
UNIT 1 GREETINGS AND INTRODUCTION

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1.0 OBJECTIVES

In this Unit you will:

- learn about formal and informal greetings;
- attempt activities based on greetings in other cultures;
- practice formulaic language used in introductions and greetings;
- read about etiquette in India;
- introduce yourself as well as others;
- present a brief profile of yourself;
- analyze the nuances of English pronunciation with regard to sound and spelling;
- know what is small talk;
- learn the importance of small talk in work situations;
- learn how to prepare for small talk;
- select suitable topics for small talk;
- practice building business relationships through small talk;
- select suitable language for small talk;
- learn how to make effective small talk/social conversation;
- use contractions in spoken language; and
- practice negation.

1.1 WARM UP – GREETINGS

Activity 1

- i) How do you introduce yourself to a new colleague at work?
- ii) How do you greet your colleagues when you meet them?
 - a) at home?
 - b) at a party?
 - c) at a get-together?
 - d) in a formal meeting?

iii) Find someone who...

This activity will help you to get introduced to other members of your study group. Your trainer will ask you to pick up slips of paper from a pool. Move around in the group and find someone who does or likes what's written on the slip.

Find someone who has no work experience.	Find someone who likes to live in a joint family.
Find someone who doesn't like cricket.	Find someone who is a member of an environment group.
Find someone whose native place is the same as yours.	Find someone who writes with his/her left hand.
Find someone who knows four languages or more.	Find someone whose name begins with T.
Find someone who plays a musical instrument.	Find someone who is a sportsperson.

1.2 LANGUAGE FOCUS – GREETINGS

Activity 2

- 1) Now listen to these greetings and state whether they are formal, semi-formal or informal. Check your responses with the 'Answers Section'.
 - i) Hi!
 - ii) How do you do?
 - iii) How are you doing?
 - iv) What's up?
 - v) Hello!
 - vi) How are you?
 - vii) Good Morning / Afternoon / Evening
 - viii) Good to see you.
 - ix) How's it going?
 - x) How are things?



2) Match the responses with the greetings:

**Greetings and
Introduction**

	Greeting		Response
i	Hi	a	Very well, thank you. And you?
ii	How do you do?	b	Hello / hi
iii	How are you doing?	c	Good to see you too.
iv	What's up?	d	How do you do?
v	Hello	e	Nothing much.
vi	How are you?	f	Good Morning / afternoon / evening
vii	Good Morning / afternoon / evening	g	Alright. How about you?
viii	Good to see you	h	Hi / hello

3) **Introducing Yourself**

*I'm Anjana Iyer..
My name's Anjana Iyer.*

Do not say

Myself Anjana Iyer.

There are a number of phrases that are commonly used to introduce strangers.

For Example:

*I don't think you've met
Radhika?*

Can you think of at least two other ways in which you can introduce someone to the others? Check the 'Answers Section' for more alternatives.

4) Here are some typical **corporate situations** where you need to greet people. Match the situation to the appropriate dialogue box. Now practice the conversation with your partner.

Situations:

- A Receiving a foreign customer at the airport
- B Running into someone you know at a conference
- C After being introduced to someone at a business event e.g. Trade Fair
- D Meeting someone in a restaurant for a business lunch to which you've been invited
- E Receiving an important visitor in your cabin

Dialogue Boxes

i)

You: How are you? I hope I didn't keep you waiting too long!
B: Fine thanks. I arrived a couple of minutes ago.
You: Nice place. Have you ordered anything yet?

ii)

A: Hello!
You: Oh Hi! Imagine running into you like this.
A: Yes, it's so good to see you after such a long time. How have you been?
You: Great! How about you?

iii)

You: How do you do, Mr. Schwartz?
Shwartz: How do you do?
You: Did you have a comfortable flight?
Shwartz: Not too bad, thank you.

iv)

You: Good morning Mr. Iyer. I've been waiting to see you.
Iyer: It's good to see you too.
You: How are you?
Iyer: I'm fine thank you.

v)

You: It's a pleasure to meet you Mr. Chhabra. How do you do?
Chhabra: Fine thank you. I'm pleased to meet you too.

- 5) When you meet someone the first time in a formal situation, it is common to greet the person with "How do you do?" the correct response to this is also "How do you do." However, the stress pattern is different in both cases. The stress is marked for you in the given box:

A: How do you do?
B: How do you do?

Alternatively the response can be:

A: How do you do?
B: Fine thank you. How do you do?

If you find "How do you do?" too formal you may choose to greet someone straight away with "Pleased to meet you." In this case the response would be "Pleased to meet you too." The stress pattern will be as follows:

A: Pleased to meet you, Mr. Raghavan.
B: I'm pleased to meet you too. OR
B: Pleased to meet you too.

Here is a short introductory conversation:

Victor: Sunil, I'd like you to meet Radhika.
Sunil: Pleasure to meet you.
Radhika: How do you do?
Sunil: Fine thank you. How do you do?
Victor: Radhika works for ...

A variation is also "It's a pleasure to meet you." or "Pleased to meet you." or "I'm glad to meet you."

Victor: Sunil, I'd like you to meet Radhika.
 Sunil: It's a pleasure to meet you.
 Radhika: How do you do?
 Victor: Radhika works for ...
 Victor: Sunil, I'd like you to meet Radhika.
 Sunil: Pleasure to meet you.
 Radhika: Pleased to meet you too.
 Victor: Radhika works for ...

Never ask anyone 'What is your good name'. Instead you may say 'May I know your name please' or 'I don't think we've met. I'm Radhika. How about you?'

Can you now complete these expressions?

- i) How you do?
- ii) to meet you.
- iii) It's a to meet you.
- iv) like you to meet Radhika.

Check your responses with the script above to ensure that you've got these expressions right.

It is common to greet people formally according to the time of the day. 'Good morning' is used until noon after which one uses 'good afternoon' until 4 pm. Anytime after 4 pm is 'good evening' even if the time is not evening but night. 'Good night' is used at leave taking after the evening.

6) Greetings are generally followed by introductions where you either introduce yourself or the person/s accompanying you. Choice of appropriate language is important in these situations.

In social situations, a man is traditionally introduced to a woman. However, in the business world introductions are based on a person's rank or position in an organization. The person with highest-ranking position is introduced first and the others follow in order of their position. If you introduce two people of equal rank to each other, introduce the one you know less well to the one you know better.

Look at these dialogues and mark the words used to describe what you or someone else does. Language may vary according to the degree of formality required in a situation. Note the differences in the two given dialogues.

- I) You : I'd like to introduce you to our Managing Director, Mr. Sandeep Mehta.
 Ms. Nigam : How are you, Mr. Mehta?
 Mr. Mehta : Fine thank you. Pleased to meet you.
 Ms. Nigam : I'm pleased to meet you too.
 You : Ms. Nigam is in Sales. She looks after our clients from the South.
- II) You : Benoy, this is Sunita. She's part of our sales team.
 Benoy : Hi! Glad to meet you. I'm assistant to the Finance Manager.

A few helpful tips:

- 1) Americans shake hands when first introduced to new people. Rarely do they shake hands while parting. In India it is customary to shake hands as part of leave taking.
- 2) When someone pays you a compliment, it should be accepted graciously with a thank you rather than a denial. A Westerner would accept the compliment whereas an Indian is normally modest about it.
- 3) Titles are highly valued in some cultures including India. Advanced degrees are listed on business cards and mentioned in introductions. This must be kept in mind during introductions.
- 4) Greetings and leave taking generally follow a hierarchical order in India.
- 5) Indians generally do not use first names in business, even in conversations. This is not the case in the US and England. However, most European countries prefer the formal surname and some, for example Germans, are particular about the use of the business title during greetings and introductions.
- 6) In India 'sir' is frequently used to address someone in authority. It is not so in the US.

1.3 READING COMPREHENSION

Read the text below and then answer the questions that follow:

Indian social etiquette is a strange mix of Western and Indian culture. This is largely because of British influence during the colonial period which continued in post colonial India. Hence India is very much influenced by the British style of etiquette which is rather formal and somewhat conservative.

On the other hand, India is a multicultural society where religion, region, caste, language, tradition and custom play a large role in the kind of social etiquette prevalent in different parts of the country. These have an impact on the nature of greetings and introductions as well as the degree of formality used in social and business situations.

In addition to this is the impact of globalization, which is largely felt in the metropolitan cities. With changes in lifestyles as well as business environment, a synthesized form of social behavior and etiquette has emerged which is more in keeping with international practices.

Having said this, it must be admitted that the influence of native culture continues to have its impact even in these environs. Hence, though a great deal of commonality can be seen in the social etiquette of Delhi, Mumbai, Calcutta, Bengaluru and Chennai, one may also observe many differences in the way people address and greet each other.

One may easily conclude that there is no one correct way of introducing and greeting. To communicate effectively and strike the right note at the very beginning, it is advisable to study the social etiquette of different regions so that you may be able to make a good impression from the word go.

Check Your Progress 1

Greetings and Introduction

- 1) The most appropriate title for the passage is:
 - i) The impact of globalization on social etiquette
 - ii) Social etiquette in India
 - iii) Effective communication
- 2) State whether these statements are true or false:
 - i) Indian social etiquette is very different from that of the West.
 - ii) Indians are largely formal in their social etiquette.
 - iii) All Indians greet each other in the same way.
 - iv) The metropolitan cities of India are more influenced by global trends in social etiquette.
 - v) It is advisable to follow your own rules in social etiquette.
 - vi) Appropriate greetings and introductions can help us make a good first impression.
- 3) Find words from the passage which have similar meanings to these:
 - i) traditional
 - ii) part of the British Empire
 - iii) belonging to several cultures
 - iv) large and important
 - v) belonging to a specified region or place

Check Your Progress 2

Here is a passage on the etiquette followed in India while introducing people. Some words are missing in the paragraph. See if you can fill them in. In case of difficulty you may look into the 'Answers Section' to find the right word.



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Indian (i)_____ considers it important to use a person's title wherever it is possible. (ii)_____ such as doctor or professor are always used. Titles are so highly valued that (iii)_____ degrees such as Ph. D. are listed on business cards and may be mentioned in introductions.

It is also advisable to use (iv)_____ titles such as "Mr.", "Mrs.", or "Miss" for those without professional titles. One uses (v)_____ names only when the person you are speaking to invites you to use his / her first name. You may try 'Sir/ Ma'am for (vi)_____ and 'Uncle/ Aunty' (or Chachaji, Mausiji etc.) for (vii)_____ people in social situations. For a stranger who is not very old, it is better to suffix the name with 'ji', as a mark of (viii)_____.

(ix) _____ is often determined by a person's age, university education, caste, and profession. It is not uncommon to find people talking about their educational qualifications as well as the colleges or Universities they come from when they (x) _____ themselves. Government employment is considered to be more (xi) _____ than private business, although the scene is now changing.

As for greetings, men almost (xii) _____ shake hands with other men. Westernized Indian women may (xiii) _____ hands with foreign men, and sometimes with Indian men too. But by and large most women (xiv) _____ the traditional *namaste*.

1.4 LISTENING AND SPEAKING — GREETINGS

Check Your Progress 3

1) Respond to the instructions and then compare your responses with the audio on the CD/Audio file (Tape script 1-3).

- i) Introduce yourself
- ii) Greet someone formally
- iii) Introduce your colleague / companion
- iv) Enquire from your visitor about his / her journey

2) Now imagine that you are talking to a visitor. **You will hear her part of the conversation on audio.** You must respond to whatever she says. Speak after the beep. After you have spoken you will hear a sample response on the audio (Tape script 2).

Visitor : Good morning Mr. Siddiqui.

You :

Visitor : How are you?

You :

Visitor : I'm fine too. It's been long since we last met.

You :

3) You will now listen to two people talking about themselves and their work. Listen to the audio and complete the blanks (Tape script 3).

i) Name :

Name of Company :

Has been working since :

Job responsibility :

Likes :

Dislikes :

ii) Name :

Works as :

Working hours :

Takes care of :

.....

Likes :

Practice your own introduction using the following clues:

Greetings and Introduction

Name:
What you do:
Where you study / work:
What are your job responsibilities (if applicable):
.....
What you like about your work / studies:.....
What you don't like about your work / studies:.....

1.5 SAMPLES OF GREETING

Starting a conversation involves making people feel relaxed and comfortable. You may have to start a conversation while welcoming visitors. And, when you don't know others at a meeting, party or social gathering, you may have to start a conversation.

Starting a conversation involves three steps:

- a) greeting;
- b) introducing yourself;
- c) asking after the other person's well-being.

The formulas for these are fixed and usually carry no literal meaning. We say 'Good morning' even if it is not a good morning and the answer for 'How are you?' is 'Fine, thanks,' even if you are not well. No one, except your close friends, really wants to know about your troubles. These are routine courtesies that are followed. The expression you use will vary according to your relationship.

Activity 3

Read the short pieces below and decide on the following for each dialogue:

- Where is the conversation taking place?
- What is their relationship?
Strangers / friends / family / acquaintances / colleagues / neighbours
- Underline the words/expressions that tell you about their relationship.

- 1) **Dixit** : What a pleasure to see you, Mr. Sharma. How are you keeping?
Sharma : Not bad. How are you doing, Mr. Dixit?
- 2) **Nita** : Good morning. Welcome to Fergusson College, ma'am. The Seminar is in Room number 16 down this corridor.
- 3) **KK** : Mr. Peter Walsh, How do you do? I'm Krishna Kumar, Personnel Officer. Welcome to BHEL.
PW : Thank you, Mr. Kumar. How do you do?
- 4) **VS** : Good morning, Sir!
AR : Good morning, Vikram. I didn't see you in class yesterday. Are you keeping well?
VS : Yes Sir, thank you very much.

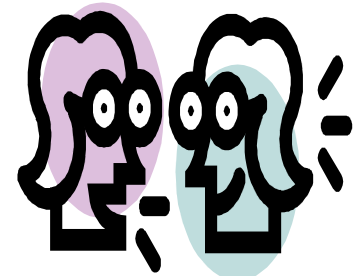
- 5) **AG** : Hi! I'm Amrita Gill. We've just moved into this locality.
RK : Hi! I'm Ravi Kant and this is Anu. Anu's in the ninth at Springdale's and I'm in the twelfth at Father Agnel. What about you?
- 6) **Students** : Good morning, ma'am.
Teacher : Good morning? It's well past 12 o'clock.
Students : Good afternoon, ma'am.
Teacher : Good afternoon. Sit down, please.
- 7) **Visitor** : Good evening, I have an appointment with David Lee.
Reception : Good evening, could you sit down for a moment? I'll find out whether Mr. Lee is in.
Visitor : Of course, I'm Ajay Makeja from ICICI.

1.6 SMALL TALK

1) What is small talk?

Small talk is a short conversation.

No, I think small talk is social talk before you talk shop.



What do you think? Well, move on and find out for yourself.

2) "Every Conversation is an Opportunity for Success"

- Debra Fine

- What is the importance of conversation in business?
- How can good conversation lead to higher levels of success and achievement at work?

Think of the answers to these questions. In the course of this unit you will learn about the importance of effective and appropriate social conversation in business.

3) Read the statements given below. Decide which of them expresses your own point of view. Ask a friend or partner to do the same. Then discuss the reasons for your agreement/disagreement.

- "I never indulge in small talk. It's such a waste of time."
- "Socializing is the art of breaking the ice and making friends."
- "What we say and how we say is important because this reveals our personality."
- "I love chatting with friends. It's such fun."

- 4) Here is a picture of two people who are greeting each other. It is evident that they are meeting for some business purpose. When you meet for work, it is important to have a short social conversation before you actually begin to talk shop. This is called small talk.



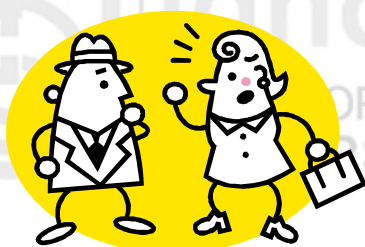
5) **So what do you now think is small talk?**

- Small talk is pleasant conversation about common interests.
- It is a prelude to a business conversation. It is meant to put people at ease before they get down to business.
- It helps to create a favourable environment for talking business.
- It may also help you to develop a better understanding of the person that you are doing business with.

Activity 4

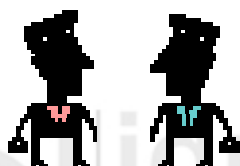
Take a look at these bits of conversation in the speech balloons and consider whether they are appropriate for small talk.

i)



How much does your company pay you?

ii)



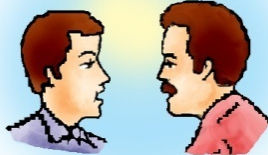
Did you have a comfortable journey?

iii)



Are you married or single?

iv)



Is this your first visit
to Delhi?

Now check your responses with the 'Answers Section' and read about why some of these conversations are inappropriate for small talk.

Activity 5

Small talk with foreigners

What would you say in the following situations as part of small talk after you have greeted the visitors? Work with a partner and simulate the conversation.

- i) A business visitor has just arrived from the US. You receive him at the airport.
- ii) You receive an important British client in your cabin.
- iii) An Australian business associate has just arrived from Sydney. It is 01.00 am in India when you meet him at the airport.
- iv) An American business associate has just joined you for lunch in a restaurant?
- v) An Australian visitor has arrived to take a look at your factory.

Take a look at the samples given in the 'Answers Section' and match them with your topics. Remember that there is no single right answer. The samples in the 'Answers Section' are indicators of what is considered appropriate in each of the given situations keeping in mind the background and culture of the visitor.

Activity 6

Take a look at these topics and match them to the flags of the countries where they would be appropriate as topics for small talk:



- i) Baseball
- ii) Cricket
- iii) Theatre
- iv) Going to the Beach / board riding
- v) Lawn Tennis
- vi) Schools (meaning colleges you have studied from)

1.7 READING – SMALL TALK

Read this text on small talk and answer the questions that follow:

- 1) Small talk requires important social skills which are highly valued at the workplace. It helps to break the ice before important business meetings and events.

- 2) Many people are comfortable talking about business but do not know how to begin a conversation at business meetings appropriately. This is mostly because they do not know what to talk about. It may also be because they are not confident about their language. Hence both confidence about what to say and how to say it are essential for effective small talk.

