occurs when the sender and receiver uses a different language.

→ Cultural differences - Interpersonal communication may be adversely affected by lack of cultural understanding, misperception, ~~large~~ bias and stereotypical beliefs.

→ Gender bias can also be a barrier to interpersonal

communication

→ Personality Differences - Some people have better communication skills than others and some cannot convey what they really want.

→ Generation differences - Interpersonal Communication can be complicated by generation differences in speech, dress, values, priority and references.



Verbal & Non-Verbal Communication

\* The following points explain the differences between the verbal & non-verbal communications

→ Communication with words is verbal communication. The communication which is <sup>based</sup> on symbols, signs, without words is called non-verbal communication.

→ There are fewer chances of confusion in verbal communication, between the sender and the receiver or conversely, the chances of misunderstanding and confusion in non-verbal communication are more as the use of language is not done.

→ Due to fast interchange of messages there is a chance of rapid feedback in verbal communication, whereas in non-verbal communication it takes time to understand and feedback is slow.

→ In verbal communication presence of the sender and receiver are not necessary whereas in non-verbal communication direct involvement of sender and receiver is necessary.

→ In verbal communication the documentary evidence is maintained, but there is no conclusive evidence maintained in case of non-verbal communication.

Q. Write a job application letter for the post of assistant manager at JSW. The information you have got from the new Indian Express published on <sup>19th</sup> ~~20th~~ March 2022.

R.S. Colony  
Kansbahal ✓  
-770034

Date: 21<sup>st</sup> March, 2022 ✓

Hiring Manager

Birangatoli, Kudra.  
Odisha - 770018

Sub: ~~Job~~ Application for the post of Assistant Manager.

Dear Mr/Ms. Hiring Manager,

~~Dear Sir/Madam~~

This is with reference to your advertisement about an open post of assistant manager from the New Indian Express published on 19th March 2022. I am interested in exploring the possibility of seeking employment with your organisation, please find my resume enclosed with the details relevant to my skills and education, references or any



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other information you require shall be promptly upon your request.

As my resume indicates, I have established a sound educational history encompassing a variety of diverse environments. I possess excellent interpersonal skills accompanied with the ability to relate effectively to multitude of individuals on all levels of intellect. My work ethic founded on a "what-ever-it-take" attitude and diligent persistence to ensure all projects are completely fulfilled to the utmost ability.

I would now like to utilize my skills and contribute in your organisation, realising that it is not always easy to evaluate a person from a summary statement. I would appreciate the chance to discuss employment with you in an interview.

Thank you for this initial consideration, I look forward to meeting you soon.

Thanking You.

Yours sincerely,

Sanjana Tanuja Bara.

Sanjana Tanuja Bara.

Signature

22nd March

## Resume

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Name :

Address :

D.O.B.:

E-mail :

Phn. No.:

Objectives : To be a part of a organisation in which I can enhance my skills and knowledge and gain experiences which can help me to prosper in my career.

Educational Qualification:	Degree	Qualification	Edu. Institution	Board	% of Marks	Year of Passing
	10th	matricu-				
	12th	Inter				
	BBA	Grad.				

Work

Experience : If any.

Personal

Name -

Profile :

Father's Name -

Mother's Name -

Gender -

Religion -

Category -

Languages <sup>known</sup> ~~spoken~~ -

Marital status -

Hobbies -

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

Date :

Signature .

NAME : Sanjana Tanuja Bora

ADDRESS : R.S. Colony, Kansbahal, 770034, ODISHA P. P

D.O.B : 10 January 2000

E-MAIL : sanjanabara440@gmail.com

PHN NO : 8658791939

OBJECTIVES: To be a part of an organisation in which  
I can enhance my skills and knowledge  
and gain experience which can help me to  
prosper in my career.

#### EDUCATIONAL

QUALIFICATION:	DEGREE	QUALIFICATION	EDUCATIONAL INSTITUTION	BOARD	% MARKS	YEAR OF PASSING
	10th	Matriculation	NES, RGP	CISCE	71.00	2015
	12th	Intermediate	NES, RGP	CISCE	60.00	2017
	BBA	Graduation	NPM, KBL			2024

#### PERSONAL PROFILE:

NAME: Sanjana Tanuja Bora

FATHER'S NAME: Late Nabin Asian Bora

MOTHER'S NAME: Nelan Anjani Bora

GENDER: Female

RELIGION: Christian

CATEGORY: ST

LANGUAGES ~~SPK~~ KNOWN: English, Hindi, Odia

MARITAL STATUS: Unmarried

HOBBIES: Drawings

DECLARATION: I hereby declare that the information  
given above is correct to the best of my  
knowledge and belief.

