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COMMUNICATION Skills

For Gujarat Technological University

PARUL POPAT | KAUSHAL KOTADIA



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Communication Skills

As per the BE syllabus requirements of the
Gujarat Technological University

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Contents:

Sr. No.	Topics	Teaching Hrs.	Module Weightage
1.	Basics of Communication <ul style="list-style-type: none"> • Definition and Process of Communication • Kinesics • Paralinguistics • Proxemics • Chronemics 	4	15%
2.	Presentation Strategies <ul style="list-style-type: none"> • Defining the Purpose of Presentation • How to Make an Effective Presentation: <ul style="list-style-type: none"> (i) Analyzing audience and locale (ii) Organizing content and preparing an outline 	2	10%
3.	Listening Ability <ul style="list-style-type: none"> • Hearing and Listening • Types of Listening • Barriers to Effective Listening • Traits of a Good Listener 	2	10%
4.	Reading Fluency <ul style="list-style-type: none"> • Introduction • Reading Strategies • Techniques of reading • Developing Reading Comprehension 	4	15%

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5.	Writing: Mastering the Final Skill <ul style="list-style-type: none">• Paragraph writing (Application Que)• Business Letters (Application Que)• Report Writing (Application Que)• Completion of a Given Story (Application Que)• E-mail etiquettes Note: Only Practical/Application Questions of writing skills should be asked in ESE, the theory of the above mentioned topics can be explained in the class.	6	25%
6.	Enriching Language through Literature. <i>Poems</i> <ul style="list-style-type: none">• <i>The Road Not Taken</i> by Robert Frost• <i>Goodbye Party for Miss Pushpa T. S.</i> by Nissim Ezekiel <i>Short Stories</i> <ul style="list-style-type: none">• <i>The Eyes Are Not Here</i> by Ruskin Bond• <i>The Romance of a Busy Broker</i> by O'Henry	6	25%

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Preface



'Communication works for those who work at it'
—John Powell

It is now accepted worldwide unanimously that communication is an indispensable facet of life. Appropriate communication skills are a must for a successful professional as well as personal life. In fact, whereas ineffective communication is a cause of misunderstandings, effective communication is a source of all the solutions.

Whatever may be one's field, competence in communication creates path for the victory. An apt way of communicating a thing by a doctor can work as a medicine for a patient. In politics a leader can win an election by communicating his/her ideas to the voters. Communication can form a win-win situation in negotiation in business through a well drafted document. In education, effective communication from a teacher can help students understand the complexities of a subject. Thus, good communication skills are a prerequisite for every professional and such a professional can be an asset to any organisation.

However, communication does not mean or refer to use of words. It is both: articulation and gesticulation. Speaker's body movements, management of time, tone of the speech too carries a meaning. It is important that a sender conveys the same meaning verbally that s/he conveys non-verbally.

Communication is also not only about speaking, it is about listening as well. In fact, a good listener is a better communicator. A well known writer Stephen Covey states that most people do not listen with the intent to understand, they listen with the intent to reply. Thus, how to listen someone is a skill and should be cultivated.

Thus, effective communication is an asset that would help everyone realise his/her goals at various stages of life.

Structure of the Book

The book contains 6 chapters based on the First Year Engineering Syllabus of GTU. Every chapter, in detail, discusses all the topics listed in the syllabus followed by exercises assessing the students' understanding of the topics as well as their ability to discuss various topics critically.

Chapter 1 **Basics of Communication** discusses the basic concepts of communication and refers to the various definitions and process of communication followed by the illustration of various components of non-verbal communication.

Chapter 2 **Presentation Strategies** focuses on presentation techniques. The chapter details various phases of a presentation. It also explains various methods of presentation detailing pros and cons of each.

Chapter 3 **Listening Ability** elaborates importance of listening skill, explains types of listening as well as lists barriers to listening and illustrates qualities of an effective and an ineffective listener.

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Chapter 4 **Reading Fluency** explores the reading strategies, techniques and various methods to develop reading comprehension.

Chapter 5 **Paragraph Writing** is one of the components of Unit 5 entitled Writing: Mastering the Final Skill. The chapter highlights the different forms of paragraphs and focuses on various techniques and stages of paragraph development.

Chapter 6 **Letter Writing** is also one of the components of Unit 5 entitled Writing: Mastering the Final Skill. The chapter not only highlights theoretical aspects of business letters but also provides ample examples and model paragraphs to help students in developing the skill of letter writing.

Chapter 7 **Report Writing** too is one of the components of Unit 5 entitled Writing: Mastering the Final Skill. The chapter details the theoretical background required for good report writing as well as examples that can be understood and emulated by the students in their academic as well as professional life.

Chapter 8 **Story Writing** as well is one of the components of Unit 5 entitled Writing: Mastering the Final Skill. The chapter highlights the features of a good narrative citing suitable examples from the literary texts prescribed in the syllabus.

Chapter 9 **Email Etiquette**, like the previous chapters, is one of the components of Unit 5 entitled Writing: Mastering the Final Skill. It lists various modes of etiquette that one should follow while communicating through mail and offers necessary explanation behind each mode.

Chapter 10 **Enriching Language through Literature** aims at developing language through stories and poems. The chapter includes the original poems and stories followed by the summary of the same.

Parul Popat
Kaushal Kotadia

Acknowledgements



'The essence of all beautiful art, all great art is gratitude.'
—Friedrich Nietzsche

I, Parul, express my sincere thanks to Prof (Dr) Rajul Gajjar, Principal, Government Engineering College, Gandhinagar, for motivating me to write a good book for students and aspire for higher goals as a teacher. Many thanks to Prof PI Bhatt, Head, General Department of Government Engineering College, Gandhinagar for being very supportive at various stages and all my colleagues for their help.

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We take this opportunity to convey our gratitude to all our teachers who have played a pivotal role in shaping us as teachers. In particular, we are highly indebted to Dr Piyush Joshi, who since 1996, irrespective of time and place, has always been there whenever we needed his valuable guidance. We are thankful to him, for suggesting necessary modifications for making this book more useful.

We owe this work to students whose interest in the subject and belief in us motivated us to come out with a learner-centric book. We would like to thank the students of Government Engineering College, Gandhinagar especially Zeel Shah, Bhumit Thakkar, Aakriti Chatterjee and Shivangi Motwani for going through various chapters and providing us students' point of view and Kishan Makadia, Harsh Mokta and Indra Panchal for snaps to explain various gestures and postures in non-verbal communication.

With great regards, we acknowledge the love and support of our family members and in-laws without whom it would have not been so easy to combat the challenges that life posed before us. A very special thanks to our son Mann, the light of our life and the cause of our being for bringing all the happiness in our life and making it complete.

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Kaushal Kotadia

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About the Authors

Parul Shantilal Popat (PhD, SET) is an Assistant Professor working at Government Engineering College, Gandhinagar. She has more than a decade of teaching experience in Communication Skills, English Literature and Language at UG and PG levels to her credit. She has published several research papers in leading journals.

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1

Basics of Communication

Chapter Objectives

After studying this chapter, the students will be able to

- Define the concept and detailed meaning of communication.
- Explain the process of communication.
- Discuss the difference between verbal and non-verbal communication.
- Define the concept and detailed meaning of non-verbal communication.
- Classify different components of non-verbal communication.
- Infer varied non-verbal signals and the meanings they are likely to convey.

1.1 MEANING OF COMMUNICATION (GTU JAN 2009, DEC 2013)

Communication that must have begun with the birth of mankind, has acquired a considerable significance in today's world. It is used in day-to-day life by everyone; the literate or the illiterate, the rich or the poor, the employed or the unemployed, the young or the old, man or woman. From a peon to the president, everyone communicates. Nevertheless, the difference lies in forms, methods and styles. Some communicate to survive, whereas others to succeed. In a way, life and communication are two sides of the same coin. We communicate by talking, listening, reading, writing, drawing, making gestures and what not. Actually, we communicate 24×7 round the year either consciously, subconsciously or unconsciously.

Simply put, communication means to exchange or share our thoughts, feelings, ideas, information, etc. through various means and channels. It is a two-way traffic, i.e., giving and receiving. The word communication has been derived from the Latin word 'communis' that means to share or make common.

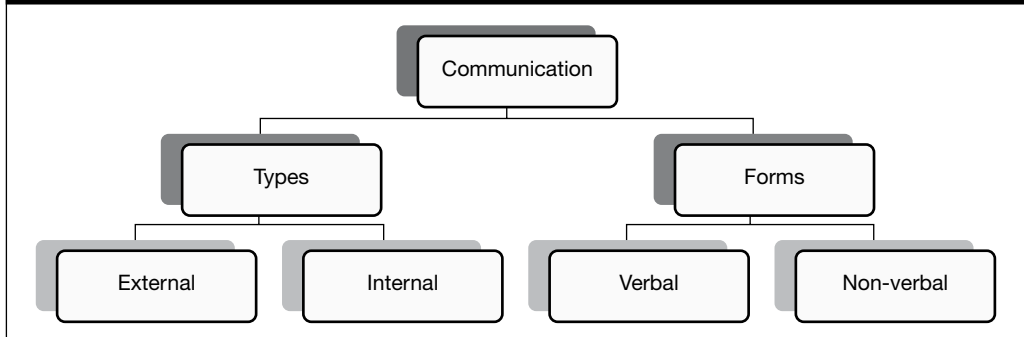
1.2 DEFINITIONS OF COMMUNICATION (GTU JAN 2009, 2011, DEC 2011)

Communication is undertaken to influence the other parties' thoughts, views and conduct. Communication, today, has become the most important thing in our life spreading across all

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EXHIBIT 1.1 Concept of Communication



the walks of life. Effective communication is all pervasive, whichever field one chooses, true success is not possible without communication. It is defined in various ways. Given below are some of the definitions:

Louis A. Allen: ‘Communication is the sum of all things one person does when he wants to create understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding.’

Newman and Summer: ‘Communication is an exchange of facts, ideas, opinion or emotion by two or more persons.’

Chappel and Read: ‘Communication is any means by which thought is transferred from one person to another.’

Keith Davis: ‘Communication is the process of passing information and understanding from one person to another.’

I. A. Richards: ‘Communication is the exchange of meanings between individuals through a common system of symbols.’

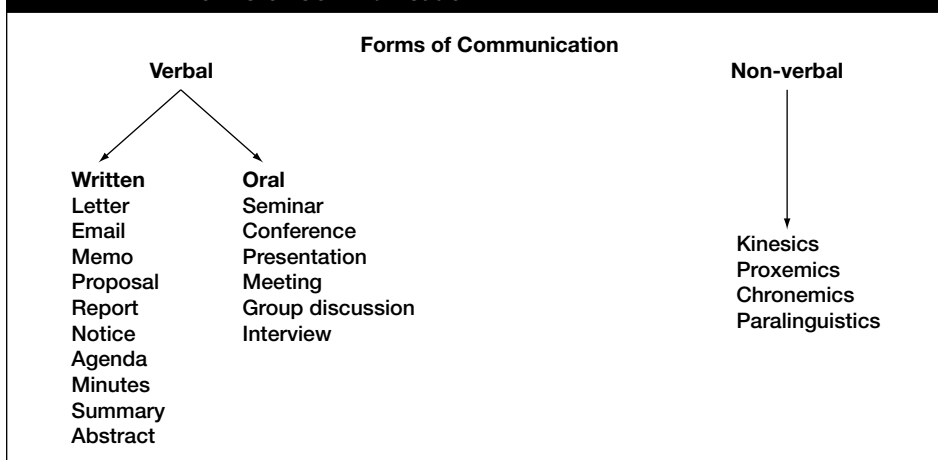
On analysing the above definitions, the following common things can be learnt which help us learn about communication in a better way:

1. It requires a sender and a receiver.
For communication to take place, both sender and receiver are required.
 - 1.1 A person himself/herself can be both sender and receiver. For example, Thinking about something
 - 1.2 Two or more persons can also be involved in it in the following manner:
 - One to one (two friends talking to each other)
 - One to many (a manager addressing a group of employees)
 - Many to one (workers presenting their problems to the manager)
 - Many to many (two groups of workers arguing on an issue)

“

'To communicate effectively, we must all realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.' —Tony Robins

2. It is a transmission or exchange of ideas, opinion or emotions between individuals.
The sender and receiver exchange information or opinion on various matters. This exchange can be personal or professional. Here, the proper understanding of what to transmit, when to transmit, whom to transmit and how to transmit plays a vital role as the success of communication depends on the correct answers to all the questions.
3. The transmission is done through a common system of symbols.
Passing of information can be in the form of signs or symbols, which are understood, by both; the sender and the receiver. The signs or symbols can be different languages, non-verbal actions, pictures or any coded language. The transmitted information should result into understanding on the part of the receiver and he/she should be able to give some feedback to the sender.
4. It involves a systematic and continuous process.
Communication is a process. In other words, whether one is listening, speaking, reading or writing and in any form, communication is more than a single act. It is a chain of events. The process has five steps as listed below:
 - The sender has an idea.
 - The idea becomes a message.
 - The message is transmitted.
 - The receiver receives the message and tries to decode.
 - The receiver responds and sends feedback to the sender.
5. It is a process of speaking and listening, reading and writing.
It implies the forms of communication. Communication can be done in various forms. As a sender, one can do it either by speaking or writing and as a receiver, it can be done by listening or reading. Even non-verbal signals and signs are also very much used. Thus, communication has various types and forms. Exhibit 1.2 would make types and forms very clear.

EXHIBIT 1.2 Forms of Communication

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1.3 PROCESS/CYCLE OF COMMUNICATION

(GTU SEPT 2009, JAN 2009, JAN 2011, DEC 2011, DEC 2013)

Communication, many believe, is very simple. However, it is not so. It is a complex process as it has several steps. It is also known as cycle of communication.

1.3.1 The Sender has an Idea

The sender is the person who starts communication. He/she has an idea that he/she wants to send to the receiver. The major burden is on his/her shoulder. The sender should be very clear about what to convey, whom to convey, why to convey and how to convey. The clearer the sender is about the idea, the better would be the communication.

For example, a branch manager wants to inform the employees about the new incentive policy of the company.

1.3.2 The Idea Becomes a Message

In order to convey his/her idea, the sender puts the idea in the form of a message. In other words, the message is the encoded idea. The formulation of the message is very important. An improper choice of words or symbols can be harmful for communication. Thus, the message should be based on the requirements and ability of the receiver. The choice should depend on the subject, the purpose, the audience and the ability of the sender as well as the receiver. It should leave a desired impact on the receiver. This can happen only if the message is encoded properly.

For example, the manager does the necessary homework and learns the ins and outs of the incentive policy. He/she keeps in mind the employees while formulating the message.

1.3.3 The Message is Transmitted via a Channel

When the idea becomes the message, it is sent to the receiver. Here, the medium or channel is very important. There are number of ways to send one's idea across. While constructing the message, the sender should give a thought to the medium that is proper for the receivers. The transmission channel and the medium depend on the message one wants to convey and on factors such as the location of your audience, the need for speed and the situation. If the message is sent in written form, the sender should be careful about the characteristics of a good written message.

For example, keeping in mind the number and level of employees, the manager would choose the mode of communication. If the number of employees is 10, s/he would prefer to call all of them to the meeting room and would make a small presentation on the topic. He/she may also give some written material for study purpose.

1.3.4 The Receiver Receives it and Tries to Decode

The receiver receives the sent message. He/she tries to understand the message. Many factors play an important role in decoding of the message. If the message is of the level of

“

'The single biggest problem in communication is the illusion that it has taken place.'
—George Bernard Shaw

the receiver and interest to him/her then he/she will decode it successfully. If there is any problem during the transmission of the message or the receiver is not in a mood to receive it, he/she fails to decode it properly. The decoding of the message is successful only when the receiver understands what the sender wants to convey.

For example, all the employees would try to understand the incentive policy as it would be of their benefit. However, each one of them might receive it in different ways. Some may welcome it and will have positive outlook, whereas some will have doubt with regards to its benefit to them.

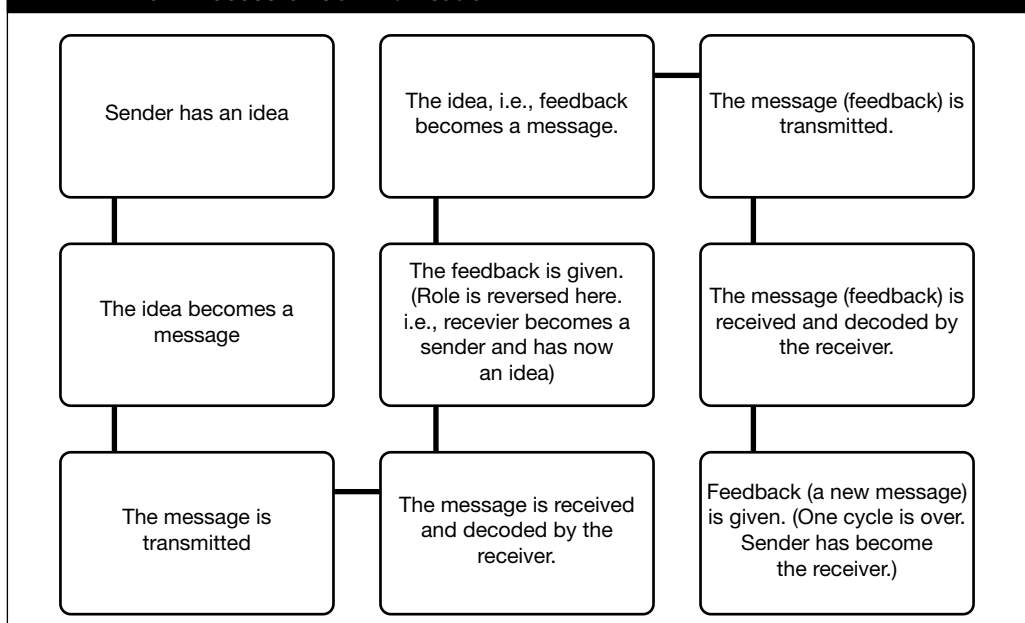
1.3.5 The Feedback is Given

Feedback is probably the most important stage in the process of communication. It is the final link in the chain of communication. It reverses the role, i.e., here, the receiver becomes the sender and the sender becomes the receiver. Thus, feedback is the response given to the sender.

It can be naturally positive or negative, deliberately positive or negative, real or fake. Positive feedback encourages the sender and negative feedback can discourage or gives some indication to change the way of formulation or transmission of the message. In whatever manner the feedback is given, one should filter it and receive it objectively.

Feedback is also a kind of communication. It can be in the form of a smile, a long pause, a spoken comment, a written message or some sort of an action. Even a lack of response is

EXHIBIT 1.3 Process of Communication



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a feedback. Effective communication takes place if there is feedback. Lack of feedback may result in miscommunication.

Sometimes, deliberately positive or negative feedback is given. At other times, it can also be partially positive or negative. The intentions behind all the feedback can be either good or bad. For effective communication to take place, feedback should be taken at all the levels

For example, while the presentation is going on, then facial expressions, nod and other gestures and postures are the feedback that the manager receives. After the presentation, queries raised by the employees are a feedback that informs the manager about the attitude and understanding of the listeners.

Thus, communication is the primary element in our day-to-day life. With the help of communication, one can influence and impress others. It can be intentional as well as unintentional. As it keeps on changing and growing, it is dynamic in nature.

1.4 NON-VERBAL COMMUNICATION AND ITS COMPONENTS

As discussed, we learn and communicate many things either by listening or reading, speaking or writing but we do learn and communicate things without using words as well. Research shows that only a small portion of communication is carried out by using words and majority of communication is done without using words.

Any interpersonal communication that is not expressed verbally is called non-verbal communication. Non-verbal signals indicate people's emotions and intentions.

It can be intentional or unintentional. In other words, sometimes, people are conscious about their non-verbal communication, sometimes, they unknowingly communicate something. Therefore, one needs to study and understand it so that it can help him/her conveying right message and understand the message correctly too.

You would agree that following situations communicate something. Look at the situations, and confirm their meanings by applying them to the situation and people around you.

Sr. No.	Situation	Meanings likely to be conveyed
1.	The distance between a sender and a receiver in face-to-face communication	Intimacy in the relationship
2.	Listening to someone with folded arms	Defensive attitude
3.	Sitting erect while listening	Attention and/or interest
4.	Wide open eyes on listening something	Surprise or shock
5.	Your regularly reaching late to office	Disinterest
6.	Your rising tone while calling someone	Anger/excitement
7.	A student biting finger nails during an exam	Nervousness/tension
8.	Your generally reaching in time for a meeting	Punctuality

“

*'The biggest communication problem is, we do not listen to understand. We listen to reply'.
—unknown*



Sitting erect while listening shows listener's interest



Biting nails while doing something indicates nervousness or doubt

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However, you should remember that every act of communication can be understood in the right manner if seen in the context. Non-verbal signals too should be seen and understood. For example, scratching head or itching nose may suggest thinking or doubt. However, it may be the case that the person has dandruff or some other problem with the scalp. Hence, non-verbal communication too is contextual.

Another important thing is that, it can vary from culture to culture. What is acceptable in one culture may not be acceptable in another. For example, ways of greeting. *Namaste* is more acceptable in India, whereas shaking hands is more used in western countries. Thus, one needs to learn and be conscious about cultural characteristics of people while communication.

Non-verbal communication can be classified in the following ways: (GTU Jan 2009, Sept 2009, Jan 2011, June 2014)

- A. Kinesics
- B. Proxemics
- C. Chronemics
- D. Paralinguistics

1.4.1 Kinesics (GTU Dec 2013)

Kinesics

Body movements or body language are part of kinesics. These movements include gestures, postures, facial expressions and eye contact.

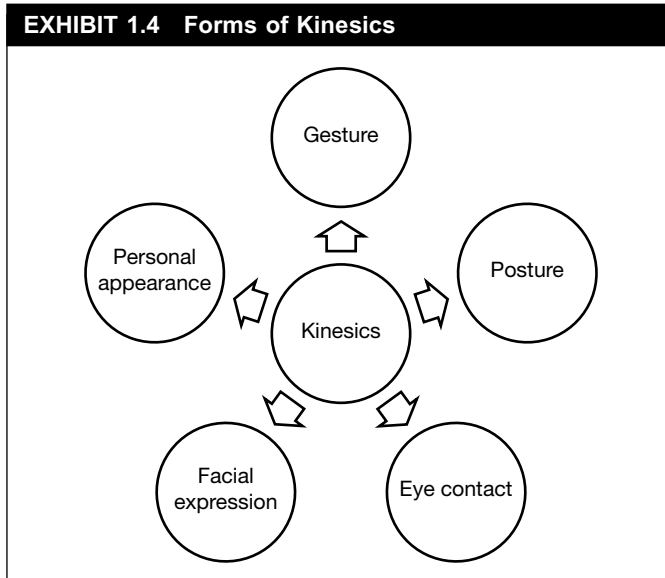
Gestures

They are hand or head movements. They include:

- a. **Emblems:** These gestures serve the purpose of words. Some emblems are common all over the world, whereas in some cases meaning vary. For example, open hand held up means '*stop*' everywhere in the world. However, forming a circle by joining the thumb and the first finger means '*good*' in India but means '*worthless*' in Germany.
- b. **Illustrators:** Gestures that explain the verbal message through sign or symbols are called illustrators. For example, showing two fingers while referring to two things and stroking stomach while one is hungry.
- c. **Affect displays:** They reveal the state of mind. They can be displayed through the emotions that are seen on the face. They include happiness, sadness, anger, joy, shock, surprise, fear, terror, disgust, interest, etc.
- d. **Regulators, i.e. Use of non-words:** Non-words like *uh-huh*, *mm-mm*, *hummm* are clues that inform the speaker whether you agree or disagree. For example, *hummm* followed by a full stop shows agreement, whereas *hummm* followed by a question mark shows doubt or disagreement.
- e. **Adaptors:** Non-verbal behaviours like scratching heads or biting nails are called adaptors.

“

*‘Effective communication also requires a mutual understanding of needs, desires and wants.’
—Kirk Hezlett*

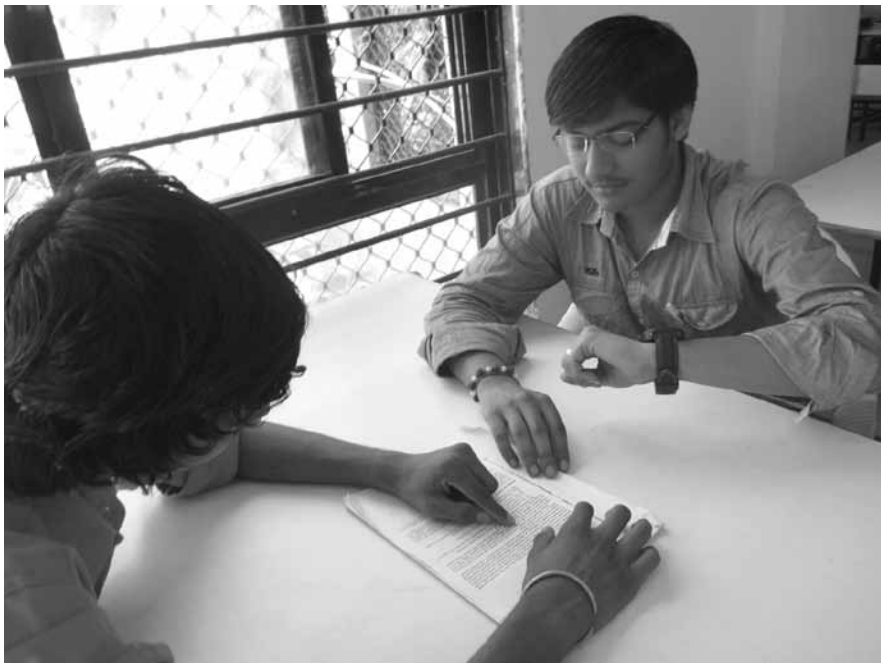


Sr. No.	Gestures	Meanings likely to be conveyed
1.	Fiddling with pen or ear lobes	Inattentiveness
2.	Yawning while listening to someone	Disinterest in the talk
3.	Scratching your head	Doubt or thinking something
4.	Looking at watch	Disinterest in the talk
5.	Nodding your head	Agreement or disagreement
6.	A handshake	Warmth, lack of interest, superiority, trust, etc.
7.	Frowning with crossed arm	Indicates disapproval
8.	A weak handshake	Inferiority or disinterest
9.	A warm hug	Friendliness
10.	A patronizing pat on the head	Support and encouragement
11.	A controlling grip on your arm	Dominance/authority

Gestures and their meanings are universal as well as culture specific. Universal gestures include hand signals such as waving for good-bye, the “V” for victory sign, **the “high five” signals victory**. Taking a culture-specific example, the zero shape made by the fingers stands for “OK” in the United Kingdom but is considered a vulgar expression in South American cultures.



Scratching head while reading or writing is an indicator of thinking process



Looking at watch while listening to someone conveys disinterest in the talk

“

*‘Wise men talk because they have something to say; fools, because they have to say something’
—Plato*



A controlling grip on your arm shows dominance or authority

Postures

Your style of sitting and standing is known as posture. Your postures too say more than the words you speak.

Sr. No.	Postures	Meanings likely to be conveyed
1.	Sitting with crossed legs in a meeting	Defensiveness
2.	Sitting with folded arms in a seminar	Disinterest or doubt
3.	Sitting in a slouched manner	Disinterest or tired
4.	Steeple fingers while speaking	Confidence
5.	Sitting/standing in erect position	Attention or interest
6.	Scratching head	Thinking
7.	Biting nails while listening to somebody or thinking	Nervousness or tension
8.	Sitting at the head of the table	Power
9.	Walking impatiently with head down	Upset and annoyance
10.	Avoiding eye contact with others	Lack of confidence or a lie
11.	Sitting squarely on a chair	Paying attention
12.	Leaning slightly forward	Paying attention



Sitting with crossed legs during formal communication shows defensiveness



Sitting with folded arms in formal communication may suggest disinterest

“

'The difference between the right word and the almost right word is the difference between lightning and a lightning bug.' —Mark Twain



Sitting in a slouched manner indicates tiredness/disinterest



Steeple fingers while speaking indicates confidence

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Avoiding eye contact with others suggests lack of confidence or lie



Leaning slightly forward is a sign of paying attention



'The way we communicate with others and with ourselves ultimately determines the quality of our lives.'
—Anthony Robbins

Facial Expression

Face is the mirror of heart. Your feelings get reflected on your face. One can send as well as receive feelings through facial expression. A friendly smile and a calm face generate positive waves, whereas raised eyebrows and frowning eyes generate negative waves. Facial expressions include smile, frown, raised eyebrow, yawn or sneer, anger, disgust, fear, surprise, etc.

Sr. No.	Facial expressions	Meanings likely to be conveyed
1.	Pulling a face	Disappointment or unhappiness
2.	Raising an eyebrow	Doubt
3.	Smiling	Approval and/or welcome, friendliness
4.	Concentrating hard on something/somebody	Troubled mind
5.	Smiling (if appropriate) as a greeting or parting	Positive

Eye Contact

Eye contact is important for both the sender as well as the receiver in face-to-face communication. It sends and receives feedback. It expresses emotions and gives instructions. Not maintaining eye contact indicates lack of confidence on the part of speaker and disinterest on the part of listener.

Sr. No.	Types of eye contact	Meanings likely to be conveyed
1.	Not looking at a person	Lack of confidence or disinterest
2.	Unblinking eye gaze	Indicates disapproval
3.	Reduced pupil size	Doubt about the content being delivered
4.	Deliberately avoiding eye contact	Dislike or falsehood
5.	Normal eye contact	Confidence and/or interest
6.	The direct stare of the speaker	Honesty or openness
7.	Downward glances	Modesty
8.	Eyes rolled upward	Sign of fatigue

Personal Appearance

Personal appearance too is an important aspect of non-verbal communication. It is your external image perceived by people. When you meet people or speak in public, your appearance not only contributes to building your image but also the image of the organization you represent. Generally, appearance makes people assume certain things about you and your organization. Your unshaven face, unpolished shoes and unironed clothes, untrimmed nails create a negative impression, whereas nicely combed hair, appropriate dressing make you likeable among the people you work with.

1.4.2 Proxemics

The study of space in communication is called proxemics. Every society has different norms for the use of space in communication. What is acceptable code of conduct in one society may be unacceptable in another. Violation of the space norms make people uncomfortable and it may be misinterpreted as well. In western society, four categories of proxemics are:

- Intimate distance for embracing, touching or whispering
Close phase – less than 6 inches (15 cm)
Far phase – 6 to 18 inches (15 to 46 cm)
- Personal distance for interactions among good friends or family members
Close phase – 1.5 to 2.5 feet (46 to 76 cm)
Far phase – 2.5 to 4 feet (76 to 120 cm)
- Social distance for interactions among acquaintances
Close phase – 4 to 7 feet (1.2 to 2.1 m)
Far phase – 7 to 12 feet (2.1 to 3.7 m)
- Public distance used for public speaking
Close phase – 12 to 25 feet (3.7 to 7.6 m)
Far phase – 25 feet (7.6 m) or more.

1.4.3 Chronemics

The meaning conveyed by the use of time while communicating is called ‘chronemics’. We communicate many things by the use of time. Whatever is communicated by the use of time is called chronemics. For example, sometimes we make people wait for us, sometimes we wait for some people. The time we take to respond to a message or a mail also conveys something. Chronemics too varies from culture to culture. A dignitary coming late for a function is not an offending matter in India; however, in countries like America it is not acceptable.

1.4.4 Paralinguistics (GTU Jan 2011, June 2014)

The study of the role of non-verbal clues is called paralinguistics. It is about various aspects of voice. This includes volume, speed of voice, intonation, tone, pronunciation, articulation, pause, etc.

Volume

It is not just, what you say; it is *how* you say it. When you whisper something, it conveys that you want to hide something. When speaking something aloud, you want it to be heard by all. Moreover, the way you whisper or say things aloud conveys something. While addressing an audience, if your volume is not loud enough, it suggests lack of confidence or shyness. While talking to someone on phone your speaking loudly is suggestive of your lack of good manners and etiquette as well as irritable.



'Of all of our inventions for mass communication, pictures still speak the most universally understood language.' —Walt Disney

Speed of voice

The speed of voice should be such that the listener can follow everything that you are speaking. If you speak very fast, they may not connect the previous idea with the next one. Moreover, in live talk they cannot even rewind. Similarly, if the speed is very slow then also it is likely that listener loses connection.

Intonation

It tells the listener if the message is in the form of a question, statement or exclamation. The emphasis laid on a particular word in a particular manner would decide the meaning.

Read the given sentence aloud and every time emphasize the word/s in italics. You will see that though the words remain the same, the meaning changes.

He has not invited me to the party this year. (Someone else has invited me to the party.)

He has not *invited* me to the party this year. (I have come without an invitation.)

He has not invited *me* to the party this year. (I have not been invited but others have been.)

He has not invited me *to the party* this year. (I have been asked to come for different work.)

He has not invited me to the party *this year*. (I have not got invitation this year only. Last year, I had it.)

Tone of voice

The tone tells about the attitude of the speaker. The tone can be sarcastic, aggressive, critical, nervous, monotonous, disappointed, friendly, enthusiastic, vivid or persuasive.

Pronunciation

Pronunciation is the first thing that people notice during conversation. For correct pronunciation, knowledge of phonetics is essential. A person should know the difference in the pronunciation of various sounds like /e/ and /æ/, /I/, /ə/ and /u:/, etc.

Bad /bæd/

Bed /bed/

Go /gəʊ/

Paper /peɪpə/

What /wɒt/

Vote /vəʊt/

Articulation

Articulation is the clarity in your voice. You should speak in such a way that all the words are understood by the listener. If you speak sloppily or mispronounce the words, the listener easily gets distracted and sometimes meaning too changes. Clearly articulated message indicates competence and confidence.

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Pause

The break a person takes while speaking and its duration is known as pause in paralinguistics. Different meanings are conveyed by pauses. A pause can have two different functions:

1. **A temporary vocal inaction:** indicates the speaker's uncertainty, hesitation, tension or uneasiness.
2. **A pause:** shows favour or disfavour, agreement or disagreement.

Punctuation Marks

Punctuation marks are very helpful in written form. Appropriate use of punctuation marks brings clarity to the content and prevents confusion. Given hereunder are some instances that show the complete change in meaning with the change in the place of punctuation mark.

Instance one:

- Woman without her man is nothing.
- Woman: without her, man is nothing.
- Woman, without her man, is nothing.

Instance two:

**वर्गजंडमां भोबाइल वापरवो नहीं,
वापरनारने ँंड थशे.**
**वर्गजंडमां भोबाइल वापरवो,
नहीं वापरनारने ँंड थशे.**

EXHIBIT 1.5 Components of Para-linguistics

Volume: Loudness or softness of the voice
Speed of voice: The pace with which something is spoken
Intonation: Rise and fall in the voice
Tone of voice: Feelings added while speaking
Pronunciation: The manner in which a word is uttered
Articulation: Clarity in the voice
Pause: A break taken while speaking
Punctuation marks: The use of conventional symbols and spacing in communication



'The two words information and communication are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.' —Sydney Harris

Instance three:

रोको मत, जाने दो

रोको, मत जाने दो

It is rightly said, '*Action speaks louder than words.*' Thus, your style of sitting and standing, smiling and speaking say more than the words you are speaking. Sometimes people do not know what they convey through their body language, hence, convey wrong message unintentionally. Thus, they should know and understand what the body language means and communicates. If they know the meaning of a body language, they can even make their communication effective and understand the communication of others in a better way. Sometimes, the body language conveys the opposite meaning deliberately.

For example,

Clapping enthusiastically despite not enjoying the speech

Smiling at a person though you are angry with him/her

POINTS TO REMEMBER

Concept and Meaning of Communication

- Communication means to exchange or share our thoughts, feelings, ideas, information, etc. through various means and channels.
- Communication happens 24×7 round the year consciously, subconsciously or unconsciously.
- It is a two-way traffic, i.e., giving and receiving. Thus, it is a process.

Non-verbal Communication

- Interpersonal communication that is not expressed verbally is called non-verbal communication.
- It can be intentional or unintentional.
- It is contextual.
- It can vary from culture to culture.

Non-verbal communication can be classified in the following ways:

- Kinesics: The study of body movements
- Proxemics: The study of space in communication
- Chronemics: The meaning conveyed by the use of time
- Paralinguistics: The study of the role of non-verbal clues while speaking

Communication in Real Life

A teacher teaching maths to seven-year-old Vyom asked him, “If I give you one apple and one apple and one apple, how many apples will you have?”

Within a few seconds, Vyom replied confidently, “Four!”

The dismayed teacher was expecting an effortless correct answer, *three*. She was disappointed. “Maybe the child did not listen properly.” – she thought.

She repeated, “Vyom, listen carefully. If I give you one apple and one apple and one apple, how many apples will you have?”

Vyom had seen the disappointment on his teacher’s face. He calculated again on his fingers. However, within him he was also searching for the answer that will make the teacher happy. His search for the answer was not for the correct one, but the one that will make his teacher happy.

This time hesitatingly he replied, “Four.”

The disappointment stayed on the teacher’s face. She remembered that Vyom liked strawberries.

She thought maybe he does not like apples and that is making him lose focus.

This time with an exaggerated excitement and twinkling in her eyes she asked, “If I give you one strawberry and one strawberry and one strawberry, then how many you will have?”

Seeing the teacher happy, young Vyom calculated on his fingers again. There was no pressure on him, but a little on the teacher. She wanted her new approach to succeed.

With a hesitating smile young Vyom replied, “Three?”

The teacher now had a victorious smile. Her approach had succeeded. She wanted to congratulate herself.

But one last thing remained. Once again she asked him, “Now if I give you one apple and one apple and one more apple how many will you have?”

Promptly Vyom answered, “Four!”

The teacher was aghast. “How Vyom, how?” she demanded in a little stern and irritated voice.

In a voice that was low and hesitating young Vyom replied, “Because I already have one apple in my bag.”

Communication is Very Much Like What Happens in a Story

- We try to convey something to get the desired response.
- However, that does not happen always. Either the message is not expressed suitably or is not received appropriately.
- Like the teacher, when we feel that receiver does not understand what is said, we try to find out the right reason.

“

‘Communication is everyone’s panacea for everything.’ – Tom Peters

- Much like the teacher, an effort is made to inform the same thing differently.
- If everything goes well, we succeed. In addition to the above stated things, one very important thing to remember and learn from the story about communication is *When someone gives you an answer that is different from what you expect, do not think they are wrong. There shall be an angle that you may not have thought about yet.*

EXERCISES

Read the following statements. State if they are true (T) or false (F). Justify your answer in about 150 words.

1. Communication is a two-way traffic.
2. Communication is a 24×7 activity.
3. Feedback is always given verbally.
4. The meaning of non-verbal signals remains the same in every situation.
5. For an effective communication, common system of symbols is needed between sender and receiver.
6. Eye contact is important for sender in face-to-face communication only.
7. The time taken to respond to a message or a mail conveys something.
8. It is not words but the tone that gives meaning to a sentence.
9. Feedback should be filtered and received objectively.
10. Communication is a complicated process.

Observe, analyse and answer in about 150 words

1. Observe someone (a businessman, a political leader or an actor) delivering a speech. Analyse the features of verbal communication and non-verbal communication and the interrelation between them.
2. Recall your last experience of listening to someone in a formal situation. What difficulties did you face in receiving and decoding the message? Make a list of the reasons for each difficulty. Think of the measures that you need to take to be a better listener.
3. Share your experience of giving feedback to someone. Have you always given genuine feedback? Justify your answer offering appropriate reasons.

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4. Which component of non-verbal communication has affected your communication positively? When and how?
5. Which component of non-verbal communication has affected your communication negatively? When and how?

Answer the following questions:

1. What is 'communication'? Explain the process of communication with the help of a diagram (GTU Jan 2009, Dec 2013).
2. Define the term 'communication.' Explain communication cycle with diagrammatic presentation in detail (GTU Jan 2009, Jan 2011, Dec 2011).
3. Explain the process of communication (GTU Sept 2009, Jan 2009, Jan 2011).
4. Discuss the main elements/components of non-verbal communication (GTU, Jan 2009, Sept 2009, Jan 2011, June 2014).
5. Explain the term 'paralinguistic features' with reference to a presentation and exemplify various paralinguistic features (GTU Jan 2011, June 2014).
6. 'You cannot communicate...you communicate just by being.' Explain the statement in light of 'kinesics'. (GTU Dec 2013).

2

Presentation Strategies

Chapter Objectives

After studying this chapter, the students will be able to

- Describe the concept and definition of presentation.
- Explain the process of planning an effective presentation.
- Illustrate tips on practicing an effective presentation.
- Practice techniques of delivering an effective presentation.
- Develop an art of managing question-answer session.

2.1 INTRODUCTION

A presentation is the process of presenting a topic to an audience. It is typically a demonstration, lecture, or speech meant to inform, persuade or build goodwill.

A presentation is a means of oral communication, which is used in various speaking situations, such as talking to a group, addressing a meeting or briefing a team. Thus, it is a method of sharing your views, ideas and information orally. This can be done by:

- Reading a speech from the script, for example, a leader addressing a rally.
- Giving a talk using cue cards, for example, a professor delivering a talk on 'Importance of Innovation in Technology'.
- Delivering a presentation using PPT/Projector/Flowchart, etc., for example, a manager discussing yearly sales report in front of Board of Directors.
- Memorizing the content and delivering it in front of the audience, for example, a student participating in a debate at a youth festival.
- Offering a formal welcome to a guest or a new manager at your branch.



'What orators lack in depth, they make up to you in length.'
—Charles Montesquieu

2.2 DEFINING THE PURPOSES OF PRESENTATION (GTU DEC 2013)

To know the purpose means to be clear about the reason for doing something. Knowing the purpose of an activity helps a presenter planning and preparing the presentation. The main purpose of any presentation is getting the message across the listeners. Generally, the purpose of any presentation can be as follows:

- To inform/explain about the new product or policy of the company, annual report of a company.
- To instruct about new rules and regulations or about the steps to be taken to arrest the decline in sales.
- To inspire/motivate the members of the team to achieve the set targets, to give 100 per cent in their work.
- To demonstrate/show the functioning of a new product to prospective clients, the strategies to expand the network.
- To persuade/convince prospective consumers to buy the policy or product, to make changes.

2.3 HOW TO MAKE AN EFFECTIVE PRESENTATION

An ability to deliver an effective presentation is an art and requires meticulous planning. To deliver an effective presentation, one needs to keep in mind the following things:

2.3.1 Planning a Presentation

It is well said that prior proper planning and preparation prevents poor performance. This implies that both planning and preparation should not only be prior but also proper. Planning and preparation are the first two steps to deliver an effective presentation.

Effective planning requires two things: (GTU Jan 2011)

- a. Analysing audience and locale (who, why, where) (GTU Dec 2013, June 2014)
- b. Organizing content and preparing outline (when, what)

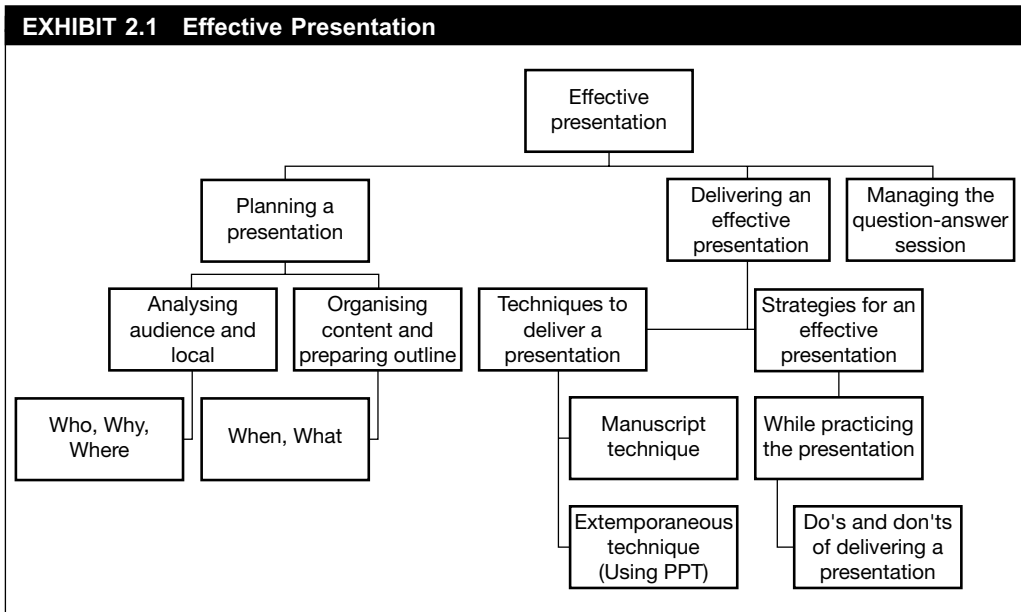
a. Analysing Audience and Locale

The first and foremost thing needed to deliver an effective presentation is the complete knowledge about the audience and the locale. To analyse the audience and to know about the place where the presentation is to be delivered, the presenter needs to have the answer to the questions such as WHO, WHY and WHERE.

“

‘Talking without thinking is like shooting without taking aim.’

—Proverb

EXHIBIT 2.1 Effective Presentation**Who is your audience?**

Who answers every basic detail about the audience. It familiarizes a speaker with the listeners. To be familiar, you should have the following information:

1. The size of the group or audience expected (helps in choosing the technique of interaction).
2. The field of the group (helps in deciding content and illustration).
3. The age range—retired people, teenagers, children (helps in choosing illustration).
4. Their experience in terms of the topic to be discussed (helps in deciding the beginning and end of the talk).
5. The values they believe in (helps in choosing the examples to support the ideas put forward).
6. The gender—male or female—their proportion (helps in choosing illustration and content).
7. Awareness and knowledge of audience about topic (helps in deciding the depth of the content).
8. The role/advantages of presentation in their life (helps in learning their perspective).



'Speakers who talk about what life has taught them never fail to keep the attention of their listeners.'
—Dale Carnegie

Why is your audience there? Why are you there?

Why clarifies purposes of presentation from the point of view of the audience as well as the presenter.

1. Why have you been asked to speak to a group of people? (helps in learning the purpose of the presentation).
2. What outcome(s) is/are expected? (helps in deciding the content).
3. Write down the reason for which you have been asked to deliver presentation and use them as reminder during presentation (helps you keep focused).

Where is the presentation to be delivered?

Where informs about the place and surroundings. The knowledge of the venue is essential. With this knowledge, the presenter can pre-plan arrangement for the presentation, as s/he knows the advantages and disadvantages of the venue and can decide the method accordingly. Following information needs to be collected:

1. Will setting be formal, less formal or social? (helps in deciding your approach).
2. What is the size of the room/hall? (helps in deciding the style of interaction, the kinds of visual aids needed and the need of a microphone).
3. How is the surrounding? (helps in anticipating probable barriers).
4. How is the seating arrangement? (helps in choosing your style of interaction).
5. Do the electrical outlets and lights work? How are they controlled? (helps you keeping ready with other alternatives).
6. Which equipment will be available? Get information about the availability of equipment, for example, microphone, overhead projector, computer set, etc. (helps in choosing your visual aids).
7. Will you need a projection screen? Is there one already in the room? If yes, where is it placed? If no, how can it be managed? Will there be any need of extension code for any equipment you intend to use? (helps in making advanced arrangements and shows your management skills, foresight, abilities, etc.).
8. Will you be in need of a helping hand while using audio/visual equipment? (helps in saving your time and arranging things properly).
9. What are the possible distractions, for example, noise, time, tiredness, serious information, etc.? (helps in creating a positive impression).
10. Which strategy can be employed to overcome such problems? (helps in showing your strategic skills and the message is conveyed effectively without any major impediments).

Answers and information about this will help the presenter decide the content and style of the presentation and help in devising appropriate strategy. This, in turn, aids in conveying message successfully and impressively.

“

'Some men have thousands of reasons why they cannot do what they want to, when all they need is one reason why they can.' —Willis Whitney

b. Organizing Content and Preparing Outline

To organize the content and prepare an outline, a presenter should answer the questions such as WHEN and WHAT.

When is the presentation to be delivered?