- 3) It is helpful to keep these tips in mind about small talk:

Be aware of the type of person / people you will be meeting. Some prior preparation can be extremely helpful. If the visitor happens to be from a region, state or country other than yours then look up information about the place s/he comes from. This can easily be done over the Internet. Knowledge of a few words belonging to the language of the visitor can be of additional help. Your visitor will appreciate your special interest and your conversation will then be more meaningful.

- 4) During your conversation it is advisable to stay away from personal beliefs and controversial topics. These include your religious beliefs, value system, political convictions, affiliations and connections.
- 5) Also do not invade the personal space of the visitor by asking about personal matters like whether s/he is married or not, how many children s/he has, what they are doing, her/his salary, age etc. Subjects like weather, sports, entertainment are safe subjects.
- 6) In the course of your initial conversation you may be able to identify some areas of common interest. Once you have a subject that interests both of you, keep to it! You can do this in a number of ways: talking about travel, talking about the school or friend you have in common, talking about the differences between your culture and the new culture, without passing judgments on which one is better.
- 7) And most importantly, be a good listener. Don't get so carried away with your preparation for the meeting and your ability to communicate that you don't listen. Listening carefully will help you understand and encourage those speaking to you.
- 8) In some situations, you might be nervous or uncomfortable and not know how to begin. In such cases, letting others state their opinions will improve the quality of the discussion - and give you time to think of an answer!

Check Your Progress 4

Now after reading these paragraphs can you answer the following questions?

- 1) Match these subtitles with the appropriate paragraphs of the reading passage which are numbered.

- | | |
|--|-------|
| i) common ground | |
| ii) ideologies | |
| iii) don't get personal | |
| iv) objective of small talk | |
| v) difficulties encountered in small talk | |
| vi) overcoming anxiety | |
| vii) paying attention to what you are being told | |
| viii) doing your homework | |

2) Find words / expressions in the text with similar meanings to these.

- i) at ease
- ii) in advance
- iii) find out
- iv) intrude upon
- v) harmless
- vi) express

Safe and unsafe topics for small talk

The ability to make 'small talk' is highly valued. Though it may appear to be simple, but in reality, many people find it extremely difficult to handle because, unlike business conversations, where you are in control of the content, in small talk you can't be sure about what may be considered as appropriate. Here are some widely accepted topics:

- Sports – current matches or games, favorite teams, etc. Be careful about the choice of sport though. You cannot talk about cricket to an American just as you cannot discuss baseball within India.
- Any major activities that are going on at the moment.
- Current affairs – recent incidents.
- Hobbies
- Weather – this may sound boring, but it can help to break the ice!
- Family – general questions, not questions about private matters – this is a common topic in India.
- Media – films, books, magazines, websites etc.
- Holidays – where, when, etc.
- Home town – where do you come from / grew up; how is it different/ similar to this town.
- Job – once again, general questions not too specific.
- Latest fashion and trends.
- Celebrities.
- Festivals – common in India.

And here are some taboo topics that you'd like to avoid.

- Salary - how much do you make?
- Politics - including political ideologies / philosophies
- Marital status
- Age
- Intimate relationships
- Religion
- Death
- Financial - related to salary or the cost of anything you possess including your house
- Sales – Don't try to sell something to someone you have just met

Building relationships in business

In a country like India building a relationship is important even in business. Indians tend to deal favourably with those they know and trust – even at the expense of lucrative deals. It is vital that a good working relationship is founded with any prospective partner. Small talk and social conversations can go a long way in helping to build a favourable relationship. In addition to this, demonstrating strong business acumen, and at a personal level, i.e. relating to your partner and exhibiting the positive traits of trustworthiness and honour would contribute greatly to a conducive relationship.



Most meetings start with a great deal of getting-to-know-you talk. In fact, it is quite possible that no business will be discussed at the first meeting. This can be quite problematic for people from other cultures, particularly the West.

Indians are in awe of famous people, particularly from the world of cricket and cinema. Hence celebrities, who are frequently used for advertising goods and services, can make a good topic for social conversations. Also there are close links between sport, films and business. Many business luminaries befriend stars or sponsor events. The recent bidding of cricket teams by business tycoons and film stars amounting to crores of rupees is indicative of the close links between sports, films and business in India.

Check Your Progress 5

Based on the tips given in the above text, what advice would you give to a foreigner who wants to do business with someone in India?

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Body language

Appropriate body language is an essential part of communication. In India the head is considered the seat of the soul. Never touch someone else's head, not even to pat the hair of a child.

Beckoning someone with the palm up and wagging one finger can be construed as an insult. Standing with your hands on your hips will be interpreted as an angry, aggressive posture. Hence both of these must be avoided.

Whistling is impolite and winking, which is acceptable in some cultures, may be interpreted as either an insult or a sexual proposition in India.

Never point your feet at a person. Feet are considered unclean. If your shoes or feet touch another person, apologize.

Indians are less sensitive to personal space and often use the touch to communicate warmth or intimacy. This is in contrast to many countries where an elbow length or even an arm's length is considered suitable.

Check Your Progress 6

Make a list of the do's and don'ts from the above text on suitable body language in India.

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1.8 LISTENING AND SPEAKING – SMALL TALK

Listen to five speakers telling you about how they prepare and conduct themselves at business meetings or events (Tape script 1). Pause the CD after each speaker has spoken and then express your agreement/ disagreement with them by imagining that you are in conversation with them.

Activity 7

- 1) Now listen to the audios again and match what each speaker says with the statements given below:
 - i) This speaker displays good social etiquette by being attentive.
 - ii) This speaker believes that information is the key to effective conversation.
 - iii) This speaker relies on humour in conversation.
 - iv) This is the speaker who takes the initiative.
 - v) This speaker likes to prepare for small talk in accordance with the people he is going to meet.

Activity 8

Now listen to some information on the social etiquette of Australians (Tape script 2) and answer the given questions:

Put a tick mark against the statements that are true according to the speaker.

- i) It is important to keep ample time for small talk with Australians.
- ii) Taking the trouble to become acquainted with local conditions and issues will help you to win approval and acceptance with them.
- iii) Australians have a passion for indoor activities.
- iv) Australians are easy going and often take the initiative to start a conversation.
- v) It is best to avoid personal questions with them.

Activity 9

Greetings and Introduction

(Tape script-3) Listen to **Conversation 1** and identify what is wrong with the conversation here.

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.....

Now listen to **Conversation 2** and state why the second one is better than the first.

.....

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.....

Match your analysis with the one given in the 'Answers Section'.

1.9 LANGUAGE FOCUS – SMALL TALK

When you meet people you can begin a conversation with them by doing any one of these three things.

You can make an observation.

Lovely weather! Isn't it?

It's too cold for this time of the year.

The trains usually run late this season because of the fog.

Attendance for the event seems better than last year. (at a business event)

I've worked at several places in M.P.

I like watching reality shows. How about you?

I enjoy playing / watching cricket? How about you?

You can ask a question.

What do you like best about living here?

Which is the best place you have travelled to?

How often do you come to Meerut?

Is this your first visit here?

Did you have a comfortable journey?

What do you think of.....?

What is your take on.....?

Have you heard of?

You can reveal something about yourself.

Activity 10

Now can you complete these questions / statements which have been begun for you?

- i) How often do you.....?
- ii) Do you like?
- iii) What is your favourite.....?
- iv) Where did you first.....?
- v) Would you like some.....?

Activity 11

- 1) Complete this paragraph by filling up the gaps with suitable words from the box.

develop	impact	overcome	conversation	influences
shyness	master	professional	difficult	crucial
recognize	break	discovered	successful	perceive
start				

Small talk is _____ in any relationship. Everyday conversation can make or _____ relationships in our personal and _____ lives. Unfortunately, most people don't realize how important small talk is, and hence do not do anything to _____ or improve this skill. Developing the ability to make small talk is not as _____ as many other work related skills once we _____ its importance and worth.

A Stanford University School of Business study showed its _____ on business success. It tracked MBA's 10 years after graduation, and _____ that grade point averages had no bearing on their success – but _____ did. Most _____ were those who could make conversation with anyone – from strangers, to secretaries, to bosses to customers.

Small talk has a great impact on your success in 'personal' relationships, because it _____ how others see you in terms of intelligence and confidence. Most people _____ good conversationalists as more intelligent and confident.

Despite the importance of small talk, most people don't do it well. One major reason is _____ and another common reason is not knowing how to _____ a conversation. There are also some who do not have anything to say. All of these difficulties can be _____, once you decide to _____ this art.

1.10 WRITING – SMALL TALK

Check Your Progress 7

- 1) Expand these tips on small talk into paragraphs of at least 4 to 5 sentences. This will also serve as a revision for some of the hints that you have come across in the earlier part of the unit. Now compare the paragraphs prepared by you with the sample answers given in the 'Answers Section'.

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UNIVERSITY

2) Write about 100 words each on at least one of these topics.

- i) Conversation is an art
- ii) The burden of conversation
- iii) Building relationships through small talk

ignou
THE PEOPLE'S
UNIVERSITY

1.11 SPEAKING – SMALL TALK

Activity 12

Imagine that you are B and A is having a conversation with you. Complete this dialogue with suitable questions / statements.

A: How are you?

B:

B:

A: I'm fine too.

A: It's good to see you after such a long time.

B:

A: So did you have a comfortable journey?

B:

A:

B: I last visited this place six months ago.

A: Have you been following the cricket series?

B:

A: True. I've been enjoying the matches too.

You may match your answers with the ones given in the 'Answers Section'.

Activity 13

Discuss the importance of these tips on small talk with your study partner:

- i) Be yourself
- ii) Smile
- iii) Be a good listener
- iv) Do not force the conversation

1.12 GRAMMAR

In this unit, we will learn Contractions and Negatives.

A) Contractions

Contractions are words that have been shortened. This is done by missing out letters. An apostrophe replaces the missing letters.

For example:	doesn't	for	<i>does not</i>
	we'll	for	<i>we will</i>
	it's	for	<i>it is</i>
	they're	for	<i>they are</i>

Contractions are generally used in speech and informal writing. They are also frequently used in emails.

Check Your Progress 8

1) Can you write these words in the contracted form:

- i) I am
- ii) She is

- iii) We are
- iv) We have
- v) You have
- vi) I would
- vii) You would
- viii) Do not
- ix) Are not
- x) Should not
- xi) Should have
- xii) Need not
- xiii) It is
- xiv) That is

We will now see how they are used in **Introductions and Greetings**.

I'm (I am) Pawan Dhingra. **I'd** (I would) like to introduce you to my colleague, Preeti Shukla. **She's** (She is) from Marketing too. **We've** (We have) been working together for two years.

- 2) Here are some expressions commonly used in introductions and greetings. Rewrite them using appropriate contracted forms.

- i) I am Niti Wadhvani.
- ii) He is my colleague Rahman Siddiqui.
- iii) We are working together on your project.
- iv) We have almost completed the first phase of the project.
- v) We would like to show you the plan for the second phase.
- vi) My name is Gagan Srivastava.
- vii) What is your name?
- viii) I am pleased to meet you.
- ix) I would like you to meet my colleague Sadhna Suman.
- x) She is my senior in the department.
- xi) We are both from the same college.
- xii) I am very pleased to meet you both.
- xiii) It has been a pleasure.
- xiv) What is your program for the evening?
- xv) Let us meet in the evening for dinner.
- xvi) Sonu is ill.
- xvii) What is the matter?

B) Negatives

- To make negatives, we put *not* or *n't* after an auxiliary verb. (be, have, may etc.). Example:

They are *not* (*aren't*) confident about their language.

- If there is no other auxiliary verb, we use *do*. Example:

Positive: They *know* what to talk about.

Negative: They *do not (don't)* know what to talk about.

Negative: He *does not (doesn't)* know what to talk about.

- Another type of negation is called affixal. Here we add a prefix or an affix to a word, which makes the sentence negative. Example:

Positive:your conversation will then be more meaningful.

Negative: ...your conversation will then be meaning*less*.

Negative: ...in some situations, you might be nervous or *un*comfortable.

Negative:whistling is *im*polite.

Check Your Progress 9

- 1) Make negatives of the following sentences using not:

i) Vinay opened the door.
.....

ii) You should reply to her email.
.....

iii) She is writing a novel these days.
.....

iv) He works every Sunday.
.....

v) Subhash became a dentist.
.....

vi) Sudha has time.
.....

vii) He has a cold.
.....

viii) Mohan has a chance of winning this match.
.....

- 2) Add prefixes to the following words to make them negatives. You may use any of these prefixes (un-, in-, dis-, non-, ir-, it-, im-)

i)	Legal	
ii)	Regular	
iii)	Balance	
iv)	Complete	
v)	Able	
vi)	Equality	
vii)	Equal	

viii)	Just	
ix)	Justice	
x)	Similar	
xi)	Unity	
xii)	Violence	

1.13 LET US SUM UP

In this unit you practiced how to introduce yourselves and others in formal and informal situations. You also learnt to greet with the right intonation and stress. You learnt some words pertaining to personal, social or professional qualities. In the grammar section, you revised 'contractions' and negation.

In this unit you also realized the importance of engaging in social interaction before talking shop. Successful people are those who can go beyond business to establish relationships with people. We gave you some phrases in Language Focus which will help you in carrying out a conversation. The Writing section as well as the Listening and Speaking sections gives you further tips in this area. Please listen to the CD / audio file (available on our IGNOUs' website under BCA programme) when attempting the listening and speaking activities.

1.14 ANSWERS

Activity 1

- 1) i) May I introduce myself, I am Reeta Rani Paliwal. I am the Director of the School of Humanities, IGNOU.
- ii) a) at home – very informally (hug)
- b) at a party – more formally
- c) at a get-together – formally
- d) formal meeting – very formally

iii) Find someone who.....

The trainer may print out and cut up or make slips and have students pick up one each.

Activity 2

- 1) i) Informal
- ii) Formal
- iii) Semi-formal
- iv) Informal
- v) Semi-formal
- vi) Semi-formal
- vii) Formal
- viii) Semi-formal
- ix) Informal
- x) Semi-formal

2)

	Greeting		Response
i)	Hi	b	Hello / hi
ii)	How do you do?	d	How do you do?
iii)	How are you doing?	g	Alright. How about you?
iv)	What's up?	e	Nothing much.
v)	Hello	h	Hi / hello
vi)	How are you?	a	Very well, thank you. And you?
vii)	Good Morning / Afternoon / Evening	f	Good Morning / Afternoon / Evening
viii)	Good to see you	c	Good to see you too.

- 3) I don't think you know Ridhima.
May I introduce you to Ridhima?
I'd like to introduce you to Ridhima.
Sunil, do you know Ridhima?
Sunil, I'd like you to meet Ridhima.

4) Corporate situations

A – iii

B – ii

C – v

D – i

E – iv

Check Your Progress 1

- 1) ii (Social etiquette in India)
2) i – False; ii – True; iii – False; iv – True; v – False; vi – True
3) i – conservative; ii – colonial; iii– multicultural; iv – metropolitan;
v – native

Check Your Progress 2

- i) etiquette
ii) Titles
iii) advanced
iv) courtesy
v) first
vi) strangers
vii) familiar
viii) respect
ix) Status
x) introduce
xi) secure
xii) always
xiii) shake
xiv) prefer

1.6 Listening and Speaking - Greetings

Greetings and Introduction

Tape script 1

- i) I'm Rohan Sharma.
- ii) How do you do?
- iii) Please meet my colleague Ms. Mohita Jain.
- iv) Did you have a comfortable journey?

Tape script 2

- Visitor: Good morning Mr. Siddiqui.
You: *Good Morning.*
Visitor: How are you?
You: *I'm fine thank you. And how about you?*
Visitor: I'm fine too. It's been long since we last met.
You: *Oh yes. It's been a few months.*

Tape script 3

- i) I am Sonia Parashar. I work in Phone as a Customer Relation officer. I joined the company in 2006 as a trainee. I got promoted this year. I'm responsible for looking after the customer needs in my area. If the users of our services have any problems, I listen to them and then take the necessary action to solve their problems. I enjoy dealing with different kinds of people and get a lot of satisfaction from being able to help them. What I don't like about my job is dealing with difficult customers who are not willing to listen to my explanation.
- ii) My name is Amit Sen. I work in a private bank as a cashier. The name of my bank is HFRC. My working hours are 9 am to 6 pm, six days a week. I often get late at work and reach home only by 8 pm or so. I handle a lot of cash. Hence I need to be very alert and careful all the time. However, I like my work. The work environment in my bank is good and my colleagues are very friendly and supportive.

Check Your Progress 3

3) Completed exercise:

- i) Name: *Sonia Parashar*
Name of Company: *Phone*
Has been working since: *2006*
Job responsibility: *looking after the customer needs, problem solving.*
Likes: *dealing with different kinds of people, helping people*
Dislikes: *dealing with difficult customers*
- ii) Name: *Amit Sen*
Works as: *cashier*
Working hours: *9 am to 6 pm*
Takes care of: *cash*
Likes: *work environment, colleagues who are very friendly and supportive.*

Activity 3

- 1) **Formal** situation like office or neighbourhood, could be colleagues or neighbours, who do not know each other well.
- 2) **Formal:** College. Student and a teacher.
- 3) **Formal:** Office. A BHEL personnel and a visitor.
- 4) **Formal:** Outside class. Teacher and student.
- 5) **Informal:** Neighbourhood. Teenagers, neighbours.
- 6) **Formal:** Classroom. Teacher and class.
- 7) **Formal:** Office. Meeting for the first time.

Activity 4

(i) and (iii) are inappropriate for small talk.

Topics like salaries and marital status invade the personal territory of people and hence are too personal to be asked.

Activity 5 Small talk with foreigners

- i) I hope you had a comfortable flight. / How was the flight? Were you able to get some sleep?
- ii) It is wonderful to see you again. I hope you are enjoying the sunshine of India, or is it too warm for you?
- iii) You must be tired after the long flight. Would you like to have some coffee or would you prefer to go to the hotel right away?
- iv) Have you tried any of the Indian cuisine so far? What would you like to have for lunch?
- v) Would you like something to drink before we set out? It's going to be a rather big tour of the work shop.

