
UNIT 1: COMMUNICATING ACROSS CULTURES

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- 1.9 Let Us Sum Up
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1.0 OBJECTIVES

In this Unit you will learn:

- What is culture
- the importance of culture in business communication
- the impact of culture on business functions such as greetings, introductions, negotiations etc.
- approach to business in the US
- cultural aspects of behavior at meetings in the US
- to write a cultural profile of India
- about phrasal verbs and to + infinitive

1.1 WARM UP

Activity 1

Read these two famous quotes on culture

- 1 *'No culture can live, if it attempts to be exclusive.'*
Mahatma Gandhi
- 2 *'Culture is the widening of the mind and of the spirit.'*
Jawaharlal Nehru

Now read these two statements and match them with the quotes above.

- i Culture helps us to develop and grow as human beings and as communities.
- ii Cultures benefit a lot through interaction with other cultures.

Activity 2

Look at these pictures. What comes to your mind about cultural diversity and richness? Make a list of these and later compare them with what you have learnt about culture after you have completed your study of this unit.



1.2 READING

Read the text given below and answer the questions that follow.

a To be able to communicate across cultures it is important to know and understand the cultural background of the person you need to communicate with. Intercultural communication principles guide the process of exchanging meaningful information across cultural boundaries, in a way that preserves mutual respect and minimizes ill feeling or misunderstanding.

b Globalization has brought the world closer together and helped to reduce cultural diversity. Yet globalization also makes it necessary for us to study and understand cultures that are different from ours.

In a country like India, which has 18 major languages, over 200 dialects, 4 major religions, 28 states and 7 union territories, weather ranging from -35°C to $+45^{\circ}\text{C}$, there is an unusual diversity of culture

which impacts the way we express ourselves and reach out to people who are different from us in many ways.

To begin with one needs to understand what constitutes culture. Culture is a complex concept, with many different definitions. Hofstede has called it 'collective mental programming' or 'software of the mind'.

- c Culture is not just about our food, clothing and behavior; it has a great deal to do with our beliefs, attitudes and values. It is about those aspects of us which are outwardly visible, such as food, language, clothing and behaviour. But it is also about those aspects of us which are not outwardly visible such as attitudes, values and perceptions. Various models have been used to illustrate this concept. It is often likened to an iceberg where only the tangible aspects of our culture are above the surface of water. In fact what is seen outwardly is a result of what we are and what we believe in.

But, simply put, 'culture' refers to a group or community with whom we share common experiences that shape the way we understand the world and relate to it.

- d It includes groups that we are born into, such as gender, race, religion or national origin. It also includes groups we join or become part of. For example, we can acquire a new culture by moving to a new region, by a change in our economic status or the society in which we move.

Learning about different cultures and ways that people communicate can enrich our lives infinitely.

Check your progress 1

To ensure that you have understood the above mentioned ideas on culture and cross cultural communication, it will be worthwhile to consider the questions that the text answers on this topic.

- 1 Read the underlined sentences in the above reading passage carefully and formulate suitable questions to which these sentences could serve as answers. The first one has been done for you.

i Why is it important to know the cultural background of the person you communicate with? (para a)

ii?

iii?

iv?

- 2 Now complete these sentences that have been begun for you, based on the information given in the text. Do not copy the text. Use your own words.

- i We can make meaningful conversation with people from other cultures by.....
- ii Globalization has helped cross cultural communication by
- iii In India culture impacts the way we communicate because.....
- iv Culture is likened to an iceberg because.....
- v Culture can also be indicated through a tree because
- vi We can acquire a new culture by.....

3 What do these numbers denote in paragraph (C) of the text?

- i 18
- ii 200
- iii 4
- iv 28
- v 45

4 The reading passage here has several word partnerships. Can you make eight word partnerships without looking back at the text? The first one is done for you.

- i cultural background
- ii intercultural _____
- iii _____ information
- iv cultural _____
- v _____ respect
- vi cultural _____
- vii mental _____
- viii _____ experiences
- ix national _____
- x economic _____

Activity 3

Here are some important communication functions that we perform in business or at work. Match them with the statements given in the following

boxes. Additionally these functions also provide valuable inputs on some do's and don'ts about cultural aspects of India that would be helpful for foreigners who wish to do business with India / Indians.

- i **Negotiating**
- ii **Appointments**
- iii **Greetings**
- iv **Entertaining**
- v **Introductions**

1

- Men and Westernized Indian women will offer to shake hands with foreign men.
- Western men should not initiate handshakes with Indian women. If Indian women initiate a handshake, then respond with handshake; otherwise perform the traditional Indian greeting, a *namaste*.
- To perform the traditional Indian greeting, *namaste*, hold the palms of your hands together below the chin, and nod or bow slightly.

2

- Titles are highly valued. Advanced degrees (Ph.D.) are listed on business cards and mentioned in introductions.
- Status is determined by age, university degrees and profession.
- There are numerous ethnic/linguistic/religious groups in India. Hindus, Muslims and Sikhs generally use different traditional naming conventions.

3

- Late mornings and early afternoons are preferred.
- Meetings are not scheduled during India's numerous religious holidays.

4

- Business is highly personal, and conducted at a leisurely pace.
- The word "no" has harsh implications. Evasive refusals, like "I'll try" are acceptable. Sometimes, 'yes' means 'no'. Make sure to have an expert lawyer trained in Indian and Western legal systems during negotiations.

Activity 4

Take a close look at these observations on cultural traits and state whether they are more common amongst Indians or Westerners. Remember that there are always exceptions.

- 1 Individual opinions are extremely important.

5

- Many Indians are vegetarians
- Hindus do not eat beef and Muslims do not eat pork.
- Never offer another person food from your plate.
- Eat with your right hand.

- 2 There are large power distances in workplaces. The powerful have more privileges in business organizations as well as social groups. The source of this power is money as well as status or positions of authority.

- 3 People are often encouraged to deal directly with conflicts that arise.

- 4 A written exchange might be the favoured means to address a conflict.

- 5 Decisions are frequently delegated -- that is, an official assigns responsibility for a particular matter to a subordinate.

- 6 Quick decision making is favoured.

- 7 There are tight rules for what is dirty and taboo. Most of the time the elders tutor the young on what is proper and correct and what is not.

- 8 Children learn to think in terms of “we” rather than “I”.

- 9 Communication style is direct, factual, informal and at times confrontational.

- 10 There is a tendency to avoid direct confrontation in order to maintain harmony.

- 11 Men still continue to dominate in most places although we see some changes in the metropolitan and smaller cities.

- 12 Risk taking is high.

- 13 People pride themselves on their traditions.

- 14 Quick results are expected and so there isn’t much long term planning.

- 15 What people and society says also matters a great deal.

1.3 LISTENING

Check your progress 2

The United States is an important business partner of India.

Listen to a speaker sharing information with you about the US (tape script A) and state whether these statements are true or false:

- i Our exports to US are more than our imports.
- ii Most business decisions in US are made on scientific analysis.
- iii People often change jobs and therefore don’t give their best to any company or place of work.

Check your progress 3

Now listen to another speaker tell you about meetings in America (tape script B) and answer the given questions:

- 1 Meetings in US aggressive and confrontational because
 - i people are not as polite as in other cultures
 - ii people don't value personal relationships
 - iii people like to debate issues in a frank and forthright manner
- 2 People often include presentations in meetings
 - i to show their ability to perform and deliver
 - ii to save time
 - iii to make things clear
- 3 Coded speech is discouraged because it is
 - i misleading
 - ii a waste of time
 - iii difficult to understand
- 4 In an impasse
 - i people prefer to argue things out frankly
 - ii abandon the discussion temporarily
 - iii call off the meeting to restore harmony

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1.4 WRITING

Activity 5

Write down a cultural profile of India based on the pictures that you see below. Now compare your profile with the one given in the 'Answers' section. Note how similar or different your profile is to the given sample.