When provides necessary information about the time. The knowledge about the time of presentation is important as it will help you anticipate the mood and mindset of your audience. If it is in the morning, the audience will be in a good mood, but if it is just before lunch break or immediately after lunch break or at the end of the day, the audience would be a bit tired, likely to be inattentive or in a mood to leave for home. Thus, morning or mid-afternoon would be the best time to speak as people are most alert. Moreover, the knowledge about time helps you in deciding your content, i.e., loaded with information, infused with humour, etc.

In addition to this, one should find out how much time is given to him/her for the talk. It should also be confirmed if this is inclusive/exclusive of question-answer session. Apart from this, one should see that a session does not exceed 45 min, as the attention rate is likely to go down. If it is of more than 45 min, the presenter has to think about the ways to keep the audience engaged and their interest sustained.

What is to be included in the presentation?

What elucidates everything about the content to be included? This is a very crucial stage, as the presenter needs arrange everything cohesively. It includes two things such as: (1) Preparing an outline; and (2) creating and organising the content.

1. Preparing an Outline (June 2014)

This implies the creation of the framework for your talk. You need to think about the aspects you wish to cover in the presentation and to what depth. To do this, mind mapping or jotting down points is a good idea. For example, if you are to talk about 'Barriers to Effective Communication', your outline can be in the following type:

Topic: **Barriers to Effective Communication**

1. Introduction

A. Meaning

2. Middle

A. Types

(a) Barriers you are aware of

a. Noise ⇔ Meaning ⇔ Example

b. Lack of vocabulary ⇔ Meaning ⇔ Example

c. Knowledge level ⇔ Meaning ⇔ Example

“

'Say not always what you know, but always know what you say.'
—Claudius

- (b) Barriers you are unaware of
 - a. Negative attitude ⇨ Meaning ⇨ Example
 - b. Difference in perception of message ⇨ Meaning ⇨ Example
 - c. Dominance of a particular emotion ⇨ Meaning ⇨ Example
 - d. Egocentric nature ⇨ Meaning ⇨ Example
 - e. Habit of selective listening ⇨ Meaning ⇨ Example

3. End

- A. Strategies to overcome the barriers
 - a. Develop your vocabulary
 - b. Control your emotions
 - c. Develop habit of listening
 - d. Receive messages critically

2. Creating and Organizing the Content

Once the outline is ready, you should start thinking about developing the points enlisted. This is a crucial thing. You must allocate as much time as possible and avoid short cuts. Preparation is the single most important part of making a successful presentation.

Recall the presentations you attended and jot down things you liked about them. If possible, watch the presentations of famous people and try to incorporate the qualities you admired as a spectator in their presentation. A good preparation, not only assures careful thinking about content that presenter wishes to communicate, but also boosts up confidence.

Any presentation would have three sections: introduction, middle and end.

Introduction

A famous quote reads, *Well begun is half done* and the same is applicable to a presentation as well. **The introduction is a preview of what is to be said.** If the presenter is able to attract the attention of the audience through the interesting or thought provoking sentences, anecdote, quotes, analysis or a striking question, s/he has won half the battle.

Middle

The middle of your presentation is extremely important. This would decide the success or failure of your presentation. You should always try to support the ideas with suitable content. The content should be decided on the basis of the knowledge about the audience. Keep the following things in mind:

- Decide what kind of illustration is needed where.
- Personal anecdotes, real-life situations or hypothetical examples are useful in making presentation convincing.

“

'Make sure you have finished speaking before your audience has finished listening.'
—Dorothy Sarnoff

- Offer variety of illustrations.
- Use visual aids to clarify and simplify your ideas.
- Take care that it supports your presentation and does not distract the audience.

In addition to this, you need to be ready for a very critical situation. This happens when you have to shorten your speech for some reasons, for example, shortage of time due to delay in commencement of the session, extra time taken by the previous speaker, etc. Here, MOM plan (Monippally, 2001) is of great help. In the MOM plan, first **M** stands for *May be*, **O** stands for *Ought to be* and last **M** stands for *Must be*. This plan prepares the presenter for three critical situations. In other words, this gives us three versions of presentations.

- Full version: Must be + Ought to be + May be (when you have all the time you were given to).
- Standard version: Must be + Ought to be (when some reduction is done in the time allocated to you).
- Core version: Must be (when you have minimum time to put forward your points).

Preparing three versions of presentation can save you from the last moment confusion regarding what to say and what to skip. It helps in conveying all the necessary things that you planned to. Moreover, the audience also does not feel that something is left to be discussed.

A famous quote reads, *All is well that ends well*. Thus, if a presentation ends convincingly, damages, if any, can easily be repaired. Conclusion is the recap of what is said which includes key points and the central idea. However, during conclusion, same words should not be used.

Thus, a good presentation is all about:

- Informing what is to be discussed (introduction)
- Discussing what is informed (middle)
- Informing what is discussed (end)

2.3.2 Delivering the Presentation

After having complete information about the audience, their needs, the place to deliver the presentation and organizing the content well, the presenter chooses the method of delivery. Delivery of presentation should take care of the following things:

- a. Techniques of presentation
- b. Strategies to deliver an effective presentation

“

'It is delivery that makes the orators success.'
—Johann von Goethe

a. Techniques of Presentation

How explains the methods of delivery. Following are the common techniques of delivering a presentation:

1. Manuscript Technique.
2. Extemporaneous Technique using PowerPoint.

1. Manuscript Technique

In manuscript technique, entire speech is written verbatim. The speaker then reads from the text during presentation. This technique is preferred when the accuracy of the content is extremely important.

Things to be Taken Care of While Preparing the Manuscript

- Run a grammar spell check.
- Go through the script many times
- If possible, make someone go through it critically.
- Use non-rustling good quality paper.
- Keep the font face bold and large enough to help you read the text properly.
- Keep the space of 1.5 between two lines.
- Leave wide margins on all four sides to have space for any last minute addition, if any.
- Number the pages, but do not staple them.
- Do not continue a sentence from one page to another.
- Print on the single side of the page.
- Ensure that the print is dark and of good quality.

Advantages of Manuscript Technique

- Extremely helpful when the accuracy of the message is very important.
- No chance of forgetting the content as the entire text is in front of you.
- If the speaker is well versed with the content maintaining eye contact would not be that difficult.

Disadvantages of Manuscript Technique

- Difficult to build rapport with the audience in the absence of continuous eye contact.
- Less scope to be spontaneous.
- It is difficult to curtail the content at the last moment.
- Not useful when speaking to a small group.



'If you have an important point to make, do not try to be subtle or clever. Use the pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time; a tremendous whack.' —Sir Winston Churchill

2. Extemporaneous Presentation using PowerPoint (PPT)

PowerPoint Presentation, today, is the most preferred style of presentation for various advantages. It is of great help when one chooses to be extempore in delivering presentation and has good command over the topic of the presentation. It gives you an advantage of the latest technology.

Things to be Taken Care of While Preparing a PPT (June 2014)

- Do not put too much content on your slides. Avoid putting paragraphs. Keep five to six words in a line and five to six lines per slide.
- Avoid putting words in all capital letters. Empty space on the slide will enhance readability.
- Avoid fancy fonts, as they are difficult to read. Choose a font style and size such that the audience can read from easily from a distance.
- Use high contrast while preparing your slide, for example, with dark background light colour letters should be used and vice versa. This makes presentation easier to read when projected on a screen.
- Put the content in the forms of points and use appropriate graphics and/or images. A well-prepared chart or diagram can often convey much more to the audience than a simple bulleted text. However, make labels for charts and graphs understandable.
- Make use of images, WordArt and clipart to enhance the presentation. Younger audiences may enjoy flashy images while senior participants want more substance, less flash.
- Choose an appealing theme for your presentation. Plenty of themes are available on internet as well in Microsoft Office 2007. A theme should be a good coordination of fonts, colours and graphic effects.
- Use video and audio to convey your message more effectively. This is very helpful in explaining important points.
- Utilize animations and transitions wisely. Limit the animation to the key points.
- Include a few main points. Talk more about them in your discussion. Limit your slides and only include necessary information. Too many slides and too much information will distract your audience's attention. Minimize the number of slides to deliver effective presentation and keep the audience attentive and interested.
- Proof read the presentation. Do check the spelling and grammar errors as well as verify the content for factual errors.
- Reach in time at the venue and ensure that the equipment are connected and running properly.
- If the computer/s of the organizers is/are to be used take necessary measurements to save yourself from the software mismatches, lack of disk space and disk failures.
- Turn off the screen saver to keep the audience focused on the presentation.

“

'It takes one hour of preparation for each minute of presentation time.'
—Wayne Burgraff

- Keep the question-answer session at the end of the presentation to deliver the presentation uninterrupted.
- Never ever read the presentation. Even the audience can do that. The text should only be the cue to the audience. Presentation is all about elaborating the points.
- Plan your content keeping in mind the time given to you. It is better to speak less than more to sustain audience's interest.

Advantages of Extemporaneous Presentation using PPT

- It increases rapport with the audience.
- It provides an opportunity to be spontaneous.
- Examples can be modified or added keeping in mind the mood of the audience.
- It would be easier to shorten the speech if there is any such need.

Disadvantages of using Extemporaneous Presentation using PPT

- Unfamiliarity with the content may result in an unimpressive presentation.
- Lack of rehearsal may create a problem.
- Inability to be spontaneous results in boring presentation.
- Failure in linking points appropriately will lead to confusion.

b. Strategies to Deliver Effective Presentation

Success of any presentation rests on three *Ps*, viz., *Preparation*, *Practice* and *Performance*. First stage includes preparation and practice. The second stage means applying the third *P* which stands for *performance*. If a presenter has put enough efforts for preparation and in practice, the performance would definitely be impressive. However, there are a few things to be taken care of. They are discussed as under:

While Practicing the Presentation

- Do not read the script silently.
- Rehearse the presentation the way you wish it to be delivered—standing, aloud, and with the passion, pacing and movement you will actually use.
- Practice your speech aloud. Practice will help you clarify and modify your ideas.
- Do necessary changes as you practice.
- Record your speech.
- Listen to the tone, pitch and speed of your voice. Make necessary corrections. Practice to appear natural and relaxed.
- Pause naturally as you would do in conversation.
- Visualize the probable problems and possible solutions.

“

‘There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.’ —Dale Carnegie

Dos: While delivering a Presentation

- Stand erect with legs slightly apart.
- Face audience confidently.
- Be loud enough, be slow and make pauses where necessary.
- Walk calmly.
- Calmly face the audience, but not more than 2 to 3 s.
- Segment your audience into at least three sections and evenly change your eye contact among them.
- Try to be spontaneous by bringing in ideas and comments that are relevant to the situation.
- Ask occasional yes/no type questions to involve the audience.
- Look at your audience not at the visual aids.
- Do not hide behind podium, if you are reading your speech.
- Maintain eye contact.

Don'ts: While delivering presentation

- Start with an apology and/or offering excuse for not being well prepared.
- Run nervously back and forth all the time.
- Stand stiffly at one place all the time.
- Make lots of gesticulation.
- Fumble the papers.
- Play with pen or pointer.
- Read everything from the notes.
- Use non-words like umm..., uhh... This shows lack of preparedness and comfort.
- Ask questions like ‘OK’, ‘Right’, ‘Did/Does that make sense?’ (This implies that either you doubt your skill as a presenter or the capacity of the audience to understand) ‘What example can I give you here?’ (This implies that you have not done enough preparation for the occasion. You are there to answer questions not ask questions.)

2.3.3 Managing the Question-Answer Session

The last stage of presentation can be called presentation after presentation. It is known as the question-answer session. This is more interactive in nature and is equally important. This is an opportunity

- to verify if the message conveyed is received in its true sense or not
- to reinforce your ideas
- to clarify the doubts, if any

“

'No one ever complains about a speech being too short!'
—Ira Hayes

Strategies to Make Question-Answer Session Effective

- Encourage the audience to ask questions
- Keep some chits ready for the audience to write their questions. Give them in advance so that they can write the question while listening to you. Moreover, this would help those who are scared of asking questions.
- Read/repeat the question before you answer it to help everyone know the question
- Use phrases like, 'That is a good question', 'I am happy that you asked this question', etc.
- Do not be defensive while answering the question.
- If you do not know the answer, do not lie. Tell them that you will research and get back to them with the answer.
- Go into the detail of some points, if necessary.
- While answering questions, do not repeat the same material that you used in presentation.
- After answering the question, confirm if they are satisfied with your answer. You can do this by asking questions like, 'Is this what you wanted to know?', 'Have I answered your query?', etc.
- Remember that quality of questions decides the effectiveness of your presentation.

Thus, presentation is an art that can be cultivated and enhanced with the help of systematic practice.

POINTS TO REMEMBER

- A presentation is the process of presenting a topic to an audience to inform, persuade or build goodwill.
- The purpose of any presentation can be to inform/explain, to instruct, to inspire/motivate, to demonstrate or to persuade/convince, etc.
- There are three stages to deliver an effective presentation.
- The first stage is all about planning the presentation which includes analysis of audience and the local as well as organization of the content and preparation of the outline.
- While analysing the audience, the presenter should have the answers to questions, 'who, why and where.'
- Organizing the content and preparing the outline requires the answers to the questions 'when and what.'
- The stage is all about delivering the presentation which includes the decision about the technique to deliver the presentation as well as practicing effective strategies for an effective presentation.

“

‘The success of your presentation will be judged not by the knowledge you send but by what the listener receives.’ —Lily Walters

- Depending on the need of the content, requirement of the audience, availability of the equipment and personal efficacy the presenter should choose the technique.
- The dictum, ‘Practice makes a man perfect’, is also applicable to a presenter as well; hence, a systematic and strategic practice will instil confidence in the presenter.
- While delivering a presentation, a presenter should be careful about his/her verbal as well as non-verbal communication.
- The question-answer session should be utilized skilfully to verify if the message is received in its true sense or not, to reinforce ideas and to clarify the doubts of the audience.

The Triple-Filter Test

In ancient Greece, Socrates was reputed to hold knowledge in high esteem. One day an acquaintance met the great philosopher and said, ‘Do you know what I just heard about your friend?’

‘Hold on a minute,’ Socrates replied. ‘Before you talk to me about my friend, it might be good idea to take a moment and filter what you’re going to say. That is why I call it the triple filter test. The first filter is Truth. Have you made absolutely sure that what you are about to tell me is true?’

‘Well, no,’ the man said, ‘actually I just heard about it and...’

‘All right,’ said Socrates. ‘So you don’t really know if it’s true or not. Now, let’s try the second filter, the filter of Goodness. Is what you are about to tell me about my friend something good?’

‘Umm, no, on the contrary...’

‘So,’ Socrates continued, ‘you want to tell me something bad about my friend, but you’re not certain it’s true. You may still pass the test though, because there is one filter left—the filter of Usefulness. Is what you want to tell me about my friend going to be useful to me?’

‘No, not really.’

‘Well,’ concluded Socrates, ‘if what you want to tell me is neither true, nor good, nor even useful, why tell it to me at all?’

Source: Social Media

EXERCISES

State if the following statements are true or false and justify your answer in around 150 words.

1. While choosing the medium of communication, for presentation, there is no need to think of time, type of message, cost and target audience.
2. While rehearsing the presentation, one should not practice loudly.

“

'The most precious things in speech are the pauses.'
—Sir Ralph Richardson

3. Recording your speech and listening to it is a good practice during rehearsal.
4. *Who*, *Why* and *Where* question words are needed to be answered while organizing content for the presentation.
5. It is necessary to maintain eye contact during presentation.
6. While delivering the presentation, the audience should be asked *wh*-questions to keep them actively involved.
7. The knowledge about the venue of the presentation is necessary for the presenter.
8. A good professional should master only one technique of delivering presentation.
9. During extemporaneous presentation, one should run back and forth all the time.
10. Audience should be encouraged to ask relevant questions.

Observe, Analyse and Answer

Choose a public figure / celebrity (politician / actor / actress / public speaker / activist etc) delivering a presentation and list the positive as well as negative traits of his / her presentation.

Answer the Following Questions:

1. Discuss the strategies that one should generally employ while planning his/her presentation. (GTU June 2012)
2. Discuss the steps involved in planning a presentation. (GTU Jan 2011)
3. Why is it important to define the purpose of presentation? Discuss the importance of 'audience' and 'locale' while making a presentation. (GTU Dec 2013, June 2014)

Lab Activity

Prepare a presentation of 15 min (10 min presentation + 5 min question-answer session) on any one of the enlisted topics by following the given steps:

1. Time management
2. Stress management
3. Career options for an engineering student (discuss with reference to the branch you are studying in)
4. Strategies to crack competitive exams (talk about one exam of your choice)
5. The mobile application, I like the most

“

'The will to win is important. But the will to prepare is vital.'
—Joe Paterno

Steps to be followed

1. Get answers to the following questions:
 - (a) Who is your audience?
 - (b) Why are you there? Why is your audience there?
 - (c) Where are you going to make the presentation?
 - (d) When are you making the presentation?
 - (e) What will you include in your presentation?
 - (f) How will you deliver your presentation? Choose one of the following techniques:
 - a. Manuscript technique
 - b. Extemporaneous technique using a PPT
2. Deliver the presentation with the help of guidelines given about each of the stage in the chapter you studied.
3. Get feedback from your teacher and friends about your presentation.

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Listening Ability

Chapter Objectives

After studying this chapter, the students will be able to

- Identify the concept, meaning and importance of listening skills.
- Recognize varied types of listening and their relevance in day-to-day life.
- Observe barriers to effective listening and select strategies to overcome them.
- Identify characteristics of an effective listener and an ineffective listener.

3.1 INTRODUCTION

‘In our rush to be heard and understood, we focus too much on ourselves doing the talking. We are critical factor in communication, it is true. But our listening is much more important than our talking because our listening determines whether we learn anything and actual communication occurs.’ —Harvey Robbins and Michael Finley

Listening has always been the Cinderella among other communication skills practiced and focused upon. Listening, in fact, is the most important communication skill. It is the first step towards learning any language. Effectiveness of all other skills viz. speaking, reading and writing rests on this skill. Listening, actually, is the most difficult skill to cultivated but people never make any effort to develop it consciously as they do not feel any such need for it. This skill, if used properly, can be the base for any interpersonal relation at home or work place.

3.2 HEARING AND LISTENING (GTU DEC 2013)

The two words, *listening* and *bearing*, are generally used interchangeably. However, they are different. Actually, hearing is a physical act, i.e., it is a process of receiving sounds, whereas listening includes following and understanding the received sound. In other words, listening is hearing with a purpose. Right attitude and attention are necessary for effective listening. As defined by International Listening Association, ‘*Listening is the process of receiving, constructing meaning from and responding to spoken and/or nonverbal messages*’.



'Any problem, big or small, within a family, always seems to start with bad communication. Someone isn't listening.' —Emma Thompson

3.2.1 Process of Listening

(GTU Jan 2009, June 2009, Sept 2009, Jan 2011, June 2012)

Communication is a process and listening is one of the acts of communication. Hence, listening is a process too. It includes the following steps:

1. The receiver receives the sounds.
2. The receiver recognizes them.
3. The receiver understands them.
4. The receiver interprets them in the context.
5. The receiver derives the meaning.
6. The receiver responds to the message.

3.3 TYPES OF LISTENING (GTU DEC 2013, JUNE 2014)

Listening is done for various purposes. In personal or professional life, situation decides the type of listening a person needs to do. On the basis of its purpose, listening can be divided into mainly five types.

3.3.1 Discriminative Listening (Listening to Understand)

It is all about distinguishing between sounds and individual words. This is the first stage of listening. This does not include the meaning. The intention is to attune the ears to the sounds.

A person recognizes the sounds and identifies the speaker. Understanding of any language starts with the discrimination of sounds. This is easier when one uses mother tongue.

However, while listening to other language, it is not so easy. Discrimination also includes the understanding of the change in non-verbal clues. This is helpful in a situation where one does not understand the language being spoken.

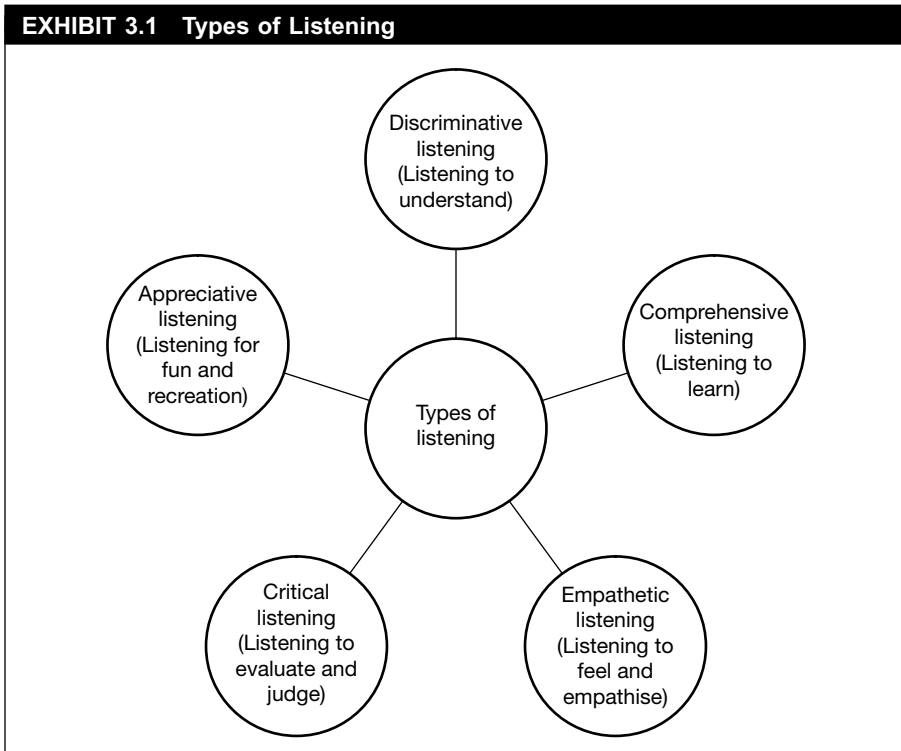
For example, a non-native speaker of English who does not have exposure to foreign accents will have to make efforts to understand English spoken by a native speaker.

3.3.2 Comprehensive Listening (Listening to Learn)

Comprehensive listening implies the understanding. However, the understanding may differ from person to person. Primary purpose of this listening is to understand the message sent by the sender. It is useful in all the areas of life. This could be called the second stage of listening.

“

'When people talk, listen completely. Most people never listen.'
—Ernest Hemingway

EXHIBIT 3.1 Types of Listening

For the higher level of listening to be successful, it is necessary to have successful comprehensive listening.

For example, comprehensive listening is needed while listening to instructions, reports, presentations, meetings, etc.

Good vocabulary, understanding of grammar and syntax as well as body language of a speaker and concentration are important factors for successful comprehensive listening. It is also known as content listening or informative listening.

For example, a group leader giving instructions to each group member about the tasks to be performed to meet the deadline.

3.3.3 Empathetic Listening (Listening to Feel and Empathize)

Empathy means to go beyond sympathy. In other words, it is to feel what the speaker has gone through and is sharing. The purpose of this listening is to help speaker get healed, learn and



'You cannot truly listen to anyone and do anything else at the same time.'
—Scott Peck

develop. This requires understanding of non-verbal signals like tone, pitch, eye contact, etc. The listener, while having empathetic listening, should encourage the speaker to share.

In empathetic listening, the listener enters into the world of speaker and sees, feels and hears what the speaker sees, feels and hears. A person can have empathetic listening provided he/she has a wider experience or at least has gone through similar experiences as that of the speaker in his/her life. If a person has never been jobless or never experienced failure, he can never understand the pain of being jobless or failure after putting in enough efforts.

The first prerequisite for an effective empathetic listener is to get involved and relate oneself to the speaker. This type of listening is curative in nature. It heals. Here, the role of a listener is to allow the speaker to open up his/her heart. This type of listening is helpful in building good relations. It is also known as therapeutic listening.

For example, in companies, HR managers listen to the problems of employees and guide them.

3.3.4 Critical Listening (Listening to Evaluate/Judge)

Critical listening includes evaluation of the message by forming opinion and judging. The listener is expected to reply critically while giving feedback. It is essential for decision making. Hence, it is needed in personal as well as professional life. It is used when the listener needs to verify whether the speaker is speaking truth or not.

For example:

- A leader making promises or alleging the opposition party
- A salesman trying to sell something
- Judges and lawyers during hearing of a case
- Recruiters during interviews

Critical listening does not mean finding faults. It is all about processing information and formulating your judgement about something.

According to the great philosopher Aristotle, there are three important things for an effective critical listening. They are ethos, logos and pathos.

Ethos

It is concerned with reliability, sincerity and trustworthiness of a speaker. While listening to a person, one needs to confirm the credibility of a speaker. The listener will show positive attending behaviour if the speaker is found credible. Credibility depends on two things:

“

*'Give me the gift of a listening heart.'
—King Solomon*

expertise and trustworthiness. Ideally, a speaker should have both the qualities. However, it may happen that a speaker is trustworthy but not an expert or is an expert but not trustworthy. The listener, here, should use his/her discretion and decide what and how much to listen.

Logos

This is the second thing expected from a speaker. Logical arguments of thought are known as logos. A critical listener expects logically organized thoughts and well-constructed arguments from the speaker. The listener may need to think of the following things:

- Possibility of the things to be true
- Validity of the inferences drawn on the basis of the data provided

Pathos

The speaker would try to appeal to the psychology of the listener. The speaker may target either spirit of adventure, need for safety, feeling of guilt, desire for power, quality of being generous or ability for creativity of the listener and other such needs or values. The listener, therefore, should be very careful here. S/he should identify the focus of the speaker. The listener needs to verify if the speaker is 'persuading or manipulating' and particularly his/her intention.

It is also known as interpretative, evaluative or judgemental listening.

3.3.5 Appreciative Listening (Listening for Fun/Recreation)

The objective is to enjoy whatever one is listening. Someone is watching a play or a movie or a TV show and is enjoying the process, s/he is doing appreciative listening.

Previous experiences and taste play an important role in this listening. Something that is enjoyed by one listener may not be appreciated by the other. Thus, appreciative listening requires liking, understanding and taste for the particular thing. For example, one may appreciate classical music and other person may enjoy folk music. In case of leaders or actors too, choices will vary. In short, the listener appreciates what s/he enjoys.

3.4 BARRIERS TO EFFECTIVE LISTENING (GTU SEPT 2009)

In communication, all the sent messages are not always the received messages. In other words, it does not happen all the time that the messages are received in the same spirit and meaning with which they were sent. The barriers do creep into the process of listening. However, there are many factors responsible. The causes of these factors can be mainly divided into three categories as listed hereunder.

“

'We have two ears and one mouth so that we can listen twice as much as we speak.'
—Epictetus

1. Barriers caused by the speaker
2. Barriers caused by the listener
3. Barriers caused by the environment

Barriers caused by the speaker

- a. Uninteresting message
- b. Boring speaker
- c. Unorganized speech
- d. Incomprehensible message
- e. Monotonous delivery

Barriers caused by the listener

- a. Believing/being more knowledgeable than the speaker
- b. Being pre-occupied with something else other than the speech
- c. Not having necessary vocabulary
- d. Having selective listening, i.e., hearing what you want to hear and not paying attention to the message as a whole
- e. Thinking of other things while listening to someone consciously/unconsciously
- f. Formulating reply while listening
- g. Keeping the television on while talking to someone
- h. Paying more attention to the speaker than the speech
- i. Focusing on other things like things happening outside the window, appearance of the speaker and people sitting around you
- j. Doing things like playing with the pen, arranging your hair, reading/sending messages from your mobile
- k. Experiencing physical discomfort like hunger, thirst, need to use toilet, etc.
 - l. Having no interest in the speech or 'Mr Know All' attitude
- m. Listening with closed/prejudiced/biased mind and/or preconceived ideas
- n. Listening without understanding the cultural differences
- o. Excessive feeling of love or hatred, excitement or anxiousness, stress or happiness, anger or resentment

Barriers caused by the environment

- a. Noise of vehicles, marriage procession passing by, etc.
- b. Buzz among the audience

“

'The spoken word belongs half to him who speaks and half to him who listens'
—French proverb

- c. Effect of season (summer, winter, monsoon)
- d. Uncomfortable and/or inappropriate seating arrangements

Remember

- You might be doing more than one listening at a time. However, one type may be prominent. For example, while listening to a salesman talking about the new product, the prominence would be on critical listening if you wish to buy the product but at the same time it would be a comprehensive listening too as you are learning about a new product.
- All types of listening are active listening. If it is a passive listening, the listener has become the victim of barrier/s.

3.5 TRAITS OF A GOOD LISTENER

(GTU JAN 2009, JUNE 2009, SEPT 2009, JAN 2011, JUNE 2012, JUNE 2014)

Your qualities make you a good listener of a bad one. To be a good listener one should consciously inculcate the qualities of a good listener and avoid the qualities of a bad listener. Following are some of the prominent qualities of a good as well as a bad listener:

Sr. No.	A good listener	A bad listener
1.	Looks for the ideas being presented	Pays attention to clothes, attires, accessories, etc.
2.	Listens with mind and is not overcome by emotions	Is dominated by emotions and focuses on disagreement
3.	Notes down the points, he/she disagrees with the speaker and queries later on	Looks at the speaker but does not listen
4.	Concentrates on what the speaker says	Gets distracted by sound of coughing, opening and closing of the door
5.	Understands and accepts the speaker's point of view	Pre-decides that the talk is boring
6.	Reflects on the content of the speaker and summarizes the main points	Is unable to think and falls behind
7.	Listens with receptive mind	Tries to complete the sentence of the speaker
8.	Supports speaker with interruptions like, 'I also think the same' or 'It is a good idea' or 'I agree with you'	Starts sharing his/her stories while someone is sharing his/her stories
9.	Uses non-verbal words such as 'hmm...', 'uh-huh'	Listens to other members with a view to attacking them

(Continued)

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'So when you are listening to somebody, completely, attentively, then you are listening not only to the words, but also to the feeling of what is being conveyed, to the whole of it, not part of it.' —Jiddu Krishnamurti

(Continued)

Sr. No.	A good listener	A bad listener
10.	While listening to an elderly person repeating stories, doing pseudo-listening	Turns the focus of conversation by changing or interrupting the topic
11.	Gives constructive feedback	Provides negative criticism of the topic
12.	General (positive) non-verbal indicators of effective listening <ol style="list-style-type: none"> 1. Looking comfortably at the speaker 2. Giving vocalized cues like 'uh huh', 'I see' or 'yes' 3. If the relation permits, a gentle touch 	General (negative) non-verbal indicators of ineffective listening <ol style="list-style-type: none"> 1. Looking around, stare or shift of gaze 2. Lack of eye contact with the speaker 3. Slouching, leaning back or swinging on a chair 4. Looking at watch or yawning 5. Absence of head nods or smiles

To sum up, listening is a skill and its judicious use can make a person more popular and knowledgeable. Believe it or not, today's world needs more number of good listeners than good speakers.

Listening in real life
Have fun!!!!

<p>Conversation 1 Hello, are you there? Yes, who are you please? I'm Watt. What's your name? Watt's my name. Yes what's your name? My name is John Watt. John what??????</p>	<p>Conversation 2 Yes, are you Jones? No I'm Knott. Will you tell me your name then? Will Knott Why not? My name is Knott. Not what? Not Watt, Knott. What??????</p>
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POINTS TO REMEMBER

- Listening is the first step towards learning any language.
- It can be the base for any interpersonal relation at home or work place.
- Listening is a process.
- Listening is done for various purposes: to understand, to learn, to feel/empathize, to evaluate/judge.

“

'Skilful listening is the best remedy for loneliness, loquaciousness, and laryngitis.'
—William Arthur Ward

- Barriers to listening are caused by the speaker, listener himself/herself and the environment.
- A good listener focuses on the message delivered by the speaker without being dominated by emotions and notes down important ideas as well as gives feedback either verbally or nonverbally.
- A good listener also reflects on the things shared by the speaker.

EXERCISES

Read the following statements. State if they are True (T) or False (F). Justify your answer in about 150 words.

1. Speaking is more important than listening.
2. Listening is a skill.
3. Listening just happens. No effort or training is needed.
4. A good listener is required to note down the important points while listening.
5. It is necessary for a listener to maintain eye contact.
6. There are various purposes of listening.
7. Everyone knows and does listening.
8. Hearing and listening are not synonymous.
9. It is not a good thing to pre-decide what the speaker is going to talk about.
10. The speaker is more important than the listener.

Observe, analyse and answer in about 150 words

1. Which type of listening do you find more difficult? Why?
2. Which listening style do you find easy? Why?
3. Which barriers to listening have you experienced in your life? Elucidate them with relevant examples.
4. Which strategies would you need to employ to overcome the barriers to listening?
5. List bad listening practices of your friend on the basis of your experience/observation.
6. Recall a character/situation from any serial/movie you have watched and talk about the barriers faced by a character in listening. Write about it.
7. List your bad listening practices recalling the situation when you felt it happened to you.
8. Observe people around you and identify the barriers they are victim of. Discuss at least two by citing suitable examples.



'Know how to listen, and you will profit even from those who talk badly.'
—Plutarch

Answer the following questions:

1. How 'listening' is different from 'hearing'? Explain in brief, the types of listening (GTU Dec 2013, June 2014).
2. Explain the process of listening and discuss traits of a good listener (GTU June 2009, Sept 2009, Jan 2009, Jan 2011, June 2012).
3. Your friend wishes to improve his/her listening skills. Offer your suggestions to him/her to achieve the goal (June 2012).
4. What are the barriers to effective listening? (Sept 2009)
5. Man's inability to communicate is a result of his failure to listen effectively." Keeping this statement in mind, discuss in detail, the traits of a good listener. (GTU June 2014)

Reading Fluency

Chapter Objectives

After studying the chapter, the students will be able to

- Define the meaning of the term *Reading Fluency* and its importance.
- Describe the meaning of the term *Reading Comprehension and its importance*.
- Give examples of various reading strategies.
- Illustrate different techniques of reading.
- Identify techniques to develop reading comprehension.

“Books are the carriers of civilization. Without books, history is silent, literature dumb, science crippled, thought and speculation at a standstill. They are engines of change, windows on the world, lighthouses erected in the sea of time”.

—Barbara W. Tuchman

4.1 INTRODUCTION

Reading fluency is an ability to read something fast and accurately. This implies the understanding of the text not in terms of apparent meaning but also implied meaning. However, this involves multiple skills. When a reader reads something, s/he should be able to decode and comprehend the individual words, phrases and sentences that s/he comes across. Reading fluency is important as it connects decoding and comprehension. Thus, reading fluency is a key to better reading comprehension.

Reading comprehension is a process. The reader constructs meaning by synchronizing the previous knowledge and the content on the page. Comprehension implies intentional thinking. It means that the reader is able to make sense of the text as well as to use the information. The more a reader reads, the better will be his/her reading comprehension.

Reading, though looks very simple but is not in fact so simple. It is a process. It is done in three stages. For each stage, there are strategies that one needs to use for better comprehension.

“

“No matter how busy you may think you are, you must find time for reading, or surrender yourself to self-chosen ignorance.” —Confucius

4.2 READING STRATEGIES

Strategy is basically a plan developed by an individual to achieve a particular aim. It is devised keeping in mind the requirements. Thus, there cannot be one strategy, which is applicable in all situations. Thus, to have maximum effect of the reading, reading strategies should be changed with the stage. Given below are different strategies for different stages of reading:

1. Pre-reading Strategies
2. Reading Strategies
3. Post-reading Strategies

4.2.1 Pre-reading Strategies

- Be clear about your purpose (why) of reading.
- Make list about the topics/questions (what) you want to read about.
- Decide to what depth (how much) you need to know.
- Check the possibilities of using the gained knowledge.
- Learn necessary vocabulary about the content.
- Skim the text by looking at the organization of the content, heading, subheadings, illustrations, figures and charts, if any.
- Read the summary of the chapter, if available.

4.2.2 Reading Strategies (Monitor your Comprehension)

- Underline the important content (if it is your book).
- Write notes in the margin (if it is your book).
- Form questions on the basis of the content you have read. Make sure that the read content is the answer to your question.
- Reflect on the text, anticipate and make predictions.
- Confirm or correct predictions as and when needed.
- Monitor comprehension, if it breaks, reread the previous portion to fix-up the break.
- Read selectively by deciding what to read carefully, quickly, what not to read and what to reread.

“

“Reading without reflecting is like eating without digesting.”
— Edmund Burke

- Use text structures and text features to support meaning.
- Generate questions about text.
- React intellectually and emotionally to text (reader response).

4.2.3 Post-reading Strategies

- Summarize and restate read things either by thinking loud or in a different book.
- Generate questions on the basis of what is read.
- Review and relate the things read to appropriate situations.
- Decide if the goals have been achieved.
- Summarize major ideas.

In short, the reading strategies involve recalling, deducing and evaluating.

- **Recalling:** What have I read?
- **Deducing:** What is the implied meaning?
- **Evaluating:** Which are the related examples?

4.3 TECHNIQUES OF READING

Technique means to do something in a systematic, skilful and efficient manner by using special knowledge. Reading is done for various purposes; hence, a good reader needs to know which technique to use when and how to use it effectively. A good reader should be like a skilled batsman. The way a skilled batsman uses different techniques while batting keeping in mind the type of bowler, the style of bowling and the pitch, an active reader too uses the same technique while reading. His/her choice of strategy would depend on the type of material and the purpose of reading. The correct choice of strategy would help improve comprehension and save the reader from the burden of reading.

There are basically four main types of reading techniques.

1. Skimming
2. Scanning
3. Intensive
4. Extensive



*“Not all readers are leaders, but all leaders are readers.”
—Harry S Truman*

4.3.1 Skimming (GTU Sept 2009, Jan 2011, Dec 2013, June 2014)

What	It means to read a text rapidly to have an idea what the text is all about. It is the basic level of understanding. One need not try to understand each word but read a group of information. It does not matter if the reader does not understand some of the words s/he has come across. For example, having a look at a newspaper to shortlist articles for a deeper reading.
Why	<ul style="list-style-type: none"> • To preview a more detailed reading to learn the main divisions of ideas • To review something heavy in content to make it easier to comprehend
How	<ol style="list-style-type: none"> 1. Do not skim everything at the same speed 2. Read the table of contents or chapter 3. Glance through the main headings 4. Read the headings of charts and tables 5. Read the entire introductory paragraph and then the first and last sentence only of each following paragraph 6. Read the sentences with keywords indicated in boldface or italics 7. Read the entire sentence if something significant is found 8. Read chapter summaries when provided 9. Do not do word reading



*“A man is known by the books he reads.”
—Ralph Waldo Emerson*

4.3.2 Scanning (GTU Sept 2009, Jan 2011, Dec 2013, June 2014)

What	It means to read a text rapidly to locate specific information. For example, using dictionary for a word or looking for key phrases in a specific chapter. Academically, one may be looking for key phrases or specific chapters/theories to have an idea of what s/he is looking for. Thus, scanning is really about deciding if a resource is going to be useful or not.
Why	<ul style="list-style-type: none"> • To focus and find a particular fact • To locate the appropriate material • To know how the information is structured before you start scanning is essential
How	<ol style="list-style-type: none"> 1. Use the content page and look for the subheadings to have a general idea of its suitability 2. Take note of information given in the bold, italic or in different font prints and colour used in it, if any 3. Look for specific words or key phrases 4. Use your finger/pen to help you find the content 5. Mark key words/phrases

“

“Think before you speak. Read before you think.”
—Frances Ann Lebowitz

4.3.3 Intensive Reading

What	This is rigorous, serious or exhaustive reading. It requires more time than skimming or scanning.
When	It is helpful in retaining learnt things. Thus, reading a large amount of information just before exam does not help one in the long run.
Why	<ul style="list-style-type: none"> • To achieve higher level of understanding and knowledge in the chosen field • To master the topic being read • To develop research skill
How	<ol style="list-style-type: none"> 1. Be clear about what you need and want to read as well as how you read and want to read 2. Select the reading material as per your requirement and read very carefully understanding every word 3. Take notes while reading 4. Recall the content and try to elaborate it 5. Discuss, if possible, the read content with others

“

“Reading is to the mind what exercise is to the body.”
—Richard Steele

4.3.4 Extensive reading

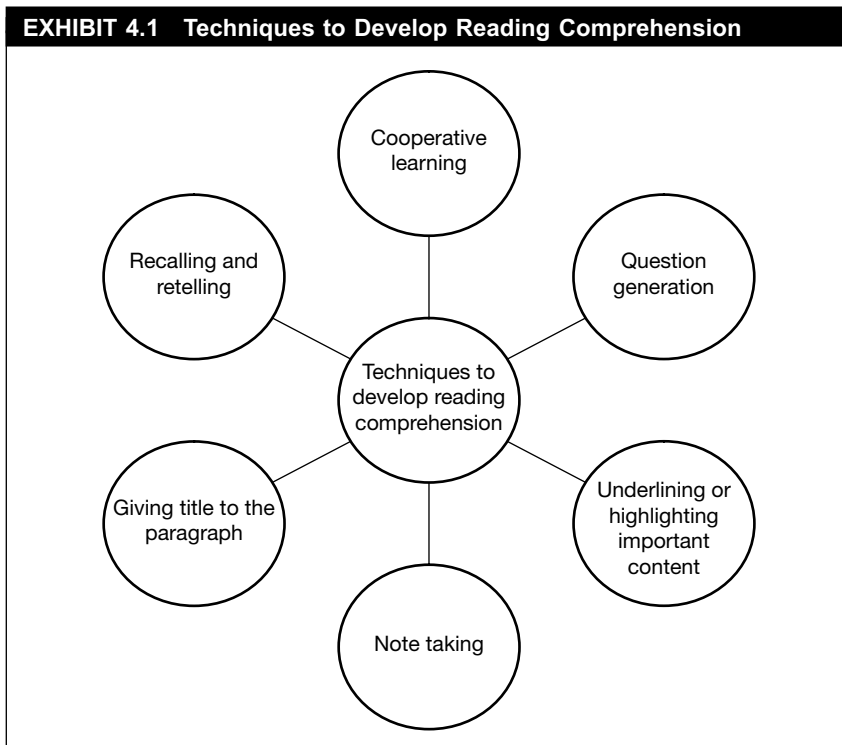
What	Extensive reading is reading as much as possible. It is reading for pleasure. When you are reading for pleasure, the difficulty level should be such that you can read smoothly and quickly without looking up words in a dictionary or translating content into vernacular language.
Why	<ul style="list-style-type: none"> • To get an opportunity to learn language in context • To read in English and like it too • To increase reading fluency • To gain proficiency in writing and in oral skills • To have better understanding of topics read
How	<ol style="list-style-type: none"> 1. Choose the books/reading material depending on your interests 2. Read it in the classroom, at home or in the library 3. Read it individually and silently 4. Start and stop at will and read at the speed you are comfortable with 5. Share the summary of the text either orally or in a written form

“

“Reading is a basic tool in the living of a good life.”
—Joseph Addison

4.4 DEVELOPING READING COMPREHENSION

Ability to recognize a word, understand a sentence structure and constructing meaning by correlating words and sentence structures are the pre-requisites of reading comprehension. Following are some of the important techniques that would help a reader develop reading comprehension:



4.4.1 Cooperative Learning

While using this strategy, the readers work in groups. This is helpful as it promotes understanding, increases students' confidence and reduces tension.

- Each group summarizes and shares the content read
- The shared summaries are compared
- If any differences are observed during the process of sharing, the text is revisited and the differences are resolved



*“The reading of all good books is like a conversation with the finest minds of past centuries.”
—Rene Descartes*

4.4.2 Question Generation

Before starting to read, a reader should have a list of questions whose answers s/he tries to seek. The question may be of WH or yes/no type. This gives a clear direction to the reader. After reading, the reader should ensure that all his/her questions have been answered.

4.4.3 Underlining or Highlighting Important Content

While reading, a reader should use pencil or pen. If it is a personal copy, a reader can have his/her own strategy to mark important points or information. S/he may underline a portion, draw asterisks, arrows, questions mark or put certain content into brackets. One may also use a highlighter but very carefully and not highlighting everything.

4.4.4 Note Taking

A student should prepare the visual map while reading. This will help him/her decide if the content is understood or not. If the reader finds it difficult to take notes then it can be understood that s/he has difficulty in comprehending the text. After making notes, the reader should revisit them and verify that they make complete sense.

4.4.5 Recalling and Retelling

Having completed the reading, the reader should try to recall everything s/he has read and retell the same thing to someone who is interested in the similar content. The process of retelling expects a reader to recall everything s/he has read and organize them in an appropriate manner. Thus, the habit of recalling and retelling something appropriately and effectively develops reading comprehension.

4.4.6 Giving Title to the Paragraphs

The reader should try to give a title to each paragraph while reading. The title will reveal his/her understanding of the text and would help him/her while referring to the same text at a later stage or while skimming the text at the time of exam to have a bird's eye view of the difficulty in the text.

To sum up, reading process can be joy and enrich the reader with knowledge if proper techniques are used.

“

“A capacity and taste for reading gives access to whatever has already been discovered by others.”
—Abraham Lincoln

POINTS TO REMEMBER

- Reading fluency is an ability to read something speedily and accurately understanding the text in terms of apparent meaning as well as implied meaning.
- Reading comprehension is a process in which a reader constructs meaning by synchronizing the previous knowledge and the content on the page.
- Keeping in the mind the stages of reading, the reading strategy would be divided into:
 1. Pre-reading Strategies
 2. Reading Strategies
 3. Post-reading Strategies
- In addition to skimming, scanning, intensive reading and extensive reading are the four techniques of reading.
- Cooperative learning, question generation, underlining or highlighting important content, note taking, recalling and retelling and giving title to the paragraphs are some of the important ways to develop reading comprehension.

EXERCISES

Answer the following questions:

1. Discuss the skimming and scanning techniques for good comprehension (GTU Sept 2009, Jan 2011, Dec 2013, June 2014).
2. What is reading? Make a list of various pre-reading strategies that help a reader to comprehend the content in a better way.
3. How can a reader monitor his/her reading?
4. What are the post-reading strategies? How can they help a reader in reading?
5. Write notes on the following:
 - Skimming
 - Scanning
 - Extensive reading
 - Intensive reading
6. How can a reader improve his/her reading comprehension capacity?



*"The man who does not read good books has no advantage over the man who can't read."
—Mark Twain*

Read the following statements. State if they are True (T) or False (F). Justify your answer in about 150 words.

1. Skimming is a post-reading strategy.
2. Scanning is helpful in developing higher level of understanding.
3. In extensive reading, it is good to choose the material depending on your interest.
4. Recalling and retelling are good strategies to develop reading comprehension.

Observe, analyse and answer in about 150 words.

1. Recall your experience of reading something for academic purpose. Which reading strategy/strategies did you apply? What was your experience?
2. Which reading technique do you generally follow? What problems do you face?
3. Which technique would you employ to develop reading comprehension? Why?

Read the following paragraphs and answer the questions that follow.

Paragraph 1 (GTU, Sept 2009)

The growing importance of the internet for all forms of activism is highlighted in a new book from an old-time internet commentator. Tom Watson is a US-based writer who shares a name and a commitment to the transforming power of the network with the British MP and Cabinet Office minister, but comes from the East Coast rather than the West Midlands. A decade ago he was one of the editors of @NY, a ground-breaking e-mail newsletter that documented the rise and fall of the new media scene in New York's 'Silicon Alley'. Since then he has distinguished himself as one of the saner commentators on the growth of the new conversational media and the companies behind the services so many of us use daily. A few years ago he got involved with the online philanthropy organization Changing Our World, and in the book *Causewired* he shares his experience and understanding of the growth of what has been termed 'peer-to-peer philanthropy'. The book's strap line is "Plugging In, Getting Involved, Changing the World", and Watson offers a range of examples of the way in which the network is making new forms of fund raising and activism possible. It documents the outpouring of online support for the people of New Orleans at the time of Hurricane Katrina through the campaign to obtain justice for Mukhtaran Bibi in Pakistan, via Barack Obama's internet fund raising efforts. It's a fascinating read, not least because the principles he outlines for effective online organizing are based on his own experiences. "Small but well-connected can be more effective than huge and widely disbursed", for example, is something many online community organizers could benefit from realizing, as is the call to "invest in conversations". As with many US writers he seems to believe



*“Reading is a basic tool in the living of a good life.”
—Mortimer Adler*

in the power of the market to solve all our problems and has little time for regulatory or government-based solutions to problems. He lauds Kiva.org for providing equipment for US schools instead of asking why public funding was not adequate in the first place, and sees the network as a way to encourage philanthropy rather than social justice. But he has clearly identified the ways in which the network is making a difference, and given us a valuable primer in the ways in which those who want to change the world can make effective use of the tools and services now available. As Karl Marx might have noted, if he were around now, the technologists have only wired up the world in various ways. The point, however, is to change it.