Activity 6

- i) Australia, USA
- ii) Australia and England
- iii) England and maybe Australia
- iv) Australia
- v) England, Australia and USA in that order
- vi) USA, England

Check Your Progress 4

- 1) Subtitles matched with the appropriate paragraphs of the reading passage.
 - i) common ground - para 6
 - ii) ideologies - para 4
 - iii) don't get personal - para 5
 - iv) objective of small talk - para 1
 - v) difficulties encountered in small talk - para 2
 - vi) overcoming anxiety - para 8
 - vii) paying attention to what you are being told - para 7
 - viii) doing your homework - para 3

2) Words/expressions in the text with similar meanings:

- i) at ease - **comfortable**
- ii) in advance - **prior**
- iii) find out – **look up**
- iv) intrude upon - **invade**
- v) harmless - **safe**
- vi) express - **communicate**

Check Your Progress 5

Indians like to invest time in building up a relationship with the person they do business with. Knowing a person helps them to build trust. Hence one must be willing to invest time with people in India, instead of hurrying them through business negotiations or deals.

It is also essential to understand the interests of Indians in areas like cricket, films etc., so that s/he may know what topics interest people in social conversations.

Check Your Progress 6

Do's:

- You may use the touch to communicate warmth
- Apologize if you touch someone with your foot by mistake

Don'ts:

- Do not touch anybody's head
- Do not call anyone with your palm up or by wagging your finger
- Do not stand upright with your hands on the hips
- Do not whistle or wink
- Do not point your feet at someone

1.10 Listening and Speaking (tape script-1) – Small Talk

- 1) **Speaker 1** – I usually keep a few short items - anecdotes, jokes, news stories or other interesting tidbits handy so that I can share them with others. I may or may not use them but at least I can draw upon this stock if the need arises.
- 3) **Speaker 2** – Whenever I have to go to a business event or a meeting, I spend at least 10 minutes thinking about what I have in common with the people who are going to be there. This helps me to think up topics for small talk.
- 4) **Speaker 3** – I think it is important to be well read. I like to take a look at local and national newspapers, magazines and trade publications. That gives me topics for small talk and conversation while entertaining business visitors.
- 5) **Speaker 4** – I'm usually the first to say "Hello." If I'm not sure the other person remembers me, I offer my name to ease the situation. For example, "Meera Shah? Simrat Khanna – good to see you again." I make sure I smile when I do this.
- 6) **Speaker 5** – I make sure I stay focused on my conversational partner by actively listening and giving feedback. I also keep my eye contact and never glance around the room while someone is talking to me.

Activity 7

Speaker 1	-	iii,	Speaker 2	-	v
Speaker 3	-	ii	Speaker 4	-	iv
Speaker 5	-	i			

1.10 Listening and Speaking (tape script-2) – Small Talk

Australians are forthright and direct and prefer to get down to business quickly, although some pleasantries can be exchanged at the beginning of a meeting so that the atmosphere is relaxed and some personal bonds are established. Most of them especially enjoy hearing appreciative comments about their country. Australians relish outdoor life and sport is a national obsession at all levels of society. Hence these are common topics for small talk or social conversation.

Australians are known for having an easygoing attitude and treating people in an informal manner. Whilst they may have an informal way of talking to one another, most would respect other people's privacy. Therefore, Australians may not necessarily talk to you first, as they would not like to intrude. It may be up to you to make the first approach. They are also reluctant to ask personal questions, or offer advice unless they have been asked.

Activity 8

(ii) and (v) are right. The rest are wrong statements.

1.10 Listening and Speaking (tape script-3) – Small Talk

Conversation 1

Mr. Singh: Is this your first visit to India?
Mr. Burns: No, it isn't. I first came here five years ago for a Trade Fair.
Mr. Singh: Should we get started with the meeting?

Conversation 2

Mr. Singh: Is this your first visit to India?
Mr. Burns: No, it isn't. I first came here ten years ago for a Trade Fair. It was much smaller than I expected.
Mr. Singh: Is that so. Well, Mr. Burns. You will find a lot of changes in India now, including big Trade Fairs.
Mr. Burns: I'm sure that's true.
Mr. Singh: Should we get started with the meeting?

Activity 9

In the first conversation Mr. Singh asks a question to which Mr. Burns answers. However, Mr. Singh does not respond to the answer and abruptly suggests that they get down to business. This is socially unacceptable.

In the second conversation Mr. Singh gives a suitable response to Mr. Burns' answer and then they get down to business. In small talk it is important to not change topics abruptly and to complete a conversation that's been initiated.

Activity 10

This is only a sample answer:

- i) How often do you **travel out of Delhi**?
- ii) Do you **like going to the cinema**?
- iii) What is your favourite **food / cuisine**?
- iv) Where did you first **start work**?
- v) Would you like some **tea or coffee**?

Activity 11

1) Missing words are given in bold.

Small talk is **crucial** in any relationship. Everyday conversation can make or **break** relationships in our personal and **professional** lives. Unfortunately, most people don't realize how important small talk is, and hence do not do anything to **develop** or improve this skill. Developing the ability to make small talk is not as **difficult** as many other work related skills once we **recognize** its importance and worth.

A Stanford University School of Business study showed its **impact** on business success. It tracked MBA's 10 years after graduation, and **discovered** that grade point averages had no bearing on their success – but **conversation** did. Most **successful** were those who could make conversation with anyone – from strangers, to secretaries, to bosses to customers.

Small talk has a great impact on your success in 'personal' relationships, because it **influences** how others see you in terms of intelligence and confidence. Most people **perceive** good conversationalists as more intelligent and confident.

Despite the importance of small talk, most people don't do it well. One major reason is **shyness** and another common reason is not knowing how to **start** a conversation. There are also some who do not have anything to say. All of these difficulties can be **overcome**, once you decide to **master** this art.

Check Your Progress 7

1) Sample answer:

i) Think ahead

One must not go to a business meeting or event without any prior preparation. Even if the meeting is a one-to-one face-to-face meeting with a visitor; it is advisable to think and plan ahead. A good way to start is by finding out about the person you are going to meet. Accordingly, on the basis of some preliminary information that you have gathered, you can decide what topics would be good conversational topics in the given situation. Advance thinking will enhance your comfort level and help you to make a good impression on the visitor.

ii) Have something to say

For any conversation you must have something sensible to say. If you are extremely well read or well informed, you will always have something to talk about. All you need to do is to choose from your stock according to the people or situation. However, if this is not the case, it is a good idea to do some information gathering before all important meetings or events where you need to make social conversation.

iii) **Observe and listen**

An important aspect of small talk is to be a good listener. This is an essential part of good social etiquette. Be a keen observer. This also helps you to understand better and to respond adequately to others.

Activity 12

- 1) Completed dialogue with suitable questions / statements;

A: How are you?

B: **I'm fine, thank you.**

B: **How about you?**

A: I'm fine too. Thank you.

A: It's good to see you after such a long time.

B: **Yes. It's been so long since we met up.**

A: So did you have a comfortable journey?

B: **Yes I did. Thanks.**

A: **When did you last visit this place?**

B: I last visited this place six months ago.

A: Have you been following the cricket series?

B: **Oh yes. We've had some great matches.**

A: True. I've been enjoying the matches too.

Activity 13

- i) **Be yourself**

It is important to be yourself as you cannot put up pretense for long. People will see through your act. Genuine people are respected as well as trusted. When it comes to business people will want to associate only with those who are trustworthy. So being genuine person shows that you are reliable and other can build a good business relationship you.

- ii) **Smile**

A smiling face is welcome anytime than an ill-tempered expression. When engaging in small talk people will feel comfortable in talking to you when you approach them with a smile on your face. It helps breaking the ice and setting the stage for a favorable business relationship.

- iii) **Be a good listener**

Listening carefully will help one understand others better and encourage them to interact better. If one keeps on talking without giving others a chance to speak, this may intimidate others and spoil any chances of establishing a business relationship.

- iv) **Do not force the conversation**

If one is nervous or uncomfortable or isn't prepared to initiate a conversation, one should not attempt doing so. Otherwise one might make a fool of oneself by saying something inappropriate.

Check Your Progress 8

- 1) i) I'm
ii) She's
iii) We're
iv) We've

- v) You've
- vi) I'd
- vii) You'd
- viii) Don't
- ix) Aren't
- x) Shouldn't
- xi) Should've
- xii) Needn't
- xiii) It's
- xiv) That's

- 2) i) I'm
- ii) He's
 - iv) We're
 - v) We've
 - vi) We'd
 - vii) name's
 - viii) What's
 - ix) I'm
 - x) I'd
 - xi) She's
 - xii) We're
 - xiii) I'm
 - xiv) It's
 - xv) What's
 - xvi) Let's
 - xvii) Bobby's ill.
 - xviii) What's

Check Your Progress 9

Vinay didn't open the door.

- 1) i) You shouldn't reply to her email.
- ii) She is not writing a novel these days.
 - iii) He doesn't work every Sunday.
 - iv) Subhash didn't become a dentist.
 - v) Sudha has no time.
 - vi) He doesn't have a cold.
 - vii) Mohan doesn't have a chance of winning this match.
- 2) Illegal, irregular, imbalance, incomplete, unable, inequality, unequal, unjust, injustice, dissimilar, disunity, non-violence

UNIT 2 COMPANY PROFILES/JOBS AND RESPONSIBILITIES

Structure

- 2.0 Objectives
 - 2.1 Warm Up – Business Organizations
 - 2.2 Reading: Famous Entrepreneurs
 - 2.3 Listening – Business Organizations
 - 2.4 Grammar: Wh-Questions
 - 2.5 Vocabulary – Business Organizations
 - 2.6 Writing – Business Organizations
 - 2.7 Warm Up – Jobs and Responsibilities
 - 2.8 Reading: Job Profiles
 - 2.9 Listening – Jobs and Responsibilities
 - 2.10 Grammar: Verbs Describing Job Responsibilities
 - 2.11 Vocabulary – Jobs and Responsibilities
 - 2.12 Writing: Job Descriptions
 - 2.13 Let Us Sum Up
 - 2.14 Answers

2.0 OBJECTIVES

It is important to know about business organizations, their growth and development, their products and services as well as their achievements. Similarly, it is also useful to read about entrepreneurs who have done well and received widespread recognition. As you will discover, many of them started out small and have had their share of struggle.

In this unit you will learn about:

- business organizations;
- entrepreneurs;
- how to ask relevant questions;
- correct word order in sentences;
- business collocations;
- how to write profiles of business people and companies;
- learning about jobs and responsibilities;
- understand departments and functions;
- write job profiles;
- look at language describing jobs and responsibilities; and
- practicing action verbs that describe jobs and job functions.

2.1 WARM UP – BUSINESS ORGANIZATIONS

Many business organizations establish the identity of their brands with the help of slogans. For example ‘Just do it’ brings Nike to mind immediately, just as ‘Hamara Bajaj’ immediately conjures up in our mind the image of the Bajaj scooter.

Activity 1

Company Profiles/Jobs and Responsibilities

Can you name the companies to which these slogans belong?

- i) Let's Go!
- ii) Taste the Thunder
- iii) The Complete Man
- iv) The Taste of India

2.2 READING: FAMOUS ENTREPRENEURS

Before we begin to look at business organizations let's understand who an entrepreneur is.

Can you write out the definition of an entrepreneur by making use of the clues given in the box? You may add your own information to the definition.

makes money	runs business	starts a business	
takes risks	owns a business	takes initiative	uses money

Now read this definition and match it with what you have written.

An entrepreneur is someone who starts and operates a new venture. Being in business or being an entrepreneur is about taking risks and confronting challenges. Hence an entrepreneur must have the ability to face new challenges and take risks.

Entrepreneurs can build new companies. They can also rejuvenate existing companies through buyouts and turnarounds. They can also build new companies inside existing companies, which can be called corporate entrepreneurship.

The will to spot opportunities and take risks in order to realize them is part of a person's overall makeup, which is partly innate and partly a product of his/her upbringing. The best way to learn how to be an entrepreneur is to work at the side of a successful one.

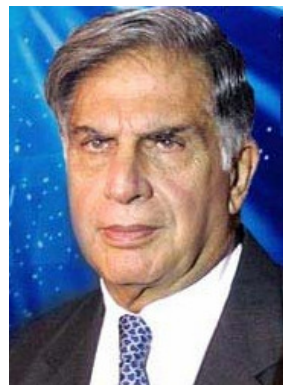
Good entrepreneurs know how to squeeze as much as possible out of limited amounts of cash.

Ratan Tata, the Chairperson of the Tata Group

Now read this profile of one of the leading entrepreneurs of India and answer the questions that follow:

One of the most well-known and respected industrialists in India is, Ratan Tata, the Chairperson of the Tata Group. He was born on December 28, 1937, in Mumbai where he did his schooling.

He graduated with a degree in Architecture and Structural Engineering from Cornell University and joined his family business. He was sent to Jamshedpur to work at Tata Steel. He was appointed the Director-in-Charge of The National Radio and Electronics Company Limited (Nelco) in 1971 and was successful in turning Nelco around.



In 1981, he became the Chairperson of Tata Industries and was instrumental in ushering in a wide array of reforms. It was under his stewardship that Tata Consultancy Services went public and Tata Motors was listed in the New York Stock Exchange.

He was awarded the Padma Bhushan by the Government of India in January 2000. He serves on the boards of several leading organizations, both in the public as well as the private sector in India. He is a member of the International Investment Council set up by the President of South Africa and serves on the programme board of the Bill and Melinda Gates Foundation's India AIDS initiative.

He is credited with leading the Tata's successful bid for Corus - an Anglo - Dutch steel and aluminum producer, which was acquired by Tata Sons for an estimated £6.7 billion in January 2007.

Mr. Ratan N. Tata is also instrumental in the manufacturing of 'NANO', 'The People's Car' from Tata Motors. This development signifies a first for the global automobile industry, the People's Car which brings the comfort and safety of a car within the reach of thousands of families.

Mr. Ratan Tata retired from all executive responsibility in the Tata Group on December 28th 2013 which was also his 75th birthday.

Check Your Progress 1

1) Answer the following questions:

- i) Pick out the example that shows Ratan Tata's ability to change the fortune of a company.

.....

.....

.....

.....

- ii) What does the profile tell us about his international standing?

.....

.....

.....

.....

.....

- iii) What does the text tell us about his association with community service?

.....

.....

.....

.....

.....

2) Complete the following statement using your own words:

Ratan Tata's major achievement in the automobile sector is:

.....

.....

.....

.....

.....

3) What do these expressions mean?

- i) turn something around
- ii) was instrumental in
- iii) under his stewardship
- iv) credited with
- v) within the reach of

Business Sectors

Activity 2

This subsection details the Tata group's operations according to the seven business sectors that its companies function in. Read through these details and match them with suitable headings given in the box.

- i) _____: Enterprises in the fields of software, telecommunications and industrial automation.
- ii) _____: Operations in automobiles and auto components.
- iii) _____: Leaders in this business sector, with operations in steel and composites.
- iv) _____: Widespread interests in the hospitality business, as also in insurance, realty, financial and other services.
- v) _____: A significant player in power generation and is also involved in the oil and gas segment.
- vi) _____: One of the largest producers of soda ash in the world. Additionally, they have interests in fertilizers and in the pharmaceuticals business.

Materials	Information Systems and Communications
Services	Chemicals Engineering Energy

2.3 LISTENING — BUSINESS ORGANIZATIONS

Listen to an interview with one of the senior directors of BHEL who answers some questions on BHEL being asked by a journalist who works for a business journal. Listen to the interview (Tape script 1) and answer the questions given below:

Check Your Progress 2

- 1) What is the full form of PSU?
.....
- 2) How many PSUs does the director mention?
.....
- 3) Fill up these gaps with appropriate dates and figures.
 - i) BHEL manufactures over.....products.
 - ii) It was founded in the
 - iii) It has manufacturing divisions.
 - iv) It exports its products to overcountries.
 - v) The BHEL has installed equipment for over of power generation.

Check Your Progress 3

You will now listen to the profile of Kiran Mazumdar Shaw, a leading lady entrepreneur of India. Listen to the profile (Tape script 2) and complete the blanks.

Kiran Mazumdar Shaw is
1 _____ of
Biocon Ltd., India's biggest biotechnology
company. In 2004, she became India's richest
woman.

Kiran Mazumdar Shaw was born on March
23, 1953 in Bangalore. She had her schooling
at Bishop Cotton Girls School and Mount
Carmel College at Bangalore. After
completing her B.Sc. 2 _____ from
Bangalore University in 1973, she went to
Ballarat University in Melbourne, Australia
3 _____ as a master brewer.



Kiran Mazumdar Shaw started her professional career as trainee brewer in Carlton
and United Beverages in 1974. In 1978, she joined as 4 _____ with
Biocon Biochemicals Limited in Ireland. In the same year, Kiran Mazumdar Shaw
5 _____ Biocon India in collaboration with Biocon Biochemicals Limited,
with a capital of Rs.10,000. She initially faced 6 _____
regarding funds for her business. Banks were hesitant to give loans to her as
biotechnology was a totally new field at that point of time and she was a woman
entrepreneur, which was a rare phenomenon.

Biocon's initial operation was to 7 _____ from papaya. Under Kiran
Mazumdar Shaw's stewardship Biocon transformed from an industrial enzymes
company to an integrated biopharmaceutical company with strategic research
initiatives. Today, Biocon is recognized as India's 8 _____

Kiran Mazumdar Shaw is the recipient of 9 _____ awards. These include
ET Businesswoman of the Year, Best Woman Entrepreneur, Model Employer, Ernst

& Young's Entrepreneur of the Year Award for Life Sciences and Healthcare, Leading Exporter, Outstanding Citizen, Technology Pioneer, etc. The Government of India also felicitated her 10 _____ (1989) and Padma Bhushan (2005).

Company Profiles/Jobs
and Responsibilities

2.4 GRAMMAR: WH-QUESTIONS

There are basically two types of questions: **open and close**. The open questions are those which can potentially have an infinite number of answers. For example, to the question:

When did you arrive?

The listener can reply: 'just now/ yesterday / on Monday / a few minutes ago / around 8.30 pm.....' i.e. the number of possible answers is really open. The number of possible answers is limited in the case of close questions. There are only two answers possible to the question.

Are you coming with me?

You can reply by saying *yes* or *no*.

Such questions are therefore frequently called *yes-no questions*.

We cannot answer a question like – *When did you arrive?* by saying *yes* or *no*. These questions demand some new information. Since they generally begin with a *wh* – word, they are called *wh* – questions or open ended questions. *Wh* – words include *who, what, which, when, where, how, why, whom, and whose*.