1.5 SPEAKING

Activity 6

Here are some culturally significant traits of business behavior. Look at these points and discuss with your partner / friend, how these may vary amongst people from different cultural backgrounds. Give examples from your own experiences to explain the characteristics of your culture.

- i Using first names
- ii How you dress at work
- iii Punctuality
- iv Humour
- v Socializing with business colleagues outside work
- vi Topics for small talk
- vii Giving gifts
- viii Showing emotion at work
- ix Working extra hours
- x Degrees of formality / informality for different levels of authority

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Use the following expressions in your conversation:

I think it's a good idea tobecause.....

People tend to / tend not to.....because.....

On the whole most people like to.....because.....

A lot of people.....but I don't because.....

.....is just not done.....because.....

It is generally appreciated if you avoid.....because.....

One thing you should never do is.....because.....

It is considered bad to.....because.....

1.6 VOCABULARY: PHRASAL VERBS

A phrasal verb is a verb plus a preposition or adverb which creates a meaning different from the original verb.

For example:

I **ran into** my old college mate at the conference.

In the next phase of our expansion we will be **looking at** the European market.

Activity 7

1 Replace the phrasal verbs with the words given below:

- i You often **come across** people who think and behave differently from you.
- ii Americans may sometimes **come across** as rude when they are actually being direct and confrontational.

- iii You may need to **tone down** your language when you talk to people from the east.
- iv A **break down** in communication happens more easily if you have no understanding of the culture of the person you are talking to.
- v It becomes difficult **to bring around** someone you have annoyed unknowingly.
- vi During small talk you must avoid **bringing up** controversial topics with strangers.
- a persuade
- b meet
- c make less aggressive
- d appear to be
- e to raise
- f lapse

2 Now complete these sentences with appropriate phrasal verbs from the box:

get along	come up	look up	break down
call on	go along	run into	get into

- i You must take steps to avoidtrouble while doing business with foreigners.
- ii A lack of understanding can lead to a in business interaction.
- iii In a global environment you need to with people of diverse cultures.
- iv You have to learn to with people who behave differently from you.
- v It's a good idea to some useful and relevant information about your new foreign clients.
- vi In spite of your best preparation you may still problems while dealing with people from other countries.
- vii The important thing is to with solutions.
- viii Before you someone in a new place it might help if you found out about social protocol.

1.7 GRAMMAR: THE PASSIVE VOICE

Read the sentences given below which are taken from the Reading text:

- i Various models have been used to illustrate this concept.
- iiand are told that the person you want to speak to is not available.
- iii You may need to take a message for some one...

The verbs to give, to speak, to take are infinitives. Although the infinitive is a verb, it is often used as a noun. It can be the subject or the object of a verb. In sentences, 1, 2, and 3 the infinitives **to illustrate**, **to speak** and **to take** are objects of the verbs **used**, **want** and **need**, respectively.

The infinitive can also be used as a subject of a verb or a complement of a verb or an object.

Examples:

To ensure that you have understood the above mentioned ideas on culture and cross cultural communication, it will be worthwhile to consider the questions that the text answers on this topic. (subject of *have understood*)

His job is to repair old cars. (used as a complement)

Activity 8

1 Complete the sentences with the infinitives of the verbs in the box:

complete	quit	Hire	meet
ask	buy	contact	weigh

- i Please do not hesitateme if you have further queries.
- ii I am writingyou for your help.
- iii I have arranged the visitors at the factory.
- iv We use scales things.
- v I stayed up late my Project Report.
- vi I went shopping last Sunday gifts for our buyers from London.
- vii There are a lot of companies who want engineers for short term projects.
- viii Marie was getting tired of her job so she decided it.

2 Rewrite the following sentences using the verbs in the brackets given below + **object** + **to** + **infinitive**. One is done for you as an example:

- i "You may leave early if you like," said the Manager to his secretary. (allow)
- ii "Don't forget to send the email," said the team leader. (remind)
- iii "Go on, apply for the job," said Anita's husband. (encourage)
- iv "Can you finish the report as soon as possible?" said the Finance Manager to his team. (ask)
- v "I think you should inform the GM about the theft," said the Manager. (advise)
- vi "If you want to get good Indian food, go to Just Indian," said Rohan to the buyers. (recommend)

- i Allow: The Manager allowed his secretary to leave early.
- ii
- iii
- iv
- v

1.8 PRONUNCIATION: PACE OF DELIVERY

In order to be intelligible to the listener the speaker has to pay attention to the speed of his delivery. If we convey our message at a rapid speed, the listener may miss its essence or some important links in the sequence. This is likely to result in a breakdown of communication and a concomitant loss of interest in what is being said. Very slow speech, on the other hand, could make the talk / speech/presentation boring. Thus the two extremes would defeat the very purpose of oral communication i.e., transmitting information and interacting.

When we speak to an audience (present or absent) we need to adjust the speed depending on the subject matter, the estimated level of the audience, and the time allotted for the talk / speech / report etc.

If the subject matter the speaker is to talk about is difficult and entirely new to the audience they cannot afford to speak too fast. They would, for instance, need to speak slower when talking about a technical subject than they would if they were talking about a sports event. However, if the audience comprises highly qualified people, we could speak faster.

Another factor that can be important in determining speed is the listener's proficiency in the language used by the speaker. If the level of proficiency is low the speaker would need to reduce his speed.

Familiarity with our audience can influence the speed of our speech. If we address an assembly of friends we can speak faster than we would while addressing strangers. Also, if we have been talking to an audience quite frequently, we need not speak slowly.

Sometimes the time allotted for a talk/speech/report/presentation necessitates an adjustment in the speed of delivery. What we want to say must be said within the allotted time, so we have to speak fast or slow as the case may be. We would be able to speak at normal speed if the content were to be just enough for the time allotted.

Three examples:

- Fast
- Too slow
- Normal

Said at a fast pace:

It is often said in high places that engineers exploit the discoveries of scientists and use them for making profit. It is even implied sometimes that this is all they do. Perhaps the simplest counter to this is that the pure sciences, as we now understand them, have a history that stretches back perhaps 200 years (in any concentrated form). Engineering, on the other hand, can be traced back some 30,000 years when primitive men tied logs together with reed ropes to make rafts, and soon learned to harness the wind by putting masts and sails on them.

Said very slowly

Engineering is much more than that. It is concerned with everyday living, often with survival, especially in its more ancient beginnings. Engineering is therefore concerned with common sense as well as ingenuity. When it finally brought affluence, at least to a minority, it was on the first rung of a ladder that it has been climbing ever since-improving the quality of life for all mankind. This involves not only harnessing, but controlling, the natural forces and resources.

Normal speed

For thousands of years the primitive folk we now see as engineering pioneers never thought of themselves in such terms. There were seamen, farmers, soldiers and men of a few other occupations who could clearly be identified as leading quite different kinds of lives. But not until the Industrial Revolution did entirely new 'species' emerge, the men who made machines. They could be seen to be neither soldiers nor sailors, nor had they anything to do with the earth itself. They did not build roads, nor bridge rivers, and yet they had skills in common with those who did.

1.9 LET US SUM UP

In this unit we have seen how understanding various cultures is essential for working in today's multicultural workplace, - be it negotiations, greetings or introductions. Knowledge of diverse cultures will enhance these business functions. We have seen how meaningful communication across cultures can bring about successful business relationships. We have also explicated and given you practice in the use of phrasal verbs and to + infinitive.