Questions

1. What information you get about @NY from the paragraph?
2. What does the word PHILANTHROPY in the paragraph mean?
3. What do you understand by “Small but well-connected can be more effective than huge and widely disbursed”?

Paragraph 2 (GTU Dec 2013)

For centuries, people have been playing kicking games with a ball. The game of soccer developed from some of these early games. The English probably gave soccer its name and its first set of rules. In European countries, soccer is called football or association football. Some people believe that the name “soccer” came from “assoc.,” an abbreviation for the word association. Others believe that the name came from the high socks that the players.

Organized soccer games began in 1863. In soccer, 2 teams of 11 players try to kick or head the ball into their opponents’ goal. The goalie, who tries to keep the ball out of the goal, is the only player on the field who is allowed to touch the ball with his or her hands. The other players must use their feet, heads, and bodies to control the ball. Every four years, soccer teams around the world compete for the World Cup. The World Cup competition started in 1930.

Brazil is the home of many great soccer players, including the most famous player of all, Pelé. With his fast footwork, dazzling speed and great scoring ability, Pelé played for many years in Brazil and then later in New York. During his 22 years in soccer, he scored 1281 goals and held every major record for the sport.

Questions

1. How did football come to be known as soccer? (1)
2. Who is the only player in the game who can touch the ball with hands? (1)
3. Who is Pele and why is he so famous? (1)
4. Write a brief summary of the passage using only the most important details. (2)
5. Is the author’s purpose in writing this article to entertain the reader, inform the reader, or both? Use details from the article to support your answer. (2)

Paragraph Writing

(Application Question)

Chapter Objectives

After studying this chapter, the students will be able to

- Define the meaning and various features of paragraph writing.
- Recognise the structure and mechanism of a paragraph.
- Use various approaches to develop a paragraph.
- Practice paragraph writing systematically.

5.1 INTRODUCTION

A paragraph is a sentence or a group of sentences, which talks about and develops one topic or idea. All the sentences in a paragraph revolve around the central idea in one way or the other.

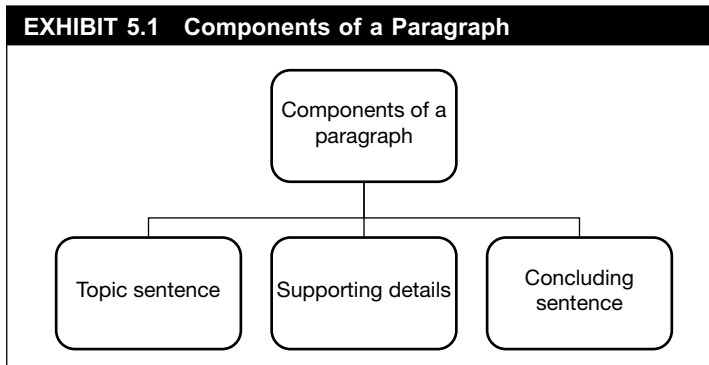
5.2 COMPONENTS OF A PARAGRAPH

A paragraph can be divided into three parts as listed below:

- 5.2.1 Topic sentence
- 5.2.2 Supporting details
- 5.2.3 Concluding sentence

5.2.1 Topic Sentence

The sentence that introduces the main idea of the paragraph is called a topic sentence. It summarizes the gist of the paragraph and informs what the paragraph is all about. To achieve unity and appropriate flow, it is necessary that the paragraph has a clear topic sentence. Thus, a topic sentence is the crux of the paragraph.



For example, in the above paragraph the first sentence ‘*The sentence that introduces the main idea of the paragraph is called a topic sentence*’ is a topic sentence.

A topic sentence can be:

1. At the beginning (the first sentence of paragraph)

Nothing is necessarily wrong about teenagers having jobs while they are still students. Nothing teaches the responsible use of money better than having to earn it. In addition, a teenager’s income may make the difference between want and sufficiency for a low-income family. There are numerous households where every penny counts and teenager’s earnings may keep his or her whole family above the poverty line. At the very least, it might lead to something much better.

2. In the middle (somewhere)

There are certain characteristics that make a colleague good. They include reasonable quietness, willingness to accept responsibility, civility, avoidance of offensive remarks and interaction in a productive and harmonious manner. **Perhaps the most important of these is civility.** Nothing disrupts harmony in an office as much as a rude, abrasive individual. By contrast, an amiable, patient and polite colleague is a great asset. Such a person may hold an entire workplace together. That is why civility is vital in a colleague.

3. At the end (last sentence)

Imagine a student who has shown exceptional talent in mathematics, or foreign languages, or some other field of study, but comes from a family of modest income and cannot quite afford the tuition for college or university-level studies. A scholarship may make the difference between attending college and remaining without a college degree. Could there be a more praiseworthy use of money than to help college-bound students who otherwise could not afford a college education? **Indeed, scholarship is the best application of money.**

5.2.2 Supporting Details

Supporting details form the body of the paragraph. They develop and support the idea of the paragraph. Supporting details can be either description, facts, details or examples, reasons, related to the topic sentence. Their appropriate use makes a paragraph readable.

Supporting details should be presented logically. Each sentence should smoothly lead to the next sentence. The reader should not experience any jerk while comprehending them. The smooth flow can be achieved by proper use of transitional words.

Notice the use of supporting details in the paragraphs wherein various positions of the topic sentences are shown:

Paragraph 1

Nothing is necessarily wrong about teenagers having jobs while they are still students. Nothing teaches the responsible use of money better than having to earn it. In addition, a teenager's income may make the difference between want and sufficiency for a low-income family. There are numerous households where every penny counts and teenager's earnings may keep his or her whole family above the poverty line. At the very least, it might lead to something much better.

- The first sentence is the topic sentence.
- The next three sentences justify the statement with the help of three examples, which emphasize benefits of earning with learning.
- The last sentence concludes the argument on a positive note and again favours the claim made in the topic sentence.

Paragraph 2

There are certain characteristics that make a colleague good. They include reasonable quietness, willingness to accept responsibility, civility, avoidance of offensive remarks, and interaction in a productive and harmonious manner. Perhaps the most important of these is civility. Nothing disrupts harmony in an office as much as a rude, abrasive individual. By contrast, an amiable, patient and polite colleague is a great asset. Such a person may hold an entire workplace together. That is why civility is vital in a colleague.

- The paragraph discusses one of the most important qualities of a good colleague.
- The paragraph begins with the list of qualities that a good colleague should have.
- The topic sentence comes in the middle and names that 'civility' is that quality.
- The next three sentences discuss the importance of civility in an office in a detailed manner.
- The concluding sentence again pronounces the importance of civility in a colleague.

Transitional Words

Transitional words prepare the flow of the sentences and make a paragraph logical.

Read the given paragraph carefully and understand the words in italics

Recently, I had to go to Surat, the diamond city of Gujarat. I decided to go by train. *However*, as the trip was planned all of a sudden, I could not get the reservation. *Hence*, I had to travel by general compartment. *Although* the compartment was full, I could manage to share a window seat with a young girl. It was a nice view outside. *After* 4 hours, I reached my destination. While I was getting off the train, someone picked my purse and I lost my money and mobile too. Nevertheless, I tried to locate my friend from the crowd but she was nowhere to be seen. *Immediately*, I approached the railway police and they helped me contact my friend. *Thus*, it was a mixed experience.

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As it can be noticed, the words in italics connect one sentence with the other logically. Many transitional words have been used in the above paragraph to help you understand the flow and use of transitional words in a sentence. Given below is the list of the transitional words that are used for various purposes:

Function	Transitional word	Examples
To support the stated ideas	Also	My friend speaks Bengali and English. She also speaks good Gujarati.
	In other words	She has won many prizes in debate and elocution competitions. In other words , she is a good speaker.
	In addition	In addition to Bengali and English, my friend also speaks Gujarati.
	Moreover	Cheating is dishonest. Moreover , it hinders students from learning.
	For instance	While writing letters, the writer should adopt a positive approach. For instance , mere using words like 'please', 'thank you' and 'I am sorry' will not work.
	For example	The tone of a letter gives an impression of the writer to the reader. For example , will the tone sound friendly, formal, curt, persuasive or informative?
	More importantly	A letter full of stereotyped expressions does not impress. More importantly , it lacks character and individual style.
To support further	Another example is	Water is a liquid that does not get dissolved in another liquid. Another example is oil.
	Another reason is	They do not like to make him a part of the team because he is a lazy person. Another reason is his quarrelsome nature.
	Furthermore	Students should be on time. Furthermore , they must be prepared.
	In addition to	In addition to a stable government, India wishes the new PM to have a clear vision too.
To show change in the idea	Moreover	The image of previous government got tainted due to various scams and scandals. Moreover, the youth voted for a change. Thus, it became difficult for the ruling party to win the election.
	But	Luck is needed to be successful but without enough efforts, even luck cannot do anything.
	On the other hand	Some dedicated leaders are working towards the betterment of society. On the other hand , some leaders are looking for ways to exploit people.
	Instead	People should not have chosen a corrupt candidate. Instead , they should have opted for NOTA.
	Yet	He waited patiently; yet , there was no response from the officer.
	Although	Although , he worked hard, he did not achieve the deserved success.
	Nevertheless	All the parties have done their best to win the favour of the voters. Nevertheless , the time will say whom does the voters like.
	In spite of [something]	In spite of making sincere efforts, it is difficult to eradicate poverty.

(Continued)

(Continued)

Function	Transitional word	Examples
To use chronological technique	On the contrary	He should have been apologetic for the misbehaviour; on the contrary , he is defiant.
	Unlike	Unlike villagers, the town dwellers are more aware about their rights.
	While	While you are thinking, someone is implementing the ideas.
	However	It is good to be good. However , one should be careful not to be too good.
	In contrast	Wives usually enjoy shopping. In contrast , husbands often dislike it.
	First, second, third, etc.	A diabetic should take care of three things. The first is regular exercise. The second thing is appropriate food and the third one is avoiding sugar.
	In the beginning	In the beginning , a person faces a few problems in a new environment. However, s/he learns how to adjust.
	Then	Then , s/he feels very comfortable in the same environment.
	Before	Before you take up any job, think if you are taking it because you want to do it or you have to do it.
	After	No political leader will have time to meet public after elections.
To talk about time	Finally	Finally , the advertisements have become responsible towards society.
	Recently	Recently , the town was visited by many celebrities as they campaigned for various political parties.
	Previously	Today, we are most sought after people. Previously , everyone looked down upon us.
	When	A true friend is one who comes to your rescue even when you had not talked about your trouble.
	After	You should note down important points, after you have finished your reading.
	At last	The mother tried a lot. At last , the son was convinced about the harms of playing video games.
While offering a point of view	Subsequently	People did not give up their demand for justice; subsequently , the government had to punish the culprit.
	Afterwards	Work hard today or regret afterwards .
	In my opinion	In my opinion , together we can make a difference.
	According to him/her/me	According to him , you can if you believe in yourself.
	As per my view	As per my view , dreams are not to be seen but to be achieved.
	As far as I am concerned	As far as I am concerned , I would support him as he is true to himself.
	As per my understanding	As per my understanding , god helps those who help themselves.
	I think that	I think that honesty is the best policy.
	I consider/I believe	I consider/I believe that Together Everyone Achieves More. This is what the term ' TEAM ' means.
	It seems to me	It seems to me that attitude decides the result of every task.
I would rather prefer	I would rather prefer to fail in something that I like than succeed in something that I dislike.	

(Continued)

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(Continued)

Function	Transitional word	Examples
To talk about causes while following cause and effect technique	Because	All the players will perform well, because they have been trained well.
	Because of	Because of the training, all the players performed well.
	So	All the players have been trained well so that they will perform well.
	Since	Since , all the players have been properly trained, they will do well.
	Therefore	All the players have been properly trained; therefore , they would perform well.
	As a result	All the players have been properly trained; as a result , they would perform well.
	Due to	Due to the inadequate training, the players did not perform well.
To talk about effect while following cause and effect technique	Consequently	All the players have been trained well; consequently , they will play well too.
	Therefore	Courtesy is an attitude of mind. Therefore , it must come from the heart as well as from the head.
	Thus	The players have not got adequate training; thus , it is unlikely that they perform well.
	Consequently	The monsoon was good and the farmers used good seeds; consequently , the harvest was good.
	Hence	It was too risky to make a last minute change; hence , they decided to go ahead with the plan.
	It follows that	People today have become aware of their rights. It follows that now golden days are not far.
	If...then	If you go green, then a better tomorrow is waiting for you.
To conclude	Thus	Thus , all is well that ends well.
	Therefore	I have seen hard work resulting into success; therefore , I would say hard work is the key to success.
	Finally	There were many issues discussed at the brainstorming meeting. Finally , after a heated discussion, all the issues were prioritized.
	To sum up,	To sum up , the meeting would strengthen the course.
	To conclude	To conclude , all is well that ends well.
	In conclusion/In short	There was some technical glitch, the projector did not support the video clips brought by the speaker. In conclusion/In short , the audience could not view the clip.
	At last/Finally,	Keep practicing the skill you wish to develop. Finally/At last , you will surely master it.
	Eventually/In the end	They formed a group for the project but could not sort out differences. Eventually/In the end they could not perform well.
	Accordingly	There was no formal complaint against the leader. Accordingly , police did not take any action.

5.2.3 Concluding Sentence

It is well said that ‘*well begun is half done*’ and ‘*all is well that ends well*’. In other words, beginning as well conclusion of a paragraph is important. A conclusion is the recap of the things discussed or a smooth transition between the current and the next paragraph. It should not be the repetition of the ideas. Have a look at the three paragraphs given to explain various places of topic sentences. Notice the last sentences of the each paragraph and see how these paragraphs have been concluded.

1. The first paragraph talks about the reasons behind allowing teenagers to work while studying and ends in the following manner.

At the very least, it might lead to something much better.

2. The second paragraph deals with the various characteristics of a colleague. The most important of which is civility. The paragraph ends emphasizing the importance of civility.

That is why civility is vital in a colleague.

3. The last paragraph highlights the importance of gifting money as a scholarship in the life of a brilliant student but one who does not have strong financial background. The paragraph is summed up with the following statement.

Indeed, scholarship is the best application of money.

Features of a good conclusion

Sr. No	Don'ts of a conclusion	Dos of a conclusion
1.	It should not be a new idea or something that is not discussed previously.	The conclusion should be in unity with other ideas expressed. There should be a smooth transition between two paragraphs.
2.	It should not be only a repetition of the same thing.	It should be a recap of the content in different words.

5.3 STRATEGIES TO DEVELOP A PARAGRAPH

Depending on the need of the subject of a paragraph, different approaches to paragraph development can be used. They include:

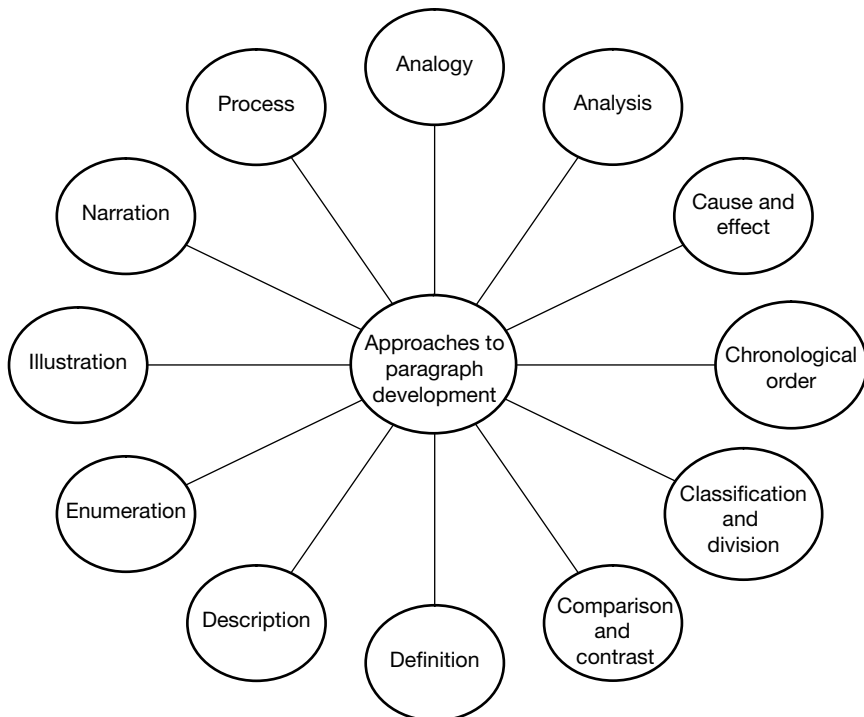
- 5.3.1 Analogy
- 5.3.2 Analysis
- 5.3.3 Cause and effect
- 5.3.4 Chronological order
- 5.3.5 Classification and division
- 5.3.6 Comparison and contrast
- 5.3.7 Definition
- 5.3.8 Description

- 5.3.9 Enumeration
- 5.3.10 Illustration
- 5.3.11 Narration
- 5.3.12 Process

5.3.1 Analogy

Meaning	Example
<p>Sometimes words or phrases are inadequate or inapt in conveying the desired meaning. Sometimes it is necessary to explain a concept by giving references. On such a occasion, an analogy is used to explain one object or process by comparing it with other similar object or process.</p> <p>For example, various shades of life are conveyed by using different analogies.</p> <ul style="list-style-type: none"> • Life is a stage. We all are characters. We are here to play the role assigned to us. • A child is like a wet soil. He can be moulded in a desired shape easily. 	<p>There is a great importance of health in everyone's life. Good health is the secret of a happy life. Health is considered the true wealth. For example, there is a wealthy man. He has plenty of money; a big house with a luxurious car and fine clothes but he is ailing from many diseases. Will he be happy? Will he be able to enjoy the happiness of life? The answer would be 'No'. On the other hand, there is a poor man, he lives in a hut, has a cycle to move about and does not have any luxury but he will be happy because he is healthy. That is why it is said that health is real wealth.</p>

EXHIBIT 5.2 Approaches to Paragraph Development



5.3.2 Analysis

Meaning	Example
Analysis means evaluation of various aspects of a topic with the help of supports and evidences. While using this technique, 'why' and 'how' are more important than 'what', 'where' and 'when'.	Listening to the advice of parents and friends has risks and limitations. Advice of our parents is based on their decades of experiences. That advice may no longer be useful as society and time might have changed. Similarly, advice from friends too is accepted critically and carefully as it may also be based on their experiences, which may be different from the one seeking advice. Thus, sometimes, advice from parents and friends may be well meant but can be dangerous if the receiver is not in the similar circumstances.

5.3.3 Cause and Effect

Meaning	Example
To explain the causes and effects of an action or a situation, this technique is used. Sometimes causes and effects can be discussed simultaneously; other times, they can be discussed in separate paragraphs too.	The rising global temperature is a major concern nowadays. Human race, in general, is the main cause for this phenomenon. It has been proven by research that greenhouse gases are the principal culprits for this problem and these gases are emitted into the atmosphere mainly due to the increased use of vehicles and worldwide spread of industrialization. The effect of the same can be seen in the forms of melting of the glaciers, frequent storms, rising level of oceans and less rainfall creating troubles for our survival.

5.3.4 Chronological

Meaning	Example
Whenever something is to be explained or discussed in sequence or the way it has happened, this technique is used.	Inventors had been making efforts for a long time, to build a vehicle that could move with the help of an engine. In 1769, French engineer Nicholas Cugnot made the first 'car', which ran on steam. In 1877, Siegfried Marcus of Austria built a 4-stroke engine, which Daimler adapted for the car. He made further improvements on it, till he came up with an engine that was fast, light and easy to use.

5.3.5 Classification and Division

Meaning	Example
When something is to be explained by dividing it on the basis of its structure or functions, this technique can be used.	Monorail is a system of transportation in which vehicles are supported and guided by a single rail or beam. Monorails are of two types. In a supported monorail, the vehicles straddle the beam and in a suspended monorail, the vehicles hang below the guide-way. Monorails are seen in most of the modern cities of the world today.

5.3.6 Comparison and Contrast

Meaning	Example
<p>To highlight the similarities and differences of something, this technique is useful. A paragraph may discuss only similarities or only differences or both.</p> <p>When the aim of the paragraph is to evaluate two things, this strategy is employed.</p>	<p>The development in the technology has affected the way of reading too. In recent time, e-books are becoming more popular. From popular books to classics, almost everything is available in the form of e-books. However, it has lessened the value of traditional form of books for various reasons. Finding a book online is very easy and it is convenient to carry around to read and is easy to preserve. In case of traditional books, they are difficult to carry and preserve too. However, the feeling that you have reading the traditional book by turning up the pages is difficult to have while scrolling down the e-book. Going on the road with an e-book requires an outlet that needs to be charged. With traditional book, there is no such issue.</p>

5.3.7 Definition

Meaning	Example
<p>Whenever, the meaning of something is to be explained, this technique is useful.</p>	<p>Wireless communication is communication that requires no wires! To put it more accurately, it is communication that takes place through the air using radio waves or infrared rays. There is no need for cables or telephone lines for wireless communication. Wireless communication systems use devices called transmitters to generate radio waves. A microphone or other device converts sound or other data into electrical impulses. The transmitters change the impulses into radio signals that can be sent across great distances. Radio receivers pick up these signals, and turn them back into the original sound or message.</p>

5.3.8 Description

Meaning	Example
<p>Descriptive mode is used when it is necessary to provide a physical picture or functional view of something. Description is given by elaborating the shapes, materials, position and functions of its subject. It can be of people, places, things or processes. To describe something effectively, the writer should use the words describing five senses, viz. touch, smell, sight, sound and taste. This type of paragraph can be literary as well as scientific. A good descriptive paragraph should make a reader visualize and feel the described matter.</p>	<p>The college canteen is located on the college premises and provides breakfasts, lunches, takeaways, drinks and snacks for students.</p> <p>It is a large spacious area, with a view of greenery all around. As you enter into it, there is a counter on the left-hand side where you have to place an order by paying the necessary amount. The furniture is stylish and comfortable. The multi-colour tables and chairs create a pleasant ambience. The air is filled with mouth-watering smells of sweet, sour and spicy dishes. There are vending machines as well for snacks and drinks just outside the entrance.</p> <p>The canteen is abuzz with the vibrant youth gossiping and discussing all sorts of things. It is indeed the most visited place on the campus as it is liked by all the teachers and students.</p>

5.3.9 Enumeration

Meaning	Example
To talk about a series of actions and/or observations enumeration is used. It helps the reader maintain the sequence and understand the importance of each action.	At least three conditions are required to create a hurricane. First, the ocean waters, at the surface, must be moderately warm to contribute enough heat and moisture into the overlying atmosphere and also to the potential energy for the thermodynamic mechanism that a hurricane may take place. Second, to propel a hurricane, it is affirmative to form a combination of atmospheric moisture from sea water evaporation with the heat and energy. Third, to formulate a spiral and inward pattern, wind must be present near the ocean surface. It is the bands of thunderstorms which make the air warmer and move higher into the atmosphere. Since the winds at these higher levels are comparatively light, this structure can stay unchanged and becomes strong enough: consequently, forming the beginnings of a hurricane!

5.3.10 Illustration

Meaning	Example
To clarify the point and support the topic sentence, illustration is used. It can exemplify, support or clarify the point.	There is no question that human activity harms the world. There are examples of deliberate human activities that had devastating environmental impact. A classic case of unintended harm to the environment occurred in the United States during the 1960s. Industries released metallic mercury into rivers, thinking the toxic, heavy metal would simply sink to the bottom and be isolated there. Bacteria, however, turned the metallic mercury into an organic form, methyl mercury, which accumulated in fish and could harm human when the fish were eaten.

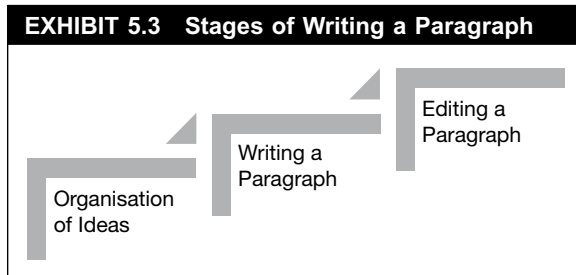
5.3.11 Narration

Meaning	Example
It narrates a scene or event. This type of paragraph tells a story, hence, there are beginning, middle and end, which explain the sequential arrangement of the events. The sequence can be either chronological or through flashbacks.	My son always finds Monday morning an unpleasant time. Having enjoyed Saturday and Sunday with friends, without even looking at the school bag and books, it is very difficult for him to get up early, prepare his school bag and go to school. The morning starts with my usual instructions: 'Brush properly', 'Take shower nicely', 'Why don't you arrange your school bag at night?', 'Why don't you polish your shoes regularly', etc. ending with the plea 'Listen to me. It is for you that I am telling this again and again'. As he is now used to all such shouts and pleas, he continues doing what he wants and the way he wants to do leaving me miffed.

5.3.12 Process

Meaning	Example
Whenever, the writer wishes to develop a sequence or describe how an action is carried out or how something functions, this technique is used.	On the surface, both compact disks (CDs) and digital video disks (DVDs) are alike. They are round in shape and have a shiny surface on the underside. In both DVDs and CDs, data is stored in microscopic tracks that are made up of 'pits' which are grooves and 'lands', which are flat surfaces, backed by the shiny, reflective material. When the player spins the disk, a laser beam shines on these pits and lands. The reflected light patterns are then read by an optical device. This device converts the patterns into little bits of data called, appropriately enough, bits. The bits are assembled into bytes that in turn represent just about any kind of data imaginable, which includes text, sounds and images.

5.4 STAGES OF WRITING A PARAGRAPH



5.4.1 Organization of Ideas

To organize one’s idea, first of all one needs to be clear about the following aspects:

1. What are the requirements of the paragraph?
2. What should be the topic sentence of the paragraph?
3. What facts, details or examples are needed?
4. Which strategy of paragraph development would be effective?
5. Where can the facts or details be found?
6. What would make the paragraph interesting?

5.4.2 Writing Paragraphs

Writing includes arranging all the ideas in a logical manner. Writing would be very easy if proper work is done in the organization of ideas. While writing a paragraph one should see that, the paragraph has unity of ideas, logical order of thoughts and all the necessary details.

The body of a paragraph should develop and demonstrate whatever is stated in a topic sentence. Some common patterns are:

- Explaining things in details by giving **definitions** or indicating **differences**
- Offering **details, examples** or **relevant quotations to support the views and ideas presented**
- Following a **logical sequence**
- Developing ideas with the help of an **appropriate technique**

5.4.3 Editing Paragraphs

In this stage, the writer rereads the paragraph for grammar and spell check purpose. While editing, it is ensured that all the information is arranged in a logical manner and that one sentence leads to the other in a smooth manner.

5.5 ELEMENTS OF A GOOD PARAGRAPH

5.5.1 Unity

Unity in a paragraph means that every sentence in the paragraph develops the central idea of the paragraph and revolves round that idea only.

Read the following paragraph

Sachin had three career options. The first one was to become a commentator. He was not that interested in that. He was looking for a more challenging job. However, some of his well-wishers wanted him to be a coach. Others wanted him to join a political party. A few suggested starting an academy.

The paragraph does not justify the topic sentence with which the paragraph starts. The paragraph should have discussed all the choices of Sachin; instead, it talks about the opinion of others after retirement. Thus, it lacks unity.

5.5.2 Coherence

Smoothly connected sentences can bring coherence to the paragraph. Appropriate use of transitional words help sentence connects smoothly. Proper sequence of sentences makes a well-organized paragraph. Properly ordered sentences bring clarity and avoid confusion. Coherence is another quality of a good paragraph. In a coherent paragraph, one sentence leads to another. A proper use of transitional words would be the correct thing to do. Coherence can also be achieved by using a consistent verb tense and point of view.

5.5.3 Completeness

Completeness implies that the topic sentence is properly explained and supported with all the necessary details. The last sentence should summarize the main idea of the paragraph.

Thus, the ability to compose a good paragraph helps in developing and mastering other forms of technical writing.

POINTS TO REMEMBER

- A paragraph is a group of sentences that develops one topic or idea.
- A paragraph can be divided into a topic sentence, supporting details and concluding sentence.
- Analogy, analysis, cause and effect, chronological, classification and division, comparison and contrast, definition, description, enumeration, illustration, narration and process are the strategies of developing a paragraph.
- Paragraph writing involves organization of ideas, writing the paragraph and editing the written draft.
- Unity, coherence and completeness are the elements of a good paragraph.

EXERCISES

Q1. Identify the best topic sentence from both the given paragraphs.

1. Public Relations (PR) in an organization mean the projection of the personality of a company. It is a series of systematic efforts to maintain goodwill of a company in the clients. In this way, PR includes all the activities that can help a company to build good relations with audiences, to change the negative opinion, if any, into positive and reinforce the positive or correct ones.
2. It is very easy to moan, to complain and to criticize. It is much harder to always find something nice to say about a situation or a person. However, think of it now as a huge challenge. Saying something nice is hard because our natural inclination is to moan. If someone asks about the life at office, it is very easy to start on a negative note and complain about the autocratic boss, non-cooperative colleagues and piles of files and so on. However, how difficult the situation is, there is always something nice about it. This makes life happier, comfortable and easier to live for us as well as for others. One should try to find out a nice thing, highlight it and draw others' attention towards it.

Q2. Eliminate the sentence that does not belong to the paragraph.

1. Body language

Have you noticed that when someone is nervous, he/she bites his/her nail, or that a person looks down when feels sad? Well even though these people are not saying anything, their bodies are telling us how they feel. Human beings 'speak' three times more through their body language than through actual speech. This type of communication in which our body movements, gestures and facial expressions reveal our feelings and personality is called body language.

2. Communication among bees

When a bee on a foraging trip discovers a good source of food, she performs an intricate series of movements, popularly known as a 'dance', when she returns to the hive in order to tell the other bees about her find. Ants particularly have a complex society. By means of this special dance the insect encodes information about whether the food source is plentiful, how far it is from the hive and—if the distance is great—in which the direction it is to be found.

Q3. Develop a paragraph on the basis of the given topic sentence.

1. There are a few reasons to love your life.
2. I have three choices as far as my career is concerned.
3. A common man hates politics.

Q4. Construct a paragraph with the help of the following sentences, which are the concluding lines of a paragraph.

1. That is what a good neighbour should be.
2. Therefore, experience is at least as important as study, if not more so.
3. A single solid friendship is worth a thousand of the superficial kind.

Q5. Arrange the following jumbled sentences into a logical order to form a paragraph.

- a. It used to be said that 'Dog bites man is not a story but that man bites dog' is.
- b. A 'news' story must be of interest; if it is not, it will not grab the attention of the reporter or news editor.
- c. Another important element is immediacy.
- d. An event that happened a week ago is not 'news' except possibly for weekly newspapers or periodicals.
- e. As far as national newspapers and radio/television stations are concerned, old news simply is not news at all, and will not be published or broadcast.
- f. Of course, what constitutes important 'news' to one newspaper will not necessarily be of such importance to its competitors.
- g. The news item that may be given on front page in one newspaper may be given less attention in another one.
- h. Why? Because 'news' has to be not only immediate but also of interest to the readers/listeners/viewers.
- i. Therefore, what makes news largely depends on the media you are tackling.
- j. These are some important considerations, one must be clear about while using news item for publicity.

(From *Rules of Life* by Richard Templar, Pearson Publication)

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Q6. Write a paragraph of 150 words on the basis of the pictures given below and give it a suitable title.



Healthy lifestyles

“Small steps...
right direction”



ANSWERS

Q1.

1. Public relations in an organization mean the projection of the personality of a company.
2. One should try to find out a nice thing, highlight it and draw others' attention towards it.

Q2.

1. Human beings 'speak' three times more through their body language than through actual speech.
2. Ants particularly have a complex society.

Q5. The correct sequence would be:

j, a, b, c, h, d, e, f, g, i

Business Letters

(Application Question)

Chapter Objectives

After studying this chapter, the students will be able to

- State importance of good letter writing
- Describe modern lay out of a business letter
- Discuss various parts of a business letter
- Identify qualities of a good business letter
- Write various types of business letters
- Explain things to be taken care of while drafting a letter

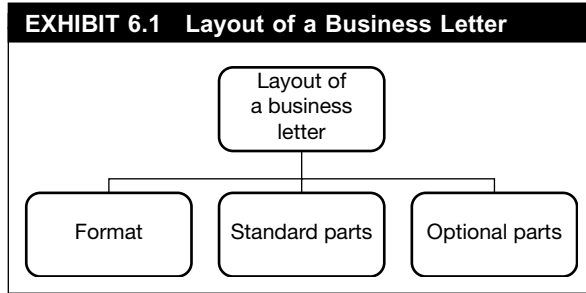
6.1 INTRODUCTION

Letter writing is a formal way of written communication. It is traditional, yet, very much modern. It has changed its format with the changing time and demand. It is not at all a lost art, as some may believe. Actually, having command of the technique of an effective letter writing is an important skill among other writing skills.

6.2 LAY-OUT OF A BUSINESS LETTER

This skill is needed for various purposes especially when a person tries to sell or buy a product or a service. Style of writing a letter reveals the writer's capacity, level of education, personality and professionalism. A letter can be the first step towards long lasting business relations. An effective letter is one that induces the reader to take desired action. First of all, we discuss the layout of a business letter. Layout of a letter includes:

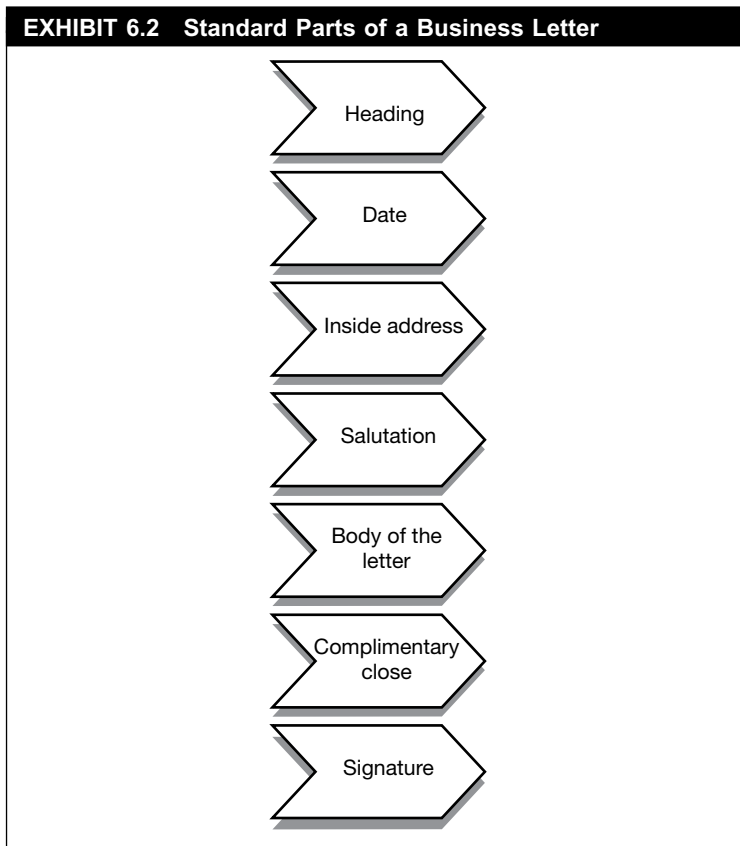
- Format
- Standard parts
- Optional parts



6.2.1 Full Block Format of a Business Letter

Generally, the format of a letter is same across the corporate worlds except a few variations. Nowadays, full block form is in practice. In this format,

- All the parts start from the left-hand side.
- One inch margin is kept all around.



- 11 to 12 point font size is preferred.
- Names of months are not abbreviated.
- Paragraphs are not indented.
- Lines are single spaced.
- Two lines are left between paragraphs.

6.2.2 Standard Parts

A business letter consists of standard parts and optional parts. Standard parts are in a way compulsory parts of a business letter as any business letter is bound to have them. Given below are the standard elements of a business letter followed by optional parts of a business letter.

Heading or Letterhead

- What** A letterhead provides information about the sender. It is the address of the sender.
- Where** It is written at the top of the letter or on the left-hand side as per the latest practice.
- Content** It contains name and address of the writer, firm or company. If from the name, the business cannot be understood, the second line talks about the nature of the business. Along with the postal address, the letterhead can also talk about E-mail address, contact nos., fax no., logo and/or website address if possible.

How

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Uttar Pradesh, India

- Why** It helps the receiver in contacting the sender.
- General tips**
- When you are using letterhead, you need not type your address at the top.
 - To create a good impression, letterhead and paper should be of a very good quality.

Date

- What** The date gives information about the day, month and the year when the letter was written.

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- Where** It is written below the letterhead on the right-hand side or the left-hand side depending upon the style of the letter. If the letter is in full block form, the date is written on left-hand side otherwise on the right-hand side.
- How** Date can be written in two patterns:
- | | |
|--|--|
| AMERICAN STYLE
(MM, DD, YY)
September 20, 2013 | BRITISH STYLE
(DD, MM, YY)
20 September 2013 |
|--|--|
- Sometimes, people write the date in the third way: for example, 20/09/13. This method is not accepted in the commercial world. Sometimes, it may lead to confusion. If a person writes the date in American style, s/he would write the given date as September 20, 2013 and if s/he follows British style, s/he would write 20 September 2013.
- Why** The date is very important in a business letter. It is helpful in legal matters as well as useful in keeping record for future reference. If a price is quoted in a business letter today, it is valid only for a particular period; hence, the date is useful in that case.
- General tips**
- When using a letterhead, write the date after two to four lines below the heading.
 - Your choice would depend on the length of the letter. If the letter is long, you may prefer to write it leaving two lines if short after four lines. However, if you are writing the letter as an individual, you need to leave just one line between the heading and the date.
 - Do not abbreviate the names of months like Jan, Aug, etc. Always write full names like January, August, etc.
 - Do not add any suffix like *st*, *nd*, *th*, etc. The practice is now obsolete.

Inside Address

- What** The inside address means the name and the address of the receiver.
- Where** It is written below the date on the left-hand side.
- How** As per the current practice, it is written in full block form. In full block form, it begins with the margin and no punctuation mark is used.
- Tech Solutions Ltd
28, First Floor, Himalaya Mall
Indraprasth Tower, Drive-In Road
Memnagar
Ahmedabad 380052
- Why** Inside address supplies necessary information about posting the letter. The carbon copy of a letter is always kept for filing purpose or a copy in the computer is saved. Here, inside address is helpful for future reference. Whenever window envelope is used, the inside address works as the envelope address as the address can be seen from the plastic paper, there is no need to type the address on the envelope. Thus, it saves the time, money and energy.

- General tips**
- Your style of using a particular format informs the reader about your knowledge of standard business communication style.
 - A carefully drafted letter makes the reader focus on the content of the letter.

Salutation

What It is a kind of greeting. In our day-to-day life whenever we meet somebody, we wish him 'Good morning!' or 'How are you?' In a business letter, the salutation is used for the same purpose.

Where It is written below the inside address and begins with the left-hand margin.

How Salutation should be written keeping in mind the relationship between the writer and the reader. Salutation should be followed by either a comma (British style) or a colon (American style).

SALUTATION	TO BE USED FOR
Sir,	A very important person or for the head of the department/company/institute
Dear Sir,	The most formal one
Dear Sirs:	It is used for a big firm or a company especially when name begins with Messrs.
Dear Madam:	Used for a lady
Dear Mesdames:	Used for ladies
Dear Mr. Shah,	Whenever the writer is familiar with the person
Dear Ms Rajvi,	Before the name of a female recipient, whether she is married or not, it is customary to use 'Ms' only. The use of 'Mrs' is obsolete.

Why The way oral greetings like 'Hi', 'Hello', 'Good Morning/Good Afternoon' initiates communication, the same role is played by salutation in letter writing.

- General tips**
- Always use Dear
 - Avoid the use of 'Respected'
 - Try to find out the name of the person you are writing to
 - If you do not know the name of the person you are writing to use *Dear Sir* or *Dear Madam*
 - If you do not know the gender of the receiver use Dear Sir/Madam
 - When you know the person, write, '*Dear Raj Thakkar*' or '*Dear Mr Thakkar*' do not write '*Dear Raj.*'

Body of the Letter

What The body of the letter contains the main message.

Where Usually, it is written one or two lines below the subject line. The message is in the form of different paragraphs. The common rule is to give one idea in one paragraph. A good business letter must be written around one central idea. Great care should be taken while writing the body of the letter. Presentation of the letter makes it effective or ineffective.

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How The first paragraph makes a reference of the date and the subject of the previous correspondence, if any. It suggests the mood and the feelings of the writer. A short sentence should be preferred than a longer one.

For example, We thank you very much for your order for 500 Microtex mobiles.

OR

For example, Your letter of 24 July 2013 has reached us and we are carefully attending to it.

The second paragraph states the main message. This should be written in simple and clear language. This paragraph is called the *heart of the letter*. If the message is very long, separate paragraphs should be used. This paragraph should appeal to the customer's desire and his/her sense of getting profit.

The last paragraph should offer good service, reasonable business terms and express gratitude. It may also talk about the next step of the writer.

Why It is the heart of the letter. It becomes the bridge between both the parties. A well-written letter surely brings good and positive response, whereas a poorly drafted letter may not give desired results and may sometimes lead to loss of clients.

General tips

- The letter should be typed with single line or 1.15 spacing.
- Do not indent paragraphs.
- Use the left-hand margin to start each paragraph.
- Prepare a list of all the information that will be included in the letter.
- Leave one or two blank lines to indicate a new paragraph.
- In order to make sure the main points of the message are clear, put the important parts of the message in three central paragraphs.
- Start the letter, a brief introduction of your firm/company, if you are communicating with the receiver for the first time or else start the letter by stating the reason why you are writing.
- Do not use contractions such as *don't* or *can't*.
- Try to fit the letter onto one page.
- If you need to continue on to additional pages, use plain paper to number them.
- However, the quality and colour of the paper should remain the same.
- The numbering style should be *Page 1 of 3*.

Complimentary Close

What It is a polite way of saying *goodbye*.

Where It comes at the end of a business letter. It is written two lines below the body of the letter on the left-hand side in full block form.

How Yours truly,

- The first letter 'Y' is made capital, whereas the other word *faithfully/truly/sincerely* should be written in small letters.
- Remember that no apostrophe sign is used in complimentary close.
- Complimentary close is followed by a comma.

Sr. No.	SALUTATION	COMPLIMENTARY CLOSE
1.	Dear Sir, OR Dear Sirs,	Yours truly,
2.	Sir, OR Sirs,	Yours respectfully OR Yours sincerely
3.	Dear Mr. Rajesh: OR Dear Ms. Komal:	Very truly yours Yours cordially Yours sincerely
4.	Dear Mr Shah, OR Dear Ms Shah,	Faithfully yours/Sincerely/Cordially

Why Whatever role a nice leave taking plays in day-to-day life, the same role is played by a complimentary close in letter writing. It makes ending of the letter courteous.

- General tips**
- The most common complimentary close used in the United Kingdom and the United States is *Sincerely*.
 - A comma always follows it. The complimentary should match with the salutation itself.
 - If you have used the name of the person you are writing to, end your letter with *Yours sincerely/Sincerely/Cordially*.
 - If you do not know the name of the person, use *Yours faithfully*.
 - *Warm regards, Thanks and regards, Affectionate Regards* are some of the popular leave taking now-a-days.

Signature

What Signature is the writer's name written by himself or herself.

Where The signature is written just below the complimentary close leaving four lines on the left-hand side in full block form.

- How**
- The first line includes the handwritten signature of the person.
 - The second line has the typed name of the writer.
 - The third line has writer's designation.
 - Fourth line has the company's name.
 - If the name of the firm is mentioned first, the firm is responsible for the result but if the writer's name appears first he is held responsible for the result.

Why Signature is a very important item of a business letter. Signature shows the writer's responsibility towards the matter of a letter. A letter without signature is worthless and incomplete. The signature tells that the writer is aware and conscious about the content of the letter and that he is responsible for the meaning of the letter. It informs the reader about who the reply should be addressed to.

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General tips

The type of signature indicates if the company or an individual is accountable for the consequences of the letter.

If the name of the company is written first, the company is responsible.

Aarohi Industries

(MK Kapadia)

Partner

If the name of the person comes after signature, the person is responsible for the consequences.

(MK Kapadia)

Partner

Aarohi Industries

Do you know this?

* per pro signature (per procurationem)

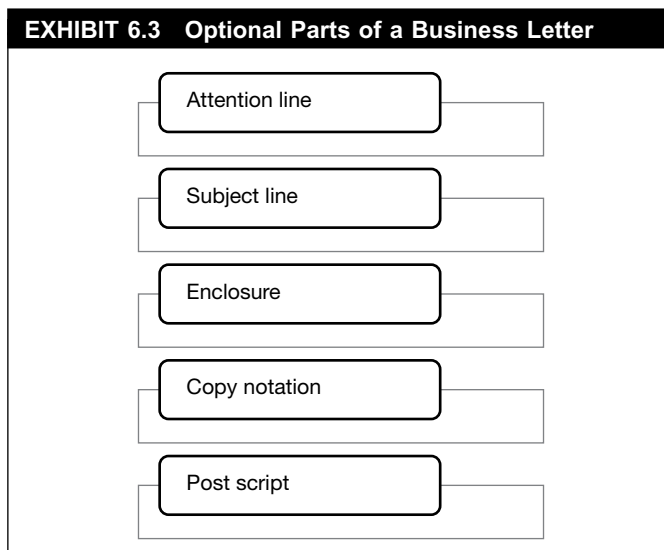
Whenever the director of the company or the authority is absent, the possible delay is avoided by using per pro signature. In most of the companies, a person is authorized to sign a letter.

p.p. Aarohi Industries Ltd.

(MK Kapadia)

6.2.3 Optional Parts

Optional parts are need-based things. In other words, they are used when needed. A business letter can be written without them.



Subject Line

- What** As the name suggests the subject line talks about the subjects/topics of the letter. It gives brief information about the subject of the letter.
- Where** It is placed either above or below the salutation at the centre. In full block form, it is placed at the left margin.
- How** Sub: Inquiry about mobiles
Sub: Our Bill No.325 dated 15 July, 2013
- Why** The main function of the subject line is to get the prompt attention for the letter. This is also useful for the future records and for filing purpose. The receiver from the subject line can make out the matter of the letter.
- General tips**
- Whenever the attention line is used, it is placed below the salutation.
 - According to the US style, for business letters, you are supposed to use colon (:) after salutation and comma after complimentary close; it is called mixed punctuation.
 - In Europe, commas are used in both cases.
 - Open punctuation (i.e., no punctuation) after salutation and complimentary close is becoming common, especially in the United States.

Enclosure

- What** Sometimes it becomes necessary to attach some papers, bills or cheques to the main letter. Their inclusion is mentioned in the letter. The attachment of the letter is known as an enclosure.
- Where** They are written on the left-hand side below the signature.
- How** Encls: 1. Cheque No. 002345 dated July 29, 2013, Bank of Baroda,
Anand Branch for ₹ 50000/-
2. Transport Receipt
OR
Encls: Two
- Why** The enclosure helps the clerk verify the documents while receiving the letter. If anything is missing, s/he can draw the attention of the sender with the help of the enclosure.
- General tips** The enclosures should be carefully attached in the sequence they are mentioned in the main letter.