Questions with *where, when, why*, etc. normally have the same word order as *yes/no* questions.

We put *am/are/is/was/were* or another **auxiliary verb** (*have, will, can, etc.*) before the **subject**.

If there is no other auxiliary verb, we use *do/does/did* + *infinitive* (without *to*).

Statement: He likes his job.

Question: Why does he like his job?

Statement: I came here to learn English.

Question: Why did you come here (NOT ~~Why you came here?~~)

Profile of another leading Indian entrepreneur

Azim Premji

Azim Premji is Chairperson of Wipro Technologies, one of the largest software companies in India. He is an icon among Indian businessmen and his success story is a source of inspiration to a number of budding entrepreneurs.

Born on July 24, 1945, Azim Hashim Premji was studying Electrical Engineering from Stanford University, USA when due to the sudden demise of his father; he was called upon to handle the family business. Azim Premji took over the reins of the family business in 1966 at the age of 21.



After his father's demise, at the first annual general meeting of the company, a shareholder doubted Premji's ability to handle business at such a young age and publicly advised him to sell his shareholding and give it to a more mature management. This spurred Azim Premji and made him all the more determined to make Wipro a success story. And the rest is history.

When Azim Premji occupied the hot seat, Wipro dealt in hydrogenated cooking fats and later diversified to bakery fats, ethnic ingredient based toiletries, hair care soaps, baby toiletries, lighting products and hydraulic cylinders. Thereafter Premji made a focused shift from soaps to software.

Under Azim Premji's leadership, Wipro has metamorphosed from Rs.70 million company in hydrogenated cooking fats to a pioneer in providing integrated business, technology and process solutions on a global delivery platform. Today, Wipro Technologies is the largest independent R&D service provider in the world.

Azim Premji has several achievements to his credit. In 2000, Asiaweek magazine, voted Premji among the 20 most powerful men in the world. Azim Premji was among the 50 richest people in the world from 2001 to 2003 listed by Forbes. In April 2004, Times Magazine rated him among the 100 most influential people in the world. He is also among the richest Indians for the past several years. In 2005, Government of India honoured Azim Premji with Padma Bhushan.

Check Your Progress 4

- 1) After reading the profile of Azim Premji frame questions with the interrogatives below. The first one is done for you.
 - i) Who is Azim Premji?
 - ii) When born?
 - iii) Whatat the age of 21?
 - iv) Whyleave Stanford University?
 - v) In which year.....take over the family business?
 - vi) What first annual general meeting of the company?
 - vii) HowAzim Premji react to his criticism?
 - viii) What products when Azim Premji took over?
 - ix) Which product from soaps?
 - x) In Wipro a pioneer?
 - xi) WhenAzim Premji listed by Forbes?
 - xii) What honour 2005?
- 2) Now look at these answers to the above questions. Each sentence has jumbled words. Put the words in right order to get the correct answer.
 - i) Chairperson the is Azim Premji of Wipro Technologies.
 - ii) was he on July 24, 1945 born.
 - iii) age at the of he took the 21 reins of his family business.
 - iv) He sudden Stanford University father because of the left demise over of his.
 - v) over he business 1966 took the family in.

- vi) after the first general At meeting he took annual over, sell he was to his management shareholding advised to a mature.
- vii) criticism he to the with determination to Wipro reacted successful make.
- viii) Azim Premji dealt took When over in cooking hydrogenated Wipro fats.
- ix) focused Premji made a to soaps software from shift.
- x) providing is a in integrated Wipro pioneer business, technology global and delivery process solutions on a platform.
- xi) Azim Premji was by from 2001 listed to 2003 Forbes.
- xii) honoured he India was with the Bhushan by the Padma Government of in 2005.

2.5 VOCABULARY–BUSINESS ORGANIZATIONS

Check Your Progress 5

In the course of this unit you have read and heard text about business organizations as well as entrepreneurs. Several important business collocations were used to do this. Match the words in column A with appropriate collocations in column B.

A	B
private	story
focused	initiatives
well	known
power	entrepreneurs
success	generation
influential	services
research	shift
budding	people
prestigious	sector
engineering	awards

Activity 3

Look at the three key words in the left column and make as many partnerships as you can by combining them with the words in the right column. Some of the words in column B can be combined with more than one key word from column A.

A	B	Partnership
Business	organizations forces campaign strategies prospects plan activities	
Market	studies budget agency survey	

Advertising	project needs medium penetration segment share potential price operations risk expansion	
-------------	--	--

Activity 4

Now insert the key words in the appropriate blanks below:

- i) Break into
- ii) Set up
- iii) Launch

2.6 WRITING - BUSINESS ORGANIZATIONS

Check Your Progress 6

- 1) Make use of the given points to write the Company profile of Bombay Dyeing. Compare your profile with the sample answer.

- i) Bombay Dyeing is part of the Wadia Group
- ii) textile industry set up on August 23, 1879
- iii) one of India's largest producers of textiles
- iv) daily production at Bombay Dyeing exceeds 300,000 meters of fabrics
- v) 600 plus exclusive shops all over the country
- vi) exports to countries such as USA, countries in the European Union, Australia and New Zealand
- vii) sales turnover is equally divided between National and International markets
- viii) Bombay Dyeing also deals in chemicals.

- 2) Interview one person you know who is an entrepreneur and write out her/his profile.

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- 3) Also visit a website on the internet and read the company profile of any company that you are interested in working for. Write why you want to work for that company.

.....

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.....

.....

.....

2.7 WARM UP – JOBS AND RESPONSIBILITIES

Activity 5

Complete these sentences by inserting the names of appropriate departments.

- i) I look after recruitment in my company. I work in the _____.
- ii) It is my responsibility to see that the standard of our goods is maintained. I'm from _____.
- iii) If the customers are not happy with our goods they complain to me. I'm in _____.
- iv) I do the planning for launching new goods in the market. I work in _____.

Check your answers with the 'Answers Section'.

As you can see, in an office different people are given different jobs and responsibilities according to their expertise in the area, educational qualifications or experience.

2.8 READING: JOB PROFILES

Activity 6

- 1) Read these five job profiles and identify the jobs that these people do.
 - i) My primary job is to maintain law and order. I am often required to work for long hours. I need to be tough all the time. I am often overworked during festivals or public events when large numbers of people gather at public places.
 - ii) My profession is considered very venerable. I deal with young people. I am expected to prepare them for life. I must at all times be on my guard about my behavior because youngsters look up to me for guidance as well as setting an example.
 - iii) It takes long years of study and hard work to prepare for my vocation. My duty is to cure and heal people. I need to be prepared for long hours of work and can be called in to treat at any time of the day or night.
 - iv) I am an important part of the government machinery. I help in devising strategies to run the government(s), as well as to implement and execute plans made by the administration. I need to work in collaboration with the elected government/s in order to do my job.

- v) I work for the upliftment of the rural people or the marginalized or weak sections of society in bigger towns and metros. In the course of my work, I need to reach out to all kinds of people and interact with them. Hence I need to be very social, patient and sympathetic.

You can check your answers with the 'Answers Section'.

- 2) Now read another set of five profiles and state how they are different from the ones above. Name the departments where these people work.
- i) I am required to come up with new concepts of products or services or research ideas proposed by other people in the organization. My work requires patience and perseverance. I must come up with the prototype of a product and test it until it works satisfactorily.
- ii) My job is to hire and fire people. This is not easy. I need to make sure that I pick the right people for the different jobs in an organization. Once they are appointed, I must ensure that their working conditions are good and they do not have any difficulties or problems while doing their work. If they are found unsuitable for their job, I need to fire them. I also organize training programmes for the employees of my company.
- iii) I take care of finding out about market trends and how our products are likely to do in the market. For this, I need to find out about consumer tastes and preferences. Besides, I am also responsible for promoting the sales of our products.
- iv) My work requires that I travel to existing buyers and prospective ones and get orders for the company. I am usually part of a team and we distribute different regions amongst us and operate accordingly. I need to travel often.
- v) My main job is to deal with money. I keep an account of the income and expenditure of the company and advise the management on how much money we can spend in the proposed areas. I also invoice our customers and take care of the bills from our suppliers.

2.9 LISTENING – JOBS AND RESPONSIBILITIES

Check Your Progress 7

Departments: You will hear from 10 people who do different kinds of work in a company. Identify the departments that they work in (Tape script 1).

- i)
- ii)
- iii)
- iv)
- v)
- vi)
- vii)
- viii)
- ix)
- x)

Check Your Progress 8

You will hear 3 people talking about their jobs and responsibilities. Listen to them and decide what they work as (Tape script 2).

- i)
- ii)
- iii)

Company Profiles/Jobs and Responsibilities

2.10 GRAMMAR: VERBS DESCRIBING JOB RESPONSIBILITIES

Profiling your work and job responsibilities involves stating what you do and outlining your responsibilities. The choice of appropriate verbs is of utmost importance here.

Now look at this profile of a computer operator. The verbs are highlighted for you in this profile.

Computer Operator

Job Purpose: To **input** and **extract** data quickly and accurately using a computer terminal.

Job Responsibilities:

- i) **Enter** standard documents into the computer quickly and accurately using the keyboard.
- ii) **Check** data entered for accuracy and refer any queries to supervisor or data originator.
- iii) **Select** appropriate program or software for data being entered.
- iv) **Report** any data entry problems to supervisor.

Check Your Progress 9

- 1) Now look at the profile of a Management Consultant and fill in the blanks with missing verbs. You may need phrases in some of these blanks. You may use words given below in case of difficulty. You can use one word / phrase more than once.

maintain	carry out	develop	conduct	prepare
analyze	determine	present		implement
identify				
assist				

Management Consultant

Job Profile: To analyze problems, and provide advice and guidance to a range of organizations on issues and problems relating to policies, organization, procedures and methods and to recommend appropriate actions, providing assistance with implementation where required.

Job Responsibilities:

- i) market research to identify consultancy opportunities.
- ii) presentations and proposals for prospective clients to sell consultancy projects.
- iii) client problems and make attempts to resolve it.

- iv) research, problems and potential solutions for a variety of client projects to present workable solutions or provide specialist advice to enable clients to resolve business problems.
- v) and reports setting out the findings, conclusions and recommendations arising from consultancy projects.
- vi) regular contact with the client to ensure that there is regular information about project progress.
- vii) with implementation of consultancy recommendations.
- viii) all required project and client data to ensure that full information is available for project planning, contract management and business development.
- ix) an awareness of progress in relevant field of expertise to ensure that advice given is accurate and up to date.

These verbs express achievements or something a person does in a concise and persuasive manner. For Example:

Develop a new design

Check Your Progress 10

Now think of where and how you can use the following verbs. The clues in the box could help you. There are two sets of answers given in the 'Answers Section'. These will help you to strengthen your understanding of the meaning and usage of these verbs. The first one has been done for you.

a settlement	a scheme	your findings
a new design	sales possibilities	social service
new equipment	data	profits
an awareness programme		

- i) Introduce Introduce a scheme
- ii) Create
- iii) Present
- iv) Publicize
- v) Negotiate
- vi) Document
- vii) Volunteer
- viii) Maximize
- ix) Examine
- x) Survey

2.11 VOCABULARY – JOBS AND RESPONSIBILITIES

Activity 7

Read these profiles of women entrepreneurs in India and attempt the vocabulary exercises that follow each profile. These will not only help you to strengthen your business vocabulary but also acquaint you with the power of business women in India.

- A) Entrepreneur Dr. Kiran Mazumdar-Shaw, Chairperson and Managing Director of Biocon Ltd., who became India's richest woman in 2004 (an estimated Rs.2,100 crores), was educated at the Bishop Cotton Girls School and Mount Carmel College in Bangalore. She 1 _____ Biocon India with a 2 _____ of Rs.10,000 in her garage in 1978. The initial 3 _____ was to extract an enzyme from papaya. Her 4 _____ for loans were turned down by banks – on three counts – biotechnology was then a new word, the company lacked 5 _____, and (most importantly) women 6 _____ were still a rarity. Today, her company is the biggest biopharmaceutical firm in the country.

Complete the above profile by filling in the missing words. Check your answers with the 'Answers Section'.

- B) Sunita Narain, an environmentalist and political 1 _____ as well as a major proponent of the Green concept of 2 _____ development, was awarded the Padma Shri by the Government of India in 2005. Narain, who has been with the India-based Centre for Science and Environment since 1982, is 3 _____ the director of the Centre, and the director of the Society for Environmental Communications, and publisher of the 4 _____ magazine, 'Down to Earth'.

The missing words needed to complete the above profile are jumbled below. Can you sort them out and put them in the appropriate space?

tvaitcsi

tbnislauslae

rnylrucet

gtnfiorythl

- C) Naina Lal Kidwai was the first Indian woman to graduate from the Harvard Business School. Fortune magazine 1 _____ Kidwai among the World's Top 50 Corporate Women from 2000 to 2003. According to the Economic Times, she is the first woman to head the 2 _____ of a foreign bank in India (HSBC). Kidwai was awarded the Padma Shri in 2007.

Fill in the above two blanks with words, the meanings of which are given below. The first letter of the word is given to help you out.

1) To put into a series

2) Activities or business

- D) Sulajja Firodia Motwani, Joint Managing Director of Kinetic Engineering Ltd., is in-charge of the company's overall business developmental activities. She is also the Director of Kinetic Motor Company Limited and Kinetic Marketing Services Limited. A fitness freak and avid sports enthusiast, she played badminton at the national level.

The magazine 'India Today' honoured her with the title of business 'Face of the Millennium'. She was ranked among the top 25 business entrepreneurs of the country, and was also presented with the Society Young Achiever's Award for Business in 2002. The same year, she was chosen as the 'Global Leader of Tomorrow' by the World Economic Forum.

Find words/expressions in the above passage which can be substituted with these:

looks after
health conscious
lover
rewarded
rated
selected

- E) Dr. Jatinder Kaur Arora, an 1 _____ from Punjab, was conferred a 2 _____ for her work on 3 _____ through science and technology. Dr. Arora, perhaps the first scientist to get such an award, is a doctorate in microbiology and has a brilliant 4 _____. An unlikely and fairly new contender on this list, she is serving as a 5 _____ in the Punjab State Council for Science and Technology at present.

Complete these word partnerships by combining the words in column A with suitable word partners in column B. Now complete the profile of Jatinder Kaur Arora by fitting these into appropriate spaces.

A	B
outstanding	record
national	development
women's	scientist
academic	director
joint	award

2.12 WRITING: JOB DESCRIPTIONS

It is important to write out job descriptions effectively because they are an important communication tool and play a significant role in the success of an organization. Poorly written employee job descriptions, on the other hand, add to workplace confusion and cause miscommunication.

Employee job descriptions are written statements that describe the duties, responsibilities, required qualifications, and reporting relationships of a particular job. Employee job descriptions clearly identify and spell out the responsibilities of a specific job. They also include information about working conditions, tools, equipment used, knowledge and skills needed, and relationships with other positions.

Job descriptions are necessary for any one who works. A job description defines a person's role and accountability. Without a job description it is not possible for a person to properly commit to, or be held accountable for, a role.

Company Profiles/Jobs and Responsibilities

If you are someone with job experience, write out your job description. If you do not have any job experience, imagine that you are working in a business organization and write a job description listing your responsibilities. Now compare your description with the one given in the ‘Answers Section’.

- Communicating
- Planning and organizing
- Managing
- Monitoring and reporting
- Evaluating
- Decision making
- Financial budgeting and control
- Producing
- Maintaining / repairing
- Quality control
- Health and safety
- Creating and developing
- Using equipment

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UNIVERSITY

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In this unit, we also introduce you to jobs and responsibilities in an organization. It is our job description which informs us of our responsibilities in a job and makes us accountable towards it. We practiced verbs which are commonly used in this specific area. In a series of activities in the vocabulary section, we attempted to enhance your word power. The writing section gave you hints about writing your own job responsibilities.

2.14 ANSWERS

Activity 1

- | | |
|----------------|---------------|
| i) Maruti Alto | ii) Thumbs Up |
| iii) Raymonds | iv) Amul |

Check Your Progress 1

- 1)
 - i) He was successful in changing the fortunes of Nelco by making it a profit making concern, after it had been going into losses.
 - ii) He is a member of the boards of several leading organizations, both in the public as well as the private sector in India. He is also a member of the International Investment Council set up by the President of South Africa. Besides, he also acquired Corus – an Anglo-Dutch steel and aluminum producer for an estimated £6.7 billion in January 2007.
 - iii) He is associated with Bill and Melinda Gates Foundation's India AIDS initiative and is on their Board.
- 2) Ratan Tata's major achievement in the automobile sector is *the launch of Nano, a low cost people's car, which is affordable and can enable the common person to travel safely and comfortably.*
- 3)
 - i) Turn something around – to be able to make a positive or favourable change in something
 - ii) Was instrumental in – was responsible for / played a major role in
 - iii) Under his stewardship – under his leadership / guidance
 - iv) Credited with – achieve something noteworthy
 - v) Within the reach of – accessible to

Activity 2

- i) Information Systems and Communications, ii) Engineering,
- iii) Materials, iv) Services, v) Energy, vi) Chemicals

2.3 Listening (Tape script 1)

- Q. How important is BHEL as a PSU in India?
- A. Bharat Heavy Electricals Limited is the largest engineering and manufacturing enterprise in India in the energy-related/infrastructure sector.
- Q. Does it enjoy a special status as a Public Sector Enterprise?
- A. Yes, it is one of the nine large Public Sector Undertakings known as navratnas or nine jewels.

- Q. Can you tell me something about your products and services?
- A. BHEL offers over 180 products and provides systems and services to meet the needs of core sectors like: power, transmission, industry, transportation, oil and gas, non-conventional energy sources and telecommunication.
- Q. And how old is your company?
- A. It was founded in the 1950s.
- Q. How many manufacturing units does the company have?
- A. Today, BHEL has a wide-spread network comprising 14 manufacturing divisions, 8 service centres, 4 power sector regional centres, 18 regional offices, and a large number of project sites spread all over India and abroad.
- Q. How big is your international market?
- A. BHEL is one of the largest exporters of engineering products and services from India. It has established its references in around 60 countries of the world, ranging from the United States in the West to New Zealand in the Far East. Its export range include: individual products to complete power stations, turnkey contracts for power plants, EPC contracts, HV/EHV Sub-stations, O&M services for familiar technologies, specialized after-market services like Residual Life Assessment (RLA) studies and retrofitting, refurbishing and overhauling, and supplies to manufacturers and EPC contractors.
- Q. What would you say are your major achievements?
- A. We have several major achievements to our credit. To name a few, we have acquired certifications for Quality Management Systems (ISO 9001), Environmental Management Systems (ISO 14001) and Occupational Health and Safety Management Systems (OHSAS 18001). And to date we have installed equipment for over 90,000 MW of power generation.