1.10 ANSWERS

Activity 1

- 1 – ii
- 2 – i

Check your progress 1

- ii What has globalization done? OR What has happened due to globalization? (para b)
- iii What is culture? (para c)
- iv What does culture include? (para d)

- 2 Completed sentences:

- i We can make meaningful conversation with people from other cultures by *learning and understanding intercultural communication principles*.
- ii Globalization has helped cross cultural communication by *reducing the distance between countries, people and cultures*.
- iii In India culture impacts the way we communicate because of *our cultural diversity*.
- iv Culture is likened to an iceberg because *only a part of it is outwardly seen*.
- v Culture can also be indicated through a tree because *just like a tree its roots are not visible from the outside*.
- vi We can acquire a new culture by *changing our physical or social environment*.

3 What do these numbers denote in paragraph 3 of the text?

- i 18 – major languages of India
- ii 200 – major dialects spoken in India
- iii 4 – major religions followed in India
- iv 28 – states of India
- v 45 – degrees Celsius, the highest temperature in many parts of India

4 Word partnerships:

- ii intercultural communication
- iii meaningful information
- iv cultural boundaries
- v mutual respect
- vi cultural diversity
- vii mental programming
- viii common experiences
- ix national origin
- x economic status

Activity 3

- 1 Greetings
- 2 Introductions
- 3 Appointments
- 4 Negotiations
- 5 Entertaining

Activity 4

Indians: 2, 4, 7, 8, 10, 11, 13, 14, 15
Westerners: 1, 3, 5, 6, 9, 12

Tape script A

The United States accounts for 20% exports and 7% imports of India. It would therefore be useful for us to improve our cultural awareness of USA to ensure that we are competent and successful in doing business with them.

The US is characterized by a 'scientific' approach to business. Every aspect of commercial life is studied and analyzed. The results of all analysis done are taken very seriously and business decisions are often made on the basis of these findings.

Consequently nothing remains constant. Companies are forever making changes for the better and hence the work force is in a state of constant flux. People leave, are fired or made redundant and then reappear in another organization. In spite of this people are loyal to their companies and totally committed.

Check your progress 2

- i TRUE
- ii TRUE
- iii FALSE

Tape script B

Meetings in the USA are usually 'aggressive', where people are often 'confrontational', openly and directly debating all the relevant issues even at the expense of personal relationships, which is very different to those cultures where diplomacy and harmony govern the approach to meetings.

Meetings often include formal presentations by one or more of the participants and these presentations are a vital element in the demonstration of professional competence. Thus, presentations should not only be relevant and well researched but also delivered in a positive, enthusiastic and committed manner. The meeting and especially one in which a presentation has to be made, is seen as an opportunity to impress — if personal success is to be achieved.

The desire to debate issues directly and openly leads Americans to be seen by some cultures as aggressive and even rude. Coded speech and verbosity is often seen as time wasting and in time pressured corporate USA, that is a crime.

Thus, when an impasse is reached in meeting situations, the reaction is often to address it directly and 'with feeling.' This direct, robust debate can often be viewed by more harmony seeking cultures as signaling the breakdown of meaningful discussions and as the signal to try to abandon the interaction — whereas in the States it is seen positively and as a sign of definite progress.

Check your progress 3

- 1 iii
- 2 i

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Activity 5

Sample Answer (A Cultural Profile of India)

India is a land of many religions and cultures. It is known for the richness of its cultural diversity. Yet there are some common interests that can be found all over India. Two of these are cricket and films. Most Indians enjoy watching cricket as well as Indian films, which are popularly called Bollywood films. However, regional films are also very popular in some of the states of India.

Dance is another performing art which is cherished by many Indians. Some of the dance forms that are popular are – Katak, Bharatnatyam, Kuchipudi, Odissi as well as Kathakali. Besides India is a land of folk culture and the folk dances of Punjab, Gujarat and North East States are very popular.

A cultural profile of India would be incomplete without a mention of festivals. The number of festivals celebrated in India probably outnumber the number of days in the year! Diwali, Holi, Rakhi and Dussehra are some of the popular festivals celebrated by Hindus, Eid and Moharram by Muslims, Baisakhi and Lohri by Sikhs.

India also has a wide variety of cuisines which vary from the Mughlai food of U.P., the rice, lentil and coconut based specialties of the South. The daily meals of most Indians include chapatti, dal, vegetables, curd and salad. A large number of Indians are vegetarians.

Activity 6

Sample conversation:

S: Hi there! I am Shalini. Welcome to NIIP.

A: Hello. I am Anu Agarwal. I am from Uttar Pradesh. This is my first visit to the South. What is your full name?

S: I'm Shalini Thomas. You can call me Shalini. People here tend to use the first names only. It's more of an informal environment here.

A: Oh I see... Back home people tend to call you ma'am or madam if you are senior to them.

S: In our company, we call everyone by their first name, no matter how senior they are.

Activity 7

1 Replacement of phrasal verbs:

- i – b
- ii – d

- iii – c
- iv – f
- v – a
- vi – e

2 Completed sentences:

- i You must take steps to avoid **getting into** trouble while doing business with foreigners.
- ii A lack of understanding can lead to a **break down** in business interaction.
- iii In a global environment you need to **get along** with people of diverse cultures.
- iv You have to learn to **go along** with people who behave differently from you.
- v It's a good idea to **look up** some useful and relevant information about your new foreign clients.
- vi In spite of your best preparation you may still **run into** problems while dealing with people from other countries.
- vii The important thing is to **come up** with solutions.
- viii Before you **call on** someone in a new place it might help if you found out about social protocol.

Activity 8

1.

- i to contact
- ii to ask
- iii to meet
- iv to weigh
- v to complete
- vi to buy
- vii to hire
- viii to quit

- 2 ii The team leader reminded him to send the email.
- iii Anita's husband encouraged her to apply for the job.
- iv The Finance Manager asked his team to finish the report as soon as possible.
- v The Manager advised him to inform the GM about the theft.
- vi Rohan recommended the buyers to go to 'Just Indian' for good Indian food.

UNIT 2: BUSINESS TRAVEL

Structure

- 2.0 Objectives
- 2.1 Warm Up
- 2.2 Reading: Traveling for Business
- 2.3 Listening: Talking about Plans and Arrangements
- 2.4 Vocabulary: Word Partnerships
- 2.5 Speaking: Talking to a Travel Agency
- 2.6 Writing: Giving Travel Details
- 2.7 Grammar: The Comparative and Superlative Adjectives
- 2.8 Pronunciation: Word Stress (Countries and Nationalities)
- 2.9 Let Us Sum Up
- 2.10 Answers

2.0 OBJECTIVES

In this Unit you will learn about:

- requirements of business travel
- preparation for business travel
- international travel
- do's and don't of business travel
- how to avoid travel related problems
- travel itineraries
- making arrangements
- vocabulary associated with business travel
- comparatives and superlatives
- writing a travel related e mail to a business associate

2.1 WARM UP



Activity 1

What do you think is the difference between a business trip and a holiday? Write at least five points.

.....

.....

.....

Activity 2

Business travel is an essential part of most jobs. Can you make a checklist of things you would need to carry along on a business trip?

.....

.....

.....

2.2 READING: TRAVELING FOR BUSINESS

For most people, traveling for business is the answer to a lifelong dream: the opportunity to see new places, meet new people and learn more about the world in which we live. Whether you enjoy business travel or feel more like an accidental tourist, it would be useful for you to learn some tips that could make your trips more enjoyable and less stressful.

1 Travel light but don't forget the essentials. The real business trip needs a laptop, power supply, foreign plug adapter (if needed) and files you'll need for any meeting or presentation.

2 Necessary toiletries also need to go in your hand baggage. You don't want to be stranded without a toothpaste, or your comb!

3 Suitable clothes, just enough, or maybe one extra change in case of an emergency should do the job. Don't overload your self with baggage. You don't want to deal with coolies during business trips. A suitcase or bag that you can pull along is advisable. Suitability of the clothes will depend upon the weather conditions at your destination as well as the kind of people you need to meet and the events you must attend.