Post Script (PS)

- What** PS is a Latin word written as postscript, which means something, which is written afterwards. Thus, it is a bit of writing added to the letter.
- Where** It is written after the signature or after enclosure, if there is any.
- How** **PS: There is an early bird prize for the first seven orders.**

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- Why** In the earlier days, it was used to add something that was forgotten. This should be avoided as it creates bad impression. With the advancement of technology, it is used to emphasize an important point. It can also be used to add a friendly personal note to a formal letter. It successfully establishes personal contact. Further, PS can be used effectively in a sales letter.
- General tips** It should not be more than three lines.

Attention Line

- What** It is a line that helps the receiver know whose attention is needed.
- Where** Attention line is placed two spaces below inside address and above salutation. It should be on the left.
- How** The word '**Attention**' is followed by a colon (:). After the word 'Attention', one should write the name of the person whose attention is required. If the name of the person is not known, then designation can be used.
Attention: Mr Maniyar OR
Attention: Assistant Manager (Finance)
- Why** When the sender wishes the firm/company to respond to the letter even in absence of the person to whom the letter is sent, s/he uses attention line.
- General tips** When the attention line is written, one must put the name of the organization or department as the first line of the receiver's address. The attention line is written immediately afterwards.

Copy Notation

- What** Copy notation is the information to receiver about the people to whom the letter has been sent to.
- Where** If there are no attachments, copy notation is written directly below signature. If anything is enclosed, '**CC**' is written after enclosure.
- How** Type '**CC**' followed by a colon and the name of the person. If the copy of the letter is sent to more than one person, all the names are aligned vertically on left side.
CC: Mr RK Mishra
 Mr MT Tripathi
 Ms KT Patani
- Why** It helps the receiver to know that the letter is sent to more than one person and to whom.
- General tips** If all the major optional parts are used in letter, following would be the sequence:
Enclosures :
Carbon Copy Notations :
Postscript :

A concise letter is always clear cut and to the point. A good business letter avoids flowery or ornamental language.

Dos

- Keep paragraphs short
- Whenever possible, write in the form of points
- Stay away from extra adjectives and/or adverbs

6.3.3 Clarity

Clarity means to tell the customer what s/he expects from products, services or business. Following is the list of do's to bring clarity to the letters.

Dos

- Have the clear idea about the purpose of the letter
- Use action verbs instead of passive verbs (prepare, plan, justify, schedule, select)
- Prefer short sentences instead of long ones
- Tell clearly, what the letter is offering
- Mention specifically what do you expect the reader to do
- Use familiar words
- Convey one idea in one paragraph
- If possible, keep the paragraph to maximum 6 to 8 typed lines
- Make good use of linking words like '*Therefore*', '*Nevertheless*', '*However*', '*Next*', etc. to make the paragraph coherent

6.3.4 Customer-centric and Courteous

A letter would serve its purpose when the receiver is kept at the centre. In other words, the letter focuses on the benefits of the receiver. It convinces the reader that the content is for his/her benefit. A customer-centric letter is courteous. This quality implies following proper etiquette in business letters.

Dos

- Write the correct name and spelling of the receiver/s
- Address them appropriately
- Reply letters as soon as possible, if possible in 24 to 48 hours
- Always write in friendly and cheerful style of writing
- Try to think from the reader's point of view

6.3.5 Correctness

Correctness means correctness in terms of format, information (facts and figures) and expression (spelling, grammar and proper use of words). Expression takes into account the language. There should not be any grammatical error or any ambiguity. Moreover, it should confirm the accepted practice of letter writing.

Dos

- Make sure that correct format is used.
- Confirm that initials and spellings of the name of the receiver are correct.
- Be sure that it is sent to the right person in right department for an appropriate action.
- Verify if the tone of the language is correct, i.e., neither it is too formal nor too informal.

6.3.6 Coherence

Coherence means logical links among the sentences and paragraphs. If a letter is coherent, the reader understands it in the first reading.

Dos

- Introduce your purpose in the first paragraph.
- Expand the purpose in the second paragraph. If more than one idea is to be expressed, make new paragraphs.
- Express your expectation from the reader in the last paragraph.
- Make appropriate use of cohesive devices such as *therefore, nevertheless*, etc.

Summary of Qualities of a Business Letter

Sr. No.	Quality	Avoid	Prefer
1.	Conciseness	We will keep you informed from time to time about the progress we are making.	We will inform you of our progress.
2.	Clarity and completeness	We will contact you soon. Not safe for children. We will meet on Friday for final decision.	We will contact you by 1 November. Not safe for children below 10 years. We will meet on Friday at 2:00 pm in the Conference Room of our Administration Building for final decision.
3.	Considerate, courteous and customer-centric	We are pleased to inform that _____ . We invite you as the Chief Guest of this function.	You will be pleased to learn that _____ . You are invited as the Chief Guest of this function.

(Continued)

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(Continued)

Sr. No.	Quality	Avoid	Prefer
	Correct	You should have taken care of this. You have not been selected. Please apply elsewhere. We have received your letter. This can cost you ₹ 2000 (<i>be careful about spelling errors</i>). We would advise you to buy _____.	This should have been taken care of/note of. Your qualification does not meet our requirement. You may apply next time. Thank you for your letter. This can cost you ₹ 2000. We would suggest you to buy _____.

Last but not least.....

A few additional points:

- Once the letter is written, save the format so that you can use on some other occasion.
- Always keep a copy of any correspondence you have sent.
- Use a quality ink that does not fade or spread on the paper.
- A sense of professionalism is conveyed if a letter is printed on quality paper and folded neatly. It shows the care you took while writing and sending the letter.
- The folded letter should be of exactly the same size of the envelope.
- It is advisable to have standard size business envelope.
- While folding a letter, make three folds of a letter with the last, i.e., top one slightly smaller.
- The letter should be folded in such a manner that when the receiver takes out the letter from the envelope, s/he lifts the fold that will show the top of the page.
- To fold a letter, first the bottom third goes up and then the top third is placed on it.
- It looks really professional, if care is taken to set the page in such a manner that the salutation is just above the edge of the bottom third part when folded.
- Full block form is helpful while using an envelope with a double window. This allows the sender's address as well as inside address in the upper window and lower window, respectively.
- The writer should make judicious use of 'I', 'We' or 'You' attitude. Use 'I' if necessary, do not replace it with 'We' unnecessarily, i.e., if you are talking about a company policy or a group opinion, use 'We'. If you are the decision maker use 'I'. If you need to talk about something from a reader's point of view, use 'You'.
- While drafting the letter, avoid using all caps or italics.
- Follow the steps like drafting, editing, checking and proof reading while writing a business letter.

6.4 TYPES OF BUSINESS LETTERS

Business letters are of many types. They are either written by a customer or a supplier. In a way, it is a series, which generally starts with the letter of inquiry or an offer.

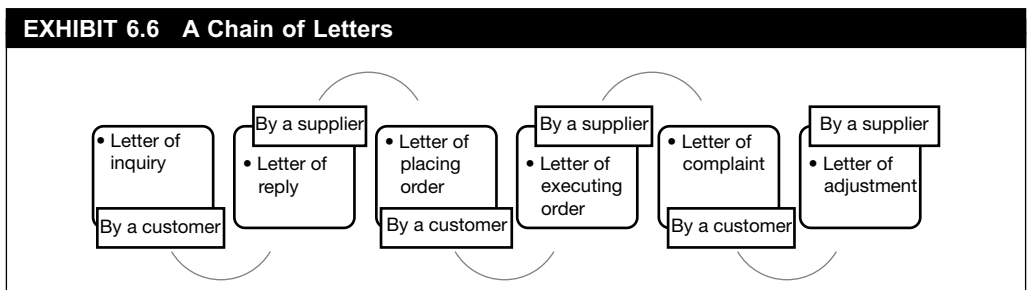
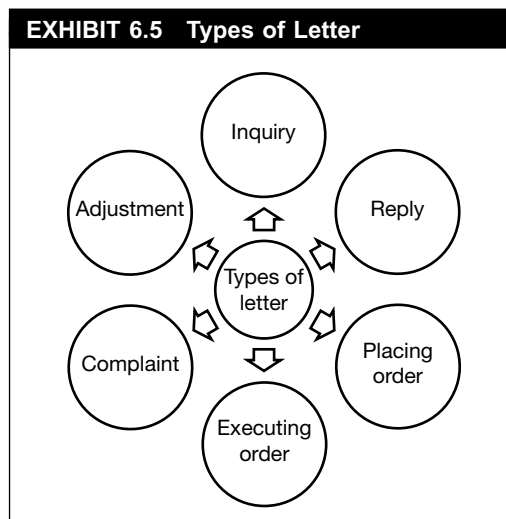
Letters by a customer	Letters by a supplier
Letters of Inquiry	Letters of Reply
Letters of Placing Order	Letters of Executing Order
Letters of Complaint and/or Cancellation	Letters of Adjustment

Given below is some useful information about each type of letter as well as phrases and/or sentences that will help you write various types of letters.

6.4.1 Letter of Inquiry

Summary of Letters of Inquiry

1. A letter of inquiry is written by a firm or a purchaser who intends to buy goods.
2. It contains details regarding the required goods/services.



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3. It may contain a request for samples/demo.
4. It specifies the terms and mode of payment.
5. It specifies the time and mode of delivery.
6. It ends with a gesture of long-term relationship.

When writing the letter for the first time, you need to introduce yourself to the receiver. You may choose to begin in the following manner.

- We are happy to introduce ourselves as a leading company in the field of _____
- Let us introduce ourselves as a well-established firm in _____
- We would like to share that we are renowned name in _____

First paragraph (inquiring about catalogue and price list)

- We are dealers in _____ (product/service name). We are interested in your _____ (specific product/service). Please send us your latest catalogue.
- We have heard about your _____ (product/service name). Kindly give us more details regarding this.
- We are interested in _____ (product/service name) you offer. We request you to quote the terms and conditions for _____ (product/service name).
- We are happy to learn about the _____ (product/service name) you offer. We would be glad if you would kindly let us know the prices and terms of business.
- Yesterday we came across your advertisement of _____ (product/service name). We are quite impressed with it. We are interested in it. Kindly furnish the details regarding the terms and conditions, price and the catalogue.
- We are very much fascinated with _____ (product/service name) that you have recently introduced in the market. We would like to know more about your attractive, qualitative/useful/extra ordinary _____ (product/service name) to place an order. Will you please send us the required information regarding this?
- We are a dealer of _____ (product/service name). Your new _____ (product/service name) has caught our attention. We have a large market for it. Let us know the terms and conditions on which you are prepared to deal with us.
- I/we recently read/heard about _____ (product/service name) and would like to know _____ (product/service name)
- Having seen your advertisement in _____ (source of advertisement, i.e., newspaper, magazine, leaflet or hoarding). I would like to know about _____ (product/service name)

Second paragraph

Asking for discount

- Our order is going to be very large. We, therefore, request you to offer us your maximum discount and favourable terms of payments.
- As our order is likely to be considerably large, we request you to offer us extra discount.
- In view of our large and regular order, you are requested to offer us a special discount.
- You would have regular orders from us if you offer us generous discount.
- We would appreciate it if you would offer special discount to us.

Payment

- If terms and conditions are favourable, we do not mind dealing on CWO* basis.
- It is our usual practice to pay on COD** basis.
- We would pay 50 per cent on CWO* basis and remaining at the time of delivery.

* (CWO: Cash with Order)

** (COD: Cash on Delivery)

Time

- As our requirement is urgent, we would like to know whether you could deliver the goods within (duration) days/week/s.
- We have to supply the goods before _____ (date). Let us know whether you are in a position to supply the goods by _____ (date).

Third paragraph (assurance of the order)

- If your quotation is found to be reasonable and terms and conditions favourable, we shall definitely place our order with you.
- If your prices, terms and delivery period are found acceptable to us, we shall soon place our order with you.

Last paragraph (closing line)

- We look forward to receiving your prompt reply.
- We look forward to hearing from you soon.
- We look forward to hearing your positive response.
- I trust that you will give this matter your urgent attention.
- Kindly do not hesitate to contact us for further information.
- Please feel free to contact us for further details or clarification.

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SAMPLE LETTER

Your college wishes to start a language laboratory. You need 50 computers for that purpose. Write a letter to Tech Solutions Ltd, Nr ISKON Mall, SG Road, Ahmedabad.

Anand Engineering College
Opp. Mission Hospital, Tower Road
Surat 395 001

Fax: (0261) 2841404

Phone: (0261) 2841403

Website: anandengineeringcollege.ac.in

Email: anandenggcollege@gmail.com

Date: 20 June 2013

Tech Solutions Ltd
28, First Floor, Himalaya Mall
Indraprasth Tower, Drive-In Road
Memnagar
Ahmedabad 380052

Sub: Inquiry about computers

Dear Sir/Madam,

We are pleased to introduce ourselves as one of the prestigious institutes affiliated to Gyan Technological University, Ahmedabad. With a view to strengthening the communication skills of our students, we have decided to set up a well-equipped language lab.

We shall be glad if you would kindly let us know the prices and terms of trade for the supply of 50 computers suitable for a language lab. Our order is going to be considerably large. We, therefore, request you to offer us your maximum discount and favourable terms of payments. As our requirement is urgent, we would like to know whether you could deliver the goods within a month.

If your prices, terms and delivery period are found acceptable to us, we shall soon place our order with you.

We look forward to hearing from you.

Yours faithfully,

(MR Rathi)
Procurement Officer

6.4.2 Letter of Reply

Summary of Letter of Reply

- Reply to a letter of inquiry is written by the supplier.
- In the beginning of the letter, a feeling of gratitude should be expressed.
- The reply should contain exact information desired by the customer.
- The reply should include information regarding the prices, terms of payment, approximate time of delivery, discount, etc.

- The reply should be sent within 24 hours or maximum 48 hours.
- The customer should not feel that s/he is being neglected or unwanted.
- The letter should end with a gesture of a long-term relationship.

First paragraph

- Thank you for your letter no _____ dated _____ for _____ (product/service name). We are paying full attention to your inquiry **OR** Your letter is receiving our best attention.
- We are pleased to learn from your letter dated _____ requesting us to quote the terms and conditions for the supply of _____ (product/service name).
- We are happy to learn from your letter dated _____ that you are interested in buying _____ (product/service name) from us. We value your faith in us as a precious asset.
- Many thanks for your letter dated _____ requesting us to supply you the necessary information about _____ (product/service name).

Second paragraph

- We are happy to state the terms and prices as required by you. We are sending you a copy of catalogue along with this letter.
- We enclose a copy of our latest price list. We hope that you will find our prices quite reasonable and competitive.
- As the advertisements do not carry all the details, we enclose more information in the form of literature/leaflet/catalogue.

Photographs, video, demonstration (when needed)

- Along with this letter, we are sending you some photographs/a video to give you an idea of the qualities and range of our products/services.
- In order to give you a better understanding of all the functions of _____ (product/service name), our sales representative will come and hold the demonstration.

Discount

- Generally, we offer 12 per cent discount but as you are our regular customer, this time you will get 5 per cent bonus discount.
- It is our usual practice to give 12 per cent discount but as you are a first timer and since we want you to be our permanent customer, you will have extra 3 per cent discount.
- If you order exceeds ₹ _____ (amount), we will provide you 5 per cent extra discount.

Mode of payment

- On receiving your order, you will get 15 days credit to make payment.
- It is our policy to supply the goods on CWO basis.
- As per our policy, you can make 50 per cent payment in advance and remaining at the time of delivery.

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- You may make the payments in three instalments: 30 per cent payment at the time of placing the order, 30 per cent payment at the time of delivering the goods and the remaining, i.e., 40 per cent after a month.
- Our policy is to supply the goods against 100 per cent advance payment.

Time of delivery

- You will have ready delivery of goods on receipt of your order.
- Goods will be supplied within the stipulated time.
- We have a large stock of the goods required by you. We, therefore, shall supply the goods to you from our ready stock.
- We will immediately deal with your orders as per your requirement as we want to see you as our permanent customers.

Concluding paragraph

- We wish to have a prompt and positive response.
- We hope to get a warm response.
- We desire to add your name in the list of our regular customers.
- Our long experience is at your service. We expect you will make use of it.
- Words alone will not prove what we claim for our product, only a trial will convince you.

Tech Solutions Ltd has received an inquiry for the supply of 50 computers from Anand Engineering College, Surat. Write a suitable reply so that the institute places an order with you.

SAMPLE LETTER

Tech Solutions Ltd

28, First Floor, Himalaya Mall
Indraprasth Tower, Drive-In Road
Memnagar, Ahmedabad 380 052

Phone: (079) 65229214

Fax: (079) 65229215

Email: techsolutions@gmail.com

Website: www.techsolutions.com

22 June 2013

Anand College of Engineering
Opp. Mission Hospital
Tower Road
Surat 395 001

Attention: Mr Rathi (Procurement Officer)

Dear Mr Rathi,

We are happy to learn from your letter dated 20 June 2013 that you are interested in buying 50 computers to set up language laboratory. We value your faith in us as a precious asset.

We are happy to state the terms and prices as required by you. We are also sending you a copy of catalogue with this letter, in case you wish to think of other options.

Quantity	50 computers
Product description :	<ul style="list-style-type: none"> • Intel Core i3 3rd generation • 2GB DDR 3 RAM • 500 GB HDD • DVD RW • Key board and mouse • Integrated graphics • Free DOS • 18.5" LED monitor • Desktop speakers • Headphones with microphones
Price per PC :	₹ 35,100 per computer
Discount :	It is our usual practice to give 12 per cent discount but as you are a first timer and since we want you to be our permanent customer, you will have extra 3 per cent discount.
Mode of payment :	As per our policy, you can make 50 per cent payment in advance in the form of a demand draft/cheque and remaining 50 per cent at the time of delivery.
Delivery :	Within the stipulated time
Validity of the quotation :	15 days
Terms and conditions :	<ul style="list-style-type: none"> • One year warranty of the parts • Three years free service to repair or replace the parts • Cost of delivery to be borne by the company • Any complaint regarding damaged goods to be made within eight days after delivery

Sincerely,

(RH Malhotra)

Encl: A copy of the catalogue

6.4.3 Letter of Placing an Order

Summary of Letter of Placing an Order

- A letter of order is the confirmation from the buyer that s/he is making a deal with the supplier.
- The letter of order is a legal document; therefore, utmost care should be taken while drafting.
- It contains details about the purchase of goods or services.

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- The letter should be addressed to the person that will be executing the order.
- Avoid using adjectives for the product as well as for the supplier.
- The opening lines should express gratitude for quoting reasonable terms and conditions.
- The body of the letter should explicitly state each and everything about the product, type, description of the product, quantity, price, terms of payment and other terms and conditions approved by you and the other party involved.
- If any advance payment is done, do mention it in the letter.
- Do indicate the preferable mode of shipping/carting.
- Point out a deadline for delivery date.

First paragraph

- This is with reference to the quotation letter that your firm sent us for _____ (product/service name). You will be pleased to learn that our company has decided to buy _____ (product/service name) from you.
- We are pleased with the terms and conditions stated by your firm and would like to place an order for _____ (product/service name).
- Thank you for the quotation you have sent, we are ready to build a long-term business relation with you.
- We would like to place an order with you. Please find below a list of products we require.
- You will be pleased to know that our company is happy with your approach regarding the proposal we have been discussing. We are glad to place an order with you. The particulars of the items and their numbers are given below.

Second paragraph

This should specifically state your requirements regarding the product you wish to buy.

Mode of Payment

- We agree that 50 per cent payment is on CWO basis and remaining at the time of delivery. We have attached a demand draft no. _____ dated _____ for ₹ _____ as 50 per cent payment towards the order.
- As decided, we expect 10 months credit.
- As per our discussion, the payment will be done as soon as the goods are delivered to us.
- 50 per cent advance payment will be done in the form of a post-dated cheque to be cleared on the day of delivery. The remaining payment will be done after 15 days of the delivery of the order.

Concluding lines

- We look forward to a timely delivery.
- We wish this beginning to lead us to long lasting business relations.
- We hope this relation to prove mutually beneficial.

Other terms and conditions

- Kindly note that the damaged items will be reshipped within a week. The cost of the same will be borne by your company.
- The charges involved in dispatch and delivery will be borne by your company.
- You will be responsible for any on-road fault.
- Any legal matter will be subject to the jurisdiction of Gujarat High Court, Ahmedabad.
- If the order is not executed as per the terms and conditions agreed upon, it will stand as cancelled.

Anand Engineering College approves the quotation sent by Tech Solutions Ltd. They wish to place an order with them. On their behalf, write a letter confirming the order for 50 computers.

Anand Engineering College
Opp. Mission Hospital, Tower Road
Surat 395 001

Fax: (0261) 2841404

Phone: (0261) 2841403

Website: anandengineeringcollege.ac.in

Email: anandenggcollege@gmail.com

Date: 5 July 2013

Tech Solutions Ltd
28, First Floor, Himalaya Mall
Indraprasth Tower, Drive-In Road
Memnagar
Ahmedabad 380052

Sub: Order for 50 computers

Dear Mr Malhotra,

This is with reference to the quotation letter that your firm sent us for 50 computers. You will be pleased to learn that our institute has decided to buy computers from you.

Quantity	50 computers
Product description	<ul style="list-style-type: none"> • Intel Core i3 3rd generation • 2GB DDR 3 RAM • 500 GB HDD • DVD RW • Key board and mouse • Integrated Graphics • Free DOS • 18.5" LED monitor • Desktop speakers • Headphones with microphones
Cost including discount:	₹ 29,835 per computer

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Mode of payment : We agree that 50 per cent payment is on CWO basis and remaining at the time of delivery. We have attached a demand draft No. 234450 dated 5 July 2013 of ₹ 7,45,875 of Bank of Baroda payable at Ahmedabad as 50 per cent payment towards the order.

Delivery : Within one month from the date of placing the order

Other terms and conditions :

- One year warranty of the parts
- Three year free service to repair and replace the parts
- The damaged items will be reshipped within a week
- The cost of the reshipping, if any, to be borne by the company
- The charges involved in dispatch and delivery will be borne by the company
- The company is responsible for any on-road fault
- Any legal matter will be subject to the jurisdiction of Gujarat High Court, Ahmedabad
- If the order is not executed as per the terms and conditions agreed upon, it will stand as cancelled.

We wish to have a timely execution of the order.

Sincerely,

(MR Rathi)

Encl: A demand draft

6.4.4 Execution of Order

Summary of the Letter of Execution of Order

- The letter of execution is a formal communication done to the buyer.
- The first paragraph should thank the customer for placing the order.
- The next paragraph should give in detail how the goods have been sent.
- The last paragraph should express supplier's desire for better relations.

First paragraph

- We thank you for your order of _____ (product/service name).
- Thank you for your order of _____ (product/service name). It is a matter of pleasure for us that you are satisfied with our quotation.

Second paragraph

- We have the pleasure to inform you that we have packed the goods in hard cardboard boxes/plastic bags/covers/wooden cartons and sent them through Gurjar Transport Company today. The truck receipt and bill are also sent herewith. We have granted 30 days' credit, as you have desired.

Third paragraph

- We believe that the standard quality of our _____ (product/service name) will give you utmost satisfaction. Any further order from you will give us an opportunity to serve you and strengthen our relations.
- The _____ (product/service name) are of excellent quality and known for their durability. We are sure that they will become popular among your customers. We look forward to having your further orders and assure you of our prompt and best attention in executing your valued orders.

Tech Solutions Ltd, Ahmedabad has received the order for 50 computers from Anand Engineering College, Surat. Write a letter informing them of the execution, stating all the necessary details.

SAMPLE LETTER

Tech Solutions Ltd
28, First Floor, Himalaya Mall
Indraprasth Tower, Drive-In Road
Memnagar, Ahmedabad 380052

Phone: (079) 65229214
Email: techsolutions@gmail.com

Fax: (079) 65229215
Website: www.techsolutions.com

1 August 2013

Anand College of Engineering
Opp. Mission Hospital
Tower Road
Surat 395 001

Sub: Your order dated 20 July 2013

Dear Mr Rathi,

Thank you for your order of 50 computers. It is a matter of pleasure for us that you are satisfied with our quotation.

You will be pleased to know that all the computers have been properly packed and sent through Gurjar Transport Company today. The truck receipt and bill are sent with the computers. We have supplied them on the terms and conditions mutually agreed upon. Following are the details:

Quantity**50 computers**

Product description :

- Intel Core i3 3rd generation
- 2GB DDR 3 RAM
- 500 GB HDD
- DVD RW
- Key board and mouse
- Integrated graphics
- Free DOS
- 18.5" LED monitor
- Desktop speakers
- Headphones with microphones

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Price per PC including
15 per cent discount : ₹ 29,835 per computer

Payment details : Received ₹ 7,45,875 towards 50 per cent payment
₹ 7,45,875 to be paid after 30 days of receiving the order

Terms and conditions :

- One year warranty of the parts
- Three years free service to repair or replace the parts
- Cost of delivery to be borne by the company
- Any complaint regarding damaged product to be made within eight days after delivery
- The damaged items are to be reshipped within a week
- The cost of the reshipping, if any, will be borne by the company
- The charges involved in dispatch and delivery will be borne by the company
- The company is responsible for any on-road fault
- Any legal matter will be subject to the jurisdiction of Gujarat High Court, Ahmedabad.

We believe that the standard of quality of computers will serve your purpose completely. Any further order from you will give us an opportunity to serve you and strengthen our relations.

Thank you.

Yours truly,

(RH Malhotra)
Proprietor

6.4.5 Extension in Time or Partial Execution of Order

Summary of the letter requesting extension in time or partial execution of order

- A request for extension in time or for partial execution is made by the supplier.
- This may be in a situation, when the supplier has accepted or wish to accept the order but is not in a position to supply the goods in time as desired by the customer.
- In such a situation, the supplier requests for more time to execute the order or supplies the goods in instalments.
- The opening lines should thank the customer for placing the order.
- The next part should talk about the reason for the request you are making, i.e., why are you asking for extension in time or can execute the order partially.
- The following paragraph should talk about the time you need to execute the order or steps to be taken by you.
- The concluding lines should express your regret about the inconvenience likely to be caused, if any, to the customer and assurance that in future such inconvenience will be avoided.

First paragraph

- We thank you for your order for _____ (product/service name) to be executed within 20 days.
- Thank you very much for placing the order for _____ (product/service name). This shows your keen interest in our _____ (product/service name).

Second paragraph

- The recent untimely heavy rains have damaged and disrupted rail and road services. In these circumstances, the dispatching work has been held up.
- In this connection, we have to inform you that as there was a sudden fire in our factory, it will not be possible for us to dispatch the _____ (product/service name) at present.
- We regret to inform you that we are unable to execute your order at present. The labour strike in our factory has not yet been resolved.

Third paragraph

- We hope normalcy will be restored within a week or so. We request you to grant us an extension of 10 days in delivering the goods ordered.
- However, as your demand is urgent, we have sent you today half of your required goods. _____ (product/service name) are carefully tested and well packed. We are sure you will receive them within two days.

Fourth paragraph

- We sincerely apologize for the inconvenience caused to you. We assure you that we shall deliver the goods as soon as possible.
- We trust, you will appreciate our difficulty and grant us extension as requested.
- We shall be happy if you extend your time limit for execution of your order.
- We hope you will fulfil with our request and grant us extension for at least 10 days.

Tech Solutions Ltd, Ahmedabad has received an order for 50 computers from Anand Engineering College, Surat. However, due to some problem they are not in a position to supply the goods in time. Write a letter on their behalf requesting the client to extend the time limit to supply the goods, stating a convincing reason.

SAMPLE LETTER

Tech Solutions Ltd
28, First Floor, Himalaya Mall
Indraprasth Tower, Drive-In Road
Memnagar, Ahmedabad 380052

Phone: (079) 65229214
Email: techsolutions@gmail.com

Fax: (079) 65229215
Website: www.techsolutions.com

FOR REFERENCE PURPOSES ONLY

1 August 2013

Anand College of Engineering
Opp. Mission Hospital
Tower Road
Surat 395 001

Sub: Extension in time for execution

Dear Mr Rathi,

We thank you for your order for computers to be supplied within 20 days.

The recent untimely heavy rains have damaged and disrupted rail and road services. In these circumstances, we have to hold up the dispatching work.

We hope normalcy will be restored within a week or so. Hence, we request you to grant us an extension of 10 days in delivering the goods ordered.

We sincerely apologize for the inconvenience caused to you. We assure you that we shall deliver the goods as soon as possible.

Yours truly,

(RH Malhotra)
Proprietor

6.4.6 Cancelling or Postponing Order

A letter of cancellation or postponing the order is written on two occasions:

1. When the buyer is in trouble and is forced to cancel/postpone the order.
2. When the seller is at fault and the dissatisfaction of the buyer leads him/her to cancel/postpone the order.

Cancelling or Postponing Order (buyer's problem)

Summary of the letter of cancelling or postponing order (buyer's fault)

- An order is cancelled or postponed when the buyer is having some trouble.
- The opening paragraph should confirm the action taken, i.e., cancellation or postponement.
- The second paragraph should clearly give the convincing reason for the action.
- The next paragraph should state the next step of action to be taken.
- The concluding line should express the regret for the inconvenience caused to the supplier.

First paragraph

- We confirm our telephonic instructions to cancel/postpone our order for _____ (product/service name).

Second paragraph

- We have been compelled to do so as our clerk overlooked a portion of the stock in our godown. After placing the order, we found that the goods ordered are already in sufficient stock.
- We regret to cancel our order because of a recent fire in our shop/factory/organization. It turned all the stock and important files into ashes. At present, we are not in a position to stock the goods.
- We are sorry to cancel this order as you know that the natural calamity has changed the situation. People are in great distress; hence, we will not have expected business.
- We are to make the payment from the grant to be received. However, the grant will be released after 6 months. Hence, we are forced to cancel/postpone the order.

Third paragraph

- We are sorry for the inconvenience caused to you. We assure you that we shall place an order for our requirements as soon as the situation becomes normal.
- We hope you will understand our unpleasant situation and cancel/postpone our order. We shall be pleased to place orders with you in the near future.

Anand Engineering College, Surat has placed an order for 50 computers with Tech Solutions Ltd, Ahmedabad. However, due to some difficulty, they are writing a letter requesting them to postpone the order. Write a letter on their behalf.

SAMPLE LETTER

Anand Engineering College
Opp. Mission Hospital, Tower Road
Surat 395 001

Fax: (0261) 2841404

Phone: (0261) 2841403

Website: anandengineeringcollege.ac.in

Email: anandenggcollege@gmail.com

Date: 30 July 2013

Tech Solutions Ltd
28, First Floor, Himalaya Mall
Indraprasth Tower, Drive-In Road
Memnagar
Ahmedabad 380052

Sub: Postponing the order for computers

Dear Mr Malhotra,

We confirm our telephonic instructions to postpone our order for 50 computers dated 10 July 2013.

We have been compelled to do so as there was a small accident due to some problems in power supply. The problem is being taken care of and it may take a few days to restore normalcy. Hence, we have to postpone the order.

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We are sorry for the inconvenience caused to you. We hope you understand our unpleasant situation and postpone our order. Kindly deliver it after 5 August 2013.

Thanks.

Yours truly,

(MR Rathi)
Procurement Officer

Cancelling Order (supplier's fault) or Late Delivery

Summary of the letter of cancelling order (supplier's fault)

- An order is cancelled/postponed when the supplier is at fault.
- The opening paragraph should confirm the action taken, i.e., cancellation of the order.
- The second paragraph should clearly give the convincing reason for the action.
- The next paragraph should state the next step of action to be taken.
- The concluding line should hint at the future consequences of such an attitude.

First paragraph

- We confirm our telephonic instructions to cancel/postpone our order for _____ (product/service name). We regret that delay in the execution of the order has compelled us to cancel our order.
- Please refer to our order letter. It was clearly mentioned that _____ (product/service name) should be sent within a week of the receipt of our order. You even promised to do so but you have not fulfilled that. Despite our efforts, you have not cared to explain the situation.
- We wish to draw your attention to the delay caused in delivering the goods.
- I would like to express my dissatisfaction regarding the way our order has been handled.

Second paragraph

- The delay has caused us serious loss in our seasonal business. We are afraid as we will now have to contact another supplier.
- The delay on your part has put us in a very awkward position. We had to buy our requirements from other suppliers at higher price. If you fail to be prompt in future, we shall be compelled to obtain all our regular requirements from elsewhere.

Third paragraph

- We do not require _____ (product/service name) now. If you send them, we will have to return the parcel at your cost.
- Please do not send the _____ (product/service name) now.

Concluding lines

- I would appreciate your immediate attention to the matter.

Anand Engineering College, Surat has placed an order for 50 computers with Tech Solutions Ltd, Ahmedabad. However, the supplier has failed to dispatch the goods in time. Hence, the institute is forced to cancel the order. Write a letter on their behalf.

SAMPLE LETTER

Anand Engineering College
Opp. Mission Hospital, Tower Road
Surat 395 001

Fax: (0261) 2841403

Website: anandengineeringcollege.ac.in

Phone: (0261) 2841403

Email: anandenggcollege@gmail.com

Date: 8 August 2013

Tech Solutions Ltd
28, First Floor, Himalaya Mall
Indraprasth Tower, Drive-In Road
Memnagar
Ahmedabad 380052

Sub: Cancelling the order for computers

Dear Mr Malhotra,

We confirm our telephonic instructions to cancel our order for 50 computers. We regret that delay in the execution of the order has compelled us to cancel our order.

The delay on your part has put us in a very awkward position. Our students will have to wait for the access to language lab. We had to buy our requirements from other suppliers. If you fail to be prompt in future, we shall be compelled to obtain all our regular requirements from elsewhere.

We would appreciate your immediate attention to the matter.

Yours truly,

(MR Rathi)
Procurement Officer

6.4.7 A Letter of Complaint

Summary of Letter of Complaint

- A letter of complaint is written to express customer's dissatisfaction regarding the product or the service.
- Common causes of complaints are damaged or defective goods, late delivery or shortage in goods, irregularity of services or incivility of the customer care executives, etc.
- The complaint should be treated positively as it helps build relations. Supplier's timely treatment of the complaints shows s/he cares for the customers.
- The letter should provide all the details concerning the problem you experienced and specify what type of action or adjustment you expect.
- State the reason for writing the letter in the first paragraph.
- Explain the problem in detail in the main body of the letter. It may include details regarding the nature of problem, frequency of its occurrence (i.e., when and how many times), seriousness of it, etc.
- Give precise and necessary information on the situation.
- Use simple past tense when describing what happened.
- State what action you want to be taken at the end of the letter.
- Use simple present tense to express your wish/hope.
- The tone and language while describing the problem should be rational.

First paragraph

- We wish to draw your attention to _____ (name of complaint)
- We are writing this letter to express our dissatisfaction
- We wish to inform you that
- We regret to inform you that
- We are very much disappointed with
- We would like to draw your attention to the condition/fact that

Second paragraph

Detailed information about the problems (This will depend on the nature of complaint. In addition, it will vary from product to product. Given below are some examples.)

- Out of 50 computers, 5 computers are not working properly. Following are the problems we have experienced.
Computer no. AWE3450AE does not have operating systems installed.
Computer no. AWE3455AE has start up trouble.
Computer no. AWE3448AE has defective mouse cable.
Computer no. AWE3440AE and AWE3458AE have got scratches on the screen.

- We called the customer care 5 days back and gave complaint regarding _____ (briefly talk about the complaint) but have not received any response from them yet.

Adjustment of what you desire

- I would appreciate if you make the necessary arrangement for the regular service of the _____.
- We suggest that in order to avoid further damage to the name of your company, you should replace the necessary parts.
- I think something should be done about the quality of services being offered.
- We would appreciate your regularity in addressing the complaints made by us.

Stern actions if the complaint is of serious nature

- We are sorry to state that we shall have no choice but to seek legal advice in this matter.
- We regret to state that if our request is unanswered, we shall be forced to consider taking further action.

Concluding lines

- With the hope to have a prompt action
- We wish you take positive action in this regard.
- We are sure that you would address the problem within 48 hours.
- We await for an early reply.

Anand Engineering College, Surat has received the supply of 50 computers from Tech Solutions Ltd, Ahmedabad. However, there are some problems with the computers. Write a letter of complaint on their behalf.

SAMPLE LETTER

Anand Engineering College
Opp. Mission Hospital, Tower Road
Surat 395 001

Fax: (0261) 2841404

Website: anandengineeringcollege.ac.in

Phone: (0261) 2841403

Email: anandenggcollege@gmail.com

Date: 20 July 2013

Tech Solutions Ltd
28, First Floor, Himalaya Mall
Indraprasth Tower, Drive-In Road
Memnagar
Ahmedabad 380052

FOR REFERENCE PURPOSES ONLY

Sub: Complaints regarding the computers

Dear Mr RH Malhotra,

Thank you very much supplying the computers in time. However, we would like to draw your attention to the following problems that we have found in 5 (out of 50) computers supplied to us.

Computer no. AWE3455AE and AWE3450AE have start up trouble.

Computer no. AWE3448AE has defective mouse cable.

Computer no. AWE3440AE and AWE3458AE have got scratches on the screen.

We would appreciate if you make the quick and necessary arrangement to solve the above stated problems.

With the hope to have prompt action.

Sincerely,

(MR Rathi)

6.4.8 Letter of Adjustment

Summary of Adjustment Letter

- Adjustment letter is a reply to complaint letter.
- Adjustment/Compensation may be or may not be granted.

While accepting the responsibility of complaint

- Appreciate the efforts and express your gratitude towards the customer for drawing your attention towards the problem s/he faced through the complaint letter.
- Express regret over the customer's troubles. Start the letter with reference to the letter of complaint received.
- If you accept the responsibility of the problem, explain what happened.
- For explanation, state the process you followed to investigate the problem.
- State clearly how the company wishes to solve the problem.
- The company may make an offer to take goods back, extra discount or to replace the goods.
- Do not show any resentment while granting the compensation.
- End your letter with the good intention that the complainant will continue business relations with him/her. Do this very cordially.

While rejecting the responsibility of complaint

- Appreciate the efforts and express your gratitude towards the customer for drawing your attention towards the problem s/he faced through the complaint letter.

- Express regret over the customer's troubles. Start the letter with reference to the letter of complaint received.
- Diplomacy is needed while writing a letter of adjustment, when compensation cannot be granted.
- Never reject the compensation straight away.
- Explain the process of dispatching the goods. Let this be factual.
- While rejecting the compensation, convincingly explain the reasons for not granting compensation.
- While rejecting the compensation, offer some partial assistance, if possible.
- While saying no, provide convincing and logical explanations for declining compensation.
- Always leave the scope for better business relations.

While accepting the adjustment requested by customer

First paragraph

- Thank you for drawing out attention to _____ (refer to the problem to show your customer that you have understood the problem). We really regret for the trouble you had to face.
- We refer to your letter of complaint about _____. We extend our sincere apology for the difficulty you had to face.
- With reference to your letter dated _____, complaining about _____, kindly accept our apology for the trouble you had to face.
- We are thankful to you for drawing our attention to _____ (refer to the problem). We would like to apologize for the error made in sending/packing the goods.

Second paragraph (accept the complaint, explain the reason/s and refer to the steps taken to avoid such complaints in future)

- We accept the fact that due to the rush of orders enough care was not taken in dispatching/packing the goods. However, necessary changes have been made to take care of all the necessary factors that may give any chance of complaint. We have dispatched the missing items by _____ transport/courier. They should reach you by Thursday, 7 November 2013.
- We are sorry for the incivility of our staff during your visit. On inquiry, it was learnt that the salesman was disturbed because of some social problem. He too felt sorry for his misconduct. Nevertheless, he has been warned against such misconduct in future.
- We inquired into the matter and learnt that the problem occurred because of the small accident that truck met on its way to delivering the goods. You can return the items that are damaged/you are not happy with. The company will bear all the cost of reshipping. We will send the fresh goods on receiving the damaged goods.
- We looked into the matter and realized that our packing department forgot to verify the goods which were being dispatched. As a result, you received the goods meant to be sent somewhere else. We agree to receive the goods back and ready to bear the cost. The

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missing items have been sent to you through _____ Transport/courier. In addition to this, to avoid any such occurrence in future, we have modified our verification system.

Concluding lines

- We reassure that such a thing will not happen in future.
- We promise that we will not give any chance of complaint in future.
- Let us assure you that appropriate care will be taken to avoid all the causes of complaints.

While rejecting compensation requested by the customer

First paragraph

- Thank you for drawing our attention to _____. (refer to the problem to show your customer that you have understood the problem). We really regret for the trouble you had to face. We completely understand your disappointment.
- We refer to your letter of complaint about _____. (description of the problem as stated by the customer). We are really sorry about this. We know how disturbing it is when our expectations are not met.

Second paragraph

- However, we regret to inform you that the company cannot agree with the compensation requested by you as the period of free service offered to you expired a month ago.
- Nevertheless, we are sorry to state that the investigation has confirmed that no damage was done during transportation and all the care was taken during the packing as well. Hence, we cannot accept your request of reshipping and replacing the goods at our cost.
- As per the agreement, any complaint regarding the damaged goods was to be done within 8 days of receiving the goods. It is already 15 days; hence, we cannot consider your request of replacing the goods favourably.
- However, we would like to draw your attention towards the terms and conditions we agreed upon. According to the agreement, no returns/refunds were allowed on goods put for sale. Hence, we cannot consider your request positively.

Third paragraph

- We hope that our reply has addressed your grievance properly.
- We trust that the above arrangement has satisfied you.
- We hope that you are satisfied with the way things have been managed.
- We trust that you understand our point of view.

Concluding paragraph

- We assure you of complete attention in your dealings with us.
- We hope to have better business in future.
- We look forward to receiving your further orders.

Tech Solutions Ltd, Ahmedabad has supplied an order for 50 computers from Anand Engineering College, Surat. However, they have received some complaints regarding the goods supplied. Write a letter on their behalf accepting their request to adjust the manner.

SAMPLE LETTER

Tech Solutions Ltd
28, First Floor, Himalaya Mall
Indraprasth Tower, Drive-In Road
Memnagar, Ahmedabad 380052

Phone: (079) 65229214
Email: techsolutions@gmail.com

Fax: (079) 65229215
Website: www.techsolutions.com

14 August 2013

Anand College of Engineering
Opp. Mission Hospital
Tower Road
Surat 395 001

Sub: Adjustment to your complaint dated 13 August 2013

Dear Mr Rathi,

Thank you for drawing our attention to the damaged things you received in the goods supplied by us. We really regret for the trouble you had to face.

We accept the fact that due to the rush of orders enough care was not taken in packing and dispatching the goods. However, one engineer from our company will visit your institute within a week and address all your complaints. In addition to this, we like to add that necessary changes have been made to take care of all the necessary factors that may give any chance of complaint.

We reassure that such a thing will not happen in future.

Thanks.

Yours truly,
(RH Malhotra)
Proprietor

Tech Solutions Ltd, Ahmedabad has supplied an order for 50 computers from Anand Engineering College, Surat. However, they have received some complaints regarding the goods supplied. Write a letter on their behalf declining adjustment to their request.

SAMPLE LETTER

Tech Solutions Ltd
28, First Floor, Himalaya Mall
Indraprasth Tower, Drive-In Road
Memnagar, Ahmedabad 380052

FOR REFERENCE PURPOSES ONLY

Phone: (079) 65229214
Email: techsolutions@gmail.com

Fax: (079) 65229215
Website: www.techsolutions.com

14 August 2013

Anand College of Engineering
Opp. Mission Hospital
Tower Road
Surat 395 001

Sub: Adjustment to your complaint dated 13 August 2013

Dear Mr Rathi,

Thank you for drawing our attention to the problems of defect in mouse cable, start up trouble and scratches on the screen. We really regret for the trouble you had to face. We completely understand your disappointment.

Nevertheless, we are sorry to state that the investigation has confirmed that no damage was done during transportation and all the care was taken during the packing as well. Hence, we cannot accept your request of replacing the monitors with scratches on the screen and mouse cable. However, our engineer would come to solve the problem of start up trouble you had with two computers.

We trust that you understand our point of view and agree to the adjustment made.

We look forward to receiving your further orders.

Thanks.

Sincerely,

(RH Malhotra)
Proprietor

POINTS TO REMEMBER

- A letter can be the first step towards long lasting business relations.
- An effective letter is one that induces the reader to take desired action.
- Full block format is in practice now-a-days in which all the parts fall on the left side.
- Heading, date, salutation, body of the letter, complimentary close and signature are the standard elements of a business letter.
- Subject line, attention line, post script, enclosure, copy notation and Per-pro signature are the optional parts.
- An effective business letter is complete, concise, clear, customer-centric, courteous and coherent.
- Letters are either written by buyers or sellers.

EXERCISES

Draft the following letters. Invent details wherever necessary.

1. You have received a complaint letter from Sai Computers, Ellisbridge, Ahmedabad regarding the shortage in supply. As the Sales Manager of Wipro, draft a suitable reply to the complaint. (June 2012)
2. Write a letter to M/s Santosh Electronic Ltd., Chandani Chowk, New Delhi calling for the illustrated catalogue and quotation of certain electronic goods required by your firm. (use block layout format). (GTU, June 2009)
3. Write a complaint letter in block format to Sajawat Wooden Furniture, Ahmedabad asking for compensation as you found some of the pieces of furniture delivered in the damaged condition. (GTU, Sept 2009)
4. Your company had ordered 100 computers. On receiving them, you came to know that they do not match the specifications and configuration you had given. As the Manager (Purchase), write a Letter of Complaint addressing The Manager, IBM, Hyderabad. (GTU Jan 2009)
5. As the Purchase Manager of Alpha Engineering Co., Salt Lake City, Kolkata, you placed an order for 15 HP scanners to National Systems Limited, Electronic City, M.G. Road, Bangalore- 560 100. You received only 12 scanners. Write a letter to the General Manager (Sales & Marketing) of NSL, making a complaint and asking him to send the remaining 3 scanners immediately (**use block layout format**). (GTU, Jan 2009)
6. As a student of engineering, you want to purchase a laptop for your personal use. Write a letter of inquiry asking for prices, configuration, discount, mode of payment and terms and conditions to The Wipro Technologies, Memnagar, Ahmedabad. (GTU Jan 2011)
7. As a student of engineering, you want to purchase a laptop for your personal use. Write a letter of inquiry asking for prices, configuration, discount, mode of payment, terms and conditions to The Sony Electronics, Bangalore.

Lab Activity

1. BIG Engineering Company, Rajkot is celebrating 25 years of its establishments. They wish to gift 100 mobile phones in the range of ₹ 10,000 to 15,000 among their employees. Write a letter on behalf of the Manager, Department of Human Resource of the company requesting Sumeet Sales Corporation, Ahmedabad to send a quotation stating all the terms and conditions.
2. Write a persuasive letter on behalf of the Sales Manager, Sumeet Sales Corporation, Ahmedabad who has received an inquiry from BIG Engineering Company, Rajkot to send quotation for 100 mobile phones in the range of ₹ 10,000 to 15,000.
3. BIG Engineering Company, Rajkot has received a quotation to supply 100 mobile phones in the range of ₹ 10,000 to 15,000 from Sumeet Sales Corporation, Ahmedabad.

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Write a letter on their behalf to place an order. Do state the terms and conditions you have agreed upon.

4. On behalf of the Sales Manager, Sumeet Sales Corporation, Ahmedabad, write a letter executing the order for 100 mobile phones in the range of ₹ 10,000 to 15,000 that they have received from BIG Engineering Company, Rajkot. State all the terms and conditions specifically.
5. BIG Engineering Company, Rajkot received 100 mobile phones supplied by Sumeet Sales Corporation, Ahmedabad. However, they have some complaints regarding some of the phones. Write a letter of complaint on their behalf.
6. Sumeet Sales Corporation, Ahmedabad has received a complaint letter from BIG Engineering Company, Rajkot to whom they have supplied 100 mobile phones. Write a letter of adjustment.

Report Writing

(Application Question)

Chapter Objectives

After studying this chapter, the students will be able to

- State Concept and Importance of Report Writing
- Determine the Structure of a report
- Identify various types of report and their content
- Illustrate the steps to follow while writing a report
- Prepare a report on the topic / situation known to them

7.1 INTRODUCTION

A report is something written for a particular audience with a particular purpose which is supported by adequate evidence. The need for skilled report writing is greatly increasing in today's rapidly changing world.