Check Your Progress 2

- 1) Full form of PSU: Public Sector Undertaking
- 2) Nine called Navratan or nine jewels.
- 3) Appropriate dates and figures:
 - i) BHEL manufactures over **180** products.
 - ii) It was founded in the **1950s**.
 - iii) It has **14** manufacturing divisions.
 - iv) It exports its products to over **60** countries.
 - v) The BHEL has installed equipment for over **90000 MW (mega watts)** of power generation.

2.3 Listening (Tape script 2)

Kiran Mazumdar Shaw is the Chairperson and Managing Director of Biocon Ltd., India's biggest biotechnology company. In 2004, she became India's richest woman.

Kiran Mazumdar Shaw was born on March 23, 1953 in Bangalore. She had her schooling at Bishop Cotton Girls School and Mount Carmel College at Bangalore. After completing her B.Sc. in Zoology from Bangalore University in 1973, she went to Ballarat University in Melbourne, Australia and qualified as a master brewer.

Kiran Mazumdar Shaw started her professional career as trainee brewer in Carlton and United Beverages in 1974. In 1978, she joined as Trainee Manager with Biocon Biochemicals Limited in Ireland. In the same year, Kiran Mazumdar Shaw founded

Biocon India in collaboration with Biocon Biochemicals Limited, with a capital of Rs. 10,000. She initially faced many problems regarding funds for her business. Banks were hesitant to give loans to her as biotechnology was a totally new field at that point of time and she was a woman entrepreneur, which was a rare phenomenon.

Biocon's initial operation was to extract an enzyme from papaya. Under Kiran Mazumdar Shaw's stewardship Biocon transformed from an industrial enzymes company to an integrated biopharmaceutical company with strategic research initiatives. Today, Biocon is recognized as India's pioneering biotech enterprise.

Kiran Mazumdar Shaw is the recipient of several prestigious awards. These include ET Businesswoman of the Year, Best Woman Entrepreneur, Model Employer, Ernst & Young's Entrepreneur of the Year Award for Life Sciences and Healthcare, Leading Exporter, Outstanding Citizen, Technology Pioneer, etc. The Government of India also felicitated her with Padmashri (1989) and Padma Bhushan (2005).

Check Your Progress 3

- 1) the Chairperson and Managing Director
- 2) in Zoology
- 3) and qualified
- 4) Trainee Manager
- 5) founded
- 6) many problems
- 7) extract an enzyme
- 8) pioneering biotech enterprise
- 9) several prestigious
- 10) with Padmashri

Check Your Progress 4

- 1)
 - i) Who is Azim Premji?
 - ii) When was Azim Premji born?
 - iii) What did he do at the age of 21?
 - iv) Why did he leave Stanford University?
 - v) In which year did he take over the family business?
 - vi) What happened at the first annual general meeting of the company?
 - vii) How did Azim Premji react to his criticism?
 - viii) What products did Wipro deal with when Azim Premji took over?
 - ix) Which product did he shift to from soaps?
 - x) In which sector is Wipro a pioneer?
 - xi) When was Azim Premji listed by Forbes?
 - xii) What honour did he receive in 2005?
- 2)
 - i) Azim Premji is the Chairperson of Wipro Technologies.
 - ii) He was born on July 24, 1945.
 - iii) At the age of 21 he took over the reins of his family business.
 - iv) He left Stanford University because of the sudden demise of his father.

- v) He took over the family business in 1966.
- vii) At the first annual general meeting after he took over, he was advised to sell his shareholding to a mature management.
- viii) He reacted to the criticism with determination to make Wipro successful.
- viii) When Azim Premji took over Wipro dealt in hydrogenated cooking fats.
- ix) Premji made a focused shift to software from soaps.
- x) Wipro is a pioneer in providing integrated business, technology and process solutions on a global delivery platform.
- xi) Azim Premji was listed by Forbes from 2001 to 2003.
- xii) He was honoured with the Padma Bhushan by the Government of India in 2005.

Check Your Progress 5

	A	B
i	private	sector
ii	focused	shift
iii	well	known
iv	power	generation
v	success	story
vi	influential	people
vii	research	initiatives
viii	budding	entrepreneurs
ix	prestigious	awards
x	engineering	services

Activity 3

Business organizations, strategies, prospects, plan, activities, studies, project, needs, potential, operations, risk, expansion

Market forces, prospects, studies, survey, needs, penetration, segment, share, potential, price, operations, expansion

Advertising campaign, strategies, prospects, activities, budget, agency, survey, project, needs, medium

Activity 4

- i) Break intoa market.....
- ii) Set upa business.....
- iii) Launchan advertising campaign..

Check Your Progress 6

- 1) This is a sample answer:

Bombay Dyeing is part of the Wadia Group of Industries. Set up on August 23, 1879, it is one of India's largest producers of textiles. The daily production at Bombay Dyeing exceeds 300,000 meters of fabrics and it has a distribution chain consisting of 600 plus exclusive shops spread all over the country. The company exports to advanced countries such as USA, countries in the European Union, Australia and New Zealand, and its sales turnover is more or less equally divided

between National and International markets. Apart from textiles, Bombay Dyeing also deals in chemicals.

Activity 5

- i) Personnel Department / Human Resource Development
- ii) Quality Control, iii) Customer Relations, iv) Marketing

Activity 6

- 1)
 - i) Policeman
 - ii) Doctor
 - iii) Social worker
 - iv) Teacher
 - v) Bureaucrat / IAS Officer
- 2) These profiles are different from the first set of profiles which concern different professions. Given below are profiles of people who work in different departments of a typical business organization.
 - i) Research and Development / R&D
 - ii) Human Resource Development / HRD/ Personnel
 - iii) Marketing
 - iv) Sales
 - v) Finance/ Accounts



2.9 Listening (tape script-1)

- i) I arrange training programmes for people working in my company.
- iii) I carry out market research to find out how our products are doing in the market.
- iv) I look after the complaints made by our customers.
- v) I make sure that goods are ready on or before the deadline.
- vi) I am responsible for making people aware of our products.
- vii) My job is to get orders for the goods sold by our company.
- viii) I look after the account work in my company.
- ix) I buy the raw materials for making our goods.
- x) I need to ensure that goods reach the customer from the warehouse of my company.
- xi) I design some of the products made by our company.

Check Your Progress 7

- i) Human Resource Development / Personnel
- ii) Marketing
- iii) After Sales / Customer Service
- iv) Production / Manufacturing
- v) Marketing
- vi) Sales
- vii) Finance

viii) Purchase

ix) Dispatch / Transport

x) Research and Development/Creative Team

2.9 Listening (tape script-2)

i) My main aim is to achieve all output targets of the company. I direct and control the factory staff to ensure that they work towards the deadlines given to them. I also need to see that workers carry out their responsibilities to the required standards. My job includes maintaining all relevant health, safety and hygiene standards at workshops. Besides, I develop all necessary policies and procedures to ensure that plant and equipment is effectively maintained to ensure maximum production efficiency.

ii) My job is to input and extract data quickly and accurately using a computer terminal. For that I must select an appropriate program or software for data entry. I need to enter standard documents into the computer quickly and accurately using the keyboard. I also check data entered for accuracy and refer any queries to the supervisor or data originator.

iii) Generally speaking, I study problems, and provide advice and guidance to a range of organizations on issues and problems relating to policies, organization, procedures and methods. I analyze client requirements and determine the most appropriate consultancy approach to meet these.

Check Your Progress 8

i) Product manager

ii) Computer operator

- iii Management consultant

Check Your Progress 9

i) Carry out

ii) Prepare

iii) Identify

- iv) Carry out, analyze, identify

v) Prepare, present

vi) **Maintain**

vii) Assist

viii) **Maintain**

ix) Develop

Check Your Progress 10

A) i) Introduce

a scheme

ii) Create

a new design

iii) Present

your findings

iv) Publicize

an awareness programme

v) Negotiate

a settlement

vi) Document

data

vii) Volunteer

to do some kind of social service

viii) Maximize

profits

ix) Examine

new equipment

x) Survey

the sales possibilities in an area

- B)
- i) **Introduced** a new method of dealing with paper wastage.
 - ii) **Created** an interior design layout for the office which improved functionality.
 - iii) **Presented** a new research project.
 - iv) **Publicized** the environmental awareness programme initiated by my company.
 - v) **Negotiated** price reduction of up to 25% with our new suppliers.
 - vi) **Documented** all news coverage of our company in the last 2 years.
 - vii) **Volunteered** to work in the home for the elderly on weekends.
 - viii) **Maximized** profits by 15% in the month of March.
 - ix) **Examined** the use of new safety equipment to minimize accidents on the production floor.
 - x) **Surveyed** a sample population of all departments to get inputs on improving the working conditions.

Activity 7

- A)
- 1) founded
 - 2) capital
 - 3) operation
 - 4) application
 - 5) assets
 - 6) entrepreneurs
- B)
- 1) activist
 - 2) sustainable
 - 3) currently
 - 4) fortnightly
- C)
- 1) listed
 - 2) operations
- D)
- 1) is in-charge of
 - 2) fitness freak
 - 3) enthusiast
 - 4) honoured
 - 5) ranked
 - 6) chosen
- E)
- 1) outstanding scientist
 - 2) national award
 - 3) women's development
 - 4) academic record
 - 5) Joint Director

Check Your Progress 11

Company Profiles/Jobs and Responsibilities

The description of a Human Resource Assistant given below is to help you to understand the role and functions of this job. It is not part of his/her job description.

The Human Resources assistant assists with the administration of the day-to-day operations of the human resources functions and duties. The HR assistant carries out responsibilities in some or all of the following functional areas: departmental development, employee relations, training and development, benefits, compensation, organization development, executive administration, and employment.

This is a sample answer:

As an HR assistant I have partial responsibility for these areas:

- recruiting and staffing logistics;
- performance management and improvement tracking systems;
- employee orientation, development, and training arrangements and record keeping;
- assisting with employee relations;
- company employee communication;
- employee safety, welfare, wellness, and health reporting;
- maintaining employee files and the HR filing system;
- assisting with the day-to-day efficient operation of the HR office.

As a Human Resource Assistant I contribute to the accomplishment of Human Resource practices and objectives that will provide an employee-oriented, high performance culture that emphasizes empowerment, quality, productivity and standards, goal attainment, and the recruitment and ongoing development of an efficient workforce.

I also assist my company managers with HR issues.

Our primary objectives are:

- Safety of the workforce.
- Development of an efficient workforce.
- Development of the Human Resource department.
- Development of an employee-oriented company culture that emphasizes quality, continuous improvement, and high performance.
- Personal ongoing development.

UNIT 3 GETTING READY FOR THE JOB MARKET AND ORGANISING A PORTFOLIO

Structure

- 3.0 Objectives
- 3.1 Warm Up
- 3.2 Reading Comprehension: Organizing a Portfolio
- 3.3 Vocabulary
- 3.4 Writing: Self-profile
- 3.5 Speaking: Presentation
- 3.6 Listening: Creating a Web-version of Your Portfolio
- 3.7 Grammar: The Present Continuous/ Progressive Tense
- 3.8 Let Us Sum Up
- 3.9 Answers

3.0 OBJECTIVES

In this Unit you will learn about the objectives of portfolio making. You will also learn:

- what a portfolio is;
- the difference between a portfolio and a resume;
- the importance of having a portfolio;
- what materials to collect for a portfolio;
- the order of documents in a portfolio;
- to arrange documents in a portfolio according to relevance for a job;
- to write a brief profile of yourself highlighting your strengths; and
- the importance of having a web-version of a portfolio.

Note: You may write 'resume' as we have done or *résumé* / *resume*´.

3.1 WARM UP

Activity 1

- 1) Take a look at these pictures. What qualities of a person do you think each picture highlights?



.....
.....

ii)



**Getting Ready for the Job
 Market and Organising a
 Portfolio**

iii)



iv)



v)

2) Now look at the following character traits and decide which pictures best represents these traits. You may add some relevant characteristics of your own.

- | | |
|---------------------------|---------------------------|
| i) Creativity | ii) Dedication |
| iii) Communication skills | iv) Spirit of Competition |
| v) Teamwork | vi) Ambition |
| vii) Spirit of adventure | |

3) Now make a list of the strengths you have and should highlight, while applying for any job.

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3.2 READING COMPREHENSION: ORGANIZING A PORTFOLIO

Activity 2

Pre-reading

Before you read the text on Portfolios attempt the following questions. Then read the passage and check your answers.

- 1) Is a portfolio just another name for a resume?

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- 2) Is a resume included in a portfolio?

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- 3) Can one put pictures into a portfolio?

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- 4) How long does it take to collect documents for a portfolio?

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Usually, when you talk to someone who is preparing for an interview and ask him/her if his/her portfolio is up-to-date, the response you get is that of bewilderment. People do not feel that they need to prepare a portfolio.

Perhaps the answer to their question is, “No, a portfolio is not absolutely necessary. But if you want to give proof of your skills, get an edge, make an impact, or in short do everything possible to procure a job, then yes, you really do need a portfolio when you are called for an interview for a professional position.”

How is a portfolio different from a resume?

- A portfolio is not a resume. The first personal document in the portfolio is the resume.
- It contains tangible evidence of your skills and abilities.
- It may contain colorful graphics relevant to the skills required for the position sought.
- A portfolio is not sent out like a resume; it is usually taken along at the time of the interview.

A portfolio is a powerful interview tool for just about all job seekers. It is a visual representation of your abilities, skills, capabilities, knowledge, qualities – and it represents your potential. It presents tangible proof of your skills and abilities.

Physically, it is a collection of things that represent work-related events in your life. Remember that while pursuing hobbies or volunteer activities, or simply pursuing your interests, you probably developed skills that can now be extremely useful in a work-related environment. The portfolio provides "evidence" of your potential by demonstrating what you accomplished in the past.

Why is a portfolio worth the effort?

It helps you to:

- make focused preparation for interviews.
- convince others of your skills, abilities and qualities pertaining to the job requirement.
- showcase and hence communicate your skills clearly.
- demonstrate the results of your work.
- establish the habit of documenting your accomplishments and results.
- create a personal database.
- assess your own progress in your career development.

A portfolio can be an important learning tool for students to help them assess their learning and make it compatible to the employer's need for skilled and capable employees.

How do you make a portfolio?

You start by developing a portfolio "collection" that contains all of your artifacts. If you have written, developed, created or earned anything, you can file, print, frame, photocopy, photograph or digitize it. This is the stuff of which portfolios are made. These may include any of the following:

- Articles
- Awards
- Brochures
- College transcripts and degrees
- Drawings and designs
- Grants
- Letters of commendation
- Letters of reference
- Manuals and handbooks
- Merit reviews

- Photographs
- Presentations
- Programming examples
- Project summaries and reviews
- Scholarships
- Training certificates

These should be used according to their relevance to the position currently being sought, and should appear in chronological order.

The portfolio should be housed in a sturdy 3 ring binder with not more than 20 pages. This will allow you to add or subtract documents as needed. The binder should be neat and orderly, and the contents well organized.

The first page of the portfolio should be the index. This will give the interviewer a concise overview of what is actually contained in the portfolio. It will enable him/her to look at the documents of interest, and quickly get an idea of your achievements.

The first personal document should be your personal resume or curriculum vitae. This concise document should outline all relevant credentials, education, work experiences, and activities. The next section of the portfolio will include all certificates, commendations and other credentials. The most relevant or the most recently gained document should come first in this section. Following this should be educational degrees, achievements, recognition, or volunteer acknowledgements. This section may come prior to the credential file if a person is just entering the professional world, or just graduating from college. The remainder of the portfolio can be personalized from here.

The ideal portfolio is organized, neat, and presents a clear picture of who this person is that is applying for the position. It is important to remember that the interviewer is busy, so the portfolio should present a person in the best light without too many frills or time-consuming inclusions.

The portfolio, like the resume, should be fluid. Adjustments need to be made in it for each position sought. It is important to keep the portfolio updated and complete. At the back of your mind, keep looking for documents to add to your notebook. The portfolio is your best chance of demonstrating skills and experience to a prospective employer. Make sure you have one.

Check Your Progress 1

Answer the following questions based on the reading text:

- 1) How would you define a portfolio?

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- 2) What are the basic differences between a portfolio and a resume?

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- 3) Name four qualities that a portfolio can represent.

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- 4) How does building a portfolio act as a learning tool for students?

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- 5) How should artifacts be placed in a portfolio?

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- 6) When should a person start collecting artifacts for his portfolio?

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3.3 VOCABULARY

Check Your Progress 2

1) Find a word in the reading text that is similar in meaning to each of the following words/phrases:

- i) Results that are easy to see so there is no doubt.
- ii) Evidence that shows people your abilities
- iii) Ornamental objects of no great value
- iv) Arranged in order of time of occurrence
- v) An object produced or shaped by human craft
- vi) An official award or a recommendation
- vii) Expressing much in few words
- viii) Coming before

2) Look at the following sentence from the Reading Passage:

The portfolio should be housed in a sturdy 3 ring binder with not more than 20 pages.

As you are aware the verb housed is derived from the noun house. There are other such words which are normally nouns but are sometimes used as verbs. Some of these words are *carpet*: carpeted, *elbow*: elbowed and so on.

Fill in the blanks with the correct form of the words in the box.

motor	queue	captain	carpet	pocket
pilot	floor	butter	bud	shoulder

- i) I want my room
- ii) Wedown to Lucknow.
- iii) He the plane in a skilful manner.
- iv) Who will the team?
- v) We up for the tickets.
- vi) After his father's death, heall the responsibilities.
- vii) Let me the toast.
- viii) Plants in spring.
- ix) Heall the money and left.
- x) His last question completelyme.