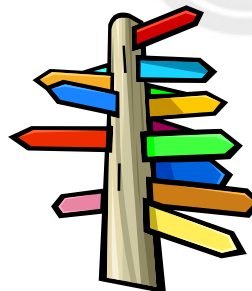
4 Some dry snacks and a mineral water bottle should help you cope with unforeseen delays at odd places where there's no safe food available.

5 Book tickets in advance. It's recommended that you book your tickets as soon as your program is finalised so that you can ensure confirmed tickets of your first choice. Frequent business travelers must travel comfortably to reduce the stress and drudgery of travel and to be relaxed and fresh enough to cope with work needs immediately after they disembark. In case of e-tickets, don't wait till the last minute to take a printout. The Internet or power might let you down and leave you stranded.

6 Hotel bookings need to be taken care of in advance too. Choose a hotel that is close to your place of work and fulfills your essential requirements of phone, fax, computers or wi-fi, meeting rooms etc. No doubt, cleanliness, food and entertainment as well as extra facilities like gym, swimming pool etc are equally important. Call to confirm your bookings before you leave.



7 If you are traveling to a new place, it would be useful to equip your self with a map, directions and information about the place. In the case of an overseas trip this is even more important. You don't want to be lost in a foreign land with little or no understanding of their language and culture!



Good travel preparation can definitely help to minimise your stress and get the most out of your trips. Happy traveling!

Check your progress 1

Match these statements with the appropriate numbered tips for travel given in the Reading Section:

- i Convenient and comfortable accomodation
- ii Business accessories
- iii Stranded and hungry!
- iv Sorry you are waitlisted!
- v Baggage overload
- vi Personal essentials
- vii Shivering in 8 degrees Celsius without a jacket
- viii Which way do I turn? Is anyone listening?



Some Importnt Tips for Air Travelers:

Here are some tips for people who travel frequently by air for business. These could help you to avoid some of the problems faced during air travel.

- 1 Pre-book your seats, print and keep the confirmation as online booking systems can fail, leaving you in the lurch.
- 2 Make sure you set out for the airport in time. You need extra time for the commute to the airport as well as the preliminary check at the entrance. Further points of delay could be at check in counters as well as security check of your baggage and person, particularly during peak hours.
- 3 Try to do a web, kiosk or tele check in so that you have a seat of your choice, your seat number/ boarding pass in advance. This saves time and stress.
- 4 Never put your laptop in your check in luggage, even if you're not using it during your flight. Rough handling, which is not uncommon, can land you with huge repair bills.
- 5 Get a big wallet that takes passport, tickets and receipts all together in one place. As for ladies, they are advised to keep a separate wallet for this purpose so that these identity and verification documents don't get mixed up with other accessories and tidbits in the bag.
- 6 Always carry some cash. Cards may not work everywhere in India. On foreign travel you could carry Sterling or US dollars which are easily converted in most places.
- 7 Don't carry more than you need. It's good to travel light, so that you can manage with cabin baggage and avoid check in bags. This saves time at your destination. You don't have to wait at the 'baggage claim'

and go through the hassle of sorting your bags from amongst scores of others which seem to look just the same as yours.

8 Keep yourself well hydrated by drinking plenty of fluids.

9 Try to avoid working when you are traveling. Use the time to catch up on leisure reading and movies.

10 Make a list of what is absolutely essential to the success of the trip and aim to fit it in your carryon. It requires a lot of planning ahead the first time you do this, but it gets much easier each successive time. This is important when you are traveling abroad. Checked in baggage is sometimes lost or delayed and can cause immense inconvenience and sometimes expenditure. It is always safe to have your essentials along with an extra change as well as adequate warm clothing in your cabin baggage to tide through such situations.

11 It also helps to keep a small first aid kit as well as your essential medicines with you in a separate pouch.

12 Keep your boarding pass and passport or personal identity with you at an easily accessible place at all times. You can be asked for these at any time and several times too!

13 Make a checklist of travel essentials and keep it handy at all times. That way you will not miss out on anything important even if you have to travel at short notice. Frequent travelers would do well to have a kit with essential travel toiletries ready at all times. Avoid the temptation of digging into these supplies for home use.

Traveling can be simpler and go smoother if you create an effective system and follow it consistently.

Check your progress 2

1 Take a look at these call outs which have complaints from business travelers. Write your suggestions to them from the information given in the passages above.

A
There was such a big jam at the entrance to the security check. I thought I'd miss my flight!

.....
.....
.....
.....

B
It took me some time to get my boarding pass out of the purse. Everyone behind me was grumbling.

.....
.....
.....
.....

C
My check in baggage hasn't arrived. It probably got loaded onto the wrong aircraft!

.....
.....
.....

D
I'm afraid my printer
didn't work, so I
don't have the print
out of my ticket.

.....
.....
.....
.....

E
I made the mistake of
putting my lap top in
check-in and now I have a
repair bill of Rs 9000!

.....
.....
.....
.....

F
Imagine! They didn't even
have an aspirin in the
aircraft!

.....
.....
.....
.....

G
I'm really stressed out. It
wasn't very comfortable
working on the laptop in my
narrow seat.

.....
.....
.....
.....

2 What would be your response to these?

i 'Sorry. We don't take American Express cards.'

.....

ii 'I'm afraid we have no window seat left. They're all taken.'

.....

iii Announcement 'We're sorry to inform you that there's been a
delay in the arrival of checked in baggage for flight number
9W2435. Passengers are requested to wait for 20 minutes. We
regret the inconvenience.'

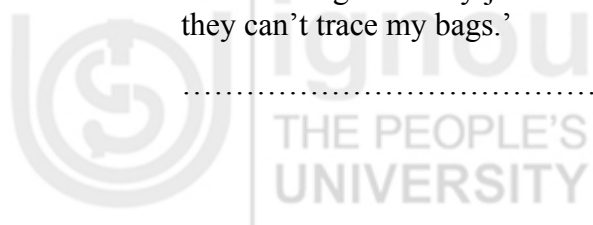
.....

iv 'I'm feeling faint and dizzy.'

.....

v

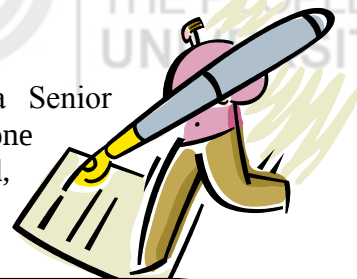
‘It’s freezing here. My jacket was in the check in baggage and they can’t trace my bags.’



2.3 LISTENING: TALKING ABOUT PLANS AND ARRANGEMENTS

Activity 3

You are Sushmita Nagar's assistant. She is a Senior Manager in your firm. She is talking on the phone about her arrangements for a trip to Hyderabad, Chennai and Bengaluru. Listen to her conversation and complete the entries in her diary (Tape script).



October

..... Monday 12 Arrive 10 am Hyderabad....

 Tuesday 13
 Wednesday 14

 Thursday 15
 Friday 16

 Saturday 17 Free day in Chennai

2.4 VOCABULARY: WORD PARTNERSHIPS

Activity 4

1 Here are some sentences that tell you about foreign travel and doing business abroad. Rewrite them making use of the word given in capital letters at the bottom of each sentence.

- i You may experience great joy in doing business overseas.

DELIGHTFUL.....

.....

- ii It invariably opens gateways to new cultures.

INTERACT

.....



- iii It could open up new and lucrative business opportunities.

PROFITS

- iv Traveling to foreign countries requires careful preparation.

OVERSEAS

- v First of all you will need a passport and an entry visa.

REQUIREMENT

- vi Each of these documents can take upwards of a month or more to obtain.

APPLY

- vii Also make multiple photocopies of your passport and leave one at home and another back in your hotel room in case something should happen to the original while you're moving about.

RECOMMENDED

- viii If necessary, study the basics of the language spoken in the country to which you're traveling.

KNOWLEDGE

- ix Preferably, you must have a medical insurance that covers your travel period.