DATE : 15 MARCH 2022

PLACE : KANSBAHAL

SIGNATURE: Sanjana Tanuja Bora



## Letter

A letter is the written message that can be hand-written or ~~present~~ printed on a paper. It is an important means of communication, both in workplace as well as in our personal life.

Though ~~here~~ emails and text become the prominent medium of communications, ~~letters~~ <sup>Letters</sup> has its own importance, whether it is a covered letter for a job or the bank, sending you a reminder or a college acceptance letter, letter are still an important means of communication.

## Planning of a Letter

1. Think and re-think why you want to communicate.
2. To whom the message is to be sent - receiver.
3. What is to be achieved through this communication medium. - desired response of the receiver.
4. Make sure all the information should be included.
5. Note the points in the logical order you want to use that.
6. Arrange them in the structure of a letter.

## \* Structure

Letter can be divided into 9 parts :-

1. Address heading - It is a writer's full address. Business letters usually have printed letter head, ~~business letters usually have~~ which contains this information. An address heading is optional in informal letters.
2. Date - This the day month and year written down under the sender's address.

3. Receivment full name & address -

4. Subjectline : It is a phrase to indicate the main subject of the letter which is preceded ~~with~~ by the word subject. Subject may be emphasised by underline, using bold fonts or using inverted marks.

5. Salutation / Greetings : This is the introductory phase. Dear (Name of the receipient) . It is followed by a comma or colon.

6. Body of the letter : The complete text of the letter.

7. Closing : This is the farewell phase ~~or~~ word that precedes the signature and is followed by a comma. For example - Yours Obidiently, Regards, Sincerely etc.

8. Signature : To sign the name of the writer.

9. Postscript Identification line - Formal or business letter include the full name of the writer below the sign.

\* Post

Salutation	Subscription	Whom to be concerned
1. Dear + First name Dear ,	Yours , Yours affectionately	Friends, family members, Relatives
2. Dear + Title + Surname	Yours sincerely, Yours truly,	Near & dear relatives, friends with whom you maintain special relationship.
3. Dear Sir/Madam	Yours faithfully sincerely, Yours sincerely	Business letters, official letters & letters of application to high profile people.

22/03/22

Job application letter

Body of a job application letter

- (i) Introduction part of application (sources of information)
- (ii) Educational Qualification
- (iii) Professional Experience or Past Experience
- (iv) Extra- ~~Curricular~~ Curricular ~~achievements~~ activities
- (v) Hobbies or interest.
- (vi) Conclusion

Q. Wanted Medical Representative or MR for various towns in Odisha. Write to ~~Apex~~ Uma Lab private Lim. No Sector 8, Roukela within 7 days.



Sanjana Tanuja Bara  
R. S. Colony, Kansbahal  
Odisha - 770034

Date : 22<sup>nd</sup> March, 2022

To, ~~Uma Lab Private Limited~~  
Uma Lab Private Limited  
Sector 8,  
Rourkela

Sub: "Application for Medical Representative, MR for  
various town in Odisha"

Dear Sir / Madam,

1. I read your advertisement in the local newspaper published on 20th March 2022 for the post of MR. I wish to apply for the post.

OR

I came across with your advertisement published in The New Indian Express, Candidature for the post of Medical Representative.

OR

I am to know that your company wants a Medical Representative. I want to apply for the above mentioned post in accordance to that I am opt attending on relevant matters in the following paragraph.

2. I am 21 years old, I have passed ~~to~~ plus two science in 1st division, I am continuing my ~~B~~ b.sc in chemistry honours in G.M. College. I hope to get good marks in the final examination of my graduation.

3. I am sorry to tell you that, I have no experience as a Medical Representative, but I am however quite familiar with different medicines including the names and ~~price~~ brands.
4. I can speak odia, hindi and English, being convent background, I am quite comfortable in conversing with English. I have received award for excellent dedication and concentration from various institutions. I have also the knowledge of computer.
5. I have a hobby of reading newspapers, ~~watching~~ ~~sports~~ watching sports and collecting information about various companies.
6. I am ~~enclosed~~ enclosing all my testimonials and looking forward to meet you in person.

Yours faithfully,

Sanjana Tanuja Bara.

23/02/22

## Inviting Enquiries & Quotations Letters

Quotations are the letters seeking information regarding prices estimates terms and conditions of business and other related matters.

Eg:- Happy Computer Centre  
Kansbahal.

Date: 23<sup>rd</sup> March 2022

Raj Furnitures  
Sector 18  
Raukela.