3.4 WRITING: SELF-PROFILE

Activity 3

Now write a brief, one-page profile of yourself. You may add this profile to your portfolio. If you are not working yet, you may write a profile of a friend who does. Use the framework as a guideline:

- Current job profile
- Responsibilities you are required to undertake in this job
- Skills required to fulfill these responsibilities
- Brief outline of previous jobs and special skills developed in the period
- Educational qualifications
- Extra-curricular activities in college and school, highlighting the skills they helped develop

- Awards, scholarships, special commendations received during student life
- Career path you would like to chart out for yourself in the next five years

Note: With relevant changes corresponding to each job you apply for, this profile may also be used as a cover letter. If you already have a job, or have held one earlier, you should highlight the first four points mentioned above, and mention the others briefly. For first-time job seekers, however, it is important to emphasize your educational background, field work, surveys, projects and major activities. You should be able to highlight how everything you did honed some skills, which can now be used to advantage in a professional environment.

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Application Letter

Name: _____

Address: _____

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3.5 SPEAKING: PRESENTATION

Activity 4

Make a presentation to your class/friend on why you think it is essential to have a portfolio while applying for a position in an organization.

3.6 LISTENING: CREATING A WEB-VERSION OF YOUR PORTFOLIO

Activity 5

Listen to an expert talking to you about **creating a web-version of your portfolio**, and answer the questions given below. You can listen to the audio two to three times, if needed.

- 1) Why is it especially beneficial for a web designer or a software engineer to have a portfolio website?

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- 2) Why must you be careful while choosing a free website to create your portfolio?

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- 3) How is it easier to show a client your expertise in a field in a web portfolio?

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- 4) Why do you need to keep checking your portfolio website regularly?

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.....

Can you complete the following sentences based on what you heard in the audio?

- i) Having a portfolio in a web format demonstrates

.....

- ii) A portfolio is always work in

- iii) Artists can use the web portfolio to

.....

- iv) You must mention the link to your portfolio in your

.....

3.7 GRAMMAR: THE PRESENT CONTINUOUS/ PROGRESSIVE TENSE

Look at the following sentences:

- i) We *are sending* back the defective pieces.
- ii) What *are you doing* in London?
- iii) Mrs. Kamath is away on sick leave, so I *am organizing* the event.

The present continuous is formed by using the present tense of the auxiliary verb *be* and the *-ing* form of the verb.

Functions of the Present Continuous:

- **Moment of Speaking**

The present continuous is used to talk about an activity taking place at the moment of speaking. Example:

I'm afraid Dr. Bhardwaj is not available at the moment. She *is talking* to a patient on the other phone.

- **Current Projects:**

The present continuous is used to talk about actions or activities and current projects that are taking place over a period of time, even if they are not taking place precisely at the moment of speaking. Example:

'We may be able to sell some of the unpopular colours at a discount and get the edges interlocked at our factory. We *are sending* back the defective pieces'

- **Temporary situations:**

The present continuous is used to indicate that an action or activity is temporary rather than permanent. Example:

Mrs. Kamath organizes our events. She is on sick leave, so I *am organizing* them.

- **Future events:**

It is used for future events that are part of an arrangement or a plan, at a more informal and personal level. Example:

Suresh *is having* a party this weekend.

Check Your Progress 3

- 1) Put the verbs in the box into the present continuous in the blanks given below:

lead	spend	have	prepare
deal	make	get	affect

- i) Take these figures to Jasmeet. He needs them for the presentation he
- ii) At the moment we a training video for Indian Telecom.
- iii) I with enquiries about our new car while Suresh Kapai is away on vacation.
- iv) Cheap importsto the closure of a number of inefficient factories.

v) Roshan: How's business?

Binoy: Not that good? The recession.....us. People
..... (not) very much and we (not) many new orders.

vi) Kiran is upstairs with Dhruv and Shiv. They a
meeting about the new catalogue.

2) Fill in the blanks with the simple present or the present progressive verbs.

Fitshoes was founded fifty years ago, and they ⁱ..... (manufacture)
and ⁱⁱ.....(supply) shoes to several large companies. They ⁱⁱⁱ.....
(conduct) market surveys to find out the needs of the customers. At the moment,
they ^{iv}..... (work) round the clock, to complete an order of 20,000 jogging
shoes for the Health Day marathon. The next order is for export to USA. The
chairperson of Fitshoes ^v.....(have) discussions with the Americans to find
out what kind of shoes they ^{vi}.....(require).

3.8 LET US SUM UP

In this Unit you learnt about the importance of portfolios in job searches. A portfolio helps you to highlight your strengths as it presents a visual and tangible evidence of your skills and achievements. It has become increasingly important to have a portfolio when applying for a job.

Collecting a portfolio is not a one-day job; it is something you do over a period of time, as you achieve milestones in all you undertake to do. These are not just about the proof of what you have done but the special skills you acquired in the process. A portfolio is always a piece of work in progress. This means it is important to keep updating it regularly. House your portfolio in a three-ring binder, so that it is easy to add or subtract documents according to need. Do not let your portfolio exceed twenty pages.

It is important to index the documents in your portfolio so that a potential employer can easily locate in it the documents that are of greater relevance to the job you are seeking.

Remember the first personal document in your portfolio is always your resume, followed by credentials, and then educational degrees, volunteer work, etc. Place your documents according to their relevance to the job you are aspiring for. Having a web-version of your portfolio is an added advantage as it creates an impressive visual impact, demonstrates that you are tech-savvy, and is easy to access.

The vocabulary exercises and the grammar activities are given to help you to improve your word-power and acquire fluency in the language.

3.9 ANSWERS

Activity 1

- 1) i) Team spirit, warmth, friendliness, jubilant
- ii) Sportsmanship, competitive spirit, ambition, spirit of adventure, fearlessness
- iii) Multi-tasking, hardworking, flexible, willing, dedicated
- iv) Innovative thinking, creativity, imaginative
- v) Good communication skills, good interpersonal skills, supportive, friendly

Activity 2

- 1) No, a portfolio is not a resume. A portfolio is much more comprehensive than a resume. It is a compilation of documents that are a tangible proof of a person's achievements and skills.
- 2) Yes, the resume is the first document in the portfolio.
- 3) Yes, the portfolio can include pictures that document one's skills and achievements.
- 4) Collecting documents for a portfolio is an ongoing process. One should add all documents to it that can be used to highlight one's personality. You, however, need to edit it for each job application.

Check Your Progress 1

- 1) A portfolio is a visual representation of a person's abilities, skills, capabilities, knowledge and qualities. It presents tangible proof of these skills and abilities in the form of artifacts, certificates, and other documents. The portfolio provides evidence of a person's potential by demonstrating what s/he accomplished in the past.
- 2) A **resume** is a concise document that outlines all of a person's relevant credentials, education, work experience, and activities. It does not include any additional documents.

A **portfolio** has detailed proof of these credentials in the form of documents. It may also contain photographs. A resume is always the first document in a portfolio.

- 3) Some qualities that a portfolio can represent in the form of documented evidence are a person's abilities, skills, knowledge and potential.
- 4) It helps to form the habit of documenting your accomplishments and to make a focused preparation for interviews. It also helps you to assess your own progress in career development and compare it to the employer's requirements.
- 5) The portfolio begins with an index. The first document in a portfolio is always the resume. The next section contains certificates, commendations and other credentials. The third section of the portfolio has all educational degrees, achievements, extra-curricular activities, volunteer work, etc. The final section contains personal information in brief.
- 6) A portfolio collection is developed over a period of time. It is always work in progress and should be updated regularly. Whenever you develop, create, write or do anything that could be of value to you in your work, you should file its documents as part of your portfolio collection.

Check Your Progress 2

- | | | |
|-------|---|----------------------|
| 1) i) | Results that are easy to see so there is no doubt | Tangible |
| ii) | Evidence that shows people your abilities | Credentials |
| iii) | Ornamental objects of no great value | Frills |
| iv) | Arranged in order of time of occurrence | Chronological |
| v) | An object produced or shaped by human craft | Artifact |
| vi) | An official award or a recommendation | Commendation |
| vii) | Expressing much in few words | Concise |
| viii) | Coming before | Prior |

- 2) i- carpeted, ii- motored, iii- piloted, iv- captain, v- queued
vi- shouldered, vii- butter, viii- bud, ix- pocketed, x- floored

3.6 Listening: Creating a Web-Version of your Portfolio (Tape script)

With the ever-increasing popularity of the Web, it is advantageous for you to know how to design web pages. Consider creating a web version of your resume, with links to your digitized portfolio. It's an excellent way to display your work and impress potential employers. Placing your portfolio into a web format is extraordinarily powerful. It demonstrates that you are current and contemporary. The visual impact is striking.

Portfolio websites are especially useful for photographers and artists looking to display photos, sketches, paintings or prints on the web. If you are a writer, it can contain writing samples. It makes perfect sense for a web designer, software engineer or writer of online content, to have a web site that shows their previous work. If this is the method in which you work, what better way to present yourself than online?

Remember that your portfolio is a work in progress. You don't need to upload everything at once. Take it one step at a time and take the time to create a professional, polished portfolio. Keep your portfolio current. Check to make sure everything is in working order on a regular basis. That means no broken images or broken links to other sites or outdated information. If you have a link to your email address, test it to make sure it works.

Add a link of your portfolio to your resume and mention it in your cover letters so employers can access the information quickly and easily.

You just need to keep a few things in mind when building your online portfolio:

- If you decide to use a free website to create your portfolio, be mindful of domain names and free websites that offer you space for your site. Many free sites also use banner ads to support their sites and you have no control over what type of ad might be displayed. You would not want a hiring manager to see a pop up of Madonna on your portfolio!
- Use images and color, but keep it neat and clean.
- Edit and update as you come across new jobs that fit your interests. When you refer a potential employer to your website, you will be able to refer them to specific web pages that demonstrate the expertise they are seeking.

Activity 5

- 1) Because it shows their previous work.
- 2) Many free sites use banner advertisements to support their sites and you have no control over what type of advertisements might be displayed. This may sometimes turn out to be embarrassing.
- 3) When you refer a potential employer to your website, you can refer them to specific web pages that demonstrate the expertise they are seeking. This is easier than sifting through papers.
- 4) You need to check your website regularly to make sure everything is in working order and to ensure there are no broken images or broken links to other sites or outdated information. Also, if you have a link to your email address, you should test it regularly to make sure it works.

- 5) i) Having a portfolio in a web format demonstrates **that you are current and contemporary**.
- ii) A portfolio is always work in **progress**.
- iii) Artists can use the web portfolio to **display photos, sketches, paintings or prints**.
- iv) You must mention the link to your portfolio in your **cover letter and resume**.

Check Your Progress 3

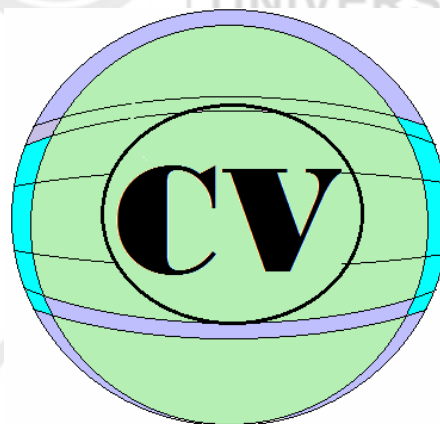
Missing words are given in **bold**.

- i) Take these figures to Jasmeet. He needs them for the presentation he **is preparing**.
- ii) At the moment we **are making** a training video for Indian Telecom.
- iii) **I am dealing** with enquiries about our new car while Suresh Kapai is away on vacation.
- iv) Cheap imports **are leading** to the closure of a number of inefficient factories.
- v) Roshan: How's business?
Binoy: Not that good? The recession **is affecting** us. People **are not spending** very much and we **are not getting** many new orders.
- vi) Kiran is upstairs with Dhruv and Shiv. They **are having** a meeting about the new catalogue.
- 2) i- manufacture, ii- supply, iii- conduct, iv- are working, v- is having, vi- require

UNIT 4 RESPONDING TO ADVERTISEMENTS

Structure

- 4.0 Objectives
- 4.1 Warm Up – Writing a CV and Letter of Application
- 4.2 Reading Comprehension: What is a CV?
- 4.3 Vocabulary: Sub-heads in a CV
- 4.4 Writing: Writing Your Own CV
- 4.5 Writing Applications
- 4.6 Accepting an Offer
- 4.7 Declining an Offer
- 4.8 Grammar: Simple Past Tense
- 4.9 Warm Up – Responding to Advertisements
- 4.10 Listening Comprehension
- 4.11 Reading Comprehension
- 4.12 Speaking
- 4.13 Writing
- 4.14 Let Us Sum Up
- 4.15 Answers



4.0 OBJECTIVES

If you are looking for a job, or wish to change your job, you will probably have to write a number of letters, particularly letters of application that you will send along with your curriculum vitae (CV). The other types of letters may be requests for references, follow-up letters when you receive no reply to an application, and letters accepting or rejecting an offer of a job. In this section we shall discuss some of these letters, but shall pay the most attention to the letter of application. This letter requires a special effort, as you have to convince your reader that you deserve to be called for an interview.

In this unit you will learn how to respond to various types of advertisement that job seekers may be interested in. You will also learn:

- about the contents you need to include in your response;
- the essential features of a good and satisfactory response; and
- different techniques of writing your response.

And, while learning all these, you will also be getting training and practice in all the four skills of English language viz. Listening, Speaking, Reading, and Writing including note-making/note-taking, vocabulary and grammar.

4.1 WARM UP – WRITING A CV AND LETTER OF APPLICATION

Activity 1

Imagine that you are the manager of a fast food outlet in Delhi. You are looking for a young person to take orders at the customer counter. You have received many CVs in response to your job advertisement.

Put a tick against the personal information necessary to select the right candidate:

- | | |
|-------------------|------------------|
| • Name | • Sister's name |
| • Date of birth | • Favourite food |
| • Contact address | • Email |
| • Passport number | |

4.2 READING COMPREHENSION: WHAT IS A CV?

Read the following passage on **what a CV is and how it should be written**.

Your curriculum vitae (CV) is your most important weapon when it comes to job hunting. With your CV or resume you will be able to promote yourself.

A prospective employer will often make a snap judgment as soon as they read it. Even the most qualified people on the planet can find themselves rejected if the resume fails to come up to scratch. So how can your CV catch the attention of an employer?

Avoid making it too fancy and complicated. You only have about five seconds to grab the attention – if it is too clever and unreadable it will go in the bin. Don't try to make jokes and never criticize previous employers.

CV length

There are no set rules governing the length of your CV – this will be decided on the basis of your career history, education and achievements. If possible, try to keep it to one page, but if this looks too crowded then spread it out over two sheets. If you write more than this, the employer has too much to read.

Everyone has a different theory when it comes to the design of a CV. Don't make your design very complicated; just make sure everything is clearly marked. Include your career, progress, education and achievements prominently so your prospective employer doesn't have to search.

Here is a basic format:

- Start off with your name, address and contact details clearly listed at the top of the page.
- Follow this with a profile of yourself which should include an outline of your skills, experience and immediate career goals.
- After this you can put in your career history – in reverse chronological order over the past 10 years – with brief descriptions of your responsibilities and achievements.

- Then comes education, interests/personal details and references.

Remember to include:

- Career history
- Skills and strengths
- Awards and achievements
- Contact details

Stick to the truth always

Make sure your CV is printed on good quality A4 size paper and never attach extra documents, letters or certificates. You can take these along for the interview. Read and re-read your CV, and then ask a friend or family member to read it as well. Make sure there are no spelling errors or coffee stains on the CV as these will give an extremely bad impression. It is important to be truthful. Never try to smudge dates and jobs to hide periods of unemployment. A basic check will expose your deceit and ruin any chance of getting the job.

Follow all instructions on the job advertisement. If they want four copies of your CV, then you should send four. It is also important send it on time. Once again, remember your CV is the **first impression** that an employer has of you.

Check Your Progress 1

Now answer the following questions:

- 1) How does a CV help in job hunting?

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- 2) Why is it important to keep your CV simple and readable?

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- 3) How long should your CV be?

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- 4) In which section will you include your career goals?

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5) What do you need to keep in mind while describing your career history?

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6) How can a friend help by reading your CV?

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7) Should you hide that you were unemployed for six months?

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**Responding to
Advertisements**

4.3 VOCABULARY: SUB-HEADS IN A CV

Although a CV can be organized in many different ways. Most prospective employers would expect to see the following headings.

Education	Referees	Personal Details	Profile
Additional Skills	Interests	Professional Experience	

Activity 2

Tarini Sharma is compiling her CV. She has collected the relevant details. Now she has to organize them. Look at the following points and decide which heading Tarini should put them under. First one is done for you.

- i) Fluent in English = Additional skills
- Interests
 - Additional skills
 - Education

- ii) Pop music and dancing
 - Interests
 - Additional skills
 - Personal details
- iii) Prof. D. Solanki, University of Delhi
 - Personal details
 - Profile
 - Referees
- iv) Able to work well in a team
 - Profile
 - Personal details
 - Interests
- v) Responsible for supply chain management
 - Additional skills
 - Interests
 - Professional experience
- vi) Thomas Cook Travels – Assistant Project Manager (2009 – to date)
 - Personal details
 - Interests
 - Professional experience
- vii) Computer literate
 - Interests
 - Professional experience
 - Additional skills
- viii) Date of birth – 4 May, 1987
 - Personal details
 - Profile
 - Professional experience

4.4 WRITING: WRITING YOUR OWN CV

Using all the information you've gathered on writing CVs in this unit, write a good CV for yourself. Keep in mind the ideal job that you're looking for, perhaps as a Sales Manager in an organization. Before you actually start writing, organize the points under the various headings of a good CV.

If you are writing a CV for the first time, include any work experience that you have. This could be unpaid, voluntary, summer job(s), internship or extra-curricular activity. You can use the following template to write your CV. Feel free to make changes to the template according to your needs.

Tel: _____
Email: _____

Profile	
Education	
Professional experience	
Additional skills	
Interests	
References	

4.5 WRITING: APPLICATIONS

Whenever you send a copy of your curriculum vitae to an organization where you are looking for a job, you should also send a personal covering letter, which is known as the letter of application. The two are sent together, and you should consider them inseparable, even if you are answering an advertisement that asks for only the curriculum vitae. This letter supplements your curriculum vitae in that it provides information that is not usually included in the curriculum vitae, or cannot be fitted in it for lack of space. A letter of application, therefore, is an elaboration and an explanation of the facts that you list in your curriculum vitae.