ADVISABLE

- x You can buy any of the several medical insurance schemes at short notice.

AVAILABLE

- 2 Match one word in box A with another in box B to form word partnerships.

A	B
soaking, stone, pitch, state,	dark, owned, sounding, haul, cost,
foreign, time, low, long	saving, wet, cold

3 Now complete the given sentences with these:

- i I didn't carry an umbrella and goton the way.
- ii The food they served in the train was
- iii The power supply in the coach failed for a few minutes and it was Thankfully I was carrying a torch.
- iv The country has bothand private airlines.
- v It took me some time to get used to the names in Slovenia.
- vi Non stop flights are expensive but
- vii If you want aair ticket, you must book early.
- viii flights can be very tiring.

2.5 SPEAKING: TALKING TO A TRAVEL AGENCY

Activity 5

Sit back to back with your study partner and make a phone call to a travel agency to make arrangements for a business trip to a foreign country. Make sure you cover the following points:

- Which airline
- Competitive fares / best prices
- Mode of payment
- Arrival and departure timings
- Confirmation of booking

.....

.....

.....

.....

.....

.....

2.6 WRITING: GIVING TRAVEL DETAILS

Check your progress 3

You are visiting a business associate in Houston, USA. S/he already knows about your visit. Write an e mail to her/him giving information about your arrival date, day and time. Request for a pick up at the airport. Also make enquiries about the weather so that you can choose your wardrobe accordingly.

.....

2.7 GRAMMAR: THE COMPARATIVE AND SUPERLATIVE ADJECTIVES

Comparatives and Superlatives are special forms of adjectives. They are used to compare two or more things. Generally, comparatives are formed using *-er* and superlatives are formed using *-est*. They are used to express opinions and make comparative judgements.

Comparatives are used to compare two things. You can use sentences with “*than*”, or you can use a conjunction like “*but*”.

Examples:

New York is **bigger** *than* Chicago.

Indira Gandhi Airport is big, *but* the JFK of New York is **bigger**.

Superlatives are used to compare more than two things. Superlative sentences usually use “*the*” before the superlative, because there can be only one superlative.

Example:

Hungary is cold, France is colder but Sweden is *the* **coldest** out of these three European countries.

Check your progress 4

Now complete these sentences with appropriate comparatives or superlatives forms of adjectives:

- i The journey was than I had thought. (good)
- ii France is than Holland. (big)
- iii Out of all the countries I visited, Denmark was the (cold).
- iv The Cathay Pacific ticket was the (expensive).
- v Terminal 5 of Heathrow airport is of all the other European terminals. (modern)
- vi A train journey is than bus journey. (comfortable)
- vii Flying will be way to get to Goa. (quick)
- viii Which is place you have travelled to? (nice)

- ix What is way to learn about the culture if you are visiting a new place? (good)
- x At what time of the year do you have to do business travel? (less)

2.8 PRONUNCIATION: WORD STRESS (COUNTRIES AND NATIONALITIES)

Mark the stressed syllables in the following words and repeat them after the teacher:

America	American	Britain	British
Canada	Canadian	Hungary	Hungarian
Australia	Australian	India	Indian
Austria	Austrian	Italy	Italian
Belgium	Belgian	Japan	Japanese
Brazil	Brazilian	Portugal	Portuguese
China	Chinese	Poland	Polish
Germany	German	Switzerland	Swiss

2.9 LET US SUM UP

In this unit, we gave you some travel tips which will make your business travel smooth and meaningful. We also gave you some information on air travel. This will enable you to reduce stress when you travel on business. In the Vocabulary section, we concentrated on paraphrasing and word partnerships. The Listening section was a telephonic conversation on making arrangements for business travel. In the Speaking section, you are required to complete the task by following the cues given. In the Writing section, you are required to write an email about travel arrangement. The Grammar part deals with comparative and superlative adjectives. We learn to correctly pronunciation countries and nationalities in the Pronunciation section.

2.10 ANSWERS

Check your progress 1

- i Convenient and comfortable accommodation - 6
- ii Business accessories - 1
- iii Stranded and hungry! - 4
- iv Sorry you are waitlisted! - 5
- v Baggage overload - 3
- vi Personal essentials - 2
- vii Shivering in 8 degrees Celsius without a jacket - 3
- viii Which way do I turn? Is anyone listening? - 7

1 Sample suggestions for call outs:

- A You must set out for the airport with enough time to take care of delays and jams on the road and checkpoints at the airport.
- B Always keep your Boarding pass somewhere separate and easy to take out.
- C You should avoid check in baggage. Travel light so that everything you need fits into your cabin baggage.
- D It's a good idea to take the printout of your ticket and boarding pass (in case of web check in) well in advance.
- E You must never put your laptop into your check in baggage. It takes a lot of rough handling!
- F Why don't you carry your own essential medical supplies?
- G I never work during the flight. I think it's a good time to relax, read or just watch some entertainment program.

2 Samples responses:

- i Carry some cash.
- ii Web, kiosk or tele check in.
- iii Avoid the wait at the 'baggage claim'.
- iv Drink plenty of fluids.
- v Keep essentials in your carryon.

2.3 Listening: Talking about plans and arrangements

Tape script

Assistant: So when are you leaving for your trip to the South?

Sushmita: I'm leaving by the early morning flight on Monday.

Assistant: What's your schedule?

Sushmita: I'll arrive in Hyderabad at 10 am on Monday. Mr. Naidu will receive me at the airport. I have a meeting with their GM marketing, Mr. Pillai, in the afternoon at 2 pm. Tuesday will be busy as I am attending the conference in the morning session and meeting Mr. Natrajan in the afternoon.

Assistant: Who's he?

Sushmita: He is their CEO.

Assistant: So, when do you leave for Bengaluru?

Sushmita: On Wednesday morning. It is a short, 1 hour flight. The whole day I'll be at the trade fair, meeting our important business associates and some clients.

Assistant: So will you have some time to look around Bengaluru?

Sushmita: I'm afraid I won't. But I should be able to manage some free time in Chennai.

Assistant: Ah yes. That's your third stop isn't it?

Sushmita: I arrive in Chennai on Thursday morning 9 am.

Assistant: So you're visiting our subsidiary Encore Ltd. How busy are you there?

Sushmita: Well I have meetings on Thursday, with the GM Production at 11 am and the MD at 4 pm. On Friday I will be visiting the workshops.

Assistant: What about your free time at Chennai?

Sushmita: I have kept the Saturday off to look around. I'll return to Delhi on Sunday.
Assistant: Well, that's a long trip. I wish you a safe journey and a successful trip.
Sushmita: Thanks a lot.
Assistant: Bye.
Sushmita: Bye.

Activity 3

October

Monday 12 *Arrive 10 am Hyderabad, Mr. Naidu to receive at airport; 2 pm Meeting with GM marketing Mr. Pillai*
Tuesday 13 *Morning – conference; afternoon – meeting with CEO, Mr. Natrajan*
Wednesday 14 *...visit to the Trade fair.....*
Thursday 15 *Arrive in Chennai at 9 am; Meeting with GM Production Encore Ltd at 11 am and MD at 4 pm.*
Friday 16 *visit to the workshop*
Saturday 17 *Free day in Chennai.....*
Sunday 18 *Back to Delhi.....*

Activity 4

- 1
 - i Doing business overseas could be a **delightful** experience.
 - ii It helps you to **interact** with different cultures.
 - iii It could lead to opportunities for higher **profits** for your company.
 - iv Traveling **overseas** requires careful preparation.
 - v The first **requirements** of foreign travel are a passport and an entry visa.
 - vi One needs to **apply** at least a month in advance for each of them.
 - vii It is **recommended** that you make multiple photocopies of your passport and leave one at home and another back in your hotel room in case something should happen to the original while you're moving about.
 - viii A basic **knowledge** of the language of the country you are traveling to is essential.
 - ix It is **advisable** to have a medical insurance that covers your travel period.
 - x Several medical insurance schemes are **available** to choose from.