Sub: Inviting Quotation

Dear Sir,

We are setting up a new computer centre at Kansbahal. ~~we are setting~~ we are interested in furnishing with good qualities of furniture. We know that you have specialised in producing with good qualities furniture. We would like to know whether the following items are readily available ~~at present~~ and if yes, their prices.

1. File Cabinet
2. Steel almirah
3. Revolving Chairs with cushioned seat
4. Wooden table (size 3' x 5')
5. Typist's chair and Table (standard size)
6. Wooden table (4' x 6')

Please indicate the terms and conditions of supply.



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On hearing from you, we shall take a decision quickly.  
We are expecting a quick reply as we want our office  
to function from the next month.

Yours faithfully,

Sanjana Tanuja Bara  
Office Manager

### Quotations

Business organisation invites quotations from several  
sellers before placing orders. The purpose is to find out  
to the best and cheapest source of supply of the goods  
required. @

Eg:- Raj Furnitures  
Sector 18,  
Rourkela

Date: 23<sup>rd</sup> March 2022.

Happy Computer Centre  
Kansbahal

### Sub-Quotations

Dear Sir,

Thank you very much for <sup>your</sup> the letter no. 1234 dated  
23<sup>rd</sup> March 2022. We would be glad to supply all the  
items mentioned by you at a short notice. as they are  
readily available in our stock. The rates are as  
follows:

Sl. No	Items	Prices	Price
1	Ele Cabinet	5000	5000
2	Steel Almirah	9000	9000
3	Revolting chair with cushioned seat	1350	1350
4	Wooden table (size 3' x 5')	1000	1000
5	Typist's chair & Table (standard size)	4000	4000
6	Wooden table 4' x 6'	2000	2000

\* Other terms and conditions

- discount of 10% on an order of 10,000 & above
- Packaging free
- Dispatch of goods within 15 days of received of order.
- We are enclosing a brochure with details of all the terms and conditions.
- If you are interested in any other items please let us know.
- we would be <sup>grateful</sup> if you could send your firm order.
- A form for placing an order is enclosed.
- All that you have to do is to fill in the quantity required.

Sincerely,

Asun Roy  
Sales Manager.

Encl 1:-

Encl 2:-

### Order

After you accept the quotations, the next step is to order the goods. Order can be placed by writing a letter.

An order must contain - reference to the seller's letter ~~message, catalogue~~ number

- date

- catalogue number

- price list etc.

- ~~etc~~ shipping forwarding direction, instruction regarding ~~packaging~~ insurance, mode of payment agreed upon, ~~payment~~, limelimit, discount, quantity etc.

Eg:- Happy Computer Centre  
Kansbahal

Date: 30<sup>th</sup> March, 2022

Raj Furnitures

Sector 18

Rourkela

Sub: Order for goods.

Dear Sir

Thank you very much for your quotation numbers 1234 on dated 23<sup>rd</sup> March 2022. We would be grateful if you could arrange to deliver the following items at Kansbahal, Happy Computer Centre as soon as possible.



Sl. No.	Items	Quantity
1.	File cabinet	3
2.	Steel almirah	4
3.	Revolving chair with cushioned seats	5
4.	Wooden table (3' x 5')	6
5.	Typist's chair & Table (standard size)	2
6.	Wooden Table (4' x 6')	3

of you

It is very thoughtful to have sent us your brochure, which ~~are~~ we shall certainly use it for <sup>our</sup> future use. Our bankers are UCO Bank, Kanabahal Branch, we propose to pay on cheque drawn on them. Please confirm this arrangement suits you.

~~Please stamp~~

Sincerely,

Sanjana Tanuja Bora  
Office Manager.

### • Claim & Adjustment letter

- claim or Complaint letter: Claim letters are sometimes written when damages are suffered in business, goods have been damaged or lost a product fails to ~~co~~ perform, service has proven ineffective etc.
- Claim letters should be written in such a way that the future business <sup>relation</sup> should not be ~~convent~~ hampered.

A claim letter should not ~~accuse~~ accuse someone but set out the problem.

Sanjana Tanuja Bara  
Kansbahal

Date : 30<sup>th</sup> March, 2022

Tiny Toy Computers  
Mahatma Gandhi Road  
Bangalore

Sub:

Dear Customer Service Executive,

I recently purchased a tiny toy computer model no: 1234 for my 6 year old sibling, after viewing the components, I discovered that some of the parts are missing, also the instructions that can be the product is in Chinese but not in English, the language I speak. This problem did not let me do the assembly of the product.

I writing to request you replacement of the missing parts, and a copy of the instructions in English for the model I purchased. If reasonable arrangements were not made within 10 working days, I will return the product. I am including a copy of sales receipt and a list of missing parts.