There is an important difference between a letter of application and a CV. The CV is a straightforward, factual presentation of the facts relating to your education, work experience and other qualifications. In the covering letter you have a chance to interpret these facts, and show how they are particularly relevant to the position you

are applying for. So your letter goes beyond merely saying that you have certain qualifications; it shows that your qualifications are appropriate to a specific job and organization. And your aim in the letter should be to offer your reader several convincing reasons why s/he should talk to you in person in connection with your application. Therefore, your letter and curriculum vitae together explain your qualifications. They also provide an evidence of your ability to select appropriate information and organize it for a reader. An effective presentation can easily make even average qualifications appear quite impressive. A poor presentation can just as easily make excellent qualifications look ordinary.

Your letter of application must attempt to do three things:

- i) catch your reader's attention favourably,
- ii) convince your reader that you are qualified for the position,
- iii) ask for an interview.

You should try to achieve the three objectives in a one-page letter.

If you are applying for a *specific* job which has been advertised, identify the job by title, and state where you came to know about it. Remember that an organization may have advertised for several jobs on the same day, in the same newspaper or professional journal. If you do not specify which job it is that you are applying for, it will confuse your reader, and give him/her sufficient reason to move on the next application. Some of the ways you could begin are:

I am interested in applying for the post of which was advertised in The Times Hindu on 21 June, 2....

In answer to your advertisement in The India Times of 21 June, 2...., I wish to apply for the post of in your organization.

Your advertisement in The Times Hindu of 21 June, 2....for a production manager interested me because your requirements closely parallel my work experience.

There may be occasions when you may be exploring the possibility of a suitable job in different organizations. Then, you should explain that you are seeking a particular kind of job and are writing to inquire whether the organization has any openings for such a job.

Example:

I am looking for a responsible position in the sales department, where my training in marketing and experience in selling consumer goods may prove useful. I would be interested in exploring the possibility of obtaining such a position in your firm.

Once you have begun your letter (i.e. stated the title of the job and indicated where you came to know of it), your aim should be to convince your reader that you are suitable for the job. You, therefore, need to explain how your experience and skills qualify you for the job.

In your curriculum vitae, you would have listed the basic facts relating to your education, experience and special skills. In your letter, you will have to show your reader what these facts mean by placing them in the specific context of the job you are applying for. For instance, if you are applying for a sales job, indicate that your previous job has taught you to present a product line effectively. If you are applying for a job as an office manager, indicate any supervisory experience you may have

had. However, if you are applying for your first job, highlight how your education matches the job and show your capacity for hard work and taking initiative. Example:

In answer to an advertisement for the job of T.V. service mechanic in a private organization:

I have experience of precisely the kind of work that the post you advertised entails. I have a diploma in T.V. Repair from I.T.I. After taking the diploma I was an apprentice with Alfa Televisions for six months, where I was given responsibility of repairing and selling T.V. sets. During this period I also repaired many DVD players.

You may want to enter into an entirely new field in which you lack experience. In that case you should frankly admit that you are inexperienced. At the same time you should give persuasive reasons why you wish to change your job, and show your keen interest in the new area that you wish to enter. Example:

At the moment I am working as a clerk in a government office. I do not find the work particularly interesting, and wish to make a career in sales.

Although I lack previous experience, I think I have the necessary personal qualities to be successful in this field. I enjoy traveling and meeting people. My academic record is good. Moreover, the officer under whom I work at present will be able to testify to my willingness to learn and work hard. In order to make myself more efficient in this field, I have completed a Distance Education course in marketing....

The final part of your letter is to ask your reader to do something for you. In a letter of application this is the place to request for an interview. Now, it is obvious that the aim of your letter is to ask for an interview. Therefore, the important thing is not what you ask for, but how you do it. The point is to do it tactfully, without appearing to beg or demand.

Don't write in any of the following ways:

- I hope that my letter receives your kind favour and you will give me a chance to appear for an interview.
- I am sure that when you have reviewed all the applications for this position, you will see that I am the best qualified for this job.

Try to be polite but direct; ask for what you want like this:

I will appreciate an opportunity to talk to you in person about the position of....in your company and will be available for an interview at your convenience.

If my application is considered, I shall be available at any time to suit your convenience, though I would need a little notice in order to make travel arrangements.

I will be happy to meet you at your convenience and provide any additional information you may need. You can contact me either at my home address or at 033-2324643 during regular business hours.

You must make sure that you type your letter and avoid all errors.

1) Given below are sentences taken from an application for the post of a sales officer. Rearrange the sentences in the correct order, and organize them into separate paragraphs.

- i) My present job requires me not only to sell goods but also to keep an account of the sales.
- ii) I am twenty-seven years old and have a diploma in marketing.
- iii) I am interested in applying for the post of a Sales Officer which was advertised in *Express India* on 21 June, 2....
- iv) I enclose my curriculum Vitae, and will be happy to give you any further information that you require.
- v) You can contact me either at my home address or at 984112341 during regular business hours.
- vi) The reason I wish to leave this job is that I find the office routine too monotonous for me.
- vii) I have been working in a department store for the last three years, where I have often been sole in charge of the shop.
- viii) Since the job advertised involves traveling and meeting people, it would suit my abilities and temperament better.

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- 2) Given below is a letter of application for the post of Secretarial-Assistant in a commercial organization. The beginning and the end of the letter are missing. Complete the letter by filling in the gaps.

16, Wazirpur,
Khelgaon,
Lucknow-226004

The Personnel Manager,
Chand Book House,
Lucknow-226 006.

Dear Sir,

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I am twenty-three years of age, and have recently graduated from Indira Gandhi National Open University with an A Grade. I have also completed a two-year secretarial course at the Institute of Vocational Studies, where I studied Business Writing, Business English, Shorthand and Typing. I may add that I also took a special course in Computer Application offered by the Institute, and am quite proficient in the use of MS Office and Windows.

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Yours sincerely,

(Anita Sinha)

- 3) Here is an advertisement that appeared in India Times on 7 July, 2... Keeping in mind the format discussed in this unit write an answer to the advertisement.

MARKETING MANAGER - PHARMACEUTICALS

A new pharmaceutical unit requires a dynamic marketing manager. The incumbent shall have full responsibility for sales promotion and will be required to formulate and implement marketing strategies.

Applicants should have 3-5 years' relevant experience.

Attractive salary and perks will be offered. Applications giving full bio-data and past record may be sent within 10 days to:

Dhana Pharmaceuticals Pvt. Ltd.
47/G-5, Boundary Road,
Civil Lines, Meerut city, India
dhanapharma@gmail.com

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4.6 ACCEPTING AN OFFER

If you are offered a job that you would like to take up, you must write a brief letter of acceptance as soon as possible, certainly within a week. The format of the letter is simple.

- Begin by thanking the person for giving you the job. Then, accept the job that you have been offered. Take care to identify the job by title.
- In the second paragraph you should specify when you would like to take up the post.
- Conclude the letter with a statement that you look forward to working for your new employer.

Some of the ways in which you could begin a letter of acceptance are:

Thank you for your email of 6th May, 2.....offering me the post of Storekeeper in your company, which I am glad to accept.

Thank you for your offer for the post of in your I have great pleasure in accepting the offer.

Some of the ways in which you could conclude your letter are:

- I look forward to what I am sure will be a rewarding future with Exact Time Watches.
- I am looking forward to working with your company.
- I feel very happy to have obtained this appointment and assure you that I shall do my best to make a success of my work.

Check Your Progress 3

Imagine a situation where you have received a letter from General Television saying that you have been selected for the job you applied for. Given below is the main part of the letter. Write a letter accepting the offer.

GENERAL TELEVISION PVT. LIMITED

**64, Asaf Ali Road,
New Delhi-110 002
India**

**Responding to
Advertisements**

May 16, 2....

Dear Mr. Hussain

I am pleased to be able to offer you the post of a Technical Supervisor in our company.

As we discussed during our talk with you, your initial salary will be in the scale of Rs. 20,000-40,000. You will also be entitled to the regular perks that we give to our employees.

If you accept this offer, please let us know how soon you can join our office.

With best wishes,

Sincerely yours,
R.N. Saxena
(Personnel Manager)

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4.7 DECLINING AN OFFER

While searching for a job, you may have applied to several organizations and may as a result receive more than one offer. You will then have to select the job which is most attractive to you, and write your letter of acceptance. To the other employers, you must write a letter of refusal immediately.

When writing such a letter, begin by giving a thought to your readers. Remember that they have invested some time and effort in you, compared you with other applicants, and found you the best person for the job. They may have counted on your accepting the job. If you refuse the offer they will have to do some of their work over again.

Therefore, in your letter of refusal, you must be tactful and courteous. Try to give honest and sincere reasons for your refusal. If you have accepted another offer, say so, and explain why. Do everything to ensure that you and your readers part company as friends.

You may begin the letter by first thanking them for offering you the post. Then make a reasonable excuse for not accepting the offer. Examples:

Thank you for your letter of offering me the post of in your organization. I am sorry I am unable to accept this offer as

Thank you for your offer for the post of in your I am afraid I am unable to accept your offer as

A more unconventional but equally polite way of rejecting an offer is as follows:

I enjoyed talking with you about your opening for and was gratified to receive your offer. Although I have given the offer serious thought, I have decided

One of the ways in which you can conclude your letter is:

I appreciate your offer and I am sure I would have enjoyed working for your company, however.....

Check Your Progress 4

Read the letter given in the exercise under Check your Progress 3 offering you the job of a Technical supervisor. Write a letter in reply, refusing the offer.

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4.8 GRAMMAR: SIMPLE PAST TENSE

Activity 3

Tick the sentences which are correct. Say why the others are wrong.

- i) Before the wheel was invented, people have traveled long distances on the backs of animals.
- ii) I go to a very interesting presentation last week.
- iii) Yesterday, a fire broke out in a cloth shop.
- iv) The fire has destroyed all the other shops in the market.
- v) The door opened suddenly and armed men rushed in.
- vi) Did you checked the figure?

Form: The Simple past (positive) is formed by using the past tense form. Regular verbs add **-d** or **-ed** to the bare infinitive to form the past tense. For negatives and questions we use the auxiliary **did** and the infinitive.

I/you/he/she/it/we/they **worked / did not (didn't) work.**

Did I/you/he/she/it/we/they **work?** (Yes, I/you/etc. **did.**/No, I/you/etc. **didn't.**)

The verb **to be** follows a different pattern.

I/he/she/it **was/was not (wasn't)...**

We/you/they **were/were not (weren't)...**

Was I/he/she/it ...? (Yes, I/he/she/it **was.** / No, I/he/she/it **wasn't.**)

Were we/you/they ...? (Yes, we/you/they **were.** /No, we/you/they **weren't.**)

Functions:

Responding to Advertisements

We use the Simple Past Tense for an action or an event that occurred at a definite time in the past and is over at the time of speaking. Adverbs of time are commonly used:

Yesterday	on Monday	last week	in the 1960s
at 6:30	in January	a few days ago	

Example:

- 1) Your advertisement in *The Times Hindustan* of 21 June, 2... for a production manager **interested** me because your requirements closely parallel my work experience.
- 2) First meeting of the MD and the Managers of all Departments **held** on **Tuesday 29th January, 2...**

We use the simple past to refer to an action which took place over a period of time in the past, or which took place regularly and repeatedly, but is over now.

- Manager (Sales) **reported** that the figures of the last quarter had been delayed...
- William (Bill) H. Gates **was** the Chairman of Microsoft Corporation.
- During this period I also **repaired** many DVD players.

Activity 4

- 1) Use the verbs in the box to complete the sentences. Some of the sentences are positive statements, some are negatives and some are questions. You may use some of the verbs more than once.

eat	be	visit	start	go
realize	accept	complain	place	ring

- i) _____ you _____ the Red Fort when you went to Delhi?
- ii) On Monday, last week, the tenth class students _____ their board examination.
- iii) I _____ her up yesterday, but she _____ at home.
- iv) I am writing with reference to the order I _____ with you last month.
- v) Last week a number of customers _____ about the tardy service.
- vi) Oh I am sorry. I _____ you had visitors.
- vii) When _____ they _____ the new company?
- viii) When _____ you _____ abroad last year?
- ix) She _____ the job because the timings didn't suit her.
- x) We _____ the food as it had gone bad.

- 2) Write a short paragraph of about 10 lines about your father's career, giving dates where possible.

For example:

My father's name is Shri Virender Sahgal. He went to University in 1973, where he studied Architecture. He graduated in 1978 and started his own architecture firm.

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4.9 RESPONDING TO ADVERTISEMENTS

- 1) Where might you read the following words and phrases? Who do you think might have put it and where? Why do you think the person has put it there? What do you think the person is like? Say as much as you can about this person.

WANTED ONE-ROOM SET

- 2) In which of the following ads. do you think young students and/or job seekers would be interested? Why? Why not? Justify your answer.

- Wanted Wife
- Situations Vacant
- Part-Time Job Available
- Study Abroad
- Wanted Room Mate
- Passport Services Rendered
- Available Paying Guest Accommodation
- Sanitary and Hardware Fittings

4.10 LISTENING COMPREHENSION

Activity 4

- 1) Read the following questions that you have to answer while you are listening to the conversation (tape script-1).

- i) Why does Preeti arrive late for the class?

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ii) What sort of help does Preeti seek from her class teacher?

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ix) How many bedrooms are there in the flat advertised?

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x) In which area of the town is the accommodation located?

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xi) Who suggests the ideas and their organization for drafting the letter?

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2) Now listen to the conversation carefully and tick the most suitable answer from the options given below:-

i) Preeti arrived late for the class because:

- a) She was reading ads in the newspaper in the reading room.
- b) Preeti lost her watch in the reading room.
- c) She was talking to her friends about an ad in the newspaper.

ii) Preeti seeks help from her class teacher in:

- a) finding a suitable accommodation.
- b) helping her to locate the advertiser's address.
- c) drafting a suitable response to the ad.

iii) The flat advertised has:

- a) Three bedrooms on the ground floor.
- b) Two bedrooms on the first floor.
- c) Four bedrooms with two toilets.

iv) The accommodation is located:

- a) Near The India Times.
- b) Near the University area.
- c) In the most modern area of the town.

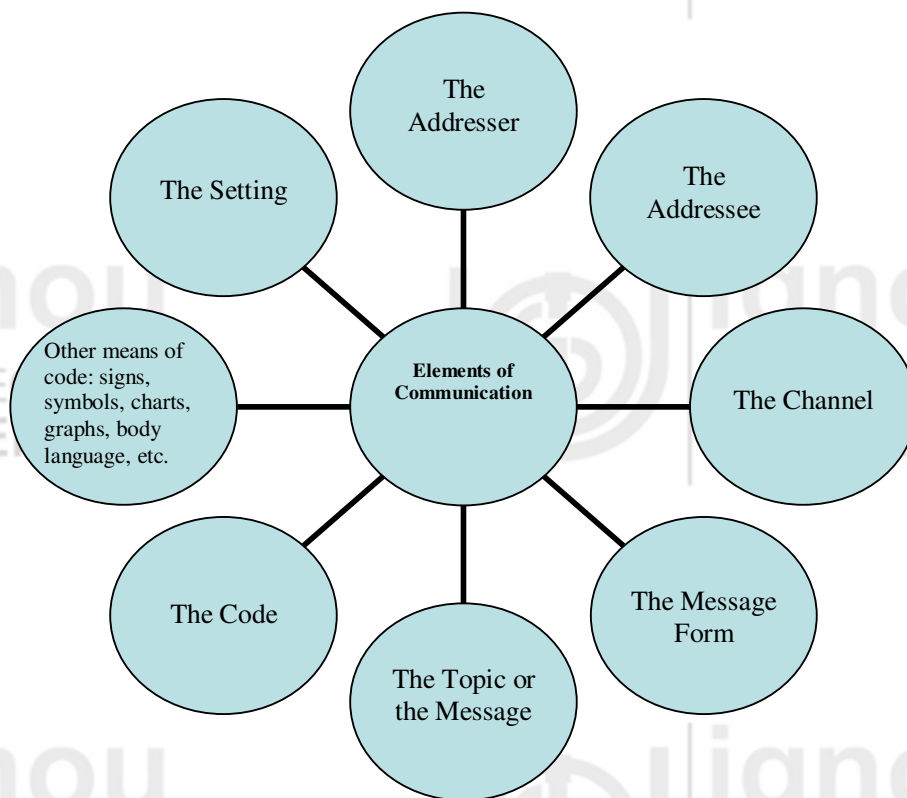
v) The content and organization for drafting the letter are:

- a) elicited by the teacher from the class.
- b) written on the board by the class teacher.
- c) taken from a letter-writing book.

4.11 READING COMPREHENSION

Read the text given below and **answer** the questions that follow. (Read fast; do not stop at words/phrases you do not understand. Keep reading, guessing the meanings of difficult words/phrases from their shape, form, and context and try to get the gist of what the writer has to say).

- 1) There are various types of advertisements and they appear in varied forms and at various places. There are advertisements for jobs, accommodation, study abroad, passport and immigrations services, hobby classes and so on, and these can appear in newspapers, journals; on notice boards, internet and others. Some of these advertisements can be of interest to young students and job seekers and they may want to respond to these. But before one responds one also checks out if s/he is eligible to apply with regard to qualifications, experience, age and other terms and other conditions laid down by the advertiser and it is only then that one thinks of responding to the ad.
- 2) Responding to an advertisement is a form of communication with the absent advertiser and hence it ought to meet all the essential requirements of such a communication which according to Dell Hymes are dictated by the following elements of communication:-



- i) **The Addresser:** The person who originates the message; **the sender of the communication**
- ii) **The Addressee:** The person to whom the message is addressed; the receiver of the communication
- iii) **The Channel:** The medium through which the message travels. For example, we can write or speak out our message. We can write a letter, send an email, or make a telephone call, or talk face-to-face in person.