2 Word partnerships:

Business Travel

- i soaking wet
- ii stone cold
- iii pitch dark
- iv state owned
- v foreign sounding
- vi time saving
- vii low cost
- viii long haul

3 Missing words are given in bold:

- i I didn't carry an umbrella and got **soaking wet** on the way.
- ii The food they served in the train was **stone cold**.
- iii The power supply in the coach failed for a few minutes and it was **pitch dark**. Thankfully I was carrying a torch.
- iv The country has both **state owned** and private airlines.
- v It took me some time to get used to the **foreign sounding** names in Slovenia.
- vi Non stop flights are expensive but **time saving**.
- vii If you want a **low cost** air ticket, you must book early.
- viii **Long haul** flights can be very tiring.

Activity 5

Here Ms. Suchitra Singh is talking to the Travel Agent of Thomas Cook Travels. This is a sample conversation.

TA: Hello. Thomas Cook Travels.

SS: Hello. I am Suchitra Singh. I wanted to book two tickets to France for the 2nd of May. Can I get some information about the various airlines and the fares?

TA: Yes Madam. There is an Air India flight that takes 9 hrs and the fare inclusive of taxes is Rs. 32,903. Then there is an Oman Aviation flight that takes approximately 15 hrs and the fare is Rs. 29,704. These are the cheaper flights. Do you want information of more flights?

SS: Ok...hmmm. Could you tell me the departure and arrival timings of these flights.

TA: Yes ma'am. The Air India flight leaves at 11.35 am and reaches by 4.55 pm, while the Oman Aviation flight leaves at 7.45 am and reaches at 7.20 pm.

SS: Thank you. I want some more information regarding the mode of payment etc.....

Check your progress 3

Sample Answer

Dear Kevin

My travel details for Houston are now finalized.

I will be arriving on 8 November by the 11 pm American Airlines Flight Number AA5403. I should be out of immigration, baggage claim and customs by 11.30pm.

I would appreciate if you could arrange for someone to pick me up, since this is my first visit and I'm not familiar with place.

Could you please let me know how cold is the winter in Houston, so that I can bring suitable clothing?

Thank you

Looking forward to seeing you soon.

Kind regards

Varun

Check your progress 4

Missing words are given in bold:

- i The journey was **better** than I had thought.
- ii France is **bigger** than Holland.
- iii Out of all the countries I visited, Denmark was the **coldest**.
- iv The Cathay Pacific ticket was the **most expensive**.
- v Terminal 5 of Heathrow airport is **the most modern** of all the European terminals.
- vi A train journey is **more comfortable** than bus journey.
- vii Flying will be **the quickest** way to get to Goa.
- viii Which is **the nicest** place you have travelled to?
- ix What is **the best** way to learn about the culture if you are visiting a new place?
- x At what time of the year do you have to do **the least** business travel?

UNIT 3: BUSINESS EVENTS

Structure

- 3.0 Objectives
- 3.1 Warm Up
- 3.2 Reading
- 3.3 Listening
- 3.4 Vocabulary
- 3.5 Speaking
- 3.6 Writing
- 3.7 Grammar: Modals and other Polite Expressions
- 3.8 Pronunciation: Pronouncing the Past Tense –ed Form
- 3.9 Let Us Sum Up
- 3.10 Answers

3.0 OBJECTIVES

In this Unit you will learn about:

- what are business events
- the importance of business events
- planning for business events
- vocabulary associated with business events
- polite expressions
- writing an e-mail to expo organizers

3.1 WARM UP

Activity 1

Take a look at this picture and try to predict what business events happen in such a place.



Now take a look at this picture. What do you think is the event?



With changing times the manner of doing business has also changed. Business events such as the ones depicted above, play an important role in the progress and success of any business. In this unit you will learn about business events, with a focus on Trade Fairs, Exhibitions and Conferences.

3.2 READING

Event planning is the process of planning a festival, ceremony, competition, party, or convention. It includes budgeting, establishing dates and alternate dates, selecting and reserving the event site, acquiring permits, and coordinating transportation and parking. Event planning also includes some or



all of the following, depending on the event: developing a theme or motif for the event, arranging for speakers and alternate speakers, coordinating location support (such as electricity and other utilities), arranging decor, tables, chairs, tents, event support and security, catering, police, fire extinguishers/ fire fighting equipments, portable toilets, parking, signage, emergency plans, health care professionals, and cleanup.

Event Planning is a relatively new career field. There is now training that helps one trying to break into the career field. There must be training for an event planner to handle all the pressure and work efficiently and creatively. This career deals with a lot of communication and organization aspects. There are many different names for an event planner such as a conference coordinator, a convention planner, a special event coordinator, and a meeting manager.

Check your progress 1

Business Events

- 1 All of the given statements are false. Can you correct them on the basis of the text above?
 - i Event planning refers to the planning and preparation for business programs only.
 - ii All decisions regarding events are given to Event planners by the organizing company or people. They merely need to implement them.
 - iii Since Event Planning is a new field, no formal training is available for this work.
- 2 From the list of points given below, fill in the sequence of steps that an event planner is likely to follow while organizing a typical business event.



- i Setting up the place
- ii Location
- iii Guest list
- iv Determining the purpose of the event
- v Invitations
- vi List of speakers



Can you guess the name of these business events? Read the text given below:

- 1 Organizations plan and hold these meetings with targeted audiences, and provide them with relevant information.
- 2 Organizations attend these shows as a lead generation activity, or host one to reinforce their image as an industry leader among those who attend, such as members, customers, prospects and suppliers.

- 3 This is where the big bucks are spent on a per person basis. Often held at luxury resorts in exclusive destinations, they receive the most visibility in an organization. Business development and organizational planning are the topics of the agenda.
- 4 These programs allow an event host to spend informal time with its guests in a non-traditional environment, giving both parties an opportunity to build a rapport and learn more about mutual business priorities.

Check your progress 2

Read this text on differences between seminars and conferences and identify at least three differences. Write them down in the appropriate columns:

Seminars are usually shorter events, lasting a couple of hours, ½ day or a whole day. They have single or multiple speakers, and keep all participants together in the same space. Conferences, on the other hand, typically have multiple sessions that occur concurrently. They are generally held at hotels, begin with a keynote session and then hold breakout sessions by topic. A conference is usually planned for one day, two days or sometimes longer.

Seminars	Conferences

Here is some useful information about trade Fairs. The paragraphs of this text are numbered. Match these with the statements / questions that follow the text.

- A A **trade fair (trade show or expo)** is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products and services. This is also a chance for them to study activities of rivals and examine recent trends and opportunities.
- B Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press, therefore trade shows are classified as either "Public" or "Trade Only".

- C They are held on a continuing basis in virtually all markets and normally attract companies from around the globe. For example, in the U.S. there are currently over 2500 trade shows held every year, and several online directories have been established to help organizers, attendees, and marketers identify appropriate events.
- D Trade fairs often involve a considerable marketing investment by participating companies. Costs include space rental, design and construction of trade show displays, telecommunications and networking, travel, accommodation, and promotional literature and items to give to attendees. In addition, costs are incurred at the show for services such as electrical, booth cleaning, internet services, and drayage (also known as material handling). Consequently, cities often promote trade shows as a means of economic development.
- E Exhibitors attending the event are required to use an exhibitor manual or online exhibitor manual to order their required services and complete any necessary paperwork such as health and safety declarations.
- F An increasing number of trade fairs are happening online, and these events are called virtual tradeshow. They are increasing in popularity due to their relatively low cost and because there is no need to travel whether you are attending or exhibiting.

Check your progress 3

- i How to find the Trade Fair of your choice?
- ii What is a trade fair?
- iii The expense of participating in Trade Fairs.
- iv Trade fairs where you don't need to be physically present
- v Types of Trade Fairs.
- vi How to ask for what you need as an exhibitor?
- vii The frequency with which they are held.