I have been a regular customer of your products and impressed with the quality. I sincerely hope that this is a one time incident at any future purchase will live up to the standard of my expectations.

Sincerely,

Sanjana Tanuja Boral

Encl 1 :

Encl 2:

- Q. You are the customer relation officer of Tiny Joy Computer. Write an adjustment letter to your regular customer who has suffered because of the missing parts and instructions in other language of your product.

~~Sanjana Tanuja Boral~~  
~~Customer Relation Officer~~  
Tiny Joy Computer  
Mahatma Gandhi Road, Bangalore

Date: 1<sup>st</sup> April, 2022

Asun Roy  
Kansbahal

Sub: Complaint dated 30th March, 2022

Dear ~~Asun~~ Sir,

This is in reference to your complaint dated 30th March 2022. ~~reporting tiny joy~~ We are very sorry that you have been delivered Tiny Joy computer with some missing parts and instructions in Chinese. We take these things sincerely and can sympathize with you for the inconvenience caused to you due to us.



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YOUVA

In the meantime, we would like to replace ~~your defective~~ with a new Tiny Joy computer of the same brand with all the ~~new~~ parts included and with instructions in ~~easy~~ english. This will cost you no shipping cost. Our delivery boy will come and collect the defective product and deliver you the new product.

Also, we would like to gift you a ₹ 5000 gift card which can be used for further purchases from our store, for inconvenience caused to you due to us. We hope that you will continue shopping with us.

Thanking You.

Yours sincerely,

Sanjana Januja Bara  
Customer Relation Officer.

Encl 1: ₹ 5000 gift voucher, can be used for further purchases from our store, Tiny Joy Computers.

Q. Write a notice within 100 words about a football meet going to be organised by your institute on 20th April, 2022. You are the General Secretary of Students Sports Association.

Indian Institute of Production Management  
Kansbahal

### NOTICE

31<sup>st</sup> March, 2022

Notice for

Sub: Football Meet on 20<sup>th</sup> April, 2022

1

This is to inform all the students from every department that our institution is going to organise a football meet on 20<sup>th</sup> April, 2022. The following details are given below:-

Date: 20<sup>th</sup> April 2022

Time: 10:00 AM - 1:00 PM

Venue: DAV Ground, Kansbahal

Interested students and for further queries you can contact the undersigned:

Sanjana Tanuja Bara

General Secretary of Students Sports Association

Got  
fixed

Commonly misspelled words

aggressive  
almost  
accidentally  
absence  
annually  
equipment  
~~accelerate~~ ~~a~~ ~~ex~~ exhilarate  
guarantee  
guidance  
~~hygiene~~ hygiene  
intelligent  
~~millennium~~ millennium  
mischievous  
necessary  
~~withhold~~ withhold  
withing  
tomatoes  
wilful  
successful  
pronunciation  
publicly  
quarantine  
restaurant  
rhyme  
noticeable  
neighbour / neighbour  
principle  
tomorrow  
~~twelfth~~ Twelfth  
~~Caribbean~~ Caribbean  
disappoint  
business  
calendar

accommodate  
beginning  
committed  
definitely  
dilemma  
~~dumbbell~~ dumbbell  
foreign  
fascinating  
humorous  
library  
license



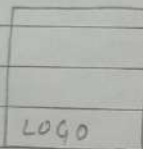
Date 12/04/22

Agenda - An agenda is a list of activities to be done in order of a sequence in a meeting.

The purpose of agenda is to give the participants a clear understanding of the meeting or event which logically guides them with the whole process.

Steps of writing an agenda

1. Write the title of the agenda.
2. Followed by a who, when and where information.
3. Write an overview of the meeting.
4. Outline the topics/activities and give a sufficient allotted time.
5. Add extra instructions.
6. Check for error.



### Business Meeting Agenda

Date : 12<sup>th</sup> April, 2022

Time : 10.30 AM

Chair Person : Dr. S.K. Ghose

Meeting Title : 2022 students development goal.

Attendees : Prof. R.K. Panigrahi, Prof. ~~S. Verma~~  
Prof. A.K. Palit, ~~Prof. S. Verma~~

Objective 1: All round development of the students

Objective - 2: Teacher student interaction

Objective - 3: student centred activity.

## Schedule

Time

10:30 AM - 10:35 AM : Opening ~~address~~ address by the director.

10:35 AM - 10:45 AM : Discussion on objective - 1<sup>st</sup>.

10:45 AM - 10:55 AM : Discussion on objective - 2

10:55 AM - 11:05 AM : Discussion on objective - 3.

11:05 AM - 11:10 AM : Closing Remarks.