- iv) **The Message Form:** By message form we mean the selection of particular words and structures of the message.
 - v) **The Topic or the Message:** the content of the message; what is being communicated.
 - vi) **The Code:** This word 'code' refers to the language or dialect of the message. This code could be any of the natural languages – French, Hindi, English or any other natural language.
 - vii) In addition to code (language), we can also use other means of communication as, for example, signs, symbols, charts and graphs; and body language that human beings use in order to interact with others, particularly in face-to-face communication.
 - viii) **The Setting:** This term refers to the social and physical setting in which the interaction takes place, i.e. who is communicating with whom, when and where.
- 3) These elements of communication make certain demands on the respondent – one who is responding to the advertisement given by an advertiser, who is not in front of him. In the following paragraphs we will talk in some detail what these demands and obligations are. These are essential features not just of responses to ads but of any kind of writing task you are required to do completely and satisfactorily.
- 4) All advertisements impose upon the respondent certain **tasks** to be completed if s/he wants to respond and hence one must read the advertisement carefully to identify these tasks and achieve them fully and satisfactorily. Under 'Task Coverage' we keep three sub-points in mind to be taken care of.

The first is the **format** of the communication. The topic and the channel of communication are important. The advertiser may seek some specific information and this may have to be conveyed in a certain format. S/he may also desire the content of the response in a certain **form/lay out** for which s/he may even prescribe a form available at a price or free of cost. But format does not mean just the layout; more appropriately it means the text-type that is whether it is a letter, essay, warning, advice and so on.

The next under this head would be **task fulfillment** that is the respondent must cover all that s/he needs to say. Some advertisers may also want the candidates to attach with their application a 200-or so words written piece justifying their suitability or may ask for names and addresses of referees and so on.

The third sub-point under task coverage is imposed by who the sender and the receiver are and the social setting in which they are communicating, and the channel of communication. In other words, what the relationship between the sender and the receiver of the communication is, and what would be the channel of communication i.e. how the communication would be made – verbally or in writing.

We can write a letter, send an email, or make a telephone call, or talk face-to-face in person. These details will help us decide the tone and style of communication. Some advertisements, as for example advertisements for paying guest accommodation, may require the applicant to write a letter or make a phone call or meet personally.

Some times a covering letter may also have to be sent along with one's curriculum vitae. In such cases the **purpose** of the letter ought to be clearly stated and its **tone** must also be consistent and appropriate for the purpose.

- 5) Thus under 'task coverage' we will pay special attention to achieve three things: appropriate format, task completion, and also appropriate tone particularly if we are responding through a letter or on the telephone or in face-to-face interaction.
- 6) Another important quality of a good response is the **organization** and presentation of the response. This is also called cohesion and coherence – coherence at the paragraph level and cohesion at sentence level. A well-written piece of writing, for example a letter or a descriptive/discursive piece, will show a logical development of ideas from the beginning to the end of the communication both at sentence level as well as at paragraph level using adequate **paragraphing** at appropriate places in the organization. Organization will necessitate use of appropriate **cohesive and linking devices** to indicate a logical relationship between ideas and sentences.
- 7) Beside the organization of the content, the respondent must also pay attention to the language of the response. Appropriateness of **lexical** resources and spelling, **grammar** and range and complexity of **structures** and use of important **punctuation** marks are also important for effective response including the type of paper used particularly for making applications for jobs required.
- 8) Finally, when the response is ready we would want to send it to the advertiser. The advertiser may have given instructions about the **mode of response**, that is how the response ought to be sent: by ordinary or registered/speed post, by courier, or using e-communication or walk-in with application or through, what is called, the proper channel. The advertiser may also ask for certain documents to be attached with the application e.g. application fee, copies of certificates, degrees and testimonials, self-addressed envelope and others. Only when you carry out all these instructions and complete all formalities can you say that you have made a full and satisfactory response.

Check Your Progress 5

- 1) Tick the most suitable title for this reading passage:
 - a) Various types of advertisement
 - b) Mode of delivery of responses to advertisements
 - c) Features of a good response to advertisements
 - d) Importance of language, grammar and punctuation

Read the text once again, slowly this time and answer the following question:

- 2) According to the writer while responding to advertisements the respondents must keep three main things in mind. What are these three things?

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3) Complete the blanks in the following on the basis of your reading of this passage:

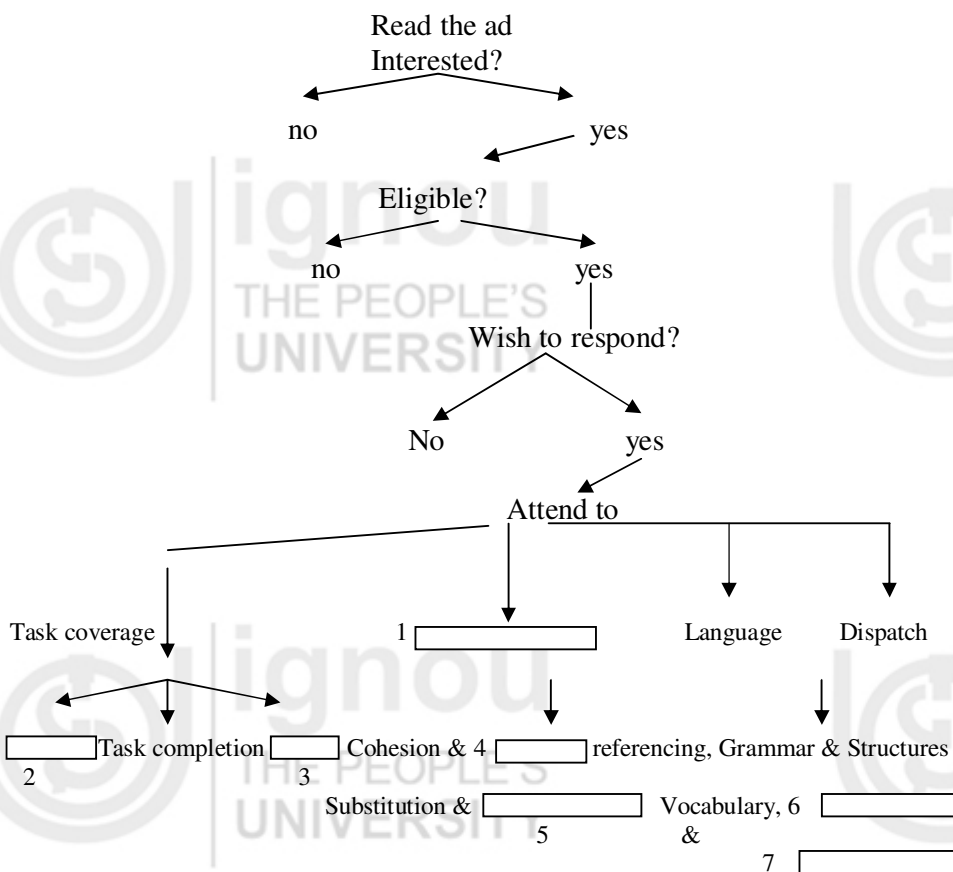
**Responding to
Advertisements**

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4) Does this Reading Text answer the question Preeti asked during the listening activity in the last class? Discuss with your partner/others in your group/someone at your home.

4.12 SPEAKING

Activity 5

Speak for about 2 minutes describing the essential features of a good response to an advertisement for the job you are seeking. You can make notes, if you want to, and you will have two minutes for making notes before you begin speaking. (Speak in front of mirror/to someone at home or a friend) and then at your study centre.

4.13 WRITING

Activity 6

1) During the Listening Comprehension activity, you were asked to write a response on behalf of Preeti. Show your draft to your partner/others in your

group/someone at home and seek his/her/their comments. Revise your draft, if you want to do so, in the light of the comments received. (You can choose a partner/friend and exchange your draft/comments through e-communication as well).

2) Respond to the following ad:

Wanted two young boys/girls from 4.00 to 8.00 p.m. for a popular bookshop in Connaught Place New Delhi. Six days working. Students preferred. Meet Mr. Krishna Swami personally along with applications within next 3 days between 4 – 8 p.m. at.....

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4.14 LET US SUM UP

In this unit you have learnt about the steps one ought to take in order to get ready for the job market. You have also learnt the importance of work in our lives and the different types of work-related activities we ought to do in life. You have gained insight into when and how students start preparing for the job market and what are the different sources for one to look for a job. You have also been given insight into the various ways that companies use to recruit prospective employees. We have also given you some of the common competencies and skills that you are required to have when applying for jobs these days.

We have also told you about different types of advertisement students and job seekers may be interested in and how to write responses to these ads. We have also tried to give you different techniques of drafting your responses. And, while learning all these, you have also received training and practice in all the four skills of English language viz. Listening, Speaking, and Reading comprehension and Writing.

4.15 ANSWERS

Check Your Progress 1

- 1) A CV helps in job hunting by giving a first overall impression of ones' achievements.
- 2) If a CV is not clear and readable it will get rejected. Most employers spend very little time on a CV.
- 3) A CV should not be more than one or two pages. We must choose the information that will go into the CV.
- 4) I will include my career goals in my profile.
- 5) My career history should be in reverse chronological order. This is because an employer will be most interested in my latest job.
- 6) By reading through my CV, a friend can help me make sure that I've made no mistakes.

- 7) No, one should not lie in the CV. Most employers will check on the basic details.
A lie will ruin all chances of getting the job.

**Responding to
Advertisements**

Activity 2

- i- Additional skills, ii- Interests, iii- Referees, iv- Personal details,
v- Professional experience, vi- Professional experience, vii- Additional skills, viii-
Personal details

Check Your Progress 2

- 1) Paragraph 1: Sentence (iii)
Paragraph 2: Sentences (ii), (vii), (i)
Paragraph 3: Sentences (vi), (viii)
Paragraph 4: Sentences (iv), (v)

2) The beginning of the letter:

I would like to apply for the post of secretarial-assistant that was advertised in India Times on 15th July, 2...

The conclusion of the letter:

I enclose my curriculum vitae, and would appreciate an opportunity of being interviewed. I would, then, be able to give you a better idea of my abilities.

- 3) Shanti Building 2,
19 Peddar Road,
Faridabad
7th May, 2....

Dhana Pharmaceuticals Pvt. Ltd.
47/G-5, Boundary Road,
Civil Lines
Meerut City

Dear Sir/Madam,

I am interested in the job of Marketing Manager advertised by your company in India Times on July 7, 2....

I have a diploma in Marketing and four years' experience in a pharmaceutical company. In such a short period, I have risen from the position of a salesman to a sales supervisor.

In my present job I assist the manager in planning marketing strategies, monitoring sales realization, and organizing sales promotion contests among the sales staff.

I am looking for a challenging position where I am given a free hand in formulating and implementing marketing strategies for a new organization. I enclose my curriculum vitae, and will be happy to meet you at your convenience to provide any additional information. I would however need a little notice in order to make travel arrangements.

Sincerely,

Ravinder Singh

Encl: Curriculum Vitae

Check Your Progress 3

May 20, 2.....

Dear Sir,

Thank you for your letter of 16th May, 2... offering me the post of Technical Supervisor in your company.

I am happy to accept your offer and be a part of your team. I look forward to working in the organization to the best of my ability.

I will be able to join in two weeks' time.

Thank you,

Yours faithfully

Hussain

Check Your Progress 4

Dear Sir,

Thank you for your letter of 7th March offering me the post of Technical Supervisor in your company.

I am afraid I shall not be able to accept your offer because of certain personal reasons.

I appreciate your consideration and am sure I would have enjoyed working for your company.

Activity 3

- | | |
|-----------------------------------|-----------------------------------|
| i) Wrong people traveled.... | ii) Wrong.went to |
| iii) Correct | iv) Wrong. ... fire destroyed ... |
| v) Correct | vi) Wrong. ... check |

Activity 4

Missing words are given in **bold**.

- i) Did ...visit, ii- started, iii) rang ... was not, iv) placed, v) complained,
vi) didn't realize, vii) did ...start, viii) did ...go, ix) didn't accept, x) didn't eat

4.10 Listening Comprehension (Tape script-1)

(A girl student appears at the door of the classroom; she is late for the class.)

Preeti: May I come in, sir?

Teacher: Yes Preeti, come in. Why are you late for the class today, Preeti?

Preeti: Sorry sir. I was sitting in the reading room browsing through advertisements in the newspaper and lost track of time.

Teacher: What was so interesting about the advertisements?

Preeti: Nothing so special about ads. For some time I, and three of my friends, have been looking for a house to rent and an advertisement in today's paper caught my attention; seems it would suit us. Sir, can you help me respond to this ad?

Teacher: Yes, sure. In fact today my plan is to take up this topic: how to respond to ads. Preeti, do you have the cutting of the ad?

Preeti: Yes, sir. Here it is.

Teacher: Preeti please read the ad aloud and I will write it on the board so that everyone can see it. (He writes on the board as Preeti reads it):

Available on rent 2 BR flat 1st floor
near univ.; modern constn. & fittings
fully furnished with modern kitchen.
Contact Hamsa Dattani Box No. ND 3552
The India Times New Delhi – 110 002

Teacher: Ok boys and girls. If you were Preeti, how would you respond to this ad?

Anand: Sir we would contact this advertiser.

Teacher: Rehana, what do you think about Anand's suggestion?

Rehana: Sir I agree with Anand. But how to contact the advertiser? S/he has not given her/his telephone number!

Teacher: So what should we do? Meena what do you say?

Meena: We ought to write a letter. But the person has not given any address!

Anand: S/he has; 'Box No.' is also like postal address.

Teacher: Yes, Anand is right. It is as good as his postal address to response to this ad. I'll explain later how these words function as the address of the advertiser. For the present let us continue with our task. So Meena can you tell us what we should write in our letter.

Meena: We should ask some questions about the accommodation.

Preeti: Should we not begin the letter by stating the purpose of writing the letter?

Teacher: What do have others to say?

Mohan: Sir I think we should begin our letter by explaining who we are and why we are writing this letter to him/her. Only then should we ask questions about the accommodation.

Teacher: Do you all agree to what Mohan has just said about our response to this ad?

All: Yes sir.

Teacher: Let me then sum up what we ought to do. Preeti would write a letter to the advertiser and in this letter she would:

Describe who she is and why she is writing this letter.

Explain why she is interested in taking this house on rent.

Ask some questions about the accommodation.

Now boys and girls you have got the content – that is what to write and the order in which to write the content of your letter. For your next class draft a letter of at least 150 words on behalf of Preeti.

The class: Okay Sir.

Preeti: Sir, I've a question. This method of writing our response to an ad is all right when we are in the class and you as teacher are there to guide us. But what should we do when we are alone and there is no body to guide us?

Teacher: I'll deal with that in the next class.

Activity 5

- 2) i- a; ii- c; iii- b; iv- b; v- a.

Check Your Progress 5

- 1) c
- 2) Task Completion; Task Organization; Language: Grammar
- 3) 1-Organization; 2-Format; 3-Tone; 4-Coherence; 5-Paragraphing
6-Spelling; 7-Punctuation.
- 4) No. It only describes the qualities of a good response to a writing task.

Activity 6

Good Morning/Afternoon everybody. The essential features of writing a satisfactory response include making notes of as many ideas that come to one's mind to respond to a given task. One can compare these ideas with one's friends and make changes, if necessary. Next, one should rearrange these ideas in the order in which one would like to write them. The ideas can be expanded to make them self-explanatory. The draft should then be edited keeping in mind the language elements such as the grammar, structures, vocabulary, spelling and important punctuation marks. Once the draft is ready one can show it to others for feedback. The draft can then be revised based on the feedback. One can then write the fair draft. Now the material is ready to be sent.

Activity 7

- 1) Response on behalf of Preeti:

12th September, 2....

To
Ms. Hamsa Dattani
Box No. ND 3552
The India Times
New Delhi-110002

Sub: Seeing clarification regarding ad for flat for rent

Dear Ms. Hamsa

I am Preeti Damle, a Ph. D. scholar in the School of Humanities, IGNOU. I am writing to you with regard to the advertisement in The India Times dated 10th September, 2....

I have been looking for an apartment in the university area for a few weeks. I plan to move out of the university hostel accommodation as my mother is coming to stay with me. A furnished flat would be very convenient. Besides it being on the first floor would be an advantage for my mother as she need not climb too many stairs.

I would like to see the flat at the earliest. I would also like to know the monthly rent and whether it is inclusive of the electricity and water charges. What is the security amount that needs to be deposited? I would also like to know whether it has easy access to a shopping center, the metro as well as other modes of public transport. Does it have adequate security arrangements?

Looking forward to hearing from you soon. My email id is preeti_d@gmail.com and cellphone number is: 9999237481.

**Responding to
Advertisements**

Thank you

Regards,

Preeti Damle

- 2) Part-time jobs are a good option for students to take up while pursuing their course of studies. It gives them a sense of independence as well as responsibility. Besides acquiring skills in multi-tasking the students also learn effective time management. A stint at the world of work would familiarize the students with work etiquette. This would be an eye-opener for them and help them be well prepared when they take up permanent jobs later. A part-time job gives a sense of economic independence while inculcating in the youngsters a value for money. They will learn to manage their finances. It would also give the student an insight into his/her strengths and weaknesses. The students can then concentrate on honing those strengths and use it to his/her advantage.

At the same time the students should not get carried away by the independence part-time jobs offer. They should not compromise on their academics. The part-time job should not eat into the time that is to be devoted to academics.

Overall the advantages of a part time job are many. If one can maintain a balance between work and studies then this experience can be an enriching one.

- 3) Response to ad:

12th September, 2....

To
Mr. Krishna Swami
XYZ Books
Connaught Place
New Delhi

Sir,

Sub: Clarification regarding advertisement for part time job at XYZ Books

I am Sonali Kapoor, a second year B.A. Literature student of Jesus and Mary College, Delhi. I am writing to you with regard to the advertisement in the ABC newspaper dated 12th September, 2....

As an avid lover of books, a bookshop seems to be an exciting place to work. XYZ Books is a favorite among us students and the chance to do a part time there is very appealing.

I would like to know my job profile. Sir, I also want to clarify whether the six day working week implies that Sunday is a holiday or we have the option to take any one day off.

Looking forward to hearing from you soon. My email id is sonalik92@gmail.com

Thank you

Regards,
Sonali Kapoor
Room No:22, JMC Hostel
Chanakyapuri, New Delhi.

Activity 7

To signal logical relationships

Cause therefore, so, accordingly, consequently, as a result, hence, thus, that's why

Condition If, then, whether, in that case

Contradiction In fact, as a matter of fact

Contrast (see unit)

To signal textual relationships

Addition (see unit)

Equivalence In other words, namely, that is to say

Exemplification For example, for instance, such as, namely

Stating the obvious Obviously, of course, clearly, surely