3.3 LISTENING

Check your progress 4

Listen to a speaker talking about Business Conferences and complete the following sentences:

- i Business Conferences are organized by
- ii The purpose of these conferences is.....
- iii They are held at.....
- iv Americans refer to a conference center as a
- v The Britishers refer to large venues as
- vi Convention centres need to be large so that

- vii The largest convention centre in America is
- viii In Delhi the is a popular conference venue.
- ix The DLF is in the process of building.....
- x Jaipur has an important conference centre called.....

3.4 VOCABULARY

Check your progress 5

- 1 Here are some definitions of words from the texts in the reading section. Can you identify the words?

- i a large meeting where people with the same work or interests come together
- ii the place where a conference or big event is held
- iii somewhere where you go to see different products or works of art
- iv space, equipment and services provided
- v making an estimate of the likely expenses
- vi an official document that gives a right to do something, especially for a limited period of time
- vii to make strong
- viii to put into action
- ix to be seen and talked or written about
- x made to appear to exist by the use of computer software, for example on the Internet

- 2 This is a list of some action words that were used in the various texts that you have just read / heard. Can you find out the nouns they were used with? These form useful collocations that will enrich your business vocabulary. You may check your answers with the 'Answers' section.

- i Acquire
- ii Reserve
- iii Coordinate
- iv Arrange for
- v Provide
- vi Build
- vii Develop
- viii Showcase
- ix Promote

3.5 SPEAKING

Activity 2

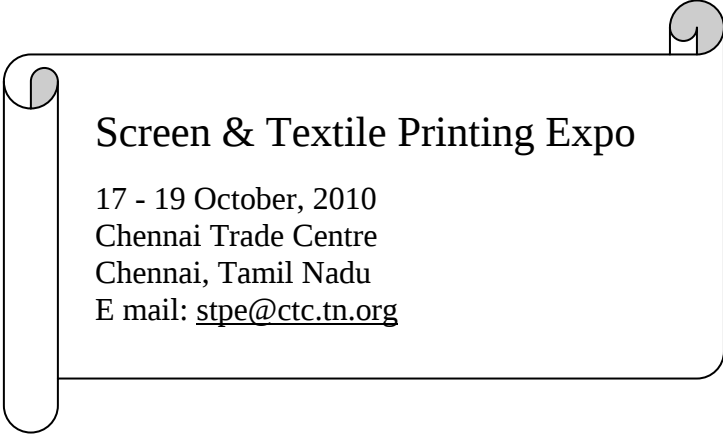
Talk about any trade fair or exhibition that you have visited in your town, city or village. This includes 'Melas' where goods and services are displayed and sold to visitors / customers. Remember that even these are business events.

To help you out, the answer to this section provides you with information about the Suraj Kund Mela as well as an outline of the points on which you can base your presentation.

3.6 WRITING

Activity 3

Look at this advertisement you have seen of the Screen and Textile Printing Expo to be held in Chennai



Screen & Textile Printing Expo

17 - 19 October, 2010
Chennai Trade Centre
Chennai, Tamil Nadu
E mail: stpe@ctc.tn.org

You are interested in visiting this Expo. Write an e mail to the organizers to find out about accommodation facilities in the vicinity of the Expo so that you can spend maximum time at the Expo.

3.7 GRAMMAR: MODALS AND OTHER POLITE EXPRESSIONS

Polite Expressions

It is advisable and appropriate to use polite expressions when you

- **Ask people to do things**
Can you.....?
Will you.....?
Could you possibly.....?
Would you mind.....?
If you don't mind, could you please.....?
- **Ask permission to do things**
Can I.....?
May I.....?
Could I.....?
Would you mind if I.....?
Could I possibly.....?

- **Make complaints**

Unfortunately,
I'm afraid.....
It seems.....

- **Express negative opinions or show disapproval**

It seems.....
I'm afraid.....
Unfortunately,

Take note of the useful expressions given in italics that can be used in the situations given below.

Check your progress 6

- 1 Make these statements more polite by rewriting them using the KEY word. The first one has been done for you.
 - i I want 5 separate rooms for the second day of the conference.
CAN
Can we have 5 separate meeting rooms for the second day of the conference?
 - ii You did not send us the confirmation in writing. SURE
 - iii The generator is too noisy. AFRAID
 - iv I need a larger screen for this room. COULD
 - v I think you made a mistake. THERE
 - vi I want a refund. HOPING
 - vii Your rentals are too high. Hence we cannot use your premises.
UNFORTUNATELY
 - viii Can't you send it by courier? SUPPOSE
 - ix Send five cabs to the Convention Centre immediately. COULD
 - x Give us two people to handle the equipment. CAN
 - xi The conference is postponed. AFRAID

- 2 Make these complaints sound more polite by rephrasing the sentences using seem.

Take a look at how *seem* is used in these sentences:

It *seems* the lights are not adequate for the room.
The lights don't *seem* to be adequate for the room.
The lights *seem* inadequate for the room.

- i The banquet hall is not clean.
- ii We've got the wrong chairs for the speakers.
- iii The roof is leaking.
- iv There is a problem with the sound.
- v You've given us stand mikes, not collar mikes.

- vi You've brought the wrong bill.
- vii The total is wrong.
- viii The generator is too noisy.

3.8 PRONUNCIATION: PRONOUNCING THE PAST TENSE –ED FORM

Listen to the words given in the box. The –ed ending is pronounced in one of three ways /t/, /d/, and /ɪd/.

Activity 4

Write the following words in the table according to the pronunciation of the –ed ending.

walked	knocked	jumped	wanted	looked
explained	arrested	stopped	called	arrived
started	helped	carried	missed	

/t/	/d/	/ɪd/

3.9 LET US SUM UP

This unit gave an insight into the various business events such as conferences, seminars, trade fairs, exhibitions etc and how one is different from the other. We understood the various steps involved in the organization of such events. We were also familiarized with terms associated with business events which included the use of Modals and other polite expressions.

3.10 ANSWERS

Activity 1

The first picture is a photograph of the Habitat Center, Delhi where a lot of meetings and conferences are held.

The second picture appears to be that of a seminar or a conference.

Check your progress 1

- 1
 - i Event planning includes business and social events like festivals and ceremonies.
 - ii Event planners are often asked to suggest and develop themes and motifs which may or may not be given to them by the organizers.
 - iii Formal training is available for Event planners in communication and organization aspects.

- | | | |
|---|-----|--------------------------------------|
| 2 | i | Determining the purpose of the event |
| | ii | List of speakers |
| | iii | Location |
| | iv | Guest list |
| | v | Invitations |
| | vi | Setting up the place |

Check your progress 2

Seminars: shorter, multiple speakers, all participants remain in the same place throughout

Conferences: longer – 2 to 3 days, one keynote session, multiple breakout sessions by topics simultaneously

Check your progress 3

- | | |
|-----|--|
| i | What is a trade fair? (A) |
| ii | Types of Trade Fairs. (B) |
| iii | The frequency with which they are held. (C) |
| iv | How to find the Trade Fair of your choice? (C) |
| v | The expense of participating in Trade Fairs. (D) |
| vi | How to ask for what you need as an exhibitor? (E) |
| vii | Trade fairs where you don't need to be physically present. (F) |

3.3 Listening

Tape script

Business conferences are events organized by an association, individual, public or private company for the purpose of networking, education or to discuss a business topic with a range of speakers.

They can also be organized by either a non-profit or for-profit organization. The latter is called a conference company.

Business conferences are often held at convention centers and large hotels with conference facilities.

A convention center, in American English, is an exhibition hall, or conference center, that is designed to hold a convention. In British English very large venues suitable for major trade shows are known as exhibition centres while the term "convention centre" is sometimes used for intermediate venues between exhibitions centres and "conference centres", which are much smaller and contain lecture halls and meeting rooms.