Any written communication is meant to be read and so is the case with report writing as well. There are no absolute rules for report writing. They have to be adapted to the need of the reader. However, the thumb rule is that a good report is as succinct as possible and caters to the need of the authority that commissioned it.

7.2 OBJECTIVES OF REPORT WRITING

1. To inform about the recent development in the company/product/market
2. To show the potentialities of a new product
3. To show the feasibility of a plan
4. To persuade the management for various facilities/grievance-redressal

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Before writing a report, think about it from the reader's perspective to have as much clarity as possible of the work you are required to do. Following questions can help:

Learn about the readers...	Questions for you before you start the word.....
1. What do they want to know?	1. What am I asked to do?
2. How much do they like to know?	2. What do I need to know to carry out the task?
3. Why do they need this report?	3. How many details do I need to know to prepare the report?
4. Which type of presentation would be more appropriate from the readers' point of view?	4. From where would I get the information?
	5. How should I collect the information?
	6. How should I organize the information?

7.3 PARTS OF A TECHNICAL REPORT

Reports are designed for quick and easy communication of information. Moreover, they are written for selective people and vary in purpose. Depending upon the requirement of a report, optional parts are included in the report.

Compulsory Parts	Optional Parts
1. Title Page	1. Acknowledgement
2. Introduction	2. Letter of Transmittal
3. Body of the Report	3. Table of Content
4. Conclusion/Recommendations	4. List of Abbreviations and/or Glossary
	5. Executive Summary/Abstract
	6. Bibliography
	7. Appendices

7.3.1 Compulsory Part

Title Page

- **Meaning:** Title is the name of the report, which becomes its identity. The title should be precise and clearly indicate what the report is all about. It should also inform about the writer/s and the recipient/s. The writer should avoid fancy fonts, effect or clipart in the title.
- **Content:** The title of the report
 - The details of the person/agency to whom the report is submitted
 - The details of the person/agency submitting the report
 - The month and year of the submission

- **Example**

A Report
on
Canteen Automation System: A Desktop Application
submitted to
Department of Computer Engineering
Anand Engineering College,
Sector - 21, Gandhinagar
by
Joshi Pooja (110120117010)
Mehta Malay (110120117011)
March, 2013

Introduction

- **Meaning:** It is, in a way, shorter version of the report. It gives the background information that clarifies the context of the report. In a way, it is the first acquaintance with the purpose of the report.
- **Content:** Problem statement
Purpose of the report
Reason for researching the issue discussed in the report
The scope of the report
- **Example:** Given below is an example of introduction from the report on:
Smoking and Tobacco Use Among Youth and Young Adults

Introduction

Nearly all tobacco use begins during youth and young adulthood. Tobacco contains nicotine, a highly addictive drug that causes many young people to progress from smoking occasionally to smoking every day.

Each day, more than 3800 youth under age 18 smoke their first cigarette. Today nearly one in four high school seniors and one in three young adults under age 26 smoke.

Most young people do not consider the long-term health consequences associated with tobacco use when they start smoking. Because most high school smokers are not able to break free from the powerful, addicting effects of nicotine, about three out of four will smoke in adulthood. Among those who persist in smoking, one-third will die about 13 years earlier than their non-smoking peers.

The causes and the consequences of tobacco use among youth and young adults by focusing on the social, environmental, advertising and marketing influences that encourage

youth and young adults to initiate and sustain tobacco use. For the first time, through this report, tobacco data on young adults as a discrete population have been explored in detail. The report also highlights successful strategies to prevent young people from using tobacco.

This report may be a useful resource for organizations and individuals that work in the area of youth tobacco prevention and control. Identifying factors associated with youth smoking is a key to developing tobacco prevention and cessation efforts that focus on those students most in need of intervention.

Body of the Report

- **Meaning:** It gives the meaningful division of the information presented in the report. There cannot be a common style or strategy for this purpose. It can vary based on the report and the person presenting it.
- **Content:** This includes all the necessary information such as information, analysis, graphs, charts, tables, figures, etc. that would help a reader in understanding the report. There are no hard and fast rules for the content arrangement. However, it should be logically and meaningfully arranged and adequately explained.
- **Example:** A college is situated on the outskirts of Gandhinagar. Many students of this college regularly commute from Ahmedabad. However, they face great challenge during commuting. The authority is thinking of starting a transportation service for them. Given below are points likely to be included in the body of a feasibility report to be prepared on **Starting Transportation Service for the Students commuting from Ahmedabad**
 - The current scenario
 - The need and importance of transportation service for the students commuting from Ahmedabad
 - Challenges to overcome
 - Availability of different options
 - Comparative analysis of these options
 - Recommendations

Conclusion

- **Meaning:** As the name signifies, conclusion refers to the main take away points. It is of great interest of all specially to seniors/decision and policy makers as they would be more interested in findings than the process.
- **Content:** Outcome of the work done
Summary of the main points
- **Example:** Given below are conclusions included in a Research Report on
B-schools in India and Placement Scenario

Conclusions

The report punctures the myth that a B-school degree guarantees a fat pay packet. Following are the conclusions:

- a. The average annual salary offered to students during placements in close to 40 per cent of B-schools across the country is less than Rs 3 lakh.
- b. Students from just 1 per cent of the 4500 institutes across the country the top business schools that command Rs 12–15 lakh as course fees are offered an annual salary upwards of Rs 9 lakh during campus placement.
- c. 60–80 per cent of students in around 52 per cent of the B-schools are offered an average salary of Rs 3–5 lakh.

It is thus concluded that B-schools that focus on quality and forging tie-ups with industry will continue to do well; however, the rest will have to reorient or shut shop.

7.3.2 Optional Parts

Acknowledgement

- **Meaning:** It is a kind of thanks giving to those who helped the report writer/writer in one or the other way in the process and completion of the work. This person/s may be either from the parent or other organization/s.
- **Content:** Names and designations of all the persons with a brief description of the nature of help.
- **Example**

Acknowledgement

It gives us immense pleasure and satisfaction in presenting this report of System Design Practice undertaken during the 5th semester of B. Tech. This dissertation would not have been possible without combined efforts and guidance of many.

We would like to take this opportunity to express our sincere thanks to several people, without whose help and encouragement, it would be unfeasible for us to have carried out the desired work.

Our sincere thanks go to our Head of Department Prof. S. D. Patel and our guide Prof. S. M. Mehta who gave us an opportunity to undertake such a challenging work. We are grateful to them for their guidance, encouragement, understanding and insightful support in the development process.

We are also grateful to Tech Solutions Ltd for providing us an opportunity to develop the project in the company.

Our sense of gratitude also goes to Mr M. K. Parmar, the canteen owner for allowing us the trial of the system.

Last but not least, many thanks to Mann, Hiya, Riya, Rajvi, Kahan, our friends whose support always instilled enthusiasm in us.

Joshi Pooja
Mehta Malay

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Letter of Transmittal

- **Meaning:** It is a letter to the person that commissioned the report. It is the formal handover of the work done.
- **Content:** A salutation
Reference to the work assigned
Major findings
Acknowledgement of help
Expression of gratitude
- **Example**

Letter of Transmittal

March 1, 2013

Dr SD Patel

Head

Department of Computer and IT

Anand Engineering College

Gandhinagar (Gujarat)

Dear Sir,

We have great pleasure and satisfaction in submitting the report on Canteen Automation System as a partial fulfilment to the Gyan Technological University curriculum.

This application is about reducing manual labour in canteen management. It allows a software user to handle customers' orders and let the administrator do inventory control for canteen. The system maintains record of all the items available for sale, items sold as well as their quantity. It can also provide the analysis of the items sold highest and lowest as well.

Thus, this system is very user friendly and can permit a canteen owner to use all the functions of the system effectively to speed up his/her work and making maintenance an easy job.

We hope that this system will be useful for proper canteen management.

With regards,

Yours truly,

Joshi Pooja

Mehta Malay

Table of Contents

- **Meaning:** If a report is longer than 10 pages or so, it is useful. It is the chronological arrangement of the titles of the content of the report. It helps a reader to find out which information is available on what page. It is done after the completion of the report.

- **Content:** Headings and subheadings
 - Appendices with title and number
 - Correct number against each heading
- **Example:** Given below is an example of the Table of Contents of the report on *Canteen Automation System: A Desktop Application*

Table of Contents	
Certificate	i
Acknowledgements	ii
Abstract	iii
1. Introduction	1
1.1 Purpose	2
1.2 Scope	3
1.3 Objective	4
1.4 Technology and Platform Review	5
2. Project Management	6
3. Software Requirement Specification	9
4. Implementation	11
5. Testing	12
5.1 Testing Plan	14
5.2 Test Cases	16
6. Conclusion	19
7. Future Extension	21
8. Bibliography	23

Abstract

- **Meaning:** It is an essence of the report. It helps the reader decide whether to read the entire report or not. Though, it appears first in the report, it is written in the last. In a way, it is an overview of the report that outlines the main points.
- **Content:** Context of the report
 - Purpose of the report
 - Significant findings
 - Major conclusions
 - Important recommendations
- **Example:** Abstract of Canteen Automation System: Desktop Application

ABSTRACT

The application picked up for this project is a Canteen Automation System-Desktop Application. This application allows a software user to handle customers' orders and allows

FOR REFERENCE PURPOSES ONLY

administrator to do inventory control for canteen. The system maintains information about all items available for sale.

It also allows the admin user to change and modify the item details anytime according to the availability and addition of the item. The user can view daily sales report and monthly sales report. The same information can be further used to increase profit by analysing the same in terms of most ordered item and least ordered item and thus making necessary changes in quality, taste and of course prices.

It does not only maintain information about items but it also records details of each order in database. Order details include order id, items included in order, price for each and quantity of each item in order. Application provides easy user interface to understand the system.

Thus, the system can prove a boon to every canteen owner helping him/her know the taste of the visitors and boost the sale as well as to speed up his/her work and make maintenance easy.

List of Abbreviations and/or Glossary

This section is a brief explanation of the meanings of certain technical terms and abbreviation. It is particularly helpful if the writer is addressing a multiple audience that includes readers who may not be familiar with abbreviations or technical vocabulary used in the report. It is always presented in an alphabetical order.

- **Content:** List of technical terms and abbreviations used in the report writing
- **Example:** Given below is a list of some of the words used in computer and IT fields

ACRONYM	Full Form
ADC	Analog-to-Digital Converter
ADF	Automatic Document Feeder
ADSL	Asymmetric Digital Subscriber Line
AGP	Accelerated Graphics Port

Bibliography

The bibliography is the list of all the published sources referred to in the report in an alphabetical order. There are different styles of using references and bibliographies.

- **Content:** List of the resources, documents or content referred to while preparing the report
- **Example:** Given below is a list of work used for some work in Mechanical Engineering:

Bibliography

1. Anthony, F. M., D. R. McCarter, et al. (2003). "Frit bonding: a way to larger and more complex silicon components." Proceedings of SPIE 5179: 194.

2. Barraza, J., D. Shu, et al. (1994). "Front-End Support Systems for the Advanced-Photon-Source." *Nuclear Instruments & Methods in Physics Research Section a-Accelerators Spectrometers Detectors and Associated Equipment* 347(1–3): 591–597.
3. Barraza, J., D. Shu, et al. (1995). "Support Systems for Optics in the Experiment Stations at the Advanced Photon Source." *Review of Scientific Instruments* 66(2): 1630–1632.

Appendix (Plural: Appendices)

It provides a convenient way to convey information that is too bulky to be presented in the body of the report. It includes maps, large technical diagrams or charts, computations, supporting documents, etc. Each appendix must be referred to in the report. One should never include something as an appendix if it is not discussed in the main body. An appendix should be given a number (or letter) and title as well as referred to by number (or letter) at the relevant point in the text.

- **Content:** Technical data, tables, sketches, charts, leaflets, questionnaire, etc.
- **Example**

Appendices

- a. Example Plan Drawings
- b. Mathematics for Landfill Operations
- c. Field Measurements for Landfill Operations
- d. Sample Written Examination Questions—Operator's Module
- e. Sample Written Examination Questions—Manager's Module

7.4 REPORT WRITING: THE STEPS TO FOLLOW

All reports need to be clear, concise and well structured. The key to writing an effective report is to allocate time for planning and preparation. With careful planning, the writing of a report will be much easier. The researcher/report writer should consider how long each stage is likely to take and prepare the timeline for the different stages. The time for final proof reading and checking should never be forgotten. The essential stages of successful report writing are described hereunder.

Step One: Understanding the purpose and scope of the report

This is a very important stage as it brings clarity to the report writer regarding what and why of the report. A report writer needs to understand the requirements of the report. If there is any query, it should be resolved through the discussion with the authority that commissioned the report.

Step Two: Data collection

Having got the clarity about the purpose of writing the report, the report writer needs to gather the needed information. There are various sources and methods of data collection.

Thus, the source and method of data collection solely depend on the type and purpose of the report. Before the data collection starts, the report writer should be very clear about what s/he wants, in what quantity and in what form as well.

Step Three: Organization of the material

After collecting the necessary data, the crucial task is its appropriate organization. However accurate and relevant data is, if it is not organized in a suitable manner, it will not yield appropriate analysis and hence would lose its relevance.

Step Four: Analysis of material

After organizing the material, the most important task is to analyse the material. The analysis offers the conclusions/recommendations on the basis of the facts and evidences that the report writer has collected. The report writer, here, will also learn if there are any limitations or flaws in the evidences.

Step Five: Report writing

Having completed the organization and analysis, the report writer starts writing the report. However, a report cannot be written in the sequence as it appears to the reader in its final form. It is advisable to write the summary and content page at the end when the report writer knows exactly what is to be included. The report writing should be done in direct and precise language. One should be as clear as possible. Following suggestions would be of good help:

- Introduce the main idea of the chapter/section/paragraph
- Explain and expand the idea, defining any key terms
- Present relevant evidence to support your point(s)
- Comment on each piece of evidence showing how it relates to your point(s)
- Conclude your chapter/section/paragraph by either showing its significance to the report as a whole or making a link to the next chapter/section/paragraph

Step Six: Reviewing and redrafting

It is good to start early without waiting for the work to complete. There should be three to four rounds of revision. Refinement is a necessary step for a qualitative report. This can be done with the help of peer feedback. Steps for refinement:

- Get the first draft of your report much in advance, at least before 15 days or a month
- Once the report is ready, leave it aside for a couple of days or a week
- After that, go through it critically making necessary changes
- Get it peer reviewed

Step Seven: Presentation

However good and nutritious a dish is, if it is not presented in an attractive manner, it does not get its full value. Thus, all the efforts put in the previous steps would go in vain if the content were not presented in a proper manner. Following is the checklist to go through to make an effective presentation of the report:

7.5 CHECKLIST FOR A GOOD REPORT

1. Title is precise.
2. The abstract makes sense.
3. All the relevant questions are answered in the introduction.
4. The structure of the report is meaningful.
5. Headings and subheadings are properly written and numbered.
6. The format is consistent and appropriate.
7. Conclusions are logically drawn.
8. Wherever necessary, graphics, tables, charts and illustration are employed.
9. Tables and diagrams are relevant, labelled and drawn accurately.
10. The report is informative and learner-centric.
11. Each page is numbered properly.
12. It is proofread in terms of spelling, grammar and factual data.
13. There is an adequate use of white space in the report.
14. Generous spacing is kept between two parts.
15. Bullets and numbers are appropriately used.
16. Formal language is used.
17. Consistency is maintained in numbering chapters, sections and appendices.
18. All the sources are acknowledged and referencing is done correctly.

7.6 FORMATS OF A REPORT

7.6.1 Standard Format

This is generally used in long reports. However, depending on the requirement, it can also be used in short reports. In this kind of report, the report begins with the title page. Other components, i.e., standard parts remain the same. Optional parts can be used as per the requirement.

7.6.2 Letter Format

A letter report is a report written in the form of a letter. It should carry all the qualities of a business letter. While drafting a report in letter format, all the standard parts are a must. However, optional parts can be used as per the requirement.

For example, Feasibility report on selecting a suitable site to set up a new plant of Honda Company in Gujarat is written in letter format.

7.6.3 Memo Format

A memo report is a report in memorandum format. Memo reports are used to communicate short reports where a formal technical report is not required. They use only the standard parts of a report. If there are any supporting documents, they are included in the form of an appendix/appendices.

For example, The progress report on Ahmedabad – Gandhinagar Metro Rail Project is written in memo format.

- **Date:** Always includes the date on which the memo was written. The date is never abbreviated. Unacceptable forms are: 9/1/03, Sept. 1, 2013, or 1 SEPT 13. The acceptable forms for writing the date are business style (September 1, 2013) or (1 September 2013.)
- **To Line:** As most memos are filed for reference, complete information may be needed at a future date by another person. The ‘To line’ includes the full name of the person to whom the memo is being sent. As a courtesy, the complimentary title—Ms, Mr, Dr—may precede the name. For clarity, the business title and often the department follow the name. If the writer plans to send the memo to several people, they are listed alphabetically (if they are equal in status in the organization) or by rank (with the highest ranking person first).
- **From Line:** The ‘From line’ includes the full name, title and department of the writer.
- **Subject Line:** The subject line concisely gives the memo’s subject. It contains sufficient information so that the recipient has a clear idea of the message’s purpose.
- **Copy to Line:** This includes the names of the people who would be receiving the copy of the memo. Send copies to them who would be directly affected by the memo or need to know the progress of correspondence.

7.7 TYPES OF REPORT

In business or organizations, occasions frequently arise when an engineer or an executive is called upon to write a report. There is no limit to the subjects on which a report can be written. Given below are some of the major types of report.

- 7.7.1 Progress Report
- 7.7.2 Incident Report
- 7.7.3 Trip Report
- 7.7.4 Inspection Report
- 7.7.5 Feasibility Report
- 7.7.6 Investigation Report

7.7.1 Progress Report

These are usually short reports. They keep the management informed about the progress of a project under way.

Content of the report includes

- Reference to the planned work
- Details of the work done
- Information about the problems encountered
- Further plan to complete the project
- Discussion about the action taken

Ahmedabad – Gandhinagar Metro Rail Project was proposed in 2005. There is another change in the alignment of metro rail route, which has confused the real estate developers. The developers believe that flip-flop on the route creates fluctuation in the real estate market. The Real Estate Developers’ Association of Ahmedabad has assigned you the task of preparing a progress report of the project in memo format. Do the necessary investigation and prepare a report to be submitted to the Chairman, Developers’ Association of Ahmedabad.

**Developers’ Association of Ahmedabad
Triveni Arcade, Navrangpura
Ahmedabad**

Date : 20 June 2014
To : Mr P Chandarana, The Chairman, Real Estate Developers’ Association of Ahmedabad
From : Mr Mahesh Rana, Architect
Subject : Progress Report on Ahmedabad – Gandhinagar Metro Rail Project

As per the decision taken in the meeting to discuss the fluctuation in the real estate market due to the flip-flop on the route of Ahmedabad – Gandhinagar Metro Rail Project on 12 June 2014 and responsibility given to me to prepare the progress report of the stated project, I present my report as under:

Ahmedabad – Gandhinagar Metro Rail Project was undertaken with a view to providing safe, fast and ecofriendly rail based mass transit services to the people of Gujarat at an affordable rate. The project aims to integrate with AMTS, BRTS, Railways and other modes of public transport system.

Mooted in 2005, the project has not seen any construction due to some problems. On investigation, following things have been revealed:

Problem Faced

1. The state government has given approval but the central government has not given the permission.
2. The project is delayed due to the changes not only in terms of the detailed project report (DPR) but also in terms of project cost and route alignment.
3. It is learnt that previous route alignment for the phase one between Ahmedabad and state capital was not economically viable and technically feasible.

Future Course of Action from the Government

1. With the new Prime Minister from Gujarat, it is now expected that the project would soon get the approval from the centre.
2. The new route alignment may be a criss-cross section between East-West and North-South regions of Ahmedabad city.
3. A fresh survey will be conducted with the help of Delhi Metro Rail Corporation (DMRC), reputed for its expertise in constructing the metro rail.

A request is already made to the Government of Gujarat to reveal the 10-year vision on development of the project.

I hope that very soon there will be some revelation from the government.

(Mahesh Rana)

7.7.2 Incident Report

Introduction

An incident report is also known as an occurrence report. It describes an event that has happened. It explains how and why it has happened, shows its effect and at the end suggests the future course of action. The future course of action may include corrective or precautionary measures.

Content of the report includes

- What happened? i.e., description of the incident
- Where did it happen? i.e., location of the incident
- When did it happen? i.e., the time of the incident
- Why/How did it happen? i.e., logical reasons for the occurrence
- What could be done? i.e., future course of action in terms of corrective or precautionary measures

Write a report on the serious accident in a factory (standard format)

A Report on

A Serious Accident in the Factory at Kutch

Submitted by

Mr Chandrakant S Patel
Manager

Submitted to

The Directors
Raheja Group of Companies
Mumbai

May 2014

Introduction

In accordance with the instructions given to me by the Directors in the letter dated 1 May 2014 to report about the accident that occurred in the factory in Kutch, I not only visited the fatal site but also talked to people working there and the civil engineer who had done the last inspection.

Details of the incident

I regret to inform that on 27 April 2014, the roof and northern wall of the premises, which contained the company's warehouse, collapsed all of a sudden around 4 pm. In this accident one security guard was crushed under the debris, whereas two were badly injured. The injured were immediately rushed to the nearby hospital.

The collapse was completely unexpected. The building was recently inspected by a civil engineer who was of the opinion that the minor cracks visible on the wall were no sign of any threat.

An architect was called to find out the cause of the collapse. According to him, the fundamental structure of the building was defective. The foundations were not deep enough and as a result the walls could not stand the continuous vibrations caused by heavy machinery. The earthquake would have also played the role in weakening the foundation and the result was the sudden collapse.

In addition to every possible assistance to the kin of the deceased security guard, the company has already paid Rs 1,00,000 as compensation as per the company's policy.

It is estimated that the damage to the structure of the building will approximately come around to Rs 5,00,000. The damage to the machinery totals up to Rs 20,00,000 and the damage to the raw material amounts to Rs 1,50,000. However, we are fully insured against all these risks and insurance claims will be filed in a week. All the insurance companies have been already informed about the details of the accident.

Conclusions

I would suggest that once again a thorough inspection of the building be carried out and on the basis of the suggestions received necessary changes should be done in the structure.

I hope this report would help the company have a clear picture of the accident and decide the future course of action.

7.7.3 Trip Report

Such reports are written, whenever people leave their usual place of work to do something at other places. Trip reports can be of various types. They include

- a. Installation or modification of equipment
- b. Assistance on field project
- c. Attendance at a conference, seminar or workshop
- d. Repairs to a client's equipment or field instrument

Content of the report includes

- What the report writer set out to do? i.e., purpose of the trip
- When and where was the assignment given? i.e., duration and location of the trip
- What was actually done? i.e., result of the action
- What could not be done, and why? i.e., problems encountered and/or follow-up action
- What else was done? This is important as people on field trips often find themselves doing things beyond the purpose of their assignment. For example, a technician visited a lab of a college to repair some computers for which the complaint was received. However, during his visit to the college, he was to repair computers of the other lab as well. Thus, the time and energy spent on this extra work should also be recorded and described in the report.

Write a report on the seminar/workshop attended by you (standard format)

**A Report on
A Two-Day Workshop on
LabVIEW**

Submitted by
Aarini Pandya
130130731003

Bio-Medical Department
ME Programme

Submitted to
Prof Ragini Patel

Department of Communication Skills
As a partial fulfilment to the tutorial work

March 2014

Introduction

With virtual instrumentation, engineers use graphical programming software to create user-defined solutions that meet their specific needs, which is a great alternative to fixed-functionality traditional instruments. Additionally, virtual instrumentation capitalizes on the ever-increasing performance of personal computers. For example, in test, measurement and control, engineers have used virtual instrumentation to downsize automated test equipment (ATE) while experiencing up to a 10 times increase in productivity gains at a fraction of the cost of traditional instrument solutions.

About the software LabVIEW

National Instruments LabVIEW is an industry-leading software tool for designing test, measurement and control systems. By using the integrated LabVIEW environment to interface with real-world signals, analyse data for meaningful information and share results, participant

can boost productivity. Because LabVIEW has the flexibility of a programming language combined with built-in tools designed specifically for test, measurement and control, participants can create applications that range from simple temperature monitoring to sophisticated simulation and control systems. No matter what project is, LabVIEW has the necessary tools to make you successful quickly.

About the Workshop

With a view to enhancing students' skills, a two-day workshop on LabVIEW was organized by the Biomedical Engineering Department of Anand Engineering College, Gandhinagar on 12th-13th October, 2012.

It was attended by ME 1st semester and 3rd semester BME students. Students from other colleges like UV Patel College of Engineering, DE Engineering College too took advantage of this workshop.

The Principal, Dr Gauri Sharma, Anand Engineering College, Gandhinagar offered her valuable guidance and support in organizing the LabVIEW workshop. Prof N. D. Shastri, Head, Bio-Medical Department and other staff members contributed by planning and designing the workshop in an effective manner.

The panel of experts included Mr Vyomesh Pujara, Assistant Technical Manager of Nanda Instruments LabVIEW and Mr Pratik Parekh, Senior Application Engineer of Raheja Instruments Products and Mentor Graphics Products.

The specific objectives of the workshop were:

- To use LabVIEW to create applications
- To understand front panels, block diagrams and icons and connector panes
- To use built-in LabVIEW functions
- To create and save programs in LabVIEW to use them as subroutines
- To create applications that use plug-in DAQ devices.

The workshop covered the topics like Setting up Hardware, Navigating LabVIEW, Troubleshooting and Debugging Vis, Implementing a VI and Developing Modular Applications.

The feedback was extremely positive. The presentation of the background paper and the range of contributions from external experts were particularly valued. Participants also enjoyed the opportunity of being able to share and discuss practical issues with the experts.

The resources, provided to the participants, were very much valued. Keeping in mind the request of the students it was decided to make resource material available on the GECC website. The workshop ended with the students' expectations to have more such workshops.

Appendices

- a. Detailed Programme
- b. List of Participants
- c. Expenditure and Income Statement

7.7.4 Inspection Report

An inspection report is similar to a field trip report as here too the writer has usually gone somewhere to inspect something. Situations requiring an inspection report to be written include

- a. Examination of a building to determine its suitability as a storage facility
- b. Inspection of construction work, such as a culvert, bridge, building or road
- c. Checks on manufactured items, to assure they are of the required quality
- d. Inspection of goods ordered for a job, to check that the correct items and quantities have been received

Content of the Report

- What was the inspection for? i.e., purpose of the inspection
- Who assigned to the job? i.e., the authority for whom it was performed
- When and where was the inspection done? i.e., time and location when the report was carried out
- What was the result? i.e., the findings or conclusions
- What next? Recommendations

Write a report on the inspection of the language lab/physics lab/computer lab of your college. Use letter format.

Mr Pranoy Mukharjee
Technical Education Department
Mahatma Gandhi Bhavan
Gandhinagar

Date: 5 May 2014

The Commissionerate of Technical Education
Technical Education Department
Mahatma Gandhi Bhavan
Gandhinagar

Sub: A report on the functioning of DELL in Anand Engineering College, Gandhinagar

Dear Sir,

With reference to the last meeting held on 15 January 2014 by the Technical Education Department regarding the measures to be taken to improve the English language proficiency

of engineering students and as one of the measures, it was decided to provide DELL to all the Government Engineering Colleges. I was entrusted with the responsibility to visit Anand Engineering College, Gandhinagar and prepare an inspection report.

I visited Anand Engineering College, Gandhinagar on 3 May 2014 and had an interaction with the Principal, Lab Coordinator as well as the students. Following are the outcomes:

Observations

- The DELL has been fully functional from April 2014.
- The lab is used not only for regular courses offered to students as a part of curriculum but also to train students in courses offered by SCOPE.
- On an average 120 students visit the lab and have advantage of ICT-based education.
- The students are happy with the way they are exposed to English language learning.

Issues

- The college, however, has only one regular faculty member teaching communication skills. Thus, it is difficult to for the college to help students have the maximum advantage of the lab.
- The faculty of English is not well versed with the technical knowledge regarding hardware and software management. Hence, she finds it difficult to manage technical problems.

Measures

- To meet the students' requirements and for the better functioning of the DELL, it is suggested to appoint two more faculty members in English.
- To help the English faculty member with the management of the lab, it is suggested to provide a lab assistant.

I hope this report would be useful to the Technical Education Department in forming future policy and take necessary action.

Yours truly,

(Pranoy Mukharjee)

7.7.5 Feasibility Report

This is probably the most common kind of technical writing. A feasibility report can be defined as the preliminary study that is being conducted to examine whether a certain project is capable of being done in a practical and useful way or in another words in an efficient and effective way. The outcome of this study helps in the decision whether to proceed with the project or not. To look at the thing from a different perspective, the report examines the possible problems or challenges likely to be faced and measures or alternative solutions to arrest the same.

Content of the Report

- The need for the plant in Gujarat
- Suitability of the site
- Transport facility

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- Competitive incentives
- Power and water supply
- Raw material
- Availability of the labour
- Conclusion

Swift Scooter India Pvt Ltd plans to set up a new plant in Gujarat. You have been entrusted with the task to select a suitable site. Prepare a report to be submitted to the Board of Management (use letter format).

Swift Scooter India Pvt Ltd
Plot No. xxx Sector yy/yy,
Greater Noida,
Dist Gautam Budh Nagar (U.P.) 201306

Date: 25 June 2014

The Managing Director
Swift Scooter India Pvt Ltd
Greater Noida
Uttar Pradesh

Sub: Feasibility Report on selecting a suitable site to set up a new plant in Gujarat

Dear Sir,

As per the decision taken in the meeting of Board of Directors on 5 March 2014 and in accordance with the instruction given to me to suggest a suitable site to set up a new plant in Gujarat, I visited the state and did the necessary survey. Given below is the report:

Gujarat, today, is one the fastest growing states in India in terms of business and investment. There are many companies, which are growing at a rapid speed. Ahmedabad, Baroda, Surat, Rajkot and Kutch are the cities, which have become industrial hubs of Gujarat. Having reviewed various possibilities and considerations, I would suggest Sanand as the right place.

Suitability of the site

Sanand is located at about 24 km from Ahmedabad city on the Ahmedabad–Viramgam Highway. It is today best known as the automobile hub of Gujarat. Sanand is part of the dedicated Viramgam Special Investment Region of Gujarat. Sanand has become one of the booming entrepreneurial centres in India.

Transportation

As it is located near the city of Ahmedabad, Sanand is about 70 km (40 miles) from a recently rebuilt international airport. It is also linked to Ahmedabad and Kutch by state highway 17. The state highway 17 joins India's National Highway 8. Through this, the city is linked to many of the major industrial, economic and cultural regions of India. It is also connected by a modern highway to Mundra Port, a fully operational and one of the fastest growing seaports in Southeast Asia. In addition to modern highways, Sanand–Viramgam has an operational broad gauge railway network connecting it to major industrial centres located in Gujarat.

Competitive incentives

Sanand offers the following competitive incentives to companies seeking to set up operations within Sanand region.

- Income tax incentives
- 10 year corporate tax holiday on export profit—100 per cent for initial 5 years and 50 per cent for the next 5 years
- Exemption from dividend distribution tax
- Indirect tax incentives
- Zero customs and excise duty
- Exemption from central sales tax
- Exemption from service tax

Power and water supply

The local municipal authorities have agreed to facilitate water supply at the time of construction as well as during production process. The officers of Uttar Gujarat Vidyut Company Ltd (UGVCL) have also agreed for the regular supply of electricity.

Raw material

It would not be difficult to manage raw material, as there are many companies manufacturing automobile parts in Gujarat.

Availability of the labour

The skilled and unskilled labour will easily be available. The labour wages are also not very high as compared to the other states of India.

On basis of the above information, I would suggest that Sanand is the suitable place to start our manufacturing plant in Gujarat.

Truly yours

(JP Trivedi)
Secretary

7.7.6 Investigation Report

Investigation reports are those that examine a problem or situation, identify the cause and suggest corrective measures or ways to improve situation and also evaluate the feasibility of each suggestion.

Content of the report

- What was to be investigated? i.e., a summary statement that identifies the problem
- Who assigned the task? i.e., the authority that commissioned the report
- Why was it to be investigated? i.e., the reason behind the investigation
- What was the result? i.e., The result of the investigation and the steps taken to find a remedy as well as further recommendation

It has been observed by Discourse India Ltd that there has been considerable decline in the sale of Discourse Excel 200. You have been entrusted with the task to investigate the causes of decline and steps to arrest the decline. Follow letter format.

**Discourse India Ltd
IT City, 2nd Floor, Tower C, Plot No 346
Dundahera, Udyog Vihar Phase-2
Gurgaon 122 016**

Date: 10 May 2014

The Managing Director
Discourse India Ltd
IT City
Gurgaon

Sub: A report on the decline on sales of Discourse Excel 200

Dear Sir,

With reference to the instructions given to me in the meeting of 15 April 2014 to inquire the causes of decline in the sales of Discourse Excel 200, I submit the report along with the measures to be taken to arrest the decline.

Features appreciated

- It is slimmer, lighter and a nice looking phone with a decent screen.
- It has a fairly generous display and is powered by 1GHz dual-core Snapdragon S4 Processor.
- It comes with live tiles, hence, the thumbnails of contacts images are shown by People tile, whereas the calendar displays upcoming events.
- It gets decent phone signals and the integration of contacts with social network is excellent.
- It is great for calls and messaging.

Causes of decline

- Mobile users very much fond of different types of apps, Windows Store is not so rich as Android as still a few prominent apps are missing.
- It is very common and normal to use mobile for web browsing and listening to music. However, in our case our phone battery needs charging everyday even at low usage and permanent battery save mode.
- The RAM is another cause of concern. The phone comes with only 512 RAM, whereas users are looking for more.
- HD video does not work nicely with the phone. Moreover, there is no video store so one could get video content from elsewhere and copy it to the phone or micro SD card.
- The screen gets fingerprints and smudges more than other phones. This leaves it looking blurred and dirty soon.

Remedies

- Windows Store should be rich enough to meet the need of the mobile users, especially youth of today.

- It is strongly recommended to do necessary research to for a long battery life.
- The RAM should be increased.
- The WiFi and 3G performance need to be worked upon.
- Necessary improvements should be done to avoid complaints about the fingerprints and smudges on the screen.

I hope the above stated observations and opinions would help the company to boost the sale of the phone.

Yours truly,

(HT Tripathi)
Sales Manager

POINTS TO REMEMBER

- A report is something of a written form of communication.
- It is written for a particular audience with a particular purpose and is supported by adequate evidence.
- The reports are written with objectives to inform about the recent development in the company/product/market, to show the potentialities of a new product, to show the feasibility of a plan or to persuade the management for various facilities/grievance-redressal.
- Report writing usually follows the following steps:
 1. Understanding the purpose and scope of the report
 2. Data collection
 3. Organization of the material
 4. Analysis of material
 5. Report writing
 6. Reviewing and redrafting
 7. Presentation
- Reports can be written in report format, letter format and memo format
- Reports are of following types:
 1. Progress report: It informs about the progress of a project/work underway.
 2. Incident report: It informs about an event or happening like fire or serious accident at a place, etc.
 3. Trip report: It informs about a field trip that was undertaken for either for a seminar/workshop and/or customer care for various purposes.
 4. Inspection report: It refers to an inspection carried out to verify the working of a lab/branch office/goods received, etc.

5. Feasibility report: It analyses and suggests whether an event or project can be conducted in a practical way or not.
6. Investigation report: This type of report is carried out to examine a problem and understand the cause and suggest corrective measures.

EXERCISES

Write reports with the help of the following details, invent necessary details.

1. As the sales manager of a watch manufacturing company, you conducted a market survey and found that there is a considerable decline in the sales of your watch. Write a short report on your market survey and also suggest steps required to boost the sales of your product. (GTU, June 2009)
2. Your company is thinking of establishing a factory in your town. You have been given the task to write a report on the suitability of the place for the establishment of this factory. Submit your report. (June 2012)
3. Government of India is worried on the migration (from India) of the doctors, engineers, government officials and academicians to United Kingdom, the United States, Germany and other countries. It also wishes to retain this trained and high skilled manpower in India. As a research scholar you are asked (by the Ministry of HRD) to find out reasons and to suggest some remedy to stop their migration. Collect the data (of the last three years) of their migration and on the basis of that data prepare a report investigating the reasons and also give your suggestions. You need to prepare title page, introduction, data analysis, conclusion and your recommendations only. (GTU, Sept 2009)
4. You are an assistant engineer. There has been a fire in the factory and three of the workers have been badly burnt and hospitalized. You are asked to send a report to the manager. Write the report using memorandum form. (GTU, Jan 2009)
5. Micatronics Ltd, Andheri, Mumbai wants to open a factory at Baroda. As a consultant engineer, write a feasibility report on establishing a factory in Baroda.

Lab Activity

As an organizing secretary, write a report, to be submitted to the principal of your college, on an activity (co-curricular or extra-curricular) organized by your college.

Story Completion

Chapter Objectives

After studying this chapter, the students will be able to

- Define the meaning of the term *short story*
- Recognise various features of a story
- Develop a story on the basis of the given guidelines

8.1 INTRODUCTION

Stories are interactive events. They provide entertainment. They are also a great source of knowledge, teaching and training. Being considered as slice of life, a story helps one understand world and people around him/her. To an engineer, story reading and writing would help learn narration, description, organization of ideas and develop creative and critical thinking. In short, a story is an effective tool to develop communication skills. Primarily speaking, a story is a narrative and involves a narrator and narrations. To be good at story-telling and to develop a good story, one needs to understand the following aspects:

8.2 VARIOUS TRAITS OF A SHORT STORY

- A story **talks about an event / incident which can be real or imaginary**. The focus of a story is human beings and their emotions like love, jealousy, hatred, sorrow, happiness, pleasure, pain, etc.

For example, the story, 'Eyes are not here' shows the effort of the narrator to hide his weakness while getting acquainted with a fellow traveller.

- A good story will have a **logical beginning, middle and end**. The beginning gives a problem, the middle elaborates it and the end offers solution. However, all these things should be logically developed and arranged.

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For example, in the story, 'Eyes are not here'

- The narrator of the story is blind. He is traveling by a train. (beginning)
 - The new co-traveller is a girl. He interacts with the girl but ensures that the girl does not know anything about his blindness. (middle portion develops action and shows complications)
 - The girl gets down at the next station. The new co-passenger reveals that the girl was blind. (end)
- A short story will have only **one or two major characters**. The story, as per the requirement, should describe physical features and highlight one or two emotional and/or intellectual qualities of the characters.

For example, in the story, 'Eyes are not here', there are two characters only, the narrator and the girl. Like many of us, the narrator tries to hide his defect from the girl. Following sentence from the story reveals the character of the narrator.

- The story offers **necessary description about the surrounding, the physical location and physical ambience of the story**. This is known as the setting of the story.

For example, in the story, 'Eyes are not here', the setting is the railway compartment. The writer writes:

- Dialogues are very important in a story. A story would use **dialogues for the introduction of the subject and the character**. Dialogues advance the action and develop the personality of the character.

While Writing Dialogues

Remember

- Punctuation goes inside quotations.
For example, 'Really? Everything does not look right.' said Sakshi.
- Start a new paragraph each time the speaker changes within the dialogue.
- Link the 'tags' like asked, replied, screamed with a dialogue using a comma
For example, 'No', screamed Mann.

Avoid

Hi Darshan,' said Sakshi
'Hey,' Darshan answered
'Is there anything wrong?'' Sakshi asked.
'Nothing', said Darshan.
'Really? Everything does not look right.' said Sakshi.

Adopt

A writer should condense a conversation and add words adding to meaning of the story.

For example,

Hi Darshan,'

Darshan avoided eye contact. There were wrinkles on his forehead.

'Hey,' he replied.

Sakshi could feel that something was wrong.

For example, in the story, 'Eyes are not here', the short conversation given below shows how dialogues help one understand the thinking of the character.

'You have an interesting face,' I remarked. I was becoming quite daring, but it was a safe remark. Few girls can resist flattery.

She laughed pleasantly, a clear, ringing laugh.

It's nice to be told I have an interesting face. I'm tired of people telling me I have a pretty face.'

Oh, so you do have a pretty face, thought I, and aloud said:

'Well, an interesting face can also be pretty.'

- While writing a story, the writer should **show the things happening instead of telling** about them. The writer should tell how a character feels by using the words that shows, smells, tastes and sounds. He may also use various figures of speech such as similes, metaphors, personifications, etc.

For example, in the story, 'Eyes are not here', the narrator's interest in the talks of the girl also informs more about her. The author writes,

'Yet I was prepared to sit there for almost any length of time, just to listen to her talking. Her voice had the sparkle of a mountain stream.'

To narrate the story, the writer can **use either first person narration or third person narration.**

First person Point of View

A character in the story is the narrator. This character tells the story. The narrator uses the pronouns I, me and we. In the first person point of view, readers learn about events as the narrator learns about them.

Third person Point of View

The story is being told by an outside observer (someone who is not in the story). The author uses the pronouns he, she and they. In the third person point of view, the author can tell about the thoughts, actions and feelings of the other characters.

For example, the story, 'Eyes are not here', is told in first person. The main character of the story is the narrator or the writer himself.

Thus, a story is a narrative that is short and aims to please the reader, and hence it must be interesting.

POINTS TO REMEMBER

- Stories are a great source of knowledge, teaching and training.
- Reading and writing stories help learn narration, description, organization of ideas and develop creative and critical thinking.
- A story talks about an event / incident which can be real or imaginary.
- The focus of a story is human beings and their emotions like love, jealousy, hatred, sorrow, happiness, pleasure, pain, etc.
- A good story will have a logical beginning, middle and end.
- The story, as per the requirement, should describe physical features and highlight one or two emotional and/or intellectual qualities of the characters.
- The story offers necessary description about the surrounding, the physical location and ambience of the story.
- Dialogues advance the action and develop the personality of the character.
- While writing a story, the writer should show the things happening instead of telling about them.
- To narrate the story, the writer can use either first person narration or third person narration.

EXERCISES

Complete the following story and give an appropriate title to it.

1. Once, in the land of fairies and trolls and other such creatures, there reigned a sweet and beautiful princess. She was loved by all, trusted and respected. Her physical beauty seemed to radiate from her smile, through her word and into the ears of her followers. All was well in the kingdom that is until something changed. The princess mysteriously fell dreadfully ill (GTU Dec 2013).
2. Many hundreds of years ago in a small Italian town, a merchant had the misfortune of owing a large sum of money to the moneylender. The moneylender, who was old and ugly, fancied the merchant's beautiful daughter so he proposed a bargain. He said he would forgo the merchant's debt if he could marry the daughter. Both the merchant and his daughter were horrified by the proposal.

The moneylender told them that he would put a black pebble and a white pebble into an empty bag. The girl would then have to pick one pebble from the bag. If she picked the black pebble, she would become the moneylender's wife and her father's debt would be forgiven. If she picked the white pebble she need not marry him and her father's debt would still be forgiven. But if she refused to pick a pebble, her father would be thrown into jail.

They were standing on a pebble-strewn path in the merchant's garden. As they talked, the moneylender bent over to pick up two pebbles. As he picked them up, the sharp-eyed girl noticed that he had picked up two black pebbles and put them into the bag. He then asked the girl to pick her pebble from the bag.....

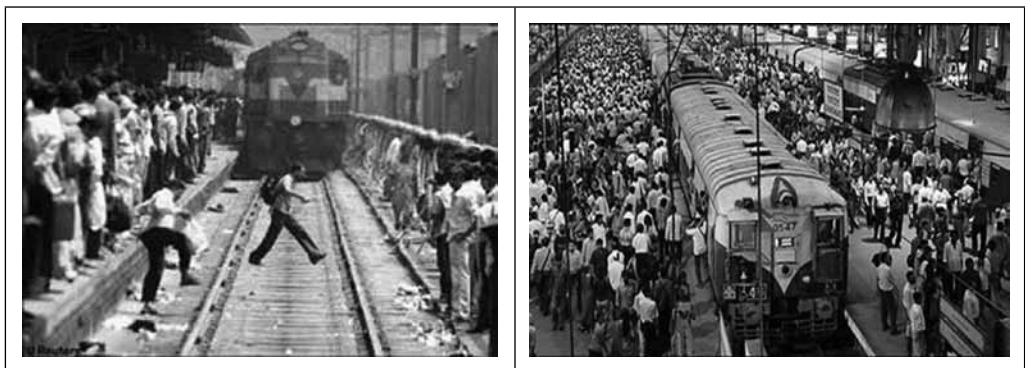
3. Once upon a time, there was a farmer who owned an old mule. Once, the mule fell into the farmer's well. The farmer heard the mule praying or whatever mules do when they fall into wells. After carefully assessing the situation, the farmer sympathized with the mule, but decided that neither the mule nor the well was worth the trouble of saving. Instead, he called his neighbours together, told them what had happened and enlisted them to help haul dirt to bury the old mule in the well and put him out of his misery. Initially, the old mule was hysterical! However, as the farmer and his neighbours continued shovelling and the dirt hit his back, a thought struck him.

Develop a story based on the given guidelines, giving it an appropriate title.

1. Duryodhana's complaint to Krishna – Pandvas are only favoured – request to show the reason – Lord Krishna's assignment to both – Yudhisthir to search for a bad man in a day – Duryodhana to search for a good man in a day – end of the day – both returned empty handed – Krishna's explanation – What you are is what the world to you
2. A rich lady becomes blind – a doctor is called on for the treatment – takes away precious things during treatment one by one – treatment works – eyesight restored – the lady refuses to pay the fees – reason inquired by the doctor – the lady's reply, 'I cannot see many things in my house' – the doctor returns the stolen things – moral

Given below are some pictures. Look at them carefully. They talk about something collectively. What do they remind you? Make a logical connection among these pictures and write a paragraph on the meaning conveyed by these pictures.

Set One





Set Two



Email Etiquette

Chapter Objectives

After studying this chapter, the students will be able to

- Explain the importance of communication
- Identify etiquette of drafting an email
- Identify etiquette of sending an email
- Practice the etiquette while drafting and sending an email

9.1 INTRODUCTION

Email has become an inevitable and indispensable tool of communication today. When one is a student, s/he needs to email the teacher for various purposes, and when the study is completed, one is required to use email to send resume and cover letter. While working, it becomes a regular work for horizontal, vertical or diagonal communication for inter and/or intra organizational communication. Almost every company relies upon email for regular correspondence due to various advantages. Thus, an ability to write a professional email is a crucial skill.

However, to develop this skill and make it an effective mode of communication it is necessary to keep in mind certain etiquette while drafting and sending emails. Special care would surely help a sender from being the victim of miscommunication and save him/her from any inadvertent embarrassment and regret.

Email etiquette is important as it creates and maintains professionalism as it helps to achieve desired result by conveying a message effectively and save the organization and the sender from liability. Etiquette, however, may vary as per the nature of business, as well as correspondence and organizational culture. Given below is the etiquette of drafting and replying/sending emails:

9.2 EMAIL ETIQUETTE WHILE DRAFTING A MAIL AND THEIR SIGNIFICANCE

- **Have a professional email Address:** One should have an email address that reflects professional attitude. Email addresses like ravi007@gmail.com, sweetboy2014@hotmail.com or coolketan@yahoo.co.in indicate carefree attitude. Generally, one should try to use the first and last name in a professional address.
- **Be precise and to the point:** In this fast world, no one likes to read long mails. More over, it is difficult to read a long mail as compared to a long letter. Hence, it is advisable to write to the point.
- **Answer all the proposed/received queries:** Answering all the proposed or received queries creates a positive image of yours as well as that of the organization. Moreover, this also saves valuable time of both the parties by making decision process faster.
- **Ensure appropriate spelling, grammar and punctuation:** Correctness in spelling, grammar and punctuation helps in conveying message in an accurate manner and save the sender and receiver from being the victim of miscommunication.
- **Use an apt layout:** Reading from the screen is more difficult than from a page so it is advisable to use short paragraphs.
 - ✓ Leave a line between two paragraphs and make sensible use of bullets and numbers wherever necessary.
 - ✓ Avoid using special formatting, backgrounds, coloured text, or emoticons. It is a sign of unprofessionalism.
 - ✓ Write a meaningful subject line.
 - ✓ See that the subject line conveys the gist of your email. It should be in the form of a phrase, e.g,

Avoid: Hi

Difficulty

Adopt: A request for extra-classes for weak students

- **Prefer active voice to passive:** Passive voice is used when the doer is not important or does not want to take responsibility of the action. In mails, like business letters, it is better to use active voice to indicate that you take the responsibility. e.g,

Avoid:

Your goods have been sent

Your complaint is received by us.