Q. Your college is going to celebrate the annual day on 20th April. You are the General Secretary of college cultural association. Write an agenda for your annual day celebration.

## Annual Day Celebration Agenda

TIPM, KANSBAHAL

Date : 20th April 2022

Time : 4:00 PM

Venue : TIPM Campus, Kansbahal

Guest of Honor: Dr. S. S. Bera, (OPS) - SDPO RGP  
Chief Guest: Smt. Raju Rai, Adviser to L & T  
Kansbahal and Member of Governing  
Council, TIPM Kansbahal

### Schedule

4:00 PM - 4:05 PM : Welcoming of Guest

(followed by digital lighting lamp and  
prayer song).

4:05 PM - 4:10 PM : Welcome Address by Directors  
TIPM.

4:10 PM - 4:15 PM : Address by Guest of Honor.

4:15 PM - 4:20 PM : Address by Chief Guest

4:20 PM - 4:30 PM : Prize distribution ceremony  
~~Felicitation Ceremony~~.

4:30 PM - 4:45 PM : Felicitation Ceremony

4:45 PM - 6:45 PM : Cultural Program by  
Students.

6:45 PM - 7:00 PM : Prize distribution Ceremony  
(Student of the year & Special prizes)



7:00 PM - 7:05 PM : Vote of thanks ~~by the students~~,  
~~from the students~~

7:05 PM - 8:55 PM : Musical Extravaganza,  
food & dance party for  
students, etc.

8:55 PM - 9:00 PM : closing Remarks by Director,  
9:00 PM.

13/04/22

MINUTES: Minutes are the written record that are  
said or decided at a meeting. This is used for future  
references.

Essential Parts of a minutes:

1. Name of the body (eg: finance committee; board of governors) and nature of the meeting.
2. Date time and place of the meeting.
3. The number of the meeting if it is in a sequence.
4. Time of the meeting called to an order.
5. Name of the chairperson of the meetings.
6. Names of members present and absent.
7. Approval of minutes of previous meetings.
8. Summary of reports, announcements and other information shared.

9. Time of adjournment.

10. Date, time, and location of next meeting.

11. Signature of the chairperson.

### Minutes of marketing team meeting

- The members of marketing team of IIPM, Kanskahal held a meeting at 10:00 AM on 12th April 2022 in the conference hall.

- The following members were present -

(i) Prof. Dr. S.K. Ghose

(ii) ~~Dr~~ Prof. S.K. Jena

(iii) Prof. K.R. Swain

Prof. R.K. Panigrahi

Prof. S. Yadav

Members absent -

Prof. A. Razaque

Prof.

- The director Dr. S.K. Ghose chaired the meeting.

- Prof. K.R. Swain ~~was~~ read the minutes of previous meeting and it was passed by without any modifications.

- Then the fee structure for admission into BBA course was decided with a discussion, that the tuition fees for the ~~course~~ course will be 35,300 per year.

- |          |       |
|----------|-------|
| Page No. | YOUVA |
| Date     |       |
- Madam S. Yadav was given the charge of telecalling for the interested candidates.
  - ~~Prof. R.K. Panigrahi~~ Prof. S. Farique have been given the charge of hostelites.
  - Prof. R.K. Panigrahi had been given the charge of admission.
  - It has been decided that the hostel fee, ~~was~~ would be ₹12,000 and the feeding charges would be ₹36,000 of the students.
  - The task of GDI session, would be given to Prof. Tharna Pujari.
  - The meeting was closed with a review to decision taken by the director, and the next meeting is decided to be held on 18th April 2022, in the conference hall.
  - Signature ~~of~~ of Director  
TTPM Karsabhal

19/04/22

### Memorandum

Memo is a message in writing sent by one person or department to another within the same business organisation. That is why it is also known as the Inter-office Memo.

It is used for issuing instructions to the staff, keeping members of an organisation posted on new policy, inviting suggestions, giving information, reporting an activity or situation, making request etc.



## Organisation of a Memo

- A subject line that summarises the message.  
Eg:- Sub - "Staff meeting to discuss summer vacation."
- An opening that reveals the main idea immediately.
- A body that explains and justifies the main idea.
- An ~~exact~~ action closing.

Indian Institute for Production Management  
Kansahal  
Sundargarh  
MEMO

Date : 19<sup>th</sup> April, 2022

To : All the staff members.

From : Director

Subject : "Consumption of electricity in the office premises"

It has come to my notice that some members of the office and students do not care to switch off the fans ~~and~~ lights and air conditioners when going out of their rooms or at the end of the day, while leaving the office.

As you are well aware of the needs of power saving, we must take greater care to co-operate with the authority and ~~also~~ avoid wastage of power.