Convention centers are typically large, cavernous public buildings with enough open space to host public and private business and social events for their surrounding municipal and metropolitan areas. Convention centers typically offer enough floor area to accommodate several thousand attendees. Convention centers rent space for meetings such as: corporate conferences, industry trade shows, formal dances, entertainment spectacles and concerts. The largest in the United States is McCormick Place in Chicago. Large

convention centers located in resort areas also host conventions that attract additional visitors. It is not uncommon for large resort area hotels to include a convention center.

In India the Habitat World is New Delhi's smartest conference and banquet venue with an unmatched inventory of over 20 venues for 10 to 1500 people. It has state of the art infrastructure and parking facilities for 1000 cars.

DLF has emerged as the lone-bidder for the Rs.3,000 crore project of building up India's largest convention centre at Dwarka, Delhi. The proposed convention centre would be spread over 86,400 sq. metres including a conference hall of 72,000 sq. ft. with a 6,000 seating capacity and 36,600 sq metre retail space. Apart from this the project would include a five-star and a three-star hotel, a budget hotel, a banquet hall, media centre and food court.

Other important Conference venues in India are Vigyan Bhawan in New Delhi, Centre Point, Renaissance Hotel and Convention Center in Mumbai, the BM Birla Science and Technology Centre in Jaipur, the Jaypee Hotels & International Convention Centre, Agra and the Cochin Convention Centre, Kochi.

Check your progress 4

- i Business Conferences are organized by *an association, individual, public or private company*
- ii The purpose of these conferences is *networking, education or to discuss a business topic with a range of speakers.*
- iii They are held at *convention centers and large hotels with conference facilities.*
- iv Americans refer to a conference center as a *convention center.*
- v The Britishers refer to large venues as *exhibition centres.*
- vi Convention centres need to be large so that *they accommodate large numbers of people and events.*
- vii The largest convention centre in America is *McCormick Place in Chicago*
- viii In Delhi the *Habitat Center* is a popular conference venue.
- ix The DLF is in the process of building *the largest Convention Center in India at Dwarka, New Delhi.*
- x Jaipur has an important conference centre called *the BM Birla Science and Technology Centre.*

Check your progress 5

- 1
 - i conference
 - ii venue / convention center
 - iii exhibition
 - iv facilities
 - v budgeting
 - vi permit
 - vii reinforce
 - viii implement
 - ix visibility
 - x virtual

2	i	Acquire	a permit
	ii	Reserve	an event site
	iii	Coordinate	transportation, location support
	iv	Arrange for	speakers
	v	Provide	information
	vi	Build	a rapport
	vii	Develop	a theme
	viii	Showcase	products
	ix	Promote	trade shows

Activity 2

The Suraj Kund Crafts is an annual event that highlights some of the finest handloom and handicraft traditions of our country. It is situated just 8 kilometers away from South Delhi. It is held from 1st to 15th February every year to enable the rural craftsmen of India to exhibit and sell their craft.

The Mela is organized under the aegis of the Suraj Kund Mela Authority. This comprises of the Department of Tourism Ministry of Tourism and Culture, Government of India in collaboration with Haryana Tourism, Development Commissioner for Handlooms, Commissioner Development (Handicrafts).

Suraj Kund is a beautiful tourist location of Haryana Tourism and in its lovely setting, folk painters, metal workers, stone and wood carvers, tie and dye crafts persons, embroiders, lace makers, textiles printers, carpet and loom weavers, producers of silk fabrics, jewelers and sculptors – execute and display their skills.

The objectives of the Mela are:

- To create a rural ambience for the foreign and domestic tourist to see.
- To educate patrons both from abroad, urban centres and educational institutes about the fascinating technique and skills involved in craft creation.
- To introduce crafts and craft persons directly to the buyers and help them find their patrons.
- To Identify, nurture and preserve languishing crafts of the country and save it for posterity.

The fortnight long celebrations also come as a food festival. Some of the popular food traditions from Punjab come at the Punjabi 'Rasoi'. South Indian delicacies come in from the South Indian Section. Popular Chinese snacks also arrive for the event along with special stalls where patrons are introduced to the traditional foods and sweet meats of the selected theme State.

The Suraj Kund Crafts Mela has grown equally famous for the rhythms of folk theatre. It also presents various performances of classical, instrumental and folk music. The celebration of the simple joys of rural life and reverence of epic traditions all mingle well. All these colourful events are also presented before the audience in the open-air-theatre named Natyashala.

Some of the most delightful crafts collections of the Mela arrive from practically all over the country. In wood and cane come inlay work, rose wood carving, sandal wood from Punjab and South India. Chiki wood craft of Kashmir and some very fine cane craft come from West Bengal and North Eastern States. The phulkari of Punjab, the Banjara and Banni embroidery of Gujarat and Rajasthan, the Kantha traditions from West Bengal and Tripura, lace and crochet from Goa, the Suzni of Kashmir and Mirror encasing work along with the traditional chikan work of Lucknow delight the buyers. Besides there is a wide variety of oxidized jewellery, sea shell decorations and agate stone work toys in wood and cane, ply and mud and phad paintings of Rajasthan, the kalamkari of Andhra and Karnataka, temple paintings of Orissa, madhubani of Bihar to fascinate the beholder.

The Suraj Kund Mela which began in 1981, has been doing brisk business and continues to attract tens of thousands of people from India and abroad every year.

Outline of the presentation on Suraj Kund Crafts Mela:

- Historical background
- Objectives
- Participation
- Kind of goods exhibited and sold
- Performing arts and other forms of entertainment
- Food
- Popularity of the mela

Activity 3

To stpe@ctc.tn.org

Add Cc

Subject: Accommodation facilities at the Screen and Textile Printing Expo

Dear Sir/ Madam,

I am Mahesh Krishnan from Bengaluru. I own a boutique '*Mantra*' on Brigade Road, Bengaluru. This is regarding the advertisement in The Hindu dated 10.4.2010 about the Screen and Textile Printing Expo to be held in Chennai from the 17th to the 19th October, 2010.

I see this as a great opportunity to learn about the latest trends in textile printing. Besides it will provide a forum for interaction with various entrepreneurs from the textile industry. This would require spending maximum time at the Expo.

I would be greatly obliged if you could provide me information about accommodation facilities available in the vicinity of the Expo and the procedure to book the same. Hope to hear from you at the earliest.

Thank You

Regards

Mahesh Krishnan

Check your progress 6

- 1
 - ii I'm sure you did not send us the confirmation in writing.
 - iii I'm afraid the generator is too noisy.
 - iv Could I have a larger screen for this room?
 - v It seems there has been a mistake.
 - vi I was hoping for a refund.
 - vii Unfortunately your rentals are too high. Hence we cannot use your premises.
 - viii I suppose you could send it by courier.
 - ix Could you please send five cabs to the Convention Centre immediately?
 - x Can you give us two people to handle the equipment?
 - xi I'm afraid the conference is postponed.

- 2
 - i The banquet hall does not seem clean.
 - ii It seems we've got the wrong chairs for the speakers. / We seem to have got the wrong chairs for the speakers.
 - iii The roof seems to be leaking.
 - iv There seems to be a problem with the sound.
 - v It seems you've given us stand mikes, instead of collar mikes. / You seem to have given us stand mikes in place of collar mikes.
 - vi It seems you've brought the wrong bill. / You seem to have brought the wrong bill.
 - vii The total seems wrong. / It seems the total is wrong.
 - viii The generator seems too noisy. / It seems the generator is too noisy.

Activity 4

/t/	/d/	/ɪd/
Walked	Explained	Started
Knocked	Carried	Arrested
Helped	Called	Wanted
Jumped	Arrived	
Stopped		
Looked		
Missed		