Adopt:

We have sent the goods ordered by you.

We have received your complaint.

- **Take care that language of the email is gender neutral:** While writing about email etiquette first style should be avoided and second style should be adopted.

Avoid: Use 'cc' when the receiver knows why **he** is receiving the mail or you want to keep **him** informed about the correspondence.

Adopt: Use 'cc' when the receiver knows why **s/he** is receiving the mail or you want to keep **him/her** informed about the correspondence.

Use appropriate salutation: Everyone loves his/her name. Hence, in professional email, use appropriate title in the salutation. Use a salutation depending upon your relationship with the receiver. If you know the recipient well, you may use

Dear Ms Megha,

Dear Ms Shah,

Dear Dr Riya,

Dear Prof Pathak,

- ✓ If it is your initial correspondence, it is advisable to use

Dear Sir,

Dear Madam,

- ✓ If it is an informal mail, one may use

Hi Megha,

- **Structure your email properly:** Much like a business letter, an email too should have a proper beginning, middle and end. The first paragraph should give reference to the purpose of email, the second paragraph should elaborate it and third paragraph should state clearly the action anticipated from the receiver. Always remember conciseness is good but not at the cost of completeness.
- **Use complementary close:** It is a polite way of leave taking. Never send an email without complimentary close. The concluding statement could be 'Warm regards', 'Kind regards', 'Best regards' or 'Affectionate regards', 'Best wishes' etc. As per the relationship you share with the receiver, use an appropriate complimentary close like 'Yours faithfully', 'Yours truly', 'Sincerely yours', 'Truly yours', etc.
- **Use a formal signature:** Use the option of signature available so that in every email your signature appears automatically. This should contain information regarding your name, designation, organization's name and contact details like cell no. e.g.,
Kishan Patel
Assistant Engineer
Vidya Engineering Ltd
Cell No: +91 98414 73834
- **Email not an ideal mode of communication always:** Email is not an all-purpose mode of communication. Never give bad news over email. Moreover, to negotiate or resolve conflict, email is not an appropriate medium. It is good to choose face-to-face mode of communication instead.
- **Talk about one topic per email message:** This makes it easier for the receiver to respond and react.

- **Shun writing everything in CAPITALS or in small letters:** This style of writing is highly annoying. It sends the impression that sender is shouting at the receiver. Using all lowercase letters shows that your laziness. Instead, use asterisks or bold formatting to emphasize important words.
- **Cautiously use emoticons and abbreviations:** In professional emails, the use of emoticons and abbreviations like ‘ASAP’ (as soon as possible), btw (by the way) etc should be avoided.
- **Avoid long sentences:** One of the important features of an email is a quick response so one should not write long emails as well as long sentences. Long emails are disliked by receivers.

9.3 EMAIL ETIQUETTE WHILE REPLYING OR SENDING A MAIL AND THEIR SIGNIFICANCE

- **‘From’ field should accurately show your name:** It is necessary that your name is reflected properly in the From: field. Name in all small letters or all capitals does not leave a good impression on the receiver. Such a thing shows carelessness and ignorance of the sender.
Avoid: rajeshkapadia, RAJESH KAPADIA, rajeshetc
Adopt: Rajesh Kapadia
- **Answer quickly:** Emails are sent with an expectation to have quick response. Hence, the reply is to be sent within 24 hours, preferably within the same working day. If the reply is likely to take time, at least acknowledgment should be sent stating that you will soon get back to them with an answer. This would relieve the sender from the worry of whether you have got the mail or not.
- **Avoid unnecessary attachment:** Receiving unnecessary attachments is very annoying so only send those documents in attachments which are extremely important and make it sure that they are virus free.
- **Proofread the mail patiently and verify the email addresses and attachments:** This saves a sender from an embarrassing situation. Never send a mail without reading it carefully. The proofreading process helps the sender refine and modify the content in terms of factual errors as well as appropriate use of words.
- **Make one last check that the address or addresses in the ‘To:’ field are those you wish to send your reply to:** It is really embarrassing when the email is sent to unintended person or with a wrong attachment.
- **Maintain the thread:** While sending the response, use the ‘reply’ option instead of choosing the option ‘compose’ ie. a new mail. This helps in maintaining a link in the correspondence.

- **Add disclaimers:** This is necessary to save the company and / or sender from unnecessary liability and legal consequences. Some of the disclaimers are:
 1. The recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email.
 2. This message contains confidential information and is intended for [Recipient]. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.
- **Judiciously use the various sending options in email:** Carefully choose the options 'To', 'Cc' and 'Bcc'.
 - ✓ Put all the addresses in 'To' option if all the receipts are equal and no issue in informing them about the other recipients. By putting all the email ids in 'To' options, you are sharing the email ids of recipients with one another. Ensure that there is no issue regarding this. It is a good idea to opt for mail merge option of Microsoft Outlook.
 - ✓ Use 'cc' when the receiver marked in 'cc' knows why s/he is receiving the mail and you want to keep him / her informed about the correspondence happening.
 - ✓ Do not use 'bcc' to talk behind someone's back.
- **Delete chain or hoax letters:** A chain letter tries to convince a recipient to make a number of copies and pass them to others specific number of people to bring good luck to their life. It also contains a threat of bad luck if the instruction is not followed. Such letters are nuisance and should be deleted as soon as they are received. When you come to know that the mail forwarded by you was a hoax, seek an apology in the follow up mail.
- **Remember to attach documents:** Many times, it happens that the sender mentions about an attachment in the draft but forgets to attach one or attaches a different one. To avoid such a situation, it is advisable that the sender proofreads the email and ensures that all the attachments are there. It is also advisable to be a receiver and open the attached documents.
- **Acknowledge the receipt of the mail:** A professional mail anticipates time / assistance of the recipient. Hence, the sender should not forget to acknowledge the recipient.
- **Writing and forwarding an email:** Never forward an email of others until you are authorized to do so.
- **Never send an email when you are angry or upset:** There are all chances of miscommunication whenever the sender is not in the right state of mind. This miscommunication may lead to conflicts and/or misunderstanding so emails should be sent after a careful thinking. One should maintain a professional conduct in all his/her email communications.
- **While forwarding an email, always type a personal comment to the person you are forwarding:** Before forwarding a mail, one should delete all the email addresses and comments received with the mail, if they are not important for the receiver. In addition to this,

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one should not forward an email on political or controversial issues until and unless s/he knows the recipient's point of view. It is important to know that before forwarding anybody's mail, one is expected to have the permission. Last but not least, the sender should be careful while talking about emotional or controversial issues in mail or forwarding them.

- **Email Attachments:** If the attachments are large they should either be compressed or zipped to make it easier for the receiver to receive them. Moreover, one should never send the large attachments without having the permission from the receiver. In addition to this, the sender should resample or resize graphics to about 600 pixels in width to reduce download time.
- **Overuse of 'Reply to All':** This may create confusion and chaos. Hence, this option must be chosen when it is necessary for all the recipients to know the communication you have with the original sender. Actually, the sender should refrain from using the 'Reply to All' feature to give his/her opinion to those who may not be interested. In most cases, replying to the sender alone is the best course of action.
- **Never use email to discuss confidential information:** An email is more or less like a postcard, which can easily be viewed. Therefore, it is advisable not to communicate confidential matters through email.
- **Carefully use the words 'URGENT', 'IMPORTANT' and/or 'High priority' option:** It is not a good thing to tag every email with such words or option. Soon, your reader gets used to it and really important mails too get casual treatment.
- **Do not act upon spam mail:** When a spam is replied or acted upon, the user is confirming that the email address is functional. This confirmation generates more spam. It is advisable to delete them or instruct software to delete the spam automatically.

Thus, proper use of emails as a written form of communication can not only create a positive impression but also make communication effective.

Given below are two emails wherein students are requesting a teacher for extra classes. Read them carefully and decide which email would leave a better impression. List reasons for your choice.'

Unprofessional Communication

Good Afternoon MADAME

I am Payal Patel a second semester student of CE department.

I am writing this mail on behalf of our entire class, seeking your help to perpare for the endsmemster examination.

This semester was really very short. Also due the sports and cltural fest going many of the students could not attend the classes. Many of the students are facing problems majorly with Letter of Enquiry and Letter of placement.

We would all like your help to overcome this obstacle so that we get good grades.

Thank you

Professional Communication

Dear Madam,

Greetings!

I am Patel Jay, the Class Representative of Computer Engineering A Division.

Madam, as you know that our mid-semester exams are to commence from 9 April 2014. The syllabus for the same has also been displayed. However, some of my classmates have difficulty in the following topics:

1. Précis writing
2. Cross-cultural communication
3. Proof reading

These topics are very important. On their behalf, I would like to request you to arrange some extra classes. This would be of great help to us.

Hope for your prompt and positive response.

Thank you.

Yours truly,

Jay Patel

130130127001

Computer Engineering, A Division

AEC, Gandhinagar

This can even happen!!!!

Wrong email address:

A couple planned to go on a vacation. However, the wife was on a business trip so the husband went to the destination first. It was decided that his wife would meet him the next day.

When he reached his hotel, he decided to send his wife a quick email.

Unfortunately, when typing her address, he mistyped a letter and his note was directed instead to an elderly preacher's wife whose husband had passed away only the day before.

When the grieving widow checked her email, she took one look at the monitor, let out a piercing scream and fell to the floor in a dead faint.

At the sound, her family rushed into the room and saw this note on the screen:

Dearest Wife,

Just got checked in. Everything prepared for your arrival tomorrow.

P.S. Certainly, it is hot down here.

Source: Social Media

EXERCISES

Answer the following questions

1. What do you mean by email etiquette? Why should one observe them during professional communication?
 2. List the major modes of etiquette one should keep in mind while drafting a mail.
 3. What the important email etiquette to be taken care of while sending or replying a mail?
 4. Given below are some modes of email etiquette. Explain their significance in terms of professional communication.
- Carefully use the words ‘URGENT’, ‘IMPORTANT’ and/or ‘High priority’ option
 - Remember to attach documents
 - Maintain the thread
 - Answer quickly
 - Shun writing everything in CAPITALS or in small letters
 - Take care that language of the email is gender neutral

Think and Apply

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	pooja kuntumal1511	Memo - Students of Bio-Medical Department second semester, as p	Apr 19
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	pooja kuntumal1511	Difficulty in ICS subject - The mid sem date has been arrived, ICS 1	Apr 19
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Nidhi patel	postpone of midsems - madam i am writing this mail to come to ur	Apr 19
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Piyush Mavani	Student details - Hello mam my self piyush mavani 6 semester met	Apr 16
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Avni Govindia	Help the students to understand cross cultural communication -	Apr 5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	shail.modi96@yahoo.in	Ic A3 shail modi 130130117054 - Sent from Yahoo Mail on Android	Apr 4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Jay Borad	Problems Regarding To ICS Topics - Respected Madam, This is Bor	Apr 4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	nimit444	REQUEST:Extension Of Time Limit - Dear Madam Last week we h	Apr 3
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ankita Jadav	difficult to understand video in time limit - You give the videos at	Apr 3
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Prashant Sojitra	Extension of time period for the specify task - Respected Madam, As	Apr 2
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Preet Gandhi	Extension of tome period for the specify task - Respected Madam, A	Apr 2
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SD Khatwani	For the extension of time limit of preparing notes. - Respected I	Apr 2
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	harsh177.shah	"Difficulties in Ics syllabus for a mid sem exam". - Dear, Dr. Paru	Apr 1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Riddhi Shukla	Deficullties are facing by students of our class in paraphrase writing i	Mar 30
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Meet Pandya	Arranging for an extra lecture - Dear mam, As a Class Represent	Mar 28
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	patel smit	Arranging for extra lectures - Dear mam, As the Class representa	Mar 28
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hunny Bansal	Extend time limit to complete the task - Respected Mam, I m the	Mar 28
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	dspate1280796	A request to expand time limit for the lab activity given by you	Mar 28
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	niralpate18496	Extension for time limit of watching Cross Cultural videos - De	Mar 27
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	vishal chauhan (2)	Problem about some topics in syllabus of ICS - Respected Mada	Mar 27
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Aakriti Chatterjee	FW: MAIL WIRTING - Sent from my Sony Xperia™ smartphone Origi	Mar 27
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	nehamakwana30995	Require some time to understand the video - Dear madam, We I	Mar 27

Here is the picture of an email account of a teacher. There are two types of mails sent. One is regarding the extension of time needed to complete a task related to the topic cross-cultural communication and the other one is about the problems faced by students in intermediate communication skills (ICS).

1. Observe the names of senders as they appear. Which style would you like to adopt? Why?
2. The other thing to notice is the subject line given by the students. Look at them from the point of view of a receiver and decide which one is the most suitable. Why?

Given below is a mail sent by a student to a teacher requesting the teacher to arrange extra classes for the students. Prepare a better draft making necessary changes.

Dear mam,

Being a CR, myself Rakhi Thakkar, sending you this mail on the behalf of our class to convey your kindness the difficulties that the students are facing with mid-sem syllabus. Some of the gujarati medium students are facing problems while doing proofreading. They cannot identify errors easily because of weak grammar. Also no lecture on precis writing was held in our department.

I request you on the behalf of our class to please arrange extra lecture on both the topics if possible. Our first slot on Wednesday and third on Friday is free if you want to arrange the lecture. I shall be thankful for this kindness.

Thanking you.

Yours sincerely

Rakhi Thakkar

CR EC B

Enroll no. 130130111097

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10

Enriching Language through Literature

Chapter Objectives

After studying this chapter, the student will be able to

- Tell about the authors whose works are prescribed
- Correlate life and literature
- Read and interpret the work prescribed in the syllabus
- Summarize the literary text
- Explain theme and title of a literary work
- Demonstrate the understanding of a literary text

POEMS

10.1 THE ROAD NOT TAKEN BY ROBERT FROST

Let us read and think.....

In a room there were four candles burning. The ambience was so soft you could hear them talking.

The first one said, "I am PEACE, however nobody can keep me lit. I believe I will go out."

Its flame rapidly diminishes and goes out completely.

The second one says, "I am FAITH. Most of all I am no longer indispensable, so it does not make any sense that I stay lit any longer."

When it finished talking, a breeze softly blew it off.

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Sadly, the third candle spoke in its turn. “I am LOVE. I have not gotten the strength to stay lit.

People put me aside and don’t understand my importance. They even forget to love those who are nearest to them.” And waiting no longer it goes out.

Suddenly a child entered the room and saw three candles not burning. “Why are you not burning you are supposed to stay lit till the end.”

Saying this, the child began to cry. Then the fourth candle said, “Don’t be afraid, while I am still burning we can re-light the other candles, I am HOPE.”

With shining eyes, the child took the candle of Hope and lit the other candles.

The flame of Hope should never go out from our life and that each of us can maintain HOPE, FAITH, PEACE and LOVE.

Moral of the Story

Hope never abandons you. You abandon hope. Consult not your fears but your hopes and your dreams. Think not about your frustrations, but about your unfulfilled potential. Concern yourself not with what you tried and failed in, but with what it is still possible for you to do.

Words of wisdom

- If you fail, never give up because FAIL means ‘First Attempt in Learning’
- End is not the end, in fact, END means ‘Effort Never Dies’
- If you get No as an answer, remember, NO means ‘Next Opportunity’ So let’s be positive
—APJ Abdul Kalam

Deliberate and Discuss

1. Share your views regarding the care a person should take while choosing a course or a career.
2. Recall a choice you made and share the consequences or the difference it has made.
3. Share anecdotes from the life of those successful people who dared to choose a less travelled path.
4. Share anecdotes about famous failures and discuss the major reason/s behind that.
5. Have you ever regretted any choice made by you? What was that choice and why did you regret? What did you do when you realized your mistake?
6. Discuss pleasures and pains of doing something different.

About the Author

Robert Frost is one of the most famous American poets of the 20th century. He is a four-time prestigious Pulitzer Prize winner for poetry. Frost wrote many poems about rural life and described the beautiful landscape of America. He liked to use very simple language but with a deep meaning. The present poem "***The Road Not Taken***" is a poem by Robert Frost. Frost is also very famous for another poem "*Stopping by Woods on a Snowy Evening*". This was a favourite poem of our first Prime Minister Shri Jawaharlal Nehru. The last two lines are especially very motivating:

**The woods are lovely dark and deep
But I have promises to keep
And miles to go before I sleep
And miles to go before I sleep.**

In this 21st century though GPS is there to show you correct path, there are many things, which are out of the reach of satellites. Many choices have to be made without the use of technology. The present poem is inspirational in nature and is often quoted by motivational speakers. It inspires a person to make hard and calculative choices when needed.

Summary of the Poem

Two roads..... wood,

It is fall time. The speaker is on his way to his destination. Soon, he finds himself at cross-roads.

And sorry..... I stood

The poet probably liked both the roads. He wanted to travel both but that was not possible so he had to choose one. The poet stands there and explores the various consequences of his choice.

And looked..... undergrowth;

He tried to know where the road leads. However, he could only see till first turning. Thus, the poet is thinking very hard before making a final choice.

This is what happens when one thinks about the future of his/her decision. One tries to think in terms of all the possibilities. Nevertheless, one can only predict future to some extent. Life is full of surprises and shocks at every turning. It is not possible to have the knowledge or intuition of future events like *Sabdev* of the *Mahabharata*.

Then as fair,

Having thought deeply, the poet chooses the other path. He believes that the road he has chosen is also equally good. He believes that he has made a right choice.

And having wanted wear;

After a while, he also feels that his chosen road is a better one as it is grassy and is not much used.

Though the same,

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The speaker seems to be indecisive. He is really in a dilemma. He then declares that both the roads are equally good.

And trodden black.

The reason is that both looks the same. Nobody has walked on the path that day as the fallen leaves are not crushed by anyone.

Oh, I another day!

Ultimately, the speaker finds both the paths equally fascinating. He decides that someday he will come back to the path not chosen again. The poet probably regrets the choice made. However, he consoles himself as well.

Yet knowing come back.

Soon, however, the poet seems to feel that it is foolish on his part to think of the possibility to return and travel the path not chosen. The road chosen will again have choices and this will go on. Hence, it is unlikely that the poet can return and travel the road not chosen.

Life is also like this. It gives only one chance. There is no coming back. It is well said that *done is done it cannot be undone*.

I shall ages hence:

It seems that sometime has passed since the poet took the decision. The poet has started experiencing the consequences of the decision. He knows that the decision is very important and will affect his life in times to come. He also knows that he will be sharing his story with all and that too with a sigh. Here, the sigh can be of satisfaction or dissatisfaction as well. In other words, the poet could be telling the story happily or unhappily.

Two roads..... difference”

The last lines are very important. They conclude the poem with a very important announcement made by the poet. The poet chose to take the road less travelled and that choice made all the difference to his life.

The poem uses two tenses in main. The first three stanzas describe the poet's memory, whereas the last stanza talks about probable reaction of the poet. Thus, the poet has already taken a decision but has not yet fully realized the consequences.

To sum up, the poem refers to a critical point of time in the poet's life. At one point of time, the poet has two roads in front of him. He has to make a choice. He looks far down each one as long as he can, to ascertain the best choice. He finds both the roads equally good. He ends the poem with a sigh and a statement from the poet that the life has changed because of the road that was not taken. However, there is no clear indication whether the poet is happy or sad.

Theme of the poem “The Road not Taken” (GTU Dec 2013)

Published in 1916, Robert Frost's poem “*The Road not Taken*” is relevant even after almost a century.

The poem deals with an age-old question of which road to choose in the course of life, reason behind the choice and the consequences of that choice. While discussing this thing, the poem

touches upon various aspects of decision-making process. The first few lines of the poem voice this dilemma only.

The poet says that whenever it is the time to take decision, there are always two choices before a person. S/he has to choose one. Before the final choice is made, there are lots on conflicts in the mind. Thus, the poem shows that making choice is not always easy.

People would generally like to make best choice. However, in spite taking every care while making a choice, people are not generally happy. They keep on looking at the options or paths not chosen.

The poet, here, chooses the less-travelled path. This choice suggests that a person should dare to travel path, which is not followed by majority. There are risks, but one should dare to do different things. The concluding lines of the poem are very significant, taken positively, the life of the author changed after he took the less travelled road.

Title of the poem “The Road not Taken”

Life always offers two choices be it a personal matter or a professional one. The options would be like which course to join, which branch to study in, which college to study from, what field to specialize in, which company to join, etc. Thus, every choice one makes, one is a road taken and the other one is the road not taken. The poem “**The Road not Taken**” too talks about the choice the poet made in the life and its consequences. The last lines of the poem are very significant.

The poet’s choice, reminds the stories of those who instead of walking on the trodden road, dared to pave their own path and did things differently. The last line of the poem can be interpreted in more than one ways. The difference made can be positive or negative. In other words, the choice could have led to success or failure, joy or despair. It is always risky to choose a path less travelled. However, learning is there for sure.

In addition to this, the poet wishes the choice to be based on careful analysis of all the possible consequences. Moreover, it should also be kept in mind that every choice has its own pros and cons. Thus, the bottom line is that choice decides the course and consequences of one’s life. The poet favours the road that was not trodden and the same thing changed his life. The poet, indirectly, supports the decision to take less travelled path.

EXERCISES

Explain the following lines in around 150 words with the reference to the poem The Road Not Taken by Robert Frost.

1. *I shall ages hence:*
2. *And sorry..... I stood*
3. *I took..... the difference*

Answer the following questions in around 150 words:

1. Why did the author try to look down the road as far as he could?
2. What did the author take into account while choosing a road?
3. What would the poet be talking down the ages and why?

10.2 GOODBYE PARTY FOR MISS PUSHPA T.S. BY NISSIM EZEKIEL

Enjoy

Once, a person went to a restaurant for lunch. Having completed the lunch, he went to the washroom to clean hands but started cleaning the washbasin. One of the waiters noticed this and enquired why he was doing that. The person said, “Do not underestimate me, I also know English. See, it is written ‘Wash-Basin’.”

Thinking, Sharing and Learning

1. What kind of errors have you noticed in the use of English language by people around you?
2. Recall a character or a scene from movies or serials where the character’s fondness of using English creates humour.
3. Share a message/post wherein the incorrect use of English language is shown.
4. When did you have the chance of your first public speaking? Share your experience with the class.
5. Who is your favourite speaker? Why?

About the Author

Nissim Ezekiel (1924–2004) is a very well known post-independence Indian poet. His poems depict Indian life from various perspectives. For his contribution to Indian poetry, he has been awarded with the prestigious Sahitya Academy Award in 1983. In addition to *Goodbye Party for Miss Pushpa T.S.*, Nissim Ezekiel is also famous for poems like “*The Night of the Scorpion*” and “*Enterprise*”.

The poem

Friends,
our dear sister
is departing for foreign
in two three days,
and
we are meeting today
to wish her bon voyage.

You are all knowing, friends,
What sweetness is in Miss Pushpa.

I don't mean only external sweetness
but internal sweetness.
Miss Pushpa is smiling and smiling
even for no reason but simply because
she is feeling.

Miss Pushpa is coming
from very high family.
Her father was renowned advocate
in Bular or Surat,
I am not remembering now which place.

Surat? Ah, yes,
once only I stayed in Surat
with family members
of my uncle's very old friend-
his wife was cooking nicely...
that was long time ago.

Coming back to Miss Pushpa
she is most popular lady
with men also and ladies also.

Whenever I asked her to do anything,
she was saying, 'Just now only
I will do it.' That is showing
good spirit. I am always
appreciating the good spirit.

Pushpa Miss is never saying no.
Whatever I or anybody is asking
she is always saying yes,
and today she is going
to improve her prospects
and we are wishing her bon voyage.

Now I ask other speakers to speak
and afterwards Miss Pushpa
will do summing up.

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Summary of the Poem

Written by Nissim Ezekiel, *Goodbye Party for Miss Pushpa T. S.* is actually a farewell speech by one of the colleagues of Ms Pushpa in the office. Like any other farewell party, here also, the speaker wishes her a happy voyage and appreciates her for her nature and dedication to work. However, the speech becomes a mirror to the mistakes committed by Indians who do not have adequate language yet are fond of using it.

The speaker starts the farewell speech with the best wishes for Ms Pushpa's visit to a foreign country.

The speaker refers to Ms Pushpa as a '*dear sister*' and mentions that Ms Pushpa is leaving India for better prospects in some foreign land. It is to her honour that the farewell party has been organized.

Sr. No.	Indian expression used in the poem	More appropriate expression
1.	Goodbye Party for Miss Pushpa TS	Farewell Party to Miss Pushpa TS
2.	Our dear sister	Our dear colleague
3.	is departing for foreign	is leaving for a foreign land/country
4.	in two three days,	in a couple of days.
5.	we are meeting today	we have met today/We have gathered here
6.	You are all knowing, friends,	Friends, you know it very well that
7.	What sweetness is in Miss Pushpa. I don't mean only external sweetness but internal sweetness.	Ms Puspha is a charming lady. She is not only pretty but also possesses a very friendly and helpful nature.
8.	Miss Pushpa is smiling and smiling even for no reason but simply because she is feeling.	She has an ever smiling face and is full of positive attitude. (Here is an unintentional pun. The speaker probably wishes to appreciate the cheerful nature of Ms Pusha but he conveys that Ms Pushpa keeps on smiling even without reason.)
9.	Miss Pushpa is coming from very high family.	Ms Pushpa belongs to/comes from a very reputed family.
10.	Her father was renowned advocate in Bulsar or Surat. I am not remembering now which place.	Ms Pushpa's father was a renowned advocate. (In Gujarati and Hindi, use of article is not required. However, in English every countable noun and an adjective in English language requires it. Under the influence of mother tongue, the speaker here has forgotten to use an article before the adjective 'renowned'.) (Moreover, the speaker, here, is supposed to collect all the necessary information that he wishes to include about the person in the speech beforehand. Lack of adequate information or faulty information, he is likely to hurt the person being referred to. Moreover, it shows lack of preparation on the part of the speaker.)

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Sr. No.	Indian expression used in the poem	More appropriate expression
11.	Surat? Ah, yes, once only I stayed in Surat with family members of my uncle's very old friend-his wife was cooking nicely...that was long time ago.	This is a digression in the speech. A good speaker should avoid this. There is no point in referring to your experience until and unless they are naturally connected to and/or enhance the effect of the speech you are delivering.
12.	She is most popular lady with men also and ladies also.	She is very popular among all the staff members. (Superlative degree is used while referring to her popularity but 'the' is missing before 'most popular'. In addition to this, the line is an unintentional pun. Ms Pushpa's popularity <i>with men and ladies</i> gives a different meaning than what is actually intended by the speaker.)
13.	Whenever I asked her to do anything, she was saying, 'Just now only I will do it.'	She was always very prompt in her work. Whenever, she was assigned any work, she readily accepted it and completed it in time.
14.	That is showing good spirit.	This shows her good spirit.
15.	I am always appreciating the good spirit.	I have always appreciated her zeal for work.
16.	Pushpa Miss is never saying no.	She never says no to any office work.
17.	Whatever I or anybody is asking she is always saying yes, and today she is going to improve her prospect and we are wishing her bon voyage.	She is always ready to do work whether it is assigned by me or anyone else from the office. We heartily wish her bon voyage when she is leaving this country for better prospects.
18.	Now I ask other speakers to speak and afterwards Miss Pushpa will do summing up.	I, now, invite other colleagues to share their feelings on this occasion. Thereafter, Ms Pusha will respond and express her feelings.

Theme of the Poem *Goodbye Party for Miss Pushpa T.S.*

Goodbye Party for Miss Pushpa T.S. by Nissim Ezekiel is in the form of a farewell speech delivered by a colleague of Ms Pushpa. However, the focus of the poem is not the loss of a good friend or colleague. Actually, the poem makes gentle fun of those Indians who do not know English but are very fond of using it. The poem highlights the errors caused by the wrong translations from Indian languages into English. The errors include grammatical mistakes, arrangement of words, unintentional puns and idioms. It also satirizes skill of delivering a speech because of the irrelevant information added.

The major things satirized here are

Incorrect use of Present Continuous Tense:

Miss Pushpa is smiling and smiling even for no reason but simply because she is feeling.

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In Indian languages like Hindi and Gujarati, it is very common to repeat a word to emphasize it, however, it is not the case with English. Here the speaker's English is influenced by the mother tongue so 'smiling' is used twice.

In the last line 'she is feeling', the wrong use of present continuous tense is shown. Verbs denoting feelings do not take the present continuous tense. The speaker should have used simple present tense as the sentence refers to the nature of Ms Pushpa and not something, which is true of the present moment only.

Ungrammatical English used by People of India

Whatever I or anybody is asking

As per the rules, whenever, there are more than one subjects, the sequence would be third person, second person and first person. However, here the speaker first refers to 'I' and then the third person 'anybody'. This shows the tendency to translate things from mother tongue to English.

She is most popular lady with men also and ladies also.

Superlative degree is used while referring to her popularity but 'the' is missing before 'most popular'.

I am always appreciating the good spirit.

Here, the speaker refers to the good nature of Ms Pushpa. Nevertheless, the speaker should have either used present perfect tense (I have always appreciated her zeal for work) or simple present tense (I always appreciate the good spirit).

Unintentional Pun

She is most popular lady with men also and ladies also.

Here the speaker intends to appreciate Ms Pushpa but unknowingly, his words may convey something else too.

Digression in the Speech

Surat? Ah, yes, once only I stayed in Surat with family members of my uncle's very old friend—his wife was cooking nicely...
that was long time ago.

This is a digression in the speech. A good speaker should avoid this. There is no point in referring to one's experience until and unless they are naturally connected to and/or enhance the effect of the speech being delivered.

Thus, the poem becomes a satire on Indian English as well as the way of delivering a speech.

Title of the Poem

The title of the poem *Goodbye Party for Miss Pushpa T.S.* by Nissim Ezekiel is very significant. The title suggests two things:

The party is for someone who is leaving the organization.

As it is a farewell party, there will be speech too.

The poem apparently is about a farewell party thrown by the colleagues of Ms Pushpa as she is leaving for some other country. The farewell speech by one of the colleagues is the main content of the poem.

However, the poem gently makes fun of all the speakers who are very fond of using English but cannot speak it correctly. This is evident from the title itself, which says 'Goodbye Party'. Actually, a better word expression would be 'Farewell Party'. Throughout the poem, the poet satirizes Indian English in terms of incorrect use of grammar, unintentional pun, arrangement of words, etc.

There is also a reference to the farewell speech delivered by people on such an occasion. The speech has digressions and sometimes the speaker starts referring to his experiences also. This throws light on the tendency of a speaker referring to oneself unnecessarily.

Thus, the title of the poem is very appropriate and meaningful as the poem talks about the farewell party organized for Ms Pushpa and the speech delivered by her colleague.

EXERCISES

Explain significance of the following lines in around 150 words with reference to the poem *Goodbye Party for Miss Pushpa T. S.* by Nissim Ezekiel:

1. Miss Pushpa is smiling and smiling
even for no reason but simply because
she is feeling.
2. Her father was renowned advocate
in Bulsar or Surat.
I am not remembering now which place.
3. Surat? Ah, yes, once only I stayed in Surat with family members of my uncle's very old friend—
his wife was cooking nicely...
that was long time ago.
4. She is most popular lady with men also and ladies also.

Answer the following questions in around 150 words:

1. Evaluate the farewell speech delivered in the poem *Goodbye Party for Miss Pushpa T.S.* by Nissim Ezekiel with reference to the qualities of a good speech.
2. Write a note on Ms Pushpa based on the poem *Goodbye Party for Miss Pushpa T.S.* by Nissim Ezekiel.
3. What do you learn about the speaker of the poem?

SHORT STORIES

10.3 THE EYES ARE NOT HERE BY RUSKIN BOND

Let us read, think

Winners versus Losers

The Winner is always a part of the answer;

The Loser is always a part of the problem.

The Winner always has a program;

The Loser always has an excuse.

The Winner says, "Let me do it for you;"

The Loser says, "That's not my job."

The Winner sees an answer for every problem;

The Loser sees a problem in every answer.

The Winner says, "It may be difficult but it's possible;"

The Loser says, "It may be possible but it's too difficult."

Think, Discuss and Answer

1. Share the success story of a physically challenged person.
2. Share a memorable experience that you had while travelling.
3. What do generally people do and talk about while travelling together?
4. Do you remember anyone whom you had met during your travelling? Why?
5. Describe a personality of your choice.

About the Author

One of India's most prolific writers in English, Ruskin Bond is an Indian author of British origin. He is a highly celebrated author with more than 60 years of writing career. He has over 120 titles in print and numerous awards to his credit which include the Sahitya Academy Award, the Padma Shri as well as the Padma Bhushan among others. Many of his best-selling books have been award-winning movies as well. He is well known for his contribution in children's literature in India.

The Story

I had the compartment to myself up to Rohana, and then a girl got in. The couple who saw her off were probably her parents; they seemed very anxious about her comfort, and the women gave the girl detailed instructions as to where to keep her things, when not to lean out of the windows, and how to avoid speaking to strangers. They said their good-byes; the train pulled out of the station.

As I was totally blind at the time, my eyes sensitive only to light and darkness, I was unable to tell what the girl looked like; but I knew she wore slippers from the way they slapped against

her heels. It would take me some time to discover something about her looks and perhaps I never would. But I liked the sound of her voice, and even the sound of her slippers.

‘Are you going all the way to Dehra?’ I asked. I must have been sitting in a dark corner because my voice startled her. She gave a little exclamation and said, ‘I didn’t know anyone else was here.’

Well, it often happens that people with good eyesight fail to see what is right in front of them. They have too much to take in, I suppose. Whereas people who cannot see (or see very little) have to take in only the essentials, whatever registers most tellingly on their remaining senses.

‘I didn’t if I would be able to prevent her from discovering that I was blind, I thought. ‘Provided I keep to my seat, It shouldn’t be too difficult.’

The girl said, ‘I’m getting down at Saharanpur. My aunt is meeting me there.’

Then I Had better no be too familiar,’ I said. ‘Aunts are usually formidable creatures.’

‘Where are you going?’ she asked.

‘To Dehra, and then to Mussoorie.’

‘Oh, how lucky you are, I wish I were going to Mussoorie. I love the hills. Especially in October.’

‘Yes this is the best time, ‘I said calling on my memories. The hills are covered with wild dahlias, the sun is delicious, and at night you can sit in front of a log-fire and drink a little brandy. Most of the tourists have gone, and the roads are quite and almost deserted. Yes October is the best time.’

She was silent, and I wondered if my words had touched her, or whether she thought me a romantic fool. Then I made a mistake.

‘What is it like?’ I asked.

She seemed to find nothing strange in the question. Had she noticed already that I could not see? But her next question removed my doubts.

‘Why don’t you look out the window?’ she asked.

I moved easily along the berth and felt for the window-ledge. The window was open, and I faced it, making pretence, of studying the landscape. I heard the panting of the engine, the rumble of the wheels, and in my mind’s eye, I could see the telegraph-posts flashing by.

‘Have you noticed,’ I ventured, that the trees seem to be moving while we seem to be standing still?’

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‘That always happens,’ she said. ‘Do you see any animals?’

‘Hardly any animals left in the forests near Dehra.’

I turned from the window and faced the girl, and for a while we sat in silence.

‘You have an interesting face,’ I remarked. I was becoming quite daring, but it was a safe remark. Few girls can resist flattery.

She laughed pleasantly, a clear ringing laugh.

‘It’s nice to be told I have an interesting face. I am tired of people telling me I have a pretty face.’

‘Oh, so you do have a pretty face.’ Thought I, and aloud I said:

‘You are very gallant young man,’ she said. ‘But why are you so serious?’

I thought then, that I would try to laugh for her,’ but the thought of laughter only made me feel troubled and lonely.

‘We’ll soon be at your station,’ I said.

‘Thank goodness it’s a short journey. I can bear to sit in a train for more than two or three hours.’

Yet I was prepared to sit there for almost any length of time,

just to listen to her talking. Her voice had the sparkle of a mountain stream. As soon as she left the train, she would forget our brief encounter; but it would stay with me for the rest of the journey and for some time after.

The engine’s whistle shrieked, the carriage wheels changed their sound and rhythm.

The girl got up and began to collect her things. I wondered if she wore her hair in a bun, or if it was plaited, or if it hung loose over her shoulders, or if it was cut very short.

The train drew slowly into the station. Outside, there was the shouting of porters and vendors and a high-pitched female voice near the carriage door which must have belonged to the girl’s aunt.

‘Good-bye,’ said the girl.

She was standing very close to me, so close that the perfume from her hair was tantalizing. I wanted to raise my hand and touch her hair,’ but she moved away, and only the perfume still lingered where she had stood.

‘You may break, you may shatter the vase if you will, but the scent of the roses will linger there still.....

There was some confusion in the doorway. A man, getting into the compartment, stammered an apology. Then the door banged shut, and the world was shut out again. I returned to my berth. The guard blew his whistle and we moved off. Once again, I had a game to play with a new fellow-traveler.

The train gathered speed, the wheels took up their song, the carriage groaned and shook. I found the window and sat in front of it, staring into the daylight that was darkness form me. So many things were happening outside the window. It could be a fascinating game, guessing what went on out there.

The man who had entered the compartment broke into my reverie. ‘You must be disappointed,’ he said, ‘I’m not as attractive a travelling companion as the one who just left.’

‘She was an interesting girl,’ I said. ‘Can you tell me –did she keep her hair long or short?’

‘I don’t remember,’ he said, sounding puzzled. ‘It was her eyes I noticed, not her hair. She had beautiful eyes but they were of no use to her, she was completely blind. Didn’t you notice?’

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Who’s Who in the Story

The Narrator: He is the main character and the traveller who meets a girl in the train

The girl: She is a passenger who travels with the narrator for a while

The fellow passenger: He is the passenger who makes the narrator realize that the girl was blind

Summary of the Story

Till Rohana, the narrator was travelling in the compartment by himself. However, from Rohana one girl got on the train. Her parents bid her goodbye, advised almost on all sort of things such as not to talk to strangers, lean out of window and to take care of her luggage. It seemed that they were worried about her.

The narrator liked the voice of the girl. As soon as the train left the station, the narrator started talking to the girl. However, he ensured that he was not seen by the girl as he did not want the girl to realize that he was blind.

The conversation revealed that the girl was going to visit her aunt at Saharpur. Further, it was learnt that she loved the lovely sight of Mussoorie where the narrator was going. In order to continue the conversation, very cleverly, the narrator managed to converse about the natural scene from his memory. He could describe the beauty of the hills, the wild dahlias, the warmth

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of the sun, the cool nights either from the talks of others or from his previous experiences. During the talks, he once asked the girl about the view outside. The girl asked him to look himself. This made the narrator a bit unhappy as he was expecting the girl to reply politely. Thus, they talked about the scene outside and some other related things for a while. The narrator then courageously told her that she had an interesting face. At this, the girl immediately told that it was a different compliment. Usually, the compliment would be 'pretty face'.

The trip of the girl was very short. Soon, the train reached the girl's destination. They bid goodbye to each other. The narrator was happy with the fragrance of perfume that the girl left. The narrator was happier thinking that he did not let the girl learn anything about his blindness.

Soon, he heard some noise at the door of the carriage where the girl was getting down. He heard a man apologizing for something. The same man entered into the compartment in which the narrator was sitting. As soon as he entered into the compartment, he started conversation by apologizing to the narrator for not being so pretty as the previous traveller was.

The narrator was very curious about the girl so he inquired with the new traveller. He enquired if the hair of the girl was long or short. The person replied that he could not notice her hair but he did notice her eyes. He, then, added that they were very beautiful but of no use to her as she was blind.

One thing is very interesting about the story. Both the passengers were blind, had some conversation and yet neither of them allowed the other to realize that he or she was blind. Both succeeded keeping the other one in dark about the reality of their life.

Title of the Story (GTU Dec 2013)

The Eyes are not Here is a short story by Ruskin Bond. The story is told in the first person narrative. The story is famous with other titles like "The Eyes Have It" and "The Girl on the Train".

The narrator of the story is blind. He is going to Dehradun by train. The story is all about his meeting a girl and chit-chat with her. However, the end is very interesting. Once the girl leaves the compartment, the narrator realizes that she was also blind.

The title highlights the true value of the gift of sight. The title conveys the message that only eyes have the power to have the actual and accurate impression of the world around us.

It summarizes the entire plot. Through the predicament of the blind narrator and the girl, the writer wishes to convey that it is only the eyes that have the power to help us form an accurate impression of the world around us. Till the end of the story the narrator does manage to keep his secret. However, he could not find the reality. The girl too managed to deceive the narrator

but without having any idea about his reality. The new passenger rightly points out the worth of eyes by saying, “even though she had beautiful eyes, they were of no use.”

Theme of the Story

“Well, it often happens that people with good eyesight fail to see what is right in front of them”.

This is one of the remarkable sentences in the story *The Eyes are not Here*. The sentence very truly, reflects the gist of the story. It indicates that even with the good eyesight, people do not always see or perceive reality. In other words, the theme of the story is that reality is not what we see, perceive or believe.

The narrator thinks himself as witty and clever. He tries to hide the reality from the girl and succeeds too. However, once the girl leaves, he realizes that she was blind too. The girl too tries to hide her reality from the co-traveller.

In our life, many times we feel happy and proud thinking that we have been able to hide the reality and feel proud of the thing. However, at the same time, it might have happened that someone else too have succeeded in doing the same thing with us.

EXERCISES

State if the following statements are true (T) or false (F). Justify your stand in almost 150 words.

1. The narrator was blind from the birth.
2. The girl did not want the narrator to learn about her blindness.
3. The girl was beautiful.

Explain the significance of the following lines in around 150 words with reference to the story *The Eyes Are Not Here* by Ruskin Bond.

1. “I wondered if I would be able to prevent her from discovering that I was blind. Provided I keep to my seat, I thought, it shouldn’t be too difficult.
2. “Yes, this is the best time,” I said, calling on my memories.
3. “The hills are covered with wild dahlias, the sun is delicious, and at night you can sit in front of a log fire and drink a little brandy. Most of the tourists have gone and the roads are quiet and almost deserted. Yes, October is the best time.”

Answer the following questions in around 150 words:

1. Why did the narrator not learn about the blindness of the girl?
2. How did the narrator try to hide his blindness from the girl?
3. What did the narrator and the girl talk about?

10.4 THE ROMANCE OF A BUSY BROKER BY O' HENRY

Let us read and think.....

True love.....

There was a blind girl. She had a loving boyfriend, who was always there for her. The girl hated herself and everyone around, just because she was blind. Her boyfriend asked her to marry him. But she said: "If I could only see the world, I would marry you".

One day someone had donated a pair of eyes to this girl and after an operation she could see everything. But when her loving boyfriend came to her and asked: "Will you marry me now?", she just looked at him with disdain, as she could see now that he was blind too. Thus, she refused to marry him. He walked away full of sadness and later wrote a short letter of few words to her:

"Just take care of my eyes darling".

Let us discuss

1. Does one's profession affect his/her life? Why and how?
2. Advantages and disadvantages of a forgetful nature
3. Advantages and disadvantages of a very busy life
4. Recall a movie/serial/joke/stories/personal experience about the consequences of absent mindedness and share it with the class.
5. Discuss: Effects of extremely busy life on one's communication.

About the Author

O'Henry was a famous American short-story writer. His original name was William Sidney Porter. In his stories, he talked about the life of ordinary people specifically of New York City. Humour and surprise ending as well as irony mark his stories. He was a lover of classic literature.

He began writing as a hobby. After losing his banking job, he started writing for the *Post*. He collected ideas by loitering in hotel lobbies and observing and talking to people. He followed this technique throughout his life. His famous stories are 'The Gift of the Magi', 'The Ransom of the Red Chief', 'After Twenty Years', 'The Cop and the Anthem' and 'A Retrieved Reformation'.

The Story

Pitcher, a confidential clerk in the office of Harvey Maxwell, broker, allowed a look of mild interest and surprise to visit his usually expressionless countenance when his employer briskly

entered at half past nine in company with his young lady stenographer. With a snappy “Good-morning, Pitcher,” Maxwell dashed at his desk as though he were intending to leap over it, and then plunged into the great heap of letters and telegrams waiting there for him.

The young lady had been Maxwell’s stenographer for a year. She was beautiful in a way that was decidedly unstenographic. She forewent the pomp of the alluring pompadour. She wore no chains, bracelets or lockets. She had not the air of being about to accept an invitation to luncheon. Her dress was grey and plain, but it fitted her figure with fidelity and discretion. In her neat black turban hat was the gold-green wing of a macaw. On this morning she was softly and shyly radiant. Her eyes were dreamily bright, her cheeks genuine peach blow, her expression a happy one, tinged with reminiscence.

Pitcher, still mildly curious, noticed a difference in her ways this morning. Instead of going straight into the adjoining room, where her desk was, she lingered, slightly irresolute, in the outer office. Once she moved over by Maxwell’s desk, near enough for him to be aware of her presence.

The machine sitting at that desk was no longer a man; it was a busy New York broker, moved by buzzing wheels and uncoiling springs.

“Well—what is it? Anything?” asked Maxwell sharply. His opened mail lay like a bank of stage snow on his crowded desk. His keen grey eye, impersonal and brusque, flashed upon her half impatiently.

“Nothing,” answered the stenographer, moving away with a little smile.

“Mr. Pitcher,” she said to the confidential clerk, “did Mr. Maxwell say anything yesterday about engaging another stenographer?”

“He did,” answered Pitcher. “He told me to get another one. I notified the agency yesterday afternoon to send over a few samples this morning. It’s 9.45 o’clock, and not a single picture hat or piece of pineapple chewing gum has showed up yet.”

“I will do the work as usual, then,” said the young lady, “until someone comes to fill the place.” And she went to her desk at once and hung the black turban hat with the gold-green macaw wing in its accustomed place.

He who has been denied the spectacle of a busy Manhattan broker during a rush of business is handicapped for the profession of anthropology. The poet sings of the “crowded hour of glorious life.” The broker’s hour is not only crowded, but the minutes and seconds are hanging to all the straps and packing both front and rear platforms.

And this day was Harvey Maxwell’s busy day. The ticker began to reel out jerkily its fitful coils of tape, the desk telephone had a chronic attack of buzzing. Men began to throng into the office and call at him over the railing, jovially, sharply, viciously, excitedly. Messenger boys ran

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in and out with messages and telegrams. The clerks in the office jumped about like sailors during a storm. Even Pitcher's face relaxed into something resembling animation.

On the Exchange there were hurricanes and landslides and snowstorms and glaciers and volcanoes, and those elemental disturbances were reproduced in miniature in the broker's offices. Maxwell shoved his chair against the wall and transacted business after the manner of a toe dancer. He jumped from ticker to 'phone, from desk to door with the trained agility of a harlequin.

In the midst of this growing and important stress the broker became suddenly aware of a high-rolled fringe of golden hair under a nodding canopy of velvet and ostrich tips, an imitation sealskin sacque and a string of beads as large as hickory nuts, ending near the floor with a silver heart. There was a self-possessed young lady connected with these accessories; and Pitcher was there to construe her.

"Lady from the Stenographer's Agency to see about the position," said Pitcher.

Maxwell turned half around, with his hands full of papers and ticker tape.

"What position?" he asked, with a frown.

"Position of stenographer," said Pitcher. "You told me yesterday to call them up and have one sent over this morning."

"You are losing your mind, Pitcher," said Maxwell. "Why should I have given you any such instructions? Miss Leslie has given perfect satisfaction during the year she has been here. The place is hers as long as she chooses to retain it. There's no place open here, madam. Countermand that order with the agency, Pitcher, and don't bring any more of 'em in here."

The silver heart left the office, swinging and banging itself independently against the office furniture as it indignantly departed. Pitcher seized a moment to remark to the bookkeeper that the "old man" seemed to get more absent-minded and forgetful every day of the world.