~~Inter Office Memorandum~~

Inter office Memorandum  
MEMO

dt - 14th April, 2022

To: Sanjana Tanuja Bara

From: Department of Accounts

Subject: Refund of fee for BBA course 2021-24

The student listed below has officially dropped and should receive a fee refund.

Student's Name: Sanjana Tanuja Bara

Roll NO: ~~Roll NO~~ 23

~~Amount of Refund~~

Course officially dropped in: BBA 2021-24

Amount of Refund: 40,000

Account number: xxxxxxxxxx

Student received financial aid - Yes / ☒ NO

## Tender Notice

1040

SAIL REFECTORY COMPANY LIMITED  
(A subsidiary of Steel Authority of India)

SALEM, 636 005  
Phone: 0427-2341402; Fax: 0427-23414

Tender Advt. No: 0124/37

OPEN/GLOBAL TENDER

Sealed tenders are invited for following:

Tender No.	Description
T-16/18-17	PROCUREMENT OF DEAD <del>IRON</del> <sup>BURNT</sup> MAGNESIA (90/MQ) (Global Tender)

For details regarding Quantity, eligibility, terms and conditions etc. log into website [www.sailtenders.co.in](http://www.sailtenders.co.in) under the plant name SAIL REFECTORY COMPANY LIMITED

DGM (Comm.)





OFFICE OF THE DISTRICT MANAGER  
ODISHA STATE CIVIL SUPPLIES CORPORATION LTD.,  
(OSCS) NAYAGARH

Phone : 06753-253942, District website: www.nayagarh.nic.in

Dt: 18.04.2022

Tender No. 2071

CAD-215: District Manager, Odisha State Civil Supplies Corporation Ltd. Nayagarh invites tenders in Double Cover System through ONLINE MODE ONLY for the works below.

1. Name of the work	Selection and appointment of Level-1 Transport Contractor for transportation of food grains from FSD, FCI, Cutchak to RRCs in the district Nayagarh of the state of Odisha
2. Availability of bid document in the portal	From 19.04.22
3. Last Date/Time for receipt of bids in the portal	Dt. 25.04.2022 up to 5:00 P.M.
4. Date/Time of opening of Technical Bid	Dt. 26.04.2022 at 11.00 AM onwards
5. Name and address of the officer inviting Tender	District Manager, O.S.C.S.C. Ltd., Nayagarh

Tender documents and other details can be seen from the e-procurement portal www.oscsc.in, www.foododisha.in & www.tenderodisha.gov.in along with district website. Amendments/ covid agenda/ cancellation/retenders etc. if any shall be published only in above websites.

Sd/- District Manager  
O.S.C.S.C. Ltd., Nayagarh

### Unit - III Business Report

Business Report: "Business report is an organised presentation of information to a specific audience for the purpose of helping an organisation achieve an objective."  
- Bowman & Brachman, 1988.

#### Importance:

1. A business report conveys that it assists in decision making.
2. It solve the business problem.

3. It solves business problems.
4. It serves as historical records to make future decisions.
5. Report is an essential skill in business.
6. It may analyse a business history, operations, problems, competitions and goals followed by ~~no~~ number of possible solutions.

#### Characteristics :-

1. Clarity - Since the main purpose of the report is presentation of facts. The language and factual presentation are clear, readable, precise and concrete.
2. Conciseness - The entire report should be told with the fewest possible words by ~~omitting~~ omitting the irrelevant details. But give enough information to enable your readers to understand clearly what you are explaining. Make your report brief and comprehensive.
3. Continuity - Report should tell you a complete story as logically and interestingly as possible.
4. Objectivity - Report should be objective, honest to the

readers and give them a convincing conclusion.

### Steps of preparing a business Report -

1. Planning (Determining the scope & target audience)
2. Researching, organising, evaluating ~~from~~ and analysing your information sources.
3. Drafting the body.
4. Deriving conclusion and recommendation based on findings.
5. Further drafting, editing & proof reading.

### Types of Business Report :

#### 1. Routine / Re Periodic Report -

It is submitted on recurring bases (daily, weekly, quarterly, monthly, annually etc.). ~~Contains~~ Contains statement of facts in detail or in summarised form.  
eg:- branch manager sent periodic reports to the head office of business transactions during a particular period.

#### 2. Special Report -

This type of report present the result of specific, one-time study or investigation.  
eg:- A report on desirability of opening a new branch.

#### 3. Internal Report -

It is less formal and ~~a~~ within the organisation.  
Eg:- Reports for different level of management.

#### 4. External Report -

The report meant for person outside the business.  
Eg: Reports for shareholders, government bankers, financial institutions etc.



5. Short Report -

It can be 1 to 10 page long; can be in memorandum or letter format.

6. Long Report -

A long report examine problems in detail requires more extensive research and preparation.

7. Informational Report - It focuses on facts. It explains or educates the readers. It helps to take decisions.

Eg: - Policy report - ~~which helps to~~ The statement of policy ~~report~~ which helps the manager communicate the company standard.

(ii) progress report of any project.

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8. Analytic Report :- It contains facts and also include an evaluation or interpretation or analysis of data and the reporter's conclusion.

Eg: - problem solving report & Justification Report

9. Informal Report :- It assumes certain familiarity with the receiver, use conversational vocabulary or common grammatical structures. It is usually submitted in the form of a letter or memorandum.

10. Formal Report :- It follows the established conventions of languages used, organisational structure, presentation appearance etc. Long reports, expensively produced reports may be considered as formal reports.

11. Statutory Report:- A report prepared and presented according to the form and procedure laid down by law. is known as statutory report.
12. Non-Statutory Reports:- Formal report which does not require any law but which are prepared to help the management in ~~forming~~ <sup>framing</sup> policies are called non-statutory report.

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### Structure And Layout of the Report:

There are 3 ways in which report can be organised

- (i) Memorandum form
- (ii) Letter form
- (iii) Manuscript form

### Manuscript form:

#### MEMO

To:

Date:

From:

Subject:

#### MEMO

To:

From:

Date:

Subject:

Manuscript Form  
~~Memorandum~~

(i) Preparatory Parts or Inventory Part

- Cover Page
- Title Page / Title Fly
- letter of authorisation
- letter of Transmittal / Preface / Forward
- Table of Contents
- List of Illustrations
- Synopsis / Executive Summary.

(ii) Body of the report / Report Proper.

- Introduction
- Discussion / Description
- Ending Summary
- Conclusion
- Recommendation

(iii) Supplementary Parts

- Appendix (Add-on parts)
- Glossary (technical imp. words)
- Bibliography (reference)
- Index (alphabetically mentioned names & places)



### (A) Preparatory Parts

(i) Cover Page - A cover is usually made of white or some soft neutral coloured paper. It protects the manuscript from damage and gives report a neat appearance. It includes the report title, its number (if any), the date, the classification.

(ii) Title Page - The title page includes title of the report, name of the person or persons to whom it is submitted, then date of submission & Name of the writer.

~~(iii) Date of submission & Name of the writer -~~

(iii) Letter of authorization - The primary objective of letter of authorisation is to authorise the researcher.

(iv) Preface - This letter is placed just after letter of authorisation and just before table of contents. It highlights some important feature of the report or gives a brief summary of it, describes its method and scope, points out limitations, thanks the authoriser and others for their help etc.

(v) Table of contents - Its function is to give the reader an overall view of the report and help him locate a particular topic in a particular page.

(vi) List of Illustrations - It includes list of tables, charts and figures.

(vii) Synopsis - It includes all the major facts as well as primary analysis and conclusion derived from them in one page.

(B) Body of the Report

(i) Introduction - It includes authorisation for the report, historical or technical background, scope of the study, limitations, methods of collection of data, ~~discussion~~ or description.

(ii) Discussion / Description - This section contains your conclusion and recommendation as well as analysis & logical ~~into~~ interpretation of data.

(iii) Ending Summary - It highlights the facts; ~~and~~

(iv) Conclusion - It summarises the findings.

(v) Recommendation - Suggestion or practical action ~~based on~~ based on analysis.

(C) Supplementary Parts

(i) Appendix - It is an add-on part. Reporters may include supporting information in it.

(ii) Glossary - It is a ~~technical word list~~ list of words with their explanation.

(iii) Bibliography - It is an alphabetical list of ~~sources~~ ~~places & subjects~~ books, journal and reports used for reference.

(iv) Index - It is an alphabetical list of names, places, subjects mentioned in the report.

- Letter Form

Letter head

Date: 9th May 2022

Inside Address

(Name of the person you are writing to)

Sub:

Salutation (Dear Sir / Madam)

- Introduction - purpose, context, background.
- Findings - support text, analysis, illustrations etc.
- Conclusion - Major findings & expected actions.

Complementary closing (sincerely yours,)

Signature

Encl



Opex Apparel Ltd.  
(A house for best garments)  
Dhanmondi, Dhaka.

9th May, 2022

Managing Director  
Opex Apparel Ltd.  
Dhanmondi, Dhaka

Sub: Negligence of duty by the staff in our Uttara  
showroom.

Dear Sir,

In accordance with your instructions, I personally visited our showroom to look into its functioning. I made some investigation and therefore submitting my report hereunder.