The rush and pace of business grew fiercer and faster. On the floor they were pounding half a dozen stocks in which Maxwell's customers were heavy investors. Orders to buy and sell were coming and going as swift as the flight of swallows. Some of his own holdings were imperilled, and the man was working like some high-g geared, delicate, strong machine—strung to full tension, going at full speed, accurate, never hesitating, with the proper word and decision and act ready and prompt as clockwork. Stocks and bonds, loans and mortgages, margins and securities—here was a world of finance, and there was no room in it for the human world or the world of nature.

When the luncheon hour drew near there came a slight lull in the uproar.

Maxwell stood by his desk with his hands full of telegrams and memoranda, with a fountain pen over his right ear and his hair hanging in disorderly strings over his forehead. His window was open, for the beloved janitress Spring had turned on a little warmth through the waking registers of the earth.

And through the window came a wandering—perhaps a lost—odour—a delicate, sweet odour of lilac that fixed the broker for a moment immovable. For this odour belonged to Miss Leslie; it was her own, and hers only.

The odour brought her vividly, almost tangibly before him. The world of finance dwindled suddenly to a speck. And she was in the next room—twenty steps away.

“By George, I’ll do it now,” said Maxwell, half aloud. “I’ll ask her now. I wonder I didn’t do it long ago.”

He dashed into the inner office with the haste of a short trying to cover. He charged upon the desk of the stenographer.

She looked up at him with a smile. A soft pink crept over her cheek, and her eyes were kind and frank. Maxwell leaned one elbow on her desk. He still clutched fluttering papers with both hands and the pen was above his ear.

“Miss Leslie,” he began hurriedly, “I have but a moment to spare. I want to say something in that moment. Will you be my wife? I haven’t had time to make love to you in the ordinary way, but I really do love you. Talk quick, please—those fellows are clubbing the stuffing out of Union Pacific.”

“Oh, what are you talking about?” exclaimed the young lady. She rose to her feet and gazed upon him, round-eyed.

“Don’t you understand?” said Maxwell, restively. “I want you to marry me. I love you, Miss Leslie. I wanted to tell you, and I snatched a minute when things had slackened up a bit. They’re calling me for the ‘phone now. Tell ‘em to wait a minute, Pitcher. Won’t you, Miss Leslie?”

The stenographer acted very queerly. At first she seemed overcome with amazement; then tears flowed from her wondering eyes; and then she smiled sunnily through them, and one of her arms slid tenderly about the broker’s neck.

“I know now,” she said, softly. “It’s this old business that has driven everything else out of your head for the time. I was frightened at first. Don’t you remember, Harvey? We were married last evening at 8 o’clock in the Little Church Around the Corner.”

Who’s Who in the Story

Mr Harvey Maxwell: A broker in New York Stock Exchange

Ms Leslie: Stenographer to Mr Maxwell

Mr Pitcher: Personal clerk of Mr Maxwell

Summary of the Story

The story begins on a fine morning in the office of a New York based share broker. His name is Mr Maxwell. Mr Pitcher is a clerk in his office. Usually, his face does not show any emotions. However, that day was a bit different. He was surprised when he saw Mr Maxwell entering into his office with his young lady stenographer and wished him good morning.

Soon after coming to the office, Mr Maxwell got busy in his usual. The young lady was his stenographer for a year. Unlike other stenographer, she never put on bracelets, chains or lockets. She never did any kind of pomp to beautify herself not she was a girl that would accept the invitation of lunch by anyone. Her dress too was grey and plain. Her hat had black gold green wing of macaw. On that particular morning, she looked soft and radiant. Her eyes were bright and had glow on her cheeks. She looked happy too.

In addition to her looks, Mr Pitcher also noticed difference in her behaviour. Usually, she would directly go to her cabin. However, on that morning she looked a bit unsure of something and hanged on for a while in the outer office. She even moved over by Mr Maxwell's desk, near enough that he could notice her.

Mr Maxwell was very busy with his mails. He impersonally looked at her and sharply asked if she had any work. Ms Leslie, the stenographer answered with a smile that she had no work.

Soon she went out of Mr Maxwell's cabin and inquired with Mr Pitcher if Mr Maxwell had asked to employ another stenographer. Mr Pitcher answered affirmatively and added that he had already talked to an agency in that regard but nobody had turned up yet. Having got her answer, Ms Leslie immediately got busy with her routine work.

It was an extremely busy day. People of all sort thronged into office. Some were jovial and excited, whereas others were sharp and vicious. Everyone in the office was on his/her toes running here and there for one or the other work. All the effects of happening at the stock exchange was seen and felt in the office of a share broker. Amidst these hectic activities, Mr Maxwell suddenly noticed a young lady decked with many accessories. Mr Pitcher who was there with the lady informed Mr Maxwell that the lady had come for the post of a stenographer. On learning this, Mr Maxwell got annoyed and said that the office did not need any other stenographer as long as Ms Leslie was there. He further added that he was completely satisfied with the work of Ms Leslie and wished her to continue as long as she desired to be there. At last, he even instructed Mr Pitcher strictly not to bring any one else for this purpose. The contender for the post of stenographer left the place with indignation. Mr Pitcher too remarked that Mr Maxwell was becoming more and more absent minded.

The office grew busier, fiercer and faster. Orders to buy and sell shares were coming and going. The office of Mr Maxwell had become a small world of finance where everyone was under stress. There was no place for human emotion. All the men were working like machine at full speed with utmost accuracy.

At the time of lunch, the things got slow. Mr Maxwell was still in his office. He had his pen over his right ear and his hands were full of all sorts of papers. His hair was hanging on his forehead in a disorderly manner. The window of his cabin was open. Soon he could smell a delicate, sweet lilac fragrance. He was caught in that trance. He immediately recognized it as that of his stenographer Mr Leslie. The picture of Ms Leslie appeared before him.

For a while, he forgot everything about finance. He mentally decided to do something that he had been planning to do for quite some time. He even wondered why he did not do it long ago and determined to do it that day only.

He immediately rushed to the office of the stenographer, Ms Leslie.

On seeing him, Ms Leslie smiled with a blush. Leaning with one elbow on her desk and holding papers in both his hands with his pen above his ear, he started speaking to Ms Leslie.

Mr Maxwell spoke hurriedly. He said that he had only a moment to spare from his work and he wanted to utilize that moment to propose to her. In an extremely straightforward manner, he expressed his feeling towards her saying that he wanted to marry her.

Ms Leslie was so much astounded that she stood up from her seat and kept looking him. Mr Maxwell thought that she was probably either shocked with his sudden proposal or did not believe him. He reiterated that he really loved her and wanted to marry her. There was no reaction from Ms Leslie. Mr Maxwell was becoming very impatient and almost pleaded her to give her consent. While he was waiting for the response from Ms Leslie, he was requested by Mr Pitcher to attend an urgent call but he asked him to put it on hold.

Ms Leslie reacted to the proposal but in queer manner. Still, in the state of amazement, tears rolled down on her cheeks. She smiled through her tears and put her one hand around Mr Maxwell's neck very softly. She told him that since, she was a bit worried. However, now she realized that the business had made him forget everything. She, then, sweetly revealed that they were already married the previous evening in the little church around the corner.

Theme of the Story

The theme of the short story 'The Romance of a Busy Broker' is the effect of professional life on love and understanding of a life partner. The story is a peep into the life of a busy share broker. It narrates the incident of a day in the life of Harvey Maxwell, a New York based share broker.

As a share broker, Mr Maxwell's life is extremely busy. He remains so much busy with his work that he even does not have time to have a look at the lady he loves and has married. Due to the work pressure, Mr Maxwell has become absent minded. This is to the extent that he even forgets that he has already married his ladylove the previous day. On the contrary, he proposes to her again.

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The story also shows the maturity and understanding nature of Ms Leslie now Ms Maxwell. Ms Leslie does not understand the indifferent behaviour of Mr Maxwell. However, she does not disturb him in his work and does her work as usual. When Mr Maxwell proposes to her again, she is very much amazed. She shows great maturity and understanding and lovingly tells her husband that they were already married. Understanding nature is one of the most admirable qualities of a wife and Ms Leslie has it.

Title of the Story

The title 'The Romance of a Busy Broker' is very much relevant in the context of the story. The story is all about the love affair of Mr Maxwell who is a share broker in New York.

As a share broker, Mr Maxwell's life is very busy. He remains buried in his work and is surrounded by papers all the day. The office of Mr Maxwell becomes a small world of finance where everyone works under stress. There is no place for human emotion. All the men work like machine at full speed. His hectic schedule has made him absent minded. This is to the extent that he even forgets that he is a newly married person and that his marriage is not even 24 hours old and has married his stenographer Ms Leslie.

After a very busy morning, sweet smell of sweet lilac reminds him his love for Ms Leslie whom he had been planning to propose her for quite some time. He rushes to her office and proposes her in a very straightforward manner. He almost pleads her to marry him.

His gesture makes Ms Leslie blush and she informs him that he had already proposed to her once. Not only that they got married the previous day.

The title has not only a surprise ending but also an irony in itself. It shows the effect of work pressure on a modern man. How a person becomes and behaves like a machine even at the most romantic moment of his life.

EXERCISES

State if the following statements are true (T) or false (F). Justify your stand in almost 150 words.

1. Mr Maxwell rejected the new stenographer, as he did not like her dressing.
2. Mr Pitcher found something unusual about Ms Leslie.
3. Ms Leslie was amazed at the proposal of Mr Maxwell.
4. Tears rolled down the cheeks of Ms Leslie as she felt humiliated by the proposal of Mr Maxwell.

Explain the significance of the following lines in around 150 words with reference to the story *The Romance of A Busy Broker* by O'Henry.

1. "Mr. Pitcher," she said to the confidential clerk, "did Mr. Maxwell say anything yesterday about engaging another stenographer?"
2. Miss Leslie has given perfect satisfaction during the year she has been here. The place is hers as long as she chooses to retain it. There's no place open here, madam.
3. "Oh, what are you talking about?" exclaimed the young lady. She rose to her feet and gazed upon him, round-eyed.
4. "I want you to marry me. I love you, Miss Leslie. I wanted to tell you, and I snatched a minute when things had slackened up a bit.

Answer the following question in around 150 words:

1. On the basis of the story, describe the activities happening in the office of Mr Maxwell.
2. What surprised Mr Pitcher in the story?
3. Describe the personality of Ms Leslie on the basis of the story.
4. Why was Ms Leslie astounded when Mr Maxwell proposed to her?
5. Write a note on Mr Maxwell on the basis of the story.

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GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER – 1ST/2ND EXAMINATION (NEW SYLLABUS) – SUMMER 2014

COMMUNICATION SKILLS

Time: 2:30 am – 5:00 pm

Total Marks: 70

Instructions:

1. Question No. 1 is compulsory. Attempt any four out of remaining six questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 Objective Questions (MCQ)

- (a) Select the correct answers from the given options in the bracket. 07
1. Amitabh informed me that he _____ (will/would/can) visit me very soon.
Ans: Amitabh informed me that he **would** visit me very soon.
 2. _____ (A/An/The) needy should be helped by us.
Ans: **The** needy should be helped by us.
 3. I always agree _____ (with/to) you but today I don't agree _____ (with/to) your idea.
Ans: I always agree **with** you but today I don't agree to your idea.
 4. Shahid has been working here _____ (since/for/from) many years.
Ans: Shahid has been working here **for** many years.
 5. Sachin _____ (was batting/is batting/batted) when we entered the stadium.
Ans: Sachin **was batting** when we entered the stadium.
 6. One of the educated leaders _____ (are/were/was) Maulana Abdul Kalam Azad.
Ans: One of the educate leaders **was** Maulana Abdul Kalam Azad.
 7. _____ (/z/, /j/, /dz/) sound is present in the word 'reason'.
Ans: **/z/** sound is present in the word 'reason'.
- (b) Do as directed. 07
1. Change the voice. (Change the voice.)
Ans: You are instructed to change the voice.
 2. bridge course, (b) bridge coarse, (c) brige course. (Select the correct spelling.)
Ans: Bridge Course
 3. Which witch _____ which watch now? (Use proper form of the verb "to watch").
Ans: Which witch **is watching/is going to watch/is to watch** which watch now?
 4. Don't disturb him while _____ (Complete the sentence with a clause using 'to study').
Ans: Don't disturb him, while **he is studying**.
 5. Give phonetic transcription of the word "church".
Ans: /tʃɜ:tʃ/
 6. If I _____ a bird, I would fly. (Use proper form of the verb 'to be').
Ans: If **I were** a bird, I would fly.
 7. Shahrukh will follow all the instructions carefully. (Add a question tag.)
Ans: Shahrukh will follow all the instructions carefully, **won't he?**

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Q.2 (a) Enlist the components of non-verbal communication. Discuss any two of them in detail.

Communication can be done either verbally or non-verbally as well as consciously or unconsciously. Research says that only a small portion of communication is carried out by using words and majority of communication is done without using words. Non-verbal Communication can be classified in the following ways:

1. Kinesics
2. Proxemics
3. Chronemics
4. Paralinguistics

Proxemics: The study of space in communication is called proxemics. Every society has different norms for the use of space in communication. What is acceptable code of conduct in one society may be unacceptable in another. Violation of the space norms make people uncomfortable and it may be misinterpreted as well. In Western Society, four categories of proxemics are:

- Intimate distance for embracing, touching or whispering
 - *Close phase* – less than 6 inches (15 cm)
 - *Far phase* – 6 to 18 inches (15 to 46 cm)
- Personal distance for interactions among good friends or family members
 - *Close phase* – 1.5 to 2.5 feet (46 to 76 cm)
 - *Far phase* – 2.5 to 4 feet (76 to 120 cm)
- Social distance for interactions among acquaintances
 - *Close phase* – 4 to 7 feet (1.2 to 2.1 m)
 - *Far phase* – 7 to 12 feet (2.1 to 3.7 m)
- Public distance used for public speaking
 - *Close phase* – 12 to 25 feet (3.7 to 7.6 m)
 - *Far phase* – 25 feet (7.6 m) or more.

Chronemics: The meaning conveyed by the use of time while communicating is called chronemics. We communicate many things by the use of time. Whatever is communicated by the use of time is called Chronemics. e.g. sometimes we make people wait for us, sometimes we wait for some people. The time we take to respond to a message or a mail also conveys something. Chronemics too varies from culture to culture. A dignitary coming late for a function is not an offending matter in India; however, in countries like America it is not acceptable.

Thus, for effective communication, it is equally necessary to know and practice non-verbal communication effectively.

Q.2 (b) Your friend is going to make presentation on ‘paralinguistics’ in a workshop. To help your friend, write its content outline and your tips for making it effective. 07

An ability to deliver an effective presentation is an art and requires meticulous planning. If a friend of mine is going to deliver a presentation and I will, first of all ask him/he plan and prepare the presentation keeping in mind the audience and local. S/he should have answers to the following questions:

- Who is your audience?
- Why is your audience there? Why are you there?
- Where is the presentation to be delivered?
- When is the presentation to be delivered?
- What is to be included in the presentation?

Outline for the presentation on the topic:

Topic: **Paralinguistics**

1. Introduction:

Ans: Meaning and Importance of Paralinguistics in Non-verbal Communication

2. Middle

Ans: Components of Paralinguistics:

a. Volume ⇒ Meaning ⇒ Examples

b. Speed of voice ⇒ Meaning ⇒ Example

c. Intonation ⇒ Meaning ⇒ Example

d. Tone of voice ⇒ Meaning ⇒ Example

e. Pronunciation ⇒ Meaning ⇒ Example

f. Articulation ⇒ Meaning ⇒ Example

g. Pause ⇒ Meaning ⇒ Example

h. Punctuation Marks ⇒ Meaning ⇒ Example

3. End

Recap in the form of some exercises wherein audience can participate.

If my friend is going for PPT presentation, I will give him/her following tips to make it effective:

- Do not put too much content on your slides. Avoid putting paragraphs. Keep five to six words in a line and five to six lines per slides
- Avoid putting words in all capital letters. Empty space on the slide will enhance readability.
- Avoid fancy fonts, as they are difficult to read. Choose a font style and size such that the audience can read from easily from a distance.
- Use high contrast while preparing your slide e.g. With dark background light colour letters should be used and vice-versa. This makes presentation easier to read when projected on a screen
- Put the content in the forms of points and use appropriate graphics and/or images. A well-prepared chart or diagram can often convey much more to the audience than a simple bulleted text. However, make labels for charts and graphs understandable.
- Make use of Images, WordArt and clipart to enhance the presentation. Younger audiences may enjoy flashy images while older participants want more substance, less flash.
- Choose an appealing theme for your presentation. Plenty of themes are available on internet as well in Microsoft Office 2007. A theme should be a good coordination of fonts, colours and graphic effects.
- Use video and audio to convey your message more effectively. This is very helpful in explaining important points.
- Utilize animations and transitions wisely. Limit the animation to the key points.
- Include a few main points. Talk more about them in your discussion. Limit your slides and only include necessary information. Too many slides and too much information will lose your audience's attention.
- Minimize the number of slides to deliver effective presentation and keep the audience attentive and interested.
- Proof read the presentation. Do check the spelling and grammar errors as well as verify the content for factual errors.
- Reach in time at the venue and ensure that the equipment are connected and running properly
- If the computer/s of the organizers are to be used take necessary measurements to save yourself from the software mismatches, lack of disk space and disk failures.

- Turn off the screen saver to keep the audience focused on the presentation.
- Keep the question-answer session at the end of the presentation to deliver the presentation uninterrupted.
- Never ever read the presentation. Even the audience can do that. The text should only be the cue to the audience. Presentation is all about elaborating the points.
- Plan your content keeping mind the time given to you. It is better to speak less than more to sustain audience's interest.

Q.3 (a) Man's inability to communicate is a result of his failure to listen effectively." Keeping this statement in mind, discuss in detail, the traits of a good listener. 07

"Any problem big or small, within a family, always seems to start with bad communication. Someone isn't listening. – Emma Thompson.

The above stated statement truly reflects the problem with communication. Listening has always been the Cinderella among other communication skills practiced and focused upon. Listening, in fact, is the most important communication skill. If a person listens to the other person properly, half of the problems in communication will automatically be solved and half will not be created. However, given below are the traits of a good listener.

A good listener

1. Looks for the ideas being presented
2. Listens with mind and is not overcome by emotions
3. Notes down the points, he disagrees with the speaker and queries later on
4. Concentrates on what the speaker says
5. Understands and accepts the speaker's point of view
6. Reflects on the content of the speaker and summarises the main points
7. Listens with receptive mind
8. Supports speaker with interruptions like, 'I also think the same' or 'It is a good idea' or 'I agree with you'
9. *Uses non-verbal words such as 'hmmm.., uh-huh'*
10. While listening to an elderly person repeating stories, doing pseudo-listening
11. Gives constructive feedback
12. **General (Positive) Non-verbal Indicators of effective listening:**
 - Looking comfortably at the speaker
 - Giving vocalised cues like 'uh huh', 'I see' or 'yes'
 - If the relation permits, a gentle touch

Thus, if a listener tries to develop the above stated traits, s/he will not only be a good listener but will also have better interpersonal relations with others.

Q.3 (b) Explain, in detail, scanning and skimming as reading techniques. 07

Technique means to do something in a systematic, skillful and efficient manner by using special knowledge. Reading is done for various purposes hence, a good reader needs to know which technique to use when and how to use it effectively. Necessary understanding of skimming and scanning develop reading comprehension skills of a person.

Skimming: It means to read a text rapidly to have an idea what the text is all about. It is the basic level of *understanding*. One need not try to understand each word but read a group of information. It does not matter if the reader does not understand some of the words s/he has come across. e.g. Having a look at a newspaper to shortlist articles for a deeper reading. It should be done

- To preview a more detailed reading to learn the main divisions of ideas:
- To review something heavy in content to make it easier to comprehend:

Following are the strategies for effective skimming:

1. Do not skim everything at the same speed
2. Read the table of contents or chapter
3. Glance through the main headings
4. Read the headings of charts and tables.
5. Read the entire introductory paragraph and then the first and last sentence only of each following paragraph.
6. Read the sentences with keywords indicated in boldface or italics.
7. Reads the entire sentence if something significant is found
8. Read chapter summaries when provided.
9. Do not do word reading

Scanning: It means to read a text rapidly to locate specific information. e.g. Using dictionary for a word or looking for key phrases in a specific chapter. Academically, one may be looking for key phrases or specific chapters/theories to have an idea of what s/he is looking for. Thus, scanning is really about deciding if a resource is going to be useful or not. It is done

- To focus and find a particular fact
- To locate the appropriate material
- To know how the information is structured before you start scanning is essential.

Following are the strategies for effective scanning

1. Use the content page and look for the subheadings to have a general idea of its suitability
2. Take note of information given in the bold, italic or in different font prints and colour used in it if any
3. Look for specific words or key phrases
4. Use your finger/pen to help you find the content
5. Mark key words/phrases

Q.4 (a) 'Before you teach John, you should learn John.' Why is knowing audience and locale important for planning a presentation? 07

The first and foremost thing needed to deliver an effective presentation is the complete knowledge about the audience and the locale. They are an integral part of effective planning. In the statement given John means audience. Thus, if the presenter wishes to teach something to John, s/he should know many things about John.

To analyse the audience and to know about the place where the presentation is to be delivered, the presenter need to have the answer to the questions WHO, WHY and WHERE.

Who is your audience?

Who answers every basic detail about the audience. It familiarizes speaker with the listener. To be familiar you should have the following information:

1. The size of the group or audience expected. (helps in choosing the technique of interaction)
2. The field of the group (helps in deciding content and illustration)
3. The age range - retired people, teenagers, children (helps in choosing illustration)
4. Their experience in terms of the topic to be discussed (helps in deciding the beginning and end of the talk)
5. The values they believe in (helps in choosing the examples to support the ideas put forward)
6. The gender - male or female – their proportion (helps in choosing illustration and content)

7. Awareness and knowledge of audience about topic (helps in deciding the depth of the content)
8. The role/advantages of presentation in their life (helps in learning their perspective)

Why is your audience there? Why are you there?

Why clarifies purposes of presentation. From the point of view of the audience as well as the presenter

- a. Why have you been asked to speak to a group of people? (helps in learning the purpose of the presentation)
- b. What outcome(s) is/are expected? (helps in deciding the content)
- c. Write down the reason for which you have been asked to deliver presentation and use them as reminder during presentation (helps you keep focused)

Where is the presentation to be delivered?

Where informs about the place and surroundings. The knowledge of the venue is essential. With this knowledge, the presenter can pre-plan arrangement for the presentation, as s/he knows the advantages and disadvantages of the venue and can decide the method accordingly. Following information needs to be collected:

- a. Will setting be formal, less formal or social? (helps in deciding your approach)
- b. What is the size of the room / hall? (helps in deciding the style of interaction, the kinds of visual aids needed and the need of a microphone)
- c. How is the surrounding? (helps in anticipating probable barriers)
- d. How is the seating arrangement? (helps in choosing your style of interaction)
- e. Do the electrical outlets and lights work? How are they controlled? (helps you keeping ready with other alternatives)
- f. Which equipment will be available? Get information about the availability of equipment, e.g. microphone, overhead projector, computer set. (helps in choosing your visual aids)
- g. Will you need a projection screen? Is there one already in the room? If yes, where is it placed? If no, how can it be managed? Will there be any need of extension code for any equipment you intend to use? (helps in making advanced arrangements and shows your management skills, foresight abilities)
- h. Will you be in need of a helping hand while using audio / visual equipment? (helps in saving your time and arranging things properly)
- i. What are the possible distractions e.g. noise, time, tiredness, serious information etc.? (Helps in creating a positive impression.)
- j. Which strategy can be employed to overcome such problems? (helps in showing your strategic skills and the message is conveyed effectively without any major impediments)

Answers and information about this will help the presenter decide the content and style of the presentation and help in devising appropriate strategy. This, in turn, aids in conveying message successfully and impressively.

Q.4 (b) Complete the following story and give appropriate title to it. Once upon a time, a girl lived in a small village. One day she decided to visit her grandma in the village crossing the jungle. She started her journey alone in the morning. When she reached the middle of the jungle, she heard a big roar. She was frightened but she was very brave and intelligent. Before her, there stood a giant strange creature.....

07

The creature started approaching her. She, inwardly, was very scared but did not let that show on her face. The creature had long dirty hair and nails. His cloths were made of tree skin. It seemed that he had not been in contact with mankind for years and had become an animal.

The strange creature told her that he wanted to eat her as he was very hungry. The girl told the giant that it was of no use in eating her as being small she would not satisfy her hunger. Moreover, she herself was

very hungry. Instead, she suggested a solution. She told the giant to come with her to her grandma's house on the other side of the jungle.

She added that her grandma was a very good cook hence both of them would have mouth-watering dishes to eat at their hearts' content. The logic of the girl convinced the giant and he walked with her. On the way, they talked about the strange creature's days in the jungle and change in the life.

By the time, they arrived at the girl's grandma's house, the girl knew everything about the strange creature who was actually a human being only but his lonely stay in the jungle had turned him into a fearsome creature.

The girl introduced him to her grandma and offered him various dishes prepared by the grandma. The man was very happy. All the villagers too came to see and meet the jungle man and interacted with him. It was decided unanimously that the person would be given a chance to live in the village and will take care of the grandma as well.

Q.5 (a) Write a detailed note on types of listening.

07

Listening is done for various purposes. In personal or professional life, situation decides the type of listening a person needs to do. On the basis of its purpose, listening can be divided into mainly five types.

Discriminative Listening: (Listening to understand)

It is all about distinguishing between sounds and individual words. This is the first stage of listening. This does not include the meaning. The intention is to attune the ears to the sounds.

A person recognizes the sounds and identifies the speaker. Understanding of any language starts with the discrimination of sounds. This is easier when one uses mother tongue.

However, while listening to other language, it is not so easy. Discrimination also includes the understanding of the change in nonverbal clues. This is helpful in a situation where one does not understand the language being spoken.

e.g. a non-native speaker of English who does not have exposure to foreign accents will have to make efforts to understand English spoken by a native speaker

Comprehensive Listening: (Listening to Learn)

Comprehensive listening implies the understanding. However, the understanding may differ from person to person. Primary purpose of this listening is to understand the message sent by the sender. It is useful in all the areas of life. This could be called the second stage of listening.

For the higher level of listening to be successful, it is necessary to have successful comprehensive listening.

eg. Comprehensive listening is needed while listening to instructions, reports, presentations, meetings etc.

Good vocabulary, understanding of grammar and syntax as well as body language of speaker and concentration are important factors for successful comprehensive listening. It is also known as content listening or informative listening.

e.g. A group leader giving instructions to each group member about the tasks to be performed to meet the deadline.

Empathetic listening (Listening to feel and empathise)

Empathy means to go beyond sympathy. In other words, it is to feel what the speaker has gone through and is sharing. The purpose of this listening is to help speaker get healed, learn and develop. This requires understanding of non-verbal signals like tone, pitch, eye contact etc. The listener, while having empathetic listening should encourage the speaker to share.

In empathetic listening, the listener enters into the world of speaker and sees, feels and hears what the speaker sees, feels and hears. A person can have empathetic listening provided he has a wider experience or at least has gone through similar experiences as that of the speaker in his/her life. If a person has never been jobless or never experienced failure, he can never understand the pain of being jobless or failure after putting in enough efforts.

The first prerequisite for an effective empathetic listener is to get involved and relate oneself to the speaker. This type of listening is curative in nature. It heals. Here, the role of a listener is to allow the speaker to open up his/her heart. This type of listening is helpful in building good relations. It is also known as therapeutic listening,

eg. In companies, HR Managers listen to the problems of employees and guide them.

Critical Listening: (Listening to evaluate/judge)

Critical listening includes evaluation of the message by forming opinion and judging. The listener is expected to reply critically while giving feedback. It is essential for decision-making. Hence, it is needed in personal as well as professional life. It is used when the listener needs to verify whether the speaker is speaking truth or not. eg.

- A leader making promises or alleging the opposition party
- A salesman trying to sell something
- Judges and lawyers during hearing of a case
- Recruiters during interviews

Critical listening does not mean finding faults. It is all about processing information and formulating your judgement about something.

According to the great philosopher Aristotle, there are three important things for an effective critical listening. They are ethos, logos and pathos.

It is also known as interpretative, evaluative or judgemental listening

Appreciative Listening (Listening for fun/recreation)

The objective is to enjoy whatever one is listening. Someone is watching a play or a movie or a TV show and is enjoying the process, s/he is doing appreciative listening.

Previous experiences and taste play an important role in this listening. Something that is enjoyed by one listener may not be appreciated by the other. Thus, appreciative listening requires liking, understanding and taste for the particular thing. eg. One may appreciate classical music and other person may enjoy folk music. In case of leaders or actors too, choices will vary. In short, the listener appreciates what he enjoys.

To sum up, depending upon the requirements, the listener should decide the type of listening s/he needs to go for.

Q.5 (b) Your company decides to establish a plant in Vatva, Ahmedabad. You, as an engineer, are supposed to submit the report stating all possibilities and requirements for such. Write a report.

07

Dream Consultancy Pvt Ltd
Radha Business Arcade
SG Highway
Ahmedabad

Date: 25 June 2014

The Managing Director
Micromax India Pvt Ltd
Goregaon
Mumbai

Sub: Feasibility Report on selecting a suitable site to set up a new plant in Gujarat

Dear Sir,

As per the decision taken in the meeting of Board of Directors on 5 April 2014 and in accordance with the instruction given to me to suggest a suitable site to set up a new plant in Gujarat, I did the necessary survey. Given below is the report:

Gujarat, today, is one of the fastest growing states in India in terms of business and investment. There are many companies, which are growing at a rapid speed. Ahmedabad, Baroda, Surat, Rajkot and Kutch are the cities, which have become industrial hubs for Gujarat. Having reviewed various possibilities and considerations, I would suggest Vatva as the right place.

Suitability of the site

Vatva Industrial Estate, a part of Ahmedabad Municipal Corporation, took shape in the year 1968 with the beginning of industrial revolution in Gujarat. It is one of the largest and the oldest industrial estates in the state. It is spread over an area of about 527 hectares. It has over 2500 industrial units in four phases.

Transportation:

As it is located near the city of Ahmedabad, Vatva is about 70 kilometers (40 miles) from a recently rebuilt international airport. It is also linked to Ahmedabad by state highway 17. The state highway 17 joins India's National Highway 8. Through this, the city is linked to many of the major industrial, economic and cultural regions of India. It is also connected to Ahmedabad via rail track which enhances its value as a site.

Competitive Incentives

Vatva offers the following competitive incentives to companies seeking to set up operations within the Vatva region:

- Income Tax Incentives
- 10 year corporate tax holiday on export profit – 100% for initial 5 years and 50% for the next 5 years
- Exemption from dividend distribution tax
- Indirect Tax Incentives
- Zero customs and excise duty
- Exemption from central sales tax
- Exemption from service tax

Power and water supply

Vatva has uninterrupted power supplies and a special hi-tech Telephone Exchange to serve its various units.

Raw Material

It would not be difficult to manage raw material, as there are many companies manufacturing in Gujarat.

Availability of the labour

The skilled and unskilled labour will easily be available. The labour wages are also not very high as compared to the other states of India.

On basis of the above information, I would suggest that Vatva is the suitable place to start our manufacturing plant in Gujarat.

Truly yours

(JP Trivedi)

Secretary

Q.6 (a) Write a paragraph on 'Paperless World'

07

It would be difficult for majority of people today to recall the date when they received a letter from their friends. It would also be difficult for a student studying in a hostel to remember when he last wrote a letter to his/her family or received one from them.

With the advent of computer and information technology, using papers for personal communication is a matter of distant memory. The same trend is seen today in the corporate world as well. There is no demise

of paper world but slowly and steadily, the world is heading towards paperless world which is in a way need as well as should be a possible priority too for various advantages.

The first and foremost advantage is its cost saving nature. When the communication is paperless, it saves the cost of printers, fax machines, tones as well as maintenance.

It is time saving also for two reasons. The digital communication saves the time of printing and sending the message via post or courier.

Preference to the use of digital media helps in saving environment also. The pulp and paper industry not only negatively affect the trees but also the oxygen we breathe.

Another advantage of paperless world would be the ease to transfer the data from one place to another. Thus, it increases operational efficiency, while cutting costs.

The paperless world has its own disadvantages due to its heavy reliance on internet and technologies but they are not higher than those of the advantages that the paperless world can offer.

Q.6 (b) What picture of the speaker is created in the poem 'Goodbye Party for Miss Pushpa T S'? 07

Written by Nissim Ezekiel, **Goodbye Party for Miss Pushpa T. S.** is actually a farewell speech by one of the colleagues of Ms Pushpa in the office. Like any other farewell party, here also, the speaker wishes her a happy voyage and appreciates her for her nature and dedication to work. From the speech delivered, the readers learn a few things about Ms Pushpa.

It is learnt that Ms Puspha is a charming lady. She is not only pretty but also possesses a very friendly and helpful nature. She comes from a very reputed family. Her father was also a renowned advocate.

She has an ever smiling face and is full of positive attitude. On account of this, she is very popular among all the staff members. Another, appreciative ability of Ms Pushpa is her promptness in doing every work. Whenever, she was assigned any work, she readily accepted it and completed it in time.

Thus, Ms Pusha is painted in favourable terms. Everyone in office, appreciates not only as an individual but also as a professional. That is the reason why her colleagues have gathered to wish her bon voyage.

Q.7 (a) Amazo Engineering Solutions, Ayyappa Road, Chennai needs assistant engineers from all branches for its various projects across the country. Draft an application for the same stating your desirable place to work, education details etc. (Not in the syllabus) 07

Hamid Vohra
C – 45 Narin Manzil
Veraval

Date: 12 June 2014

Amazo Engineering Solutions
Ayyappa Road
Chennai

Dear Mr Iyyar

I have come to know that your company is looking for Assistant Engineers for various projects across the country. I find myself suitable candidate according to the criteria stated for the job. I hold all the necessary qualifications required for this post.

I am a Computer Engineer from Gyan Technological University, Ahmedabad. In addition to the comprehensive knowledge of JAVA, C, C++, HTML, CSS and other web applications, I have exceptional communication and interpersonal skills and can quickly adapt to the changing scenario.

The above credentials along with the enclosed resume would convince you that I am the most suitable person for the post.

A chance to meet you personally will help me prove the claims I have made.

Yours sincerely,

(Hamid Vohra)

Curriculum Vitae

Hamid Vohra
C-45 Narin Mazil
Veraval

Career Objective:

To seek a challenging job in an organization where I can contribute to the growth of the organization by being resourceful and innovative and hone my skills through it.

Value Profile:

- Can quickly work and adapt myself according to the environment I am working in.
- Can work under stress and pressure, if I have to.
- Can lead the team and be an effective team member as well

Educational Qualification:

Exam	Passing Year	Examining Body	Result
BE	2013	Gyan Technological Univesity, Ahmedabad	7.79 CPI
HSC	2009	GHSEB	78%
SSC	2007	GHSEB	86%

Relevant Course Work:

Languages learnt: Hava, C, C++, XML/XSL, UML, PL-SQL, Java Script
Technologies: EB 1.x/2.0, RMI, JDBC, Servlets, JSP
Database Technologies: Oracle 7.x/8.0.4/8i and Lotus Notes
Networking: TCP/IP, SNMP, POP3, SMTP, DNS

Unique Qualities:

Honesty, dedication and self-discipline are the three mottos of life.

I have participated regularly in debates, elocutions, GDs and many such events over the years which have helped me develop my communication skills.

Personal Profile:

Name Hamid Vohra
Father's Name Ayub A Vohra
Gender Male
Marital Statue Single
Nationality Indian
Phone 98234 76543
Email hamidvohra@gmail.com
Date of Birth 2 February 1994

Q.7 (b) Give reasons for Pitcher's surprise when Harvey Maxwell entered the office with his secretary. 07

Mr Pitcher is a clerk in his office. Usually, his face does not show any emotions. However, that day was a bit different. He was surprised when he saw Mr Marwell entering into his office with his young lady stenographer.

Soon after coming to the office, Mr Maxwell got busy in his usual. However, Mr Pitcher found something odd about Ms Lesli. She was Mr Maxwell's stenographer for a year. Unlike other stenographer, she preferred to be plain and simple. On that particular morning, she looked soft and radiant. Her eyes were bright and had glow on her cheeks. She looked happy too.

FOR REFERENCE PURPOSES ONLY

In addition to her looks, Mr Pitcher also noticed difference in her behaviour. Usually, she would directly go to her cabin. However, on that morning she looked a bit unsure of something and hanged on for a while in the outer office. She even moved over by Mr Maxwell's desk, near enough that he could notice her.

Mr Maxwell was very busy with his mails. He impersonally looked at her and sharply asked if she had any work. Ms Leslie, the stenographer answered with a smile that she had no work.

Soon she went out of Mr Maxwell's cabin and inquired with Mr Pitcher if Mr Maxwell had asked to employ another stenographer. Mr Pitcher answered affirmatively and added that he had already talked to an agency in that regard but nobody had turned up yet. Having got her answer, Ms Leslie immediately got busy with her routine work.

To sum up, the strange behavior of Ms Lesli surprised Mr Pitcher.

This shows her good spirit.

I have always appreciated her zeal for work.

She never says no to any office work.

She is always ready to do work whether it is assigned by me or anyone else from the office. We heartily wish her bon voyage when she is leaving this country for better prospects.

GUJARAT TECHNOLOGICAL UNIVERSITY

BE- SEMESTER - 1ST / 2ND EXAMINATION (NEW SYLLABUS) - WINTER 2013

COMMUNICATION SKILLS

Time: 10:30 am – 01:00 pm

Total Marks: 70

Instructions:

1. Question No. 1 is compulsory. Attempt any four out of remaining six questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 Objective Questions

(a) Fill in the blanks.

07

1. One of my sisters **is** going on a trip to France. (is, are)
2. All of the CDs, even the scratched ones, **are** in this case. (is, are)
3. One of the students said, ‘ **The** professor is late today.’ (a/an/the)
4. **An** apple a day keeps the doctor away. (a/an/the)
5. The dog jumped **into** the lake. (into/onto)
6. I walk **towards** the amusement park. (to/towards)
7. Thousands of people **will have seen** the art exhibit by the time it closes. (see)

(b) Do as directed.

07

1. One student keeps repeating what _____ (Use present perfect tense and complete the sentence)

Ans: One student keeps repeating what s/he has been taught./the teacher has taught him/her.

2. The book is being read by most of the class. (Change it to active voice)

Ans: Most of the class is reading the book.

3. We made mistakes. (change it to passive voice)

Ans: Mistakes were made by us.

4. Do you have (some/any) food? (use appropriate adjective)

Ans: Do you have any food?

5. When Jim studied in the Sweet Shop for his chemistry quiz, it was very very noisy. (find out dependent clause)

Ans: When Jim studied in the Sweet Shop for his chemistry quiz,

6. Custom of having many wives is called _____ (monogamy, polygamy, bigamy)

Ans: Polygamy

7. A social system in which the father is the head of the family is called _____ (matriarchy, patriarchy)

Ans: Patriarchy

Q.2 (a) What is communication? Discuss the process of communication in detail.

07

Communication means to exchange or share our thoughts, feelings, ideas, information etc through various means and channels. It is a two way traffic i.e. giving and receiving. The word communication has been derived from the Latin word ‘communis’ that means to share or make common.

Communication, many believe, is very simple. However, it is not so. It is a complex process as it has several steps. They are:

1. The sender has an idea.
2. The idea becomes a message.
3. The message is transmitted via channel.
4. The receiver receives it and tries to decode.
5. The feedback is given.

1. The sender has an idea.

The sender is the person who starts communication. He has an idea that he wants to send to the receiver. The sender should be very clear about what to convey, whom to convey, why to convey and how to convey. For example, the Branch manager wants to inform the employees about the new incentive policy of the company.

2. The idea becomes a message.

In order to convey his/her idea, the sender puts the idea in the form of a message. In other words, the message is the encoded idea. Thus, the message should be based on the requirements and ability of the receiver. It should leave a desired impact on the receiver. For example, the manager does the necessary homework and learns the ins and outs of the incentive policy. He keeps in mind the employees while formulating the message.

3. The message is transmitted via channel.

When the idea becomes the message, it is sent to the receiver. Here, the medium or channel is very important. There are number of ways to send one's idea across. For example, keeping in mind the number and level of employees, the manager would choose the mode of communication. If the number of employees is ten, he would prefer to call all of them to the meeting room and would make a small presentation on the topic. He may also give some written material for study purpose.

4. The receiver receives it and tries to decode.

The receiver receives the sent message. He tries to understand the message. If the message is of the level of the receiver and interest he/she then he will decode it successfully. If there is any problem during the transmission of the message or the receiver is not in a mood to receive it, he fails to decode it properly. For example, all the employees would try to understand the incentive policy as it would be of their benefit. However, each one of them might receive it in different ways.

5. The feedback is given.

Feedback is the final link in the chain of communication. It is the response given to the sender. It can be naturally positive or negative, deliberately positive or negative, real or fake. Feedback can be in the form of a smile, a long pause, a spoken comment, a written message or some sort of an action. Even a lack of response is a feedback. In whatever manner the feedback is given, one should filter it and receive it objectively.

Thus, communication is the primary element in our day-to-day life. With the help of communication, one can influence and impress others.

Q.2 (b) 'You cannot not communicate...you communicate just by being.' Explain the statement in light of 'kinesics'.

07

Communication can be done either verbally or non-verbally as well as consciously or unconsciously. Research says that only a small portion of communication is carried out by using words and majority of communication is done without using words. In other words, many times, a person communicates by way of certain gestures, postures, facial expressions, personal appearance and eye contact. The body movements or body language is known as kinesics.

Gestures: They are hand or head movements. Gestures and their meanings are universal as well as culture specific. Universal gestures include hand signals such as waving for good-bye, the 'V' for victory sign, the

'high five' signals victory. Taking a culture specific example, the zero shape made by the fingers stands for 'OK' in the UK but is considered a vulgar expression in South American cultures.

Postures: Your style of sitting and standing is known as posture. Your postures too say more than the words you speak. For example, if a student is sitting in a slouched manner in a lecture, the teacher would easily understand that s/he is either not interested or tired. If someone is walking impatiently with head down, one can understand that s/he is either upset or annoyed.

Facial Expression: Face is the mirror of heart. Your feelings get reflected on your face. One can send as well as receive feelings through facial expression. A friendly smile and a calm face generate positive waves whereas raised eyebrows and frowning eyes generate negative waves. Facial expressions include smile, frown, raised eyebrow, yawn or sneer, anger, disgust, fear, surprise etc.

Eye Contact: Eye contact is important for both the sender as well as the receiver in face to face communication. It sends and receives feedback. It expresses emotions and gives instructions. Not maintaining eye contact indicates lack of confidence on the part of speaker and disinterest on the part of listener.

Personal Appearance: Personal appearance too is an important aspect of non-verbal communication. It is your external image perceived by people. When you meet people or speak in public, your appearance not only contributes to building your image but also the image of the organization you represent. Unshaven face, unpolished shoes and unironed clothes create a negative impression whereas nicely combed hair, appropriate dressing make you likeable among the people you work with.

Thus, kinesics is something wherein a person conveys message through his behavior and look. In other words, just by being what s/he is.

Q.3 (a) Why is it important to define the purpose of presentation? Discuss the importance of 'audience' and 'locale' while making a presentation. 07

Defining purpose means to be clear about the reason for doing something. Knowing purpose of an activity helps a presenter planning and preparing the presentation. Analysing audience and locale is the first step toward making an effective presentation.

The first and foremost thing needed to deliver an effective presentation is the complete knowledge about the audience and the locale. To analyse the audience and to know about the place where the presentation is to be delivered, the presenter needs to have the answer to the questions WHO, WHY and WHERE.

A. Who is your audience?

Who answers every basic detail about the audience. It familiarizes speaker with the listener. To be familiar you should have the following information:

- a. The size of the group or audience expected. (helps in choosing the technique of interaction)
- b. The field of the group (helps in deciding content and illustration)
- c. The age range - retired people, teenagers, children (helps in choosing illustration)
- d. Their experience in terms of the topic to be discussed (helps in deciding the beginning and end of the talk)
- e. The values they believe in (helps in choosing the examples to support the ideas put forward)
- f. The gender - male or female – their proportion (helps in choosing illustration and content)
- g. Awareness and knowledge of audience about topic (helps in deciding the depth of the content)
- h. The role/advantages of presentation in their life (helps in learning their perspective)

B. Why is your audience there? Why are you there?

Why clarifies purposes of presentation. From the point of view of the audience as well as the presenter

- a. Why have you been asked to speak to a group of people? (helps in learning the purpose of the presentation)
- b. What outcome(s) is/are expected? (helps in deciding the content)
- c. Write down the reason for which you have been asked to deliver presentation and use them as reminder during presentation (helps you keep focused)

C. Where is the presentation to be delivered?

Where informs about the place and surroundings. The knowledge of the venue is essential. With this knowledge, the presenter can pre-plan arrangement for the presentation, as s/he knows the advantages and disadvantages of the venue and can decide the method accordingly. Following information needs to be collected:

- a. Will setting be formal, less formal or social? (helps in deciding your approach)
- b. What is the size of the room/hall? (helps in deciding the style of interaction, the kinds of visual aids needed and the need of a microphone)
- c. How is the surrounding? (helps in anticipating probable barriers)
- d. How is the seating arrangement? (helps in choosing your style of interaction)
- e. Do the electrical outlets and lights work? How are they controlled? (helps you keeping ready with other alternatives)
- f. Which equipments will be available? Get information about the availability of equipment, for example, microphone, overhead projector, computer set. (helps in choosing your visual aids)
- g. Will you need a projection screen? Is there one already in the room? If yes, where is it placed? If no, how can it be managed? Will there be any need of extension code for any equipment you intend to use? (helps in making advanced arrangements and shows your management skills, foresight abilities)
- h. Will you be in need of a helping hand while using audio/visual equipment? (helps in saving your time and arranging things properly)
- i. What are the possible distractions for example, noise, time, tiredness, serious information etc? (Helps in creating a positive impression.)
- j. Which strategy can be employed to overcome such problems? (helps in showing your strategic skills and the message is conveyed effectively without any major impediments)

Answers and information about this will help the presenter decide the content and style of the presentation and help in devising appropriate strategy. This, in turn, aids in conveying message successfully and impressively.

Q.3 (b) How 'Listening' is different from 'Hearing'? Explain in brief, the types of Listening. 07

The two words, *listening* and *hearing*, are generally used interchangeably. However, they are different. Actually, hearing is a physical act i.e. it is a process of receiving sounds whereas listening includes following and understanding the received sound. In other words, listening is hearing with a purpose. Right attitude and attention are necessary for effective listening. As defined by International Listening Association, '*Listening is the process of receiving, constructing meaning from and responding to spoken and/or nonverbal messages.*'

Listening is done for various purposes. In personal or professional life, situation decides the type of listening a person needs to do. On the basis of its purpose, listening can be divided into mainly five types.

1. Discriminative Listening: (Listening to understand)

It is all about distinguishing between sounds and individual words. This is the first stage of listening. This does not include the meaning. The intention is to attune the ears to the sounds.

A person recognizes the sounds and identifies the speaker. Understanding of any language starts with the discrimination of sounds. This is easier when one uses mother tongue. For example, a non-native speaker of English who does not have exposure to foreign accents will have to make efforts to understand English spoken by a native speaker.

2. Comprehensive Listening: (Listening to Learn)

Comprehensive listening implies the understanding. However, the understanding may differ from person to person. Primary purpose of this listening is to understand the message sent by the sender. It is useful in all the areas of life. This could be called the second stage of listening. Good vocabulary, understanding of grammar and syntax as well as body language of speaker and concentration are important factors for successful comprehensive listening. It is also known as content listening or informative listening. *For example, comprehensive listening is needed while listening to instructions, reports, presentations, meetings etc.*

3. Empathetic listening (Listening to feel and empathise)

Empathy means to go beyond sympathy. In other words, it is to feel what the speaker has gone through and is sharing. The purpose of this listening is to help speaker get healed, learn and develop. This requires understanding of non-verbal signals like tone, pitch, eye contact etc. The listener, while having empathetic listening should encourage the speaker to share. This type of listening is curative in nature. It also helps in building good relations. It is also known as therapeutic listening. For example, in companies, HR Managers listen to the problems of employees and guide them.