A number of worthy customers purchased some exclusive garments but found some problems with fitting after purchase. They tried their best to return the garments but failed because there was no attendant to take the complaint and provide the change. As a result they made a phone call to our complaint department and filed complaints regarding this issue.

I hope that quick action will be taken based on my recommendation for the betterment of our company.

~~Yours sincerely~~

Yours sincerely.

Sanjana Tanuja Bara

~~9th May 2022~~  
~~Signature~~

MEMO

To:

From: Sanjana Tanuja Bara

Date: 9th May, 2022

Subject: Employee turnover and the issue of child care

The purpose of this report, which you requested, is to show that

MEMO

To: All employees

From: Sergeant Thomas Barr, CEO

Subject: New Tech Software Issues

Date: 04 May, 2022

It has come to my attention that many employees are having trouble using our recently acquired New Tech sales management software because it incorrectly creates duplicate client entries. Some of you have stopped using the system altogether. We want this software to help you do your jobs better, not to take up more time. Therefore, it is now to hold off using it until we resolve the technical issues with New Tech staff.



### Types of Social correspondence

- ⇒ Congratulations letter
- ⇒ Condolance
- ⇒ Invitation
- ⇒ Recommendation

### Format

- Heading
- Salutation (greeting)
- Body
- Closing
- Signature

### Congratulations letter for promotion

9th May, 2022.

S. Saxena

Chief Manager  
XYZ Ltd.

Rourkela

Dear Pratiksha,

I am sending you my warmest greeting and congratulations for being promoted as Chief Manager and like to say that you fully deserve such success after such dedication to your firm.

I hope very much that your new duties will allow you to contribute to the organisation. Wish you all the best luck for the next ventures.

Yours Truly,

~~Signature~~

S. Sarna

Chief Manager,  
XYZ Ltd.

#### Q- Condolence Letter

A condolence letter is written by individual to a relative, friend, colleague to person concerned express his/her sympathy and extend giving advice on the occurrence of a sad event. Such as death, serious illness, business loss, or loss of employment.

Condolence letter must be written in a formal tone. They must wish for better time to come. Should be written within ~~one~~ ~~month~~ first two weeks following the event.

Sender's  
~~Address~~ Address  
Date  
Receiver's  
~~Address~~ Address  
Salutation  
Body

Date  
Receiver's Address  
Salutation

9th May, 2022

Ruiya Biswal  
Manager  
XYZ Ltd  
Rowakela

~~9th May, 2022~~

Sanjana Taniya Bara  
Chief Manager  
XYZ Ltd  
Rowakela

Dear Ruiya,  
We are so saddened to learn ~~the~~ about the death of your husband. He was nice, and kind-hearted man. He was always been such a positive minded and will ~~obviously~~ be missed very much.

Please do not hesitate to contact me if there is anything that I or the company can do to assist you and your family work through this difficult time. It would truly be our honour to assist you and your family in your time of need.

You are all in our thoughts and prayers and we ask that you please accept our heartfelt condolences.

Sincerely,

Sanjana Taniya Bara  
Chief Manager  
XYZ Ltd.



Q. Recommendation Letter.  
To whom it may concern:

9th May, 2022

Raj Agarwal  
Director  
XYZ Company Ltd  
Rourkela

Recommendation for John Rai

Dear Sir,

I have worked very closely with Mr. Rai during several years that he has served as an assistant in my office. John produces a high volume of work while consistently maintaining high standards for quality and accuracy.

John possesses the ultimate "can do" attitude while taking on all tasks with a positive energy and a smile. There will be no unpleasant surprises and I am confident that he ~~he~~ will fit in and add to ~~our~~ office morale.

I volunteered to write this recommendation for him because I am grateful for his contributions to our office.

Please feel free to contact me if you have any questions regarding this outstanding young man.

Sincerely,

Sanjana Taniya Bora  
Chief Manager, PMS Ltd  
Rourkela.

## Q. Invitation Letter

Sanjana Tanuja Bara  
~~Director~~ Chief Manager  
~~XYZ Ltd~~ PMS Company  
Rowakela

9th May, 2022

Siriman Banerjee  
~~Chief Executive Manager~~ Director  
XYZ Ltd  
Rowakela

Dear Mam,

I am pleased to inform you that you are cordially invited to the Annual Gala of our company. This event will be held on 14th May 2022 at football ~~stadium~~ Stadium Rowakela at 6:00 PM. A dinner has been arranged in between the event to make it more enjoyable.

We look forward to your presence at the event.

Yours Sincerely,

Sanjana Tanuja Bara  
Chief Manager  
PMS Company  
Rowakela

*Signature*