4. Critical Listening: (Listening to evaluate/judge)

Critical listening includes evaluation of the message by forming opinion and judging. The listener is expected to reply critically while giving feedback. It is essential for decision-making. Hence, it is needed in personal as well as professional life. It is used when the listener needs to verify whether the speaker is speaking truth or not. For example, Critical listening is required while a salesman is trying to sell something.

Critical listening does not mean finding faults. It is all about processing information and formulating your judgement about something. It is also known as interpretative, evaluative or judgemental listening

5. Appreciative Listening (Listening for fun/recreation)

The objective is to enjoy whatever one is listening. When someone is watching a play or a movie or a TV show and is enjoying the process, s/he is doing appreciative listening. Previous experiences and taste play an important role in this listening. Something that is enjoyed by one listener may not be appreciated by the other. Thus, appreciative listening requires liking, understanding and taste for the particular thing. For example, one may appreciate classical music and other person may enjoy folk music. In case of leaders or actors too, choices will vary. In short, the listener appreciates what he enjoys.

Thus, listening is a very important skill. As rightly pointed out one should listen more and speak less because the Almighty has given two ears and one tongue.

Q.4 (a) Discuss in detail the Skimming and Scanning techniques to develop reading comprehension skills. 07

Technique means to do something in a systematic, skillful and efficient manner by using special knowledge. Reading is done for various purposes hence, a good reader needs to know which technique to use when and how to use it effectively. Necessary understanding of skimming and scanning develop reading comprehension skills of a person.

Skimming: It means to read a text rapidly to have an idea what the text is all about. It is the basic level of understanding. One need not try to understand each word but read a group of information. It does not matter if the reader does not understand some of the words s/he has come across. For example, having a look at a newspaper to shortlist articles for a deeper reading. It should be done

- To preview a more detailed reading to learn the main divisions of ideas:
- To review something heavy in content to make it easier to comprehend:

Following are the strategies for effective skimming:

1. Do not skim everything at the same speed
2. Read the table of contents or chapter
3. Glance through the main headings

4. Read the headings of charts and tables.
5. Read the entire introductory paragraph and then the first and last sentence only of each following paragraph.
6. Read the sentences with keywords indicated in boldface or italics.
7. Reads the entire sentence if something significant is found
8. Read chapter summaries when provided.
9. Do not do word reading

Scanning: It means to read a text rapidly to locate specific information. For example, using dictionary for a word or looking for key phrases in a specific chapter. Academically, one may be looking for key phrases or specific chapters/theories to have an idea of what s/he is looking for. Thus, scanning is really about deciding if a resource is going to be useful or not. It is done

- To focus and find a particular fact
- To locate the appropriate material
- To know how the information is structured before you start scanning is essential.

Following are the strategies for effective scanning

1. Use the content page and look for the subheadings to have a general idea of its suitability
2. Take note of information given in the bold, italic or in different font prints and colour used in it if any
3. Look for specific words or key phrases
4. Use your finger/pen to help you find the content
5. Mark key words/phrases

In short, smart use of the reading techniques can help in reading comprehension.

Q.4 (b) Read the following passage carefully and answer the questions that follow it. 07

For centuries, people have been playing kicking games with a ball. The game of soccer developed from some of these early games. The English probably gave soccer its name and its first set of rules. In European countries, soccer is called football or association football. Some people believe that the name 'soccer' came from 'assoc.,' an abbreviation for the word association. Others believe that the name came from the high socks that the players wear.

Organized soccer games began in 1863. In soccer, two teams of eleven players try to kick or head the ball into their opponents' goal. The goalie, who tries to keep the ball out of the goal, is the only player on the field who is allowed to touch the ball with his or her hands. The other players must use their feet, heads, and bodies to control the ball. Every four years, soccer teams around the world compete for the World Cup. The World Cup competition started in 1930.

Brazil is the home of many great soccer players, including the most famous player of all, Pelé. With his fast footwork, dazzling speed, and great scoring ability, Pelé played for many years in Brazil and then later in New York. During his 22 years in soccer, he scored 1,281 goals and held every major record for the sport.

Questions:

1. How did football come to be known as soccer? (1)

There are two opinions regarding the name 'Soccer'. Some people believe that the name 'soccer' came from 'assoc.,' an abbreviation for the word association. Others believe that the name came from the high socks that the players wear.

2. Who is the only player in the game who can touch the ball with hands? (1)

The goalie, who tries to keep the ball out of the goal, is the only player on the field who is allowed to touch the ball with his or her hands.

3. Who is Pele and why is he so famous?**(1)**

Pele is a Brazilian player. He is famous for his fast footwork, dazzling speed and great scoring ability. During his 22 years long career in soccer, Pele scored 1,281 goals and held every major record for the sport.

4. Write a brief summary of the passage using only the most important details.**(2)**

Soccer is a game played with a ball. The name of the game and the first set of rules are probably given by the English. In soccer, there are eleven players in every team. During the game, except goalie, no other player is allowed to touch ball with hands. Soccer as a systematic game began in 1863. The Soccer World Cup started in 1930 and is played every four year. Brazil has given many famous soccer players and the most famous of them all is Pele.

5. Is the author's purpose in writing this article to entertain the reader, inform the reader, or both? Use details from the article to support your answer.**(2)**

The purpose of the author in writing is article is definitely to inform reader. The writer gives following information about the game.

- The origin and development of soccer as a game
- Rules of the game
- Famous country and player known for the game

Q.5 (a) Complete the following story and give appropriate title to it.**07**

Once, in the land of fairies and trolls and other such creatures, there reigned a sweet and beautiful princess. She was loved by all, trusted and respected. Her physical beauty seemed to radiate from her smile, through her word, and into the ears of her followers. All was well in the kingdom that is until something changed. The princess mysteriously fell dreadfully ill...

Ans: It was a fatal disease called the Black Death. It had three stages: weakness, sleep and fever. The weakness would last for hours to weeks. The sleep would last for 10 days and the fever would remain for four days. This had become a cycle. Every possible medicine was tried out but nothing could cure the Princess.

The Fairy King was then suggested to visit a mysterious cave in the jungle. The cave had a magic string which had the capacity to cure the illness of the Princess. However, the path to the cave was very dangerous. It was a risk of life.

The fairy friend of the Princess showed her readiness. She took a magical spyglass and an invisibility cloak in addition to the flying carpet. She crossed the seven deadly sees with the help of the flying carpet and reached the island on which the cave lied hidden. The cave was protected by the three eyed monsters. The Princess' friend put on the invisibility cloak to make herself invisible and the spyglasses to locate the cave. No monster could see her. She, very cleverly, with the help of the spyglass could also locate the magic string in the cave.

However, as soon as she tried to take the water, there was a bright light all over the cave. A spirit appeared before her and said that no one was allowed to take the water. The fairy friend explained him the seriousness of the situation. The spirit was happy and satisfied with the answer. She took the necessary water and herbs and returned to the fairy kingdom. The water and herbs were used to cure the princess. They worked and princess was cured.

Everyone appreciated the courage of the Princess's friend and considered the Princess lucky for having such a brave friend.

Q.5 (b) Write paragraph on : An IPL cricket Match you enjoyed.**07**

The Indian Premier League, better known as IPL saw its 7th successful season in 2014. There are many interesting and memorable matches played in the Pepsi IPL 7. However, the most interesting was definitely the final match played between KKR and King's XI Punjab.

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The final match was held on 1 June 2014 at the Chinnaswamy Stadium in Bangalore. The battle was between the two best performers viz. Kolkata Knight Riders and Kings XI Punjab. The Kolkata Knight Riders defeated Kings XI Punjab by three wickets in a thrilling last-over finish.

Kolkata won the toss and elected to bowl first and put Kings XI to bat. Kings XI did not have a good start. The score was 30/2 in the sixth over. Virender Sehwag, who played extremely well against the Super Kings in Qualifier 2 disappointed everyone and got out scoring merely 7 off 10 deliveries. Captain George Bailey too could not play well. It was the partnership between the opener Manan Vohra and wicketkeeper-batsman Saha that Kings XI Punjab could post a good score. After the 12th over, the duo hit the Knight Riders' bowlers left, right and centre. Their smashes were thoroughly enjoyable. Vohra scored 67 off 52 balls with six fours and two sixes. Saha, on the other hand, scored 115 with the help of 10 fours and eight sixes just in 55-ball innings. Kings XI Punjab set the target of 200 before KKR.

KKR kept losing wickets at regular intervals but they could maintain the required run rate. Robin Uthappa was out for 5 only. Manish Pandey and Gambhir tried to put up a nice score but Gambhir was out at 23. It was Manish Pandey that prepared the way for KKR's victory. He hit seven fours and six sixes and scored 94 in 50 balls. He was supported by Yusuf Pathan who scored 71 runs in 44 balls. However, the excitement began when Manish was out. But Piyush Chawla made the things more interesting, KKR needed 11 runs from seven balls at the end. Chawla hit Johnson for a six and Parvinnder Awana for 4 to win the match with three balls to spare. Manish Pandey of Kolkata Knight Riders was man of the match for his brilliant 94 in the match.

In short, the grand finale was one of the nail biting matches of the splendid season of Pepsi IPL 7. This is the Knight Riders' second title triumph, after their maiden win back in 2011. The match has already been termed by experts as one of the most interesting finals played in recent times.

Q.6 (a) As a student of engineering, you want to purchase a laptop for your personal use. Write a letter of inquiry asking prices, configuration, discount, and mode of payment, terms and conditions to The Sony Electronics, Bangalore. **07**

Arya Dave
Nandalaya
Yagnik Road
Rajkot

Date: 3 June 2014

The Sony Electronics
201 Mahavir Arcade
MG Road
Bangalore

Sub: Inquiry about a laptop for personal use

Dear Sir/Madam,

You would be pleased to know that I am very much fascinated with the new laptop that Sony has recently introduced in the market. I would like to know more about this as I am an engineering student and is planning to buy one for myself.

Kindly provide the detailed information about the configuration and the price of the laptop. Also let me know if there is any introductory offer or special discount offered by the company.

Do inform about the mode of payment that you prefer as well as the time you require to deliver the product and other terms and conditions.

I look forward to receiving your prompt reply.

Yours truly,

(Arya Dave)

Q.6 (b) Micromax Co. Ltd, Mumbai wants to establish a new plant near Sanand, Gujarat. As a consultant engineer, write a feasibility report on establishing a factory in Sanand, Gujarat. 07

Dream Consultancy Pvt Ltd
Radha Business Arcade
SG Highway
Ahmedabad

Date: 25 June 2014

The Managing Director
Micromax India Pvt Ltd
Goregaon
Mumbai

Sub: Feasibility Report on selecting a suitable site to set up a new plant in Gujarat

Dear Sir,

As per the decision taken in the meeting of Board of Directors on 5 April 2014 and in accordance with the instruction given to me to suggest a suitable site to set up a new plant in Gujarat, I did the necessary survey. Given below is the report:

Gujarat, today, is one of the fastest growing states in India in terms of business and investment. There are many companies, which are growing at a rapid speed. Ahmedabad, Baroda, Surat, Rajkot and Kutch are the cities, which have become industrial hubs for Gujarat. Having reviewed various possibilities and considerations, I would suggest Sanand as the right place.

Suitability of the Site

Sanand is located at about 24 km from Ahmedabad city on the Ahmedabad-Viramgam Highway. It is today best known as the automobile hub of Gujarat. Sanand is part of the dedicated Viramgam Special Investment Region of Gujarat. Sanand has become one of the booming entrepreneurial centers in India.

Transportation

As it is located near the city of Ahmedabad, Sanand is about 70 kilometers (40 miles) from a recently rebuilt international airport. It is also linked to Ahmedabad and Kutch by state highway 17. The state highway 17 joins India's National Highway 8. Through this, the city is linked to many of the major industrial, economic and cultural regions of India. It is also connected by a modern highway to Mundra Port, a fully operational and one of the fastest growing seaports in southeast Asia. In addition to modern highways, Sanand-Viramgam has an operational broad gauge railway network connecting it to major industrial centers located in Gujarat.

Competitive Incentives

Sanand offers the following competitive incentives to companies seeking to set up operations within Sanand region:

- Income Tax Incentives
- 10 year corporate tax holiday on export profit – 100% for initial 5 years and 50% for the next 5 years
- Exemption from dividend distribution tax
- Indirect Tax Incentives
- Zero customs and excise duty
- Exemption from central sales tax
- Exemption from service tax

Power and Water Supply

The local municipal authorities have agreed to facilitate water supply at the time of construction as well as during production process. The officers of Uttar Gujarat Vidyut Company Ltd (UGVCL) have also agreed for the regular supply of electricity.

Raw Material

It would not be difficult to manage raw material, as there are many companies manufacturing automobile parts in Gujarat.

Availability of the Labour

The skilled and unskilled labour will easily be available. The labour wages are also not very high as compared to the other states of India.

On basis of the above information, I would suggest that Sanand is the suitable place to start our manufacturing plant in Gujarat.

Truly yours

(JP Trivedi)
Secretary

Q.7 (a) Comment on the significance of the title 'Eyes are Not Here' by Ruskin Bond. 07

The Eyes are not Here is a short story by Ruskin Bond. The story is told in the first person narrative. The story is famous with other titles like 'The Eyes are not here' and 'The Girl on the Train'.

The narrator of the story is blind. He is going to Dehradun by train. The story is all about his meeting a girl and chit-chat with her. However, the end is very interesting. Once, the girl leaves the compartment, the narrator realizes that she was also blind.

The title highlights the true value of the gift of sight. The title conveys the message that only eyes have the power to have the actual and accurate impression of the world around us.

It summarizes the entire plot. Through the predicament of the blind narrator and the girl, the writer wishes to convey that it is only the eyes that have the power to help us form an accurate impression of the world around us. Till the end of the story the narrator does manage to keep his secret. However, he could not find the reality. The girl too managed to deceive the narrator but without having any idea about his reality. The new passenger rightly points out the worth of eyes by saying, 'even though she had beautiful eyes, they were of no use.'

Q.7 (b) Write appreciation of the poem 'The Road not taken' by Robert Frost. 07

Published in 1916, Robert Frost's poem '*The Road not Taken*' is relevant even after almost a century.

The poem deals with an age-old question of which road to choose in the course of life, reason behind the choice and the consequences of that choice. While discussing this thing, the poem touches upon various aspects of decision-making process. The first few lines of the poem voice this dilemma only.

The poet says that whenever it is the time to take decision, there are always two choices before a person. s/he has to choose one. Before the final choice is made, there are lots of conflicts in the mind. Thus, the poem shows that making choice is not always easy.

People would generally like to make best choice. However, in spite taking every care while making a choice people are not generally happy. They keep on looking at the options or paths not chosen.

The poet here chooses the less-travelled path. This choice suggests that a person should dare to travel path, which is not followed by majority. There are risks, but one should dare to do different things. The concluding lines of the poems are very significant, taken positively, the life of the author changed after he took the less traveled road.

MODEL QUESTION PAPER – 1

COMMUNICATION SKILLS

Total Marks: 70

Instructions:

1. Question No. 1 is compulsory. Attempt any four out of remaining six questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1

- (a) Read the following passage carefully and fill in blanks from list of the words given at the end of the passage. 07

Suppose a man is not keeping good health. He wants to (1).....his health. Can any (2)....., medicine or tonic improve (3)..... health overnight? The answer is obviously 'no'. For (4)..... his health, the man (5)..... have to take regular exercise and medicines (6).....a period of time, before he (7).....find any improvement in his health. Patience is the essence of it.

(for, exercise, his, improving, can, will, improve)

- (b) Do as directed:

1. Column A consists of transcribed words and column B contains a pair of words. Match the transcription in column A with the correct words in column B and re-write them. 04

Column A

Column B

/ʃeɪk/

Shake / Sake

/ækses/

Assess / Excess

/θru:/

Through / Thorough

/fi:l/

Feel / Fill

2. Complete the each gap in the following text with a word from the brackets. 03

_____ describes the format of 0 and 1 in which information is stored. (computer network, digital data, central processing unit, software product)

_____ means to protect from rusting by coating in zinc, e.g. food cans. (galvanize, grind, anneal, roll)

_____ is a thin piece of metal for conducting electrical current. (wave, analogue, digital, wire)

Q.2

- (a) Answer the following questions in around 150 words.

1. Define the term *communication*. Explain the definition by offering a suitable example.
2. List pre-reading strategies. 07

- (b) Read the following statements. State if they are true (T) or false (F). Justify your answer in about 150 words.

1. Feedback is always given verbally.
2. While delivering the presentation, the audience should be asked *wh-* questions to keep them actively involved. 07

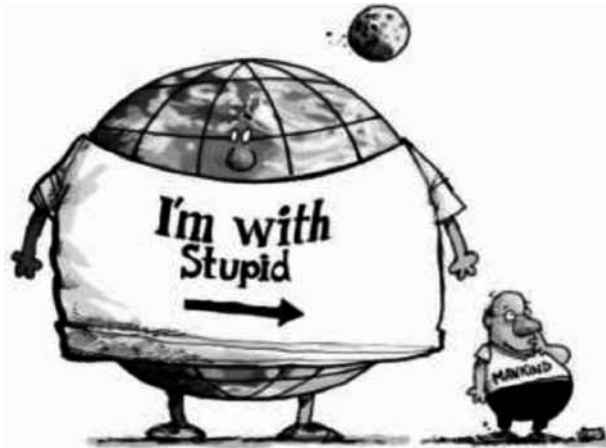
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Q.3

- (a) Explain the following terms in 150 words citing suitable examples.
1. Comprehensive Listening 07
 2. Scanning
- (b) Explain the following sentences in around 150 words.
1. Communication is a 24×7 activity.
 2. It is necessary to maintain eye contact during presentation. 07

Q.4

- (a) Your company has placed an order to buy a machine from a reputed engineering company. However, the company has not dispatched the machine nor has sent any reason for not sending the machine. On behalf of your company write a letter to the manufacturers inquiring about the reason for not sending the machine and state the inconvenience faced by your company. 07
- (b) Write a paragraph on the basis of the image given to you in approximately 150 words. 07



Q.5

- (a) The Crescent Mobile Company notices the decline in sells in their Mobile *Yuva* which was once the most popular product. You have been entrusted the task to prepare a report on the causes of decline in sales and suggest suitable measures. As the Sales Executive, draft the report to be submitted to the Manager, Sales Department of your company. 07
- (b) Complete the following story adding 200 words and give it a suitable title: 07
- Akbar loved hunting and used to escape to go for hunting even from his studies. Well, later he became a better rider and hunter than any one of his courtiers. One day when Akbar went for hunting, he and his some of the courtiers went so fast that they left the others behind. As the evening fell, everybody got very hungry and thirsty, they found that they had lost their way and now did not know where to go.....

Q.6

- (a) Explain the following lines with reference to the text they are taken from in around 150 words. 07
1. 'What is it like?' I asked.

2. Pitcher, confidential clerk in the office of Harvey Maxwell, broker, allowed a look of mild interest and surprise to visit his usually expressionless countenance when his employer briskly entered at half past nine in company with his young lady stenographer.
- (b) Given below are some modes of email etiquette. Explain their significance in terms of professional communication 07
- Carefully use the words ‘URGENT’, ‘IMPORTANT’ and/or ‘High priority’ option
 - Remember to attach documents
 - Maintain the thread

Q.7

- (a) Answer the following questions in about 150 words. 07
1. Write a note on Ms Pushpa based on the poem *Goodbye Party for Miss Pushpa T.S.* by Nissim Ezekiel.
 2. What did the author take into account while choosing a road in the poem *The Road Not Taken*?
- (b) Read the following passage carefully and answer the questions that follows: 07

Ready for Anything!**by Jean Lawler**

Justin was always prepared. His motto was “Never throw anything out, you never know when it might come in handy.” His bedroom was so full of flat bicycle tires, bent tennis rackets, deflated basketballs, and games with missing pieces that you could barely get in the door. His parents pleaded with him to clean out his room.

“What use is a fish tank with a hole in the bottom?” his father asked. But Justin simply smiled and repeated his motto, “Never throw anything out, you never know when it might come in handy.”

When Justin was away from home, he always carried his blue backpack. He liked to think of it as a smaller version of his bedroom—a place to store the many objects that he collected. It was so worn and stretched that it hardly resembled a backpack anymore. It was full of the kind of things that seemed unimportant, but when used with a little imagination, might come in handy.

Justin had earned a reputation for figuring things out and getting people out of otherwise hopeless situations. Many of his classmates and neighbors sought him out when they needed help with a problem. On the first day of school, his friend Kenny, came looking for Justin.

“Do you think you have something in your bag that could help me remember my locker combination?” he asked. “I lost the scrap of paper it was written on. I have science class in two minutes and if I’m late on the first day it’ll make me look bad for the rest of the year.” Kenny looked genuinely worried.

“Relax,” Justin said, taking his backpack off and unzipping the top. “Remember how you borrowed my notebook in homeroom to write the combination down? Well, I know how we can recover what you wrote.”

He took the notebook and a soft lead pencil out of his bag. The page that Kenny had written on had left faint indentations on another page in the notebook. Justin held the pencil on its side and rubbed it lightly over the indentations. Slowly but surely the numbers of the locker combination appeared in white, set off by the gray pencil rubbings.

“That’s amazing!” Kenny said. “I owe you one.” And he dashed off to open his locker.

During science class, Mr. Tran was lecturing on the structure of the solar system using a model. He made a sudden gesture and the model fell apart. Planets and rings and connector rods went everywhere, rolling and clattering and disappearing under desks. The students scrambled around on the

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floor for ten minutes and were finally able to recover every piece except one—a connector rod that was lodged in a crack between two lab stations.

“If we had a magnet,” said Mr. Tran, “we could easily coax it out that way. But I loaned all of the magnet kits to the elementary school yesterday.”

Justin was already searching through his backpack. “I have some materials that will work just as well, I think,” he told Mr. Tran. He pulled out a battery, an iron nail, and some electrical wire and tape, while Mr. Tran and the other students looked on in amazement.

“Why do you have all of that stuff?” Louise Baxter asked. Justin just smiled and repeated his motto. “Never throw anything out; you never know when it might come in handy.”

By wrapping the wire around the nail and taping each end to a battery terminal, he was able to make a magnet strong enough to lift the rod out of the crack.

“Bravo!” said Mr. Tran.

“No problem,” said Justin.

After school, Justin rode the bus to the mall where he worked at a music store. His boss, Gail, was taking inventory of all of the CDs and tapes in the classical music section. As he helped a customer at the register, Justin heard her exclaim, “Oh, no! I forgot my glasses! There’s no way I can read this list without them.” Justin sighed, picked up his backpack, and walked over to Gail.

“I think I can help you out,” he said, unzipping the bag. While Gail watched in surprise, he pulled out a jar of petroleum jelly, a washer, a glass slide, and a small bottle of water. He put the jelly on the bottom of the washer, placed it securely, jelly- side down, on the glass slide, and then put a drop of water in the center of the washer.

He put the contraption on top of the inventory list and said to his boss, “See what happens when you look through the water droplet.” Gail looked and her eyes widened with delight.

“Wow!” she cried. “It enlarges the print that I’m looking at, just like a magnifying glass!” She patted Justin on the back. “I’m all set now,” she said. “Thanks.”

Justin smiled. “No problem,” he said, returning to the register. It was just another day in the life of the boy whose motto was “Never throw anything out, you never know when it might come in handy.”

1. Why is Justin’s room such a mess?
 - a. He always forgets to clean.
 - b. He never throws anything away.
 - c. He has no time to clean.
 - d. He shares a room with his brother.

2. Read this sentence from the story.

Justin had earned a reputation for figuring things out and getting people out of otherwise hopeless situations.

What does *reputation* mean?

- a. one’s personality
- b. an award
- c. how one is thought of by others
- d. the support of others

3. In what way is Justin's backpack a smaller version of his bedroom?
- He uses it as a place to store objects.
 - He uses it to carry his books and sports equipment.
 - His parents tell him to clean it all the time.
 - He's had it for as long as he can remember.
4. Read this sentence from the story.
His parents pleaded with him to clean out his room.
Which word is a synonym for *pleaded*?
- Ignored
 - Asked
 - Pushed
 - Begged
5. How does Justin help his friends?
- He offers them advice.
 - He loans them his backpack.
 - He listens to their problems.
 - He uses the objects in his backpack.
6. How do most of the characters in the story feel toward Justin?
- Annoyed
 - Grateful
 - Disinterested
 - Angry
7. Who is helped by Justin in the story?
- Kenny, Ms Gail, Mr Tran, Louise Baxter
 - Kenny, Justin's parents, Mr Tran
 - Ms Gail, Mr Tran, Louise Baxter
 - Kenny, Ms Gail, Mr Tran

Source: <http://www.pearsonlongman.com/ae/marketing/sfesl/tests/grade8.html>

MODEL QUESTION PAPER – 2

COMMUNICATION SKILLS

Total Marks: 70

Instructions:

1. Question No. 1 is compulsory. Attempt any four out of remaining six questions.
 2. Make suitable assumptions wherever necessary.
 3. Figures to the right indicate full marks.
-

Q.1

- (a) Read the following passage carefully and fill in blanks from of the words given in brackets: **07**

It is the nature of a task that (1) (to determine, determines, are determining) the length of time it would take to be (2)(accomplish, accomplishing, accomplished). Some people are in the habit of (3) (to get, got, getting) impatient when a task (4)..... (takes, took, will take) a little longer than usual (5)..... (to complete, complete, completing). They do not understand or rather deliberately (6) (forget, will forget, forgot) the nature of the task and start losing heart. The maxim *Rom was not built in a day* is used (7)..... (to tell, telling, tell) impatient people that great works are not accomplished overnight or in a day.

- (b) Do as directed:

1. Column A consists transcribed words and column B contains a pair of words. Match the transcription in column A with the correct words in column B and re-write them. **04**

Column A

/tel/

/wɒt/

/meɪd/

/wɜːd/

Column B

Tale / Tell

Vote / What

Maid / Mad

Word / World

- (b) Choose the correct word in the following sentences: **03**

1. We must check / control the temperature regularly to make sure it does not rise.
2. The collecting, classifying and analyzing of information shown in numbers is known as logistics / statistics.
3. The speed with which a modem can process data is measured in signals / bandwidth

Q.2

- (a) Answer the following questions in around 150 words. **07**

1. Share your experience of giving feedback to someone. Have you always given genuine feedback? Justify your answer giving appropriate reasons.
2. Your friend wishes to develop his/her reading comprehension abilities. Explain any two techniques that you think would be helpful to him/her.

- (b) Read the following statements. State if they are true (T) or false (F). Justify your answer in about 150 words. **07**

1. In face-to-face communication, only sender should maintain eye contact.
2. Everyone knows and does listening.

Q.3

- (a) Explain the following terms in 150 words citing suitable examples. 07
1. Gestures
 2. Things to be taken care of while preparing a manuscript
- (b) Explain the following sentences in around 150 words. 07
1. It is necessary to maintain eye contact during presentation.
 2. The knowledge about the venue of the presentation is necessary for the presenter.

Q.4

- (a) Your institution has recently established a Language Lab. However, five computers in the lab are not working properly. Write a letter, informing the supplier about the problems you are facing as a Lab In-charge asking them for necessary action. 07
- (b) Write a paragraph on the basis of the image given to you in approximately 200 words. 07

**Q.5**

- (a) Your department recently organized a workshop / seminar. As the organizing secretary you have been instructed to write a report on the event to be submitted to the Research Cell of the university. Draft the report. 07
- (b) Complete the following story adding 150 words and give it a suitable title: 07

Once upon a time there lived a king. He had a different system of justice in his kingdom. The system worked in this way: Whenever, a man committed a crime that king would take a note of, the accused would be brought in the arena. All the people would also be invited. There arena had two exactly look alike doors. The accused would be allowed to open the door of his choice. Behind one door, there used to be a hungry tiger who would pounce upon the man would kill him on opening the door. The other door would have a beautiful lady behind it. On opening that door, the lady would come out and marry the accused.

The king had a beautiful daughter who had fallen with a young man in the kingdom. She was very possessive about the young man. Soon, the king discovered the love affair. Immediately, the young man was put in the prison and the date was fixed for his trial in the arena.

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On the day of trial, the young man was brought to the arena. The princess knew the secret of the doors on that day. She knew behind which door stood the lady and behind which waited the tiger. The youth too knew this and he looked toward her for a signal. Her signal was toward the right, and the youth went to the door on the

(Based on the story by Frank R. Stockton)

Q.6

- (a) Explain the following lines with reference to the text they are taken from in around 150 words. **07**
1. Ms Pushpa keeps on smiling without any reason.
 2. I took the road that was less travelled and that has made all the difference.
- (b) List the major modes of etiquette that one should keep in mind while drafting a mail. **07**

Q.7

- (a) Answer the following questions in about 50 words. **07**
1. Why was Ms Leslie astounded when Mr Maxwell proposed to her?
 2. How did the narrator try to hide his blindness from the girl?
- (b) Read the following letter carefully and answer the questions that follows: **07**

Dear Aunt Julia,

I have so much to tell you, I don't know where to begin! Remember last summer when I told you that I was planning to enter the TeenSay Magazine essay contest? Well, I entered, and my essay, "Improving Community Safety," won! The prize was a weekend trip to New York City, with a visit to the TeenSay offices to see how they publish the magazine each month. Three of us were chosen to go from Texas: two other contest winners, and myself.

My mom took me to the airport for the flight to New York, and I have to admit I was nervous! I've flown before, but never without my parents. But when we got to the airport and met the other people in our group, I relaxed. The group leader, Ms. Alvarez, was really friendly and easy to talk to. She is in charge of marketing and special promotions at TeenSay Magazine. While we waited for our flight, she described the activities we'd be participating in that weekend. She also introduced me to the other contest winners. Irene is from Arlington, and she's 13 years old like me. She won a prize for the series of photographs she took when her family drove across the country last summer. The other winner is a 15-year-old boy named Eddie. Eddie won the TeenSay community spirit award for cleaning up and improving the neighborhood parks in his town. Irene and Eddie both seemed like a lot of fun. Before our plane even took off, we were laughing and telling jokes like we'd known each other forever.

I was surprised at how quick the flight seemed. Since Ms Alvarez and I were sitting next to each other, she told me a lot about herself and how she had ended up working at TeenSay Magazine. She said that as a young girl she had always enjoyed writing stories and interviewing people. She also loved planning and organizing events. She was always in charge of planning her school's dances and fundraisers, and even organized her family's big reunion party every year. After college, she got a job as a reporter at TeenSay, and then she gradually moved into their marketing and special promotions department. She said that she still occasionally writes an article for them, but she loves what she does now. I told her that I was thinking about becoming a reporter someday, and she said that she thought I could do it if I worked really hard.

Before I knew it, we were landing in New York. At the airport, we were picked up in a limousine—just like celebrities! We drove to the TeenSay offices downtown. All during the ride, Irene and Eddie and I

were pressed up against the windows like little kids, staring at the buildings and the people we passed. You wouldn't believe how different New York is from Texas! The colors, the smells, the noises—everything is different. We couldn't get over how crowded it was: all of the people and cars on the streets and so much going on. We were excited to jump in and start seeing the sights.

When we arrived at the TeenSay offices, Ms Alvarez took us on a tour. We got to see how a magazine goes from a rough manuscript to a finished issue. I couldn't believe how much work and detail goes into each issue, and how many people it takes to do the work. My favorite part was seeing the bulletin board where sketches, rough drafts, and outlines get pinned up in sequence. We also met many of the employees, from illustrators and writers to photographers and editors, and they answered all of our questions.

By the time the tour was over, Ms Alvarez could tell that we were getting tired. She took us to her favorite restaurant, and on the way there we had a chance to do some window-shopping and check out some of the sights. All around us, people were speaking different languages. I told Ms Alvarez that I thought I could spend a whole year in New York and still not see everything!

When I see you at Mom's birthday party next week, I will tell you all about the sightseeing we are going to do tomorrow. I am enclosing a copy of my essay with this letter. So far, it has been a great trip.

Love,

Yoshiko

Based on the letter you have read, answer the following questions.

1. From whose point of view is this story told?
 - a. Ms. Alvarez's
 - b. Aunt Julia's
 - c. Yoshiko's
 - d. Eddie's
2. Yoshiko is in New York City because
 - a. she won the trip in an essay contest.
 - b. she is visiting her Aunt Julia.
 - c. Ms. Alvarez invited her to visit TeenSay Magazine.
 - d. she wants to be a reporter someday.
3. What conclusion can you draw about Yoshiko and Aunt Julia?
 - a. They do not have a very good relationship.
 - b. They are close and share their experiences with each other.
 - c. Yoshiko writes to her aunt because her mother wants her to.
 - d. Yoshiko and her aunt travel together frequently.
4. Where does Yoshiko's adventure begin?
 - a. at the TeenSay offices
 - b. at home
 - c. in New York City
 - d. at the airport
5. What does *organizing* mean?
 - a. attending
 - b. taking part in
 - c. arranging
 - d. observing

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6. Read this sentence from the story.
She said that she still occasionally writes an article for them, but she loves what she does now.
What is a synonym for the word *occasionally*?
- a. sometimes
 - b. frequently
 - c. never
 - d. always
7. Which of the following not true about Ms Alvarez
- a. she loved to plan and organise events.
 - b. every year she organises friends' reunion party
 - c. she started working as a reporter with Teensay Magazine
 - d. she was the in-charge of Marketing department at Teensay Magazine

MODEL QUESTION PAPER – 3

COMMUNICATION SKILLS

Total Marks: 70

Instructions:

1. Question No. 1 is compulsory. Attempt any four out of remaining six questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1

- (a) Read the following passage carefully and fill in blanks from of the words given in brackets: **07**

Mahatma Gandhi did not coin the term 'Non-violence'. Ahimsa has been (1).....(preach, preached, preaching) for generations by eminent souls. (2).....(Yet, When, In Fact), it had become a way (3).....(in, of, for) life during the centuries of foreign rule. During the struggle for freedom, the only (4).....(expressed, expression, expressing) of discontent was non-violent disobedience. The grand culmination of these principles and practices was in India's attainment of independence. (5).....(However, In addition to, Over and above), it was not as easy as it seems today. (6).....(And, But, Yet) when the struggle was on, people were not daunted; they solidly (7).....(will stand, stood, stand) behind Mahatmaji, which resulted in our country's independence.

- (b) Do as directed:

1. Column A consists of transcribed words and column B contains a pair of words. Match the transcription in column A with the correct words in column B and re-write them. **04**

Column A	Column B
1. /aʊə/	Hour / Her
2. /ðeɪr/	Their / They
3. /tʃɔɪs/	Choose / Choice
4. /bæd/	Bed / Bad

- (b) Complete the following sentence by choosing an appropriate word from the brackets. **03**
1. After, the petroleum is transported to the refinery. (refine, refining, refiner)
 2. Engineering is used to describe the creative application of principles. (science, scientific, scientifically)
 3. While doing research on medicine any side effects are at an early stage. (identify, identified, identifying)

Q.2

- (a) Answer the following questions in around 150 words. **07**

1. List good listening practices of your friend on the basis of your experience/observation.
2. List strategies you should follow while reading a book for study purpose.

- (b) Read the following statements. State if they are true (T) or false (F). Justify your answer in about 150 words. **07**

1. The knowledge about the time of presentation is not important to know.
2. It is not the words but the tone that gives meaning to a sentence.

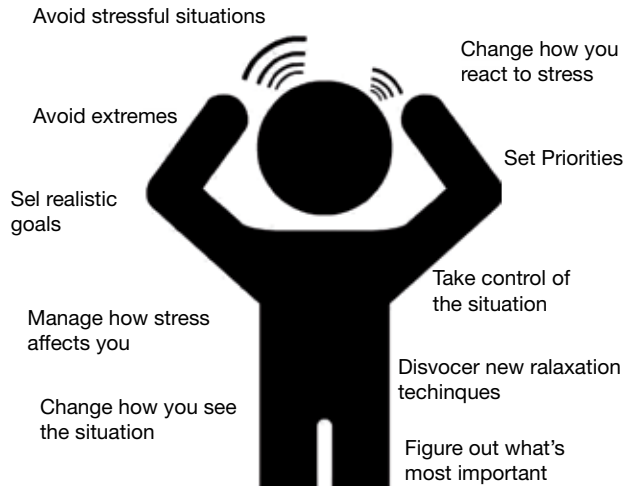
Q.3

- (a) Explain the following terms in 150 words citing suitable examples. **07**
1. Intensive Reading
 2. Punctuation Marks in Verbal Communication
- (b) Explain the following sentence in around 150 words. **07**
1. The knowledge about the venue of the presentation is necessary for the presenter.
 2. In empathetic listening, it is necessary to feel what the speaker has gone through because.....

Q.4

- (a) Your institute wishes to establish a Physics Lab to help students in their lab activities. Draft a letter of inquiry to the supplier asking about the prices, discount, mode of payment and other terms and conditions. **07**
- (b) Write a paragraph on the basis of the image given to you in approximately 150 words. **07**

How Can You Manage Your Stress?



Q.5

- (a) There was a small accident in the Chemistry Lab during the lab hours. As the CR, draft a report to be submitted to the Head of your department mentioning the causes of the accident and the necessary precautions to avoid such occurrences in future. **07**
- (b) Develop a story on the basis of the point given and give it a suitable title: **07**
- A rich lady becomes blind – a doctor is called on for the treatment – takes away precious things during treatment one by one – treatment works – eyesight restored - the lady refuses to pay the fees – reason inquired by the doctor – the lady's reply, 'I cannot see many things in my house' – the doctor returns the stolen things – moral

Q.6

- (a) Explain the following lines with reference to the text they are taken from in around 150 words. **07**
1. "Oh, what are you talking about?" exclaimed the young lady. She rose to her feet and gazed upon him, round-eyed.
 2. I shall talk about this with a sigh in the ages to come.

- (b) Given below are some modes of email etiquette. Explain their significance in terms of professional communication. **07**
1. Shun writing everything in capital letters.
 2. Carefully use the words 'URGENT', 'IMPORTANT' and/or 'High Priority' option.

Q.7

- (a) Answer the following questions in about 150 words. **07**
1. List the errors caused by wrong translation of English in the poem Goodbye Party to Ms Pushpa TS.
 2. What did the narrator and the girl talk about?
- (b) Read the following passage carefully and answer the questions that follows: **07**

Gone Forever by Barbara Reeves

A snow leopard roars in the high mountains of Asia. A black rhinoceros gallops across the plains of Africa. A grizzly bear hunts for fish in a North American river. A mother blue whale and her calf glide through the deep waters of the ocean.

All of these animals share the Earth with us. They fascinate us with their beauty, their grace, and their speed. We love observing their behavior, and learning more about their habits. But just loving them is not enough. All of these animals are endangered. Many of them have died, and without special care, they may someday disappear from the Earth.

Why is it important to care for animals like these? One reason is to protect the balance of life on Earth. Another reason is the beauty of the animals themselves. Each species of animal is special. Once it is gone, it is gone forever.

Africa was once filled with an abundance of wild animals. But that is changing fast. One of these animals, the black rhinoceros, lives on the plains of Africa. It has very poor eyesight and a very bad temper! Even though the black rhino is powerful, and can be dangerous, its strength can't always help it to escape hunters. Some people think that the rhino's horn has magical powers, and many hunters kill rhinos for their valuable horns. This has caused the black rhino to be placed on the endangered species list.

The elephant seems to represent all that is strong and wild in Africa. It once had no natural enemies, but is now endangered—killed for its ivory tusks.

The fastest land animal, the cheetah, also lives in Africa. It, too, is becoming extinct as people take over more and more of the land that is the cheetah's natural habitat.

Imagine Africa without the powerful rhino, the gentle, intelligent elephant, or the lightning quick cheetah. Once they are gone, they are gone forever.

Wherever people are careless about the land, there are endangered species.

Grizzly bears like to wander great distances. Each bear needs up to 1,500 square miles of territory to call its homeland. Today, because forests have been cleared to make room for people, the grizzly's habitat is shrinking and the grizzly is disappearing. It joins other endangered North American animals, such as the red wolf and the American crocodile.

In South America, destruction of the rain forest threatens many animals. Unusual mammals, such as the howler monkey and the three-toed sloth, are endangered. Beautiful birds like the great green macaw and the golden parakeet are also becoming extinct. They're losing their homes in the rain forest, and thousands die when they are caught and shipped off to be sold as exotic pets.

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The giant panda of Asia is a fascinating and unique animal. Yet there are only about 1,000 still living in the wild. The giant panda's diet consists mainly of the bamboo plant, so when the bamboo forests die, so does the panda. China is now making an effort to protect these special creatures from becoming extinct.

Asia's big cats are also in trouble. The exotic snow leopard lives high in the mountains. Even there, it faces the loss of its natural habitat, and hunters who kill it for its fur. The tiger, the largest of all the big cats, is hunted merely for sport.

Ocean-dwelling animals are in danger of extinction as well. The blue whale is the largest animal in the world. It weighs up to 390,000 pounds. Whale hunting and pollution are this species' greatest enemies.

Unfortunately, it is people who cause many of the problems that animals face. We alter and pollute their habitats. We hunt them for skins, tusks, furs, and horns. We destroy animals that get in the way of farming or building. And we remove them from their natural habitats and take them home as pets.

What can you do to help endangered animals? Learn as much as you can about them. The more you know, the more you can help. Make an effort to support zoos and wildlife groups. Many zoos breed endangered animals, helping to ensure that they will continue to live on. Contribute to groups, such as the National Wildlife Federation and the Sierra Club, that work hard to protect animals. You can also be a smart shopper and never buy a pet that has been raised in the wilderness.

The world is made up of many living things, and each thing is dependent on the others to survive. If we allow even one species on Earth to become extinct, it has an impact on other living things and changes our world. When we mention any endangered wild animals, let's hope that we never again have to say, "Gone forever."

1. Which of the following is NOT an opinion?
 - a. It is important for us to take care of endangered animals.
 - b. The black rhinoceros is the most frightening animal in Africa.
 - c. The fastest land animal, the cheetah, also lives in Africa.
 - d. If we don't protect endangered animals now, we will regret it in the future.

2. Read this sentence from the article.

Today, because forests have been cleared to make room for people, the grizzly's habitat is shrinking and the grizzly is disappearing.

What does *habitat* mean?

- a. an animal's natural environment
 - b. a bear's thick wool coat
 - c. a bear's den
 - d. an animal's vision
3. Which of the following does NOT support the main idea of the article?
 - a. Ocean-dwelling animals are in danger of extinction as well.
 - b. Beautiful birds like the great green macaw are also becoming extinct.
 - c. Wherever people are careless about the land, there are endangered species.
 - d. The elephant seems to represent all that is strong and wild in Africa.
 4. They fascinate us with their beauty, their grace, and their speed.

What is an antonym for the word *fascinate*?

- a. Thrill
- b. Bore
- c. Scare
- d. Humor

5. What will happen to some animal species if current trends continue?
 - a. Their numbers will increase.
 - b. There will be no significant change.
 - c. They will become extinct.
 - d. They will move to other habitats.
6. How does the author feel about the fate of endangered animals?
 - a. pleased
 - b. disinterested
 - c. concerned
 - d. confused
7. Choose the correct group of animals that are endangered according to the author.
 - a. green macaw, giant panda, blue whale, snow leopard
 - b. snow leopard green macaw, grey sparrow, blue whale
 - c. blue whale, red dolphin, green macaw, American crocodile
 - d. howler monkey, three-toed sloth, grey sparrow, golden parakeet

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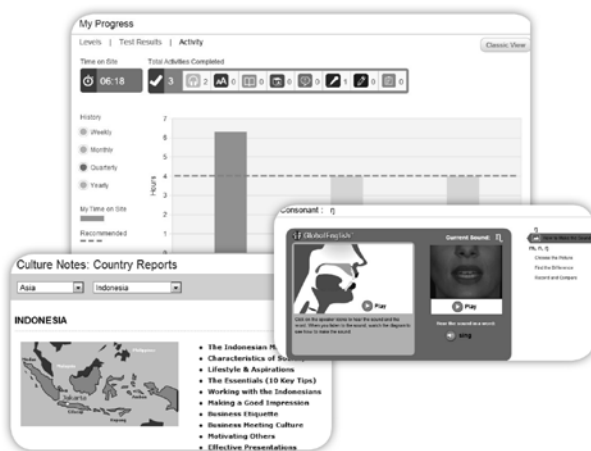
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GlobalEnglish Edge™ Academy

Only 13% of graduates from emerging countries are suitable for employment in global companies, according to a McKinsey & Co. study, and the primary reason cited is a lack of English skills. For students, this means that building their English skills is critical for their advanced studies and career potential. This new reality is increasing demand from students and parents for access to more English language learning programs in many markets.

If your school, organization or program is looking for options to meet these demands, GlobalEnglish Edge Academy can help. This award-winning self-study program, already recognized as the top online English learning program by employers, now has a student version available. It's designed to allow you to reach more students and locations in a cost-effective way while maintaining instructional quality. As an online program, it can also be delivered as blended learning in combination with your on-site or virtual teachers.



Benefits

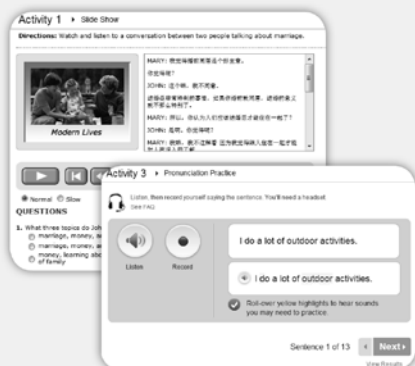
- Scales to many students and locations, even if you don't have enough trained teachers
- Consistently provides high-quality instruction to all students
- Provides a personalized learning experience for each student, even when enrollment is large
- Increases access options for students and meets them in their digital lives
- Proven track record with top global employers

Features

- Seven-level curriculum, from true beginner to upper intermediate (CEFR A1–B2)
- Adaptive Placement Test and personal study plan
- Integrated instruction and practice across all skills with engaging, interactive activities
- Speaking and pronunciation with the most advanced speech recognition and remediation in the industry
- Grammar, Pronunciation, and Stress and Intonation Practice Centers for focused skill building
- Access to the GlobalEnglish LinGo Pro™ mobile and browser app and toolbar
- Administrator tools and reports to manage enrollment and track student progress
- Local language support in 14 languages

“ What impresses me the most is how effective the activities are! I do the exercises for my level and at my own pace. ”

— Renato, Brazil



Interactive lessons across all skills keep students engaged



With the LinGo app, students have convenient access to language tools on their browsers, mobile device or tablet

Deployment Options

With GlobalEnglish Edge Academy as the core of your learning program, you can determine which deployment model will best support your goals and program design:

1. **Self-Study:** GlobalEnglish Edge Academy can stand on its own. Students create a personalized learning plan and study to achieve a goal set by your program or the students themselves.
2. **Program Motivator:** Your teachers monitor groups of students and provide encouragement and support to each student as he or she completes a personal learning plan.
3. **Virtual Blended:** Your teachers leverage GlobalEnglish Bloom Academy to manage online student communities and create online tutorials.
4. **In-Person Blended:** Students use GlobalEnglish Edge Academy as their core curriculum, but get practice and feedback at the offline conversation classes* your teachers hold regularly.

Our team can also work with you to define other deployment models and implementation plans to meet your needs.

* Note: Lesson plans based on GlobalEnglish content are available.

System Requirements

- PC or Mac with 1 GHz or faster CPU, 1 GB or more RAM, and 15 MB+ disk space
- 256k or faster Internet connection
- Speakers and microphone (headset recommended)
- 16-bit SoundBlaster-compatible sound card (ESS not recommended) and 1024 x 768 or higher display
- PC browsers: IE7+ or Firefox 3+ or Chrome
- Mac browsers: Safari 5+ or Firefox 7+ or Chrome
- Adobe Flash Player 10.1.102 or higher

For Demo Access

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