

## PAPER – 2: BUSINESS LASW AND BUSINESS CORRESPONDENCE AND REPORTING

### SECTION A: BUSINESS LAWS

#### PART – I: RELEVANT AMENDMENTS APPLICABLE FOR NOVEMBER 2020 EXAMINATION

For November 2020 examinations for Paper 2A: Business Laws, the significant amendments made in the respective subject upto 30<sup>th</sup> April, 2020 are relevant and applicable.

Students are advised to refer study material of March 2019 edition with these applicable amendments.

**Relevant amendments:** Here are given relevant amendments:

1. **Meaning of Resident Director as per Companies (Incorporation) Third Amendment Rules, 2018, w.e.f. 27-7-2018:** For the purposes of this rule, the term "resident in India" means a person who has stayed in India for a period of not less than one hundred and eighty two days during the immediately preceding financial year.

**[This is covered under OPC (One Person Company) - Significant Points, Page No. 5.10]**

2. **Revised definition of Small company [Section 2(85)]:**

"Small company" means a company, other than a public company,—

- (i) paid-up share capital of which does not exceed fifty lakh rupees or such higher amount as may be prescribed which shall not be more than ten crore rupees; and
- (ii) turnover of which as per profit and loss account for the immediately preceding financial year does not exceed two crore rupees or such higher amount as may be prescribed which shall not be more than one hundred crore rupees:

Provided that nothing in this clause shall apply to—

- (A) a holding company or a subsidiary company;
- (B) a company registered under section 8; or
- (C) a company or body corporate governed by any special Act;

**[Covered on Page No. 5.11]**

3. **Revised definition of "subsidiary company" or "subsidiary [Section 2(87)]:**

"subsidiary company" In relation to any other company (that is to say the holding company), means a company in which the holding company—

- (i) controls the composition of the Board of Directors; or

- (ii) exercises or controls more than one-half of the total voting power either at its own or together with one or more of its subsidiary companies:

Provided that such class or classes of holding companies as may be prescribed shall not have layers of subsidiaries beyond such numbers as may be prescribed.

Explanation.—For the purposes of this clause,—

- (a) a company shall be deemed to be a subsidiary company of the holding company even if the control referred to in sub-clause (i) or sub-clause (ii) is of another subsidiary company of the holding company;
- (b) the composition of a company's Board of Directors shall be deemed to be controlled by another company if that other company by exercise of some power exercisable by it at its discretion can appoint or remove all or a majority of the directors;
- (c) the expression "company" includes any body corporate;
- (d) "layer" in relation to a holding company means its subsidiary or subsidiaries;

**[Covered on Page No. 5.12]**

**4. Explanation added in the definition of "Government company" [Section 2(45)]:**

In this section, the following explanation has been inserted in the definition **[inserted by notification dated 2-3-2020 by way of Exemptions to Government Companies under section 462 with effect from 3-3-2020]**

"Explanation.- For the purposes of this clause, the "paid up share capital" shall be construed as "total voting power", where shares with differential voting rights have been issued."

**[Covered on Page No. 5.14]**

**5. Meaning of Nidhi Companies [Section 406(1) of the Companies Act, 2013]:**

In this section, "Nidhi" or "Mutual Benefit Society" means a company which the Central Government may, by notification in the Official Gazette, declare to be a Nidhi or Mutual Benefit Society, as the case may be. **[Substituted by the Companies (Amendment) Act, 2017, with effect from 15-8-2019.]**

**[Covered on Page No. 5.16]**

PART – II: QUESTIONS AND ANSWERS

QUESTIONS

**The Indian Contract Act, 1872**

1. 'X' entered into a contract with 'Y' to supply him 1,000 water bottles @ ₹ 5.00 per water bottle, to be delivered at a specified time. Thereafter, 'X' contracts with 'Z' for the purchase of 1,000 water bottles @ ₹ 4.50 per water bottle, and at the same time told 'Z' that he did so for the purpose of performing his contract entered into with 'Y'. 'Z' failed to perform his contract in due course and market price of each water bottle on that day was ₹ 5.25 per water bottle. Consequently, 'X' could not procure any water bottle and 'Y' rescinded the contract. Calculate the amount of damages which 'X' could claim from 'Z' in the circumstances? What would be your answer if 'Z' had not informed about the 'Y's contract? Explain with reference to the provisions of the Indian Contract Act, 1872.
2. Mr. SHYAM owned a motor car. He approached Mr. VIKAS and offered to sell his motor car for ₹ 3,00,000. Mr. SHYAM told Mr. VIKAS that the motor car is running at the rate of 30 KMs per litre of petrol. Both the fuel meter and the speed meter of the car were working perfectly.  
  
Mr. VIKAS agreed with the proposal of Mr. SHYAM and took delivery of the car by paying ₹ 3,00,000/- to Mr. SHYAM. After 10 days, Mr. VIKAS came back with the car and stated that the claim made by Mr. SHYAM regarding fuel efficiency was not correct and therefore there was a case of misrepresentation. Referring to the provisions of the Indian Contract Act, 1872, decide and write whether Mr. VIKAS can rescind the contract in the above ground.
3. Define the term "Acceptance". Discuss the legal provisions relating to communication of acceptance.
4. "To form a valid contract, consideration must be adequate". Comment.
5. Explain the-term 'Quasi Contracts' and state their characteristics.

**The Sale of Goods Act, 1930**

6. J the owner of a Fiat car wants to sell his car. For this purpose he hand over the car to P, a mercantile agent for sale at a price not less than ₹ 50, 000. The agent sells the car for ₹ 40, 000 to A, who buys the car in good faith and without notice of any fraud. P misappropriated the money also. J sues A to recover the Car. Decide given reasons whether J would succeed.
7. Suraj sold his car to Sohan for ₹ 75,000. After inspection and satisfaction, Sohan paid ₹ 25,000 and took possession of the car and promised to pay the remaining amount within a month. Later on, Sohan refuses to give the remaining amount on the ground that

the car was not in a good condition. Advise Suraj as to what remedy is available to him against Sohan.

8. What are the consequences of "destruction of goods" under the Sale of Goods Act, 1930, where the goods have been destroyed after the agreement to sell but before the sale is affected.
9. Distinguish between a 'Condition' and a 'Warranty' in a contract of sale. When shall a 'breach of condition' be treated as 'breach of warranty' under the provisions of the Sale of Goods Act, 1930? Explain.

#### **The Indian Partnership Act, 1932**

10. Explain the provisions of the Indian Partnership Act, 1932 relating to the creation of Partnership by holding out.
11. Master X was introduced to the benefits of partnership of M/s ABC & Co. with the consent of all partners. After attaining majority, more than six months elapsed and he failed to give a public notice as to whether he elected to become or not to become a partner in the firm. Later on, Mr. L, a supplier of material to M/s ABC & Co., filed a suit against M/s ABC & Co. for recovery of the debt due.

In the light of the Indian Partnership Act, 1932, explain:

- (i) To what extent X will be liable if he failed to give public notice after attaining majority?
- (ii) Can Mr. L recover his debt from X?

#### **The Limited Liability Partnership Act, 2008**

12. What do you mean by Designated Partner? Whether it is mandatory to appoint Designated partner in a LLP?

#### **The Companies Act, 2013**

13. Mr. Anil formed a One Person Company (OPC) on 16th April, 2018 for manufacturing electric cars. The turnover of the OPC for the financial year ended 31st March, 2019 was about ₹ 2.25 Crores. His friend Sunil wanted to invest in his OPC, so they decided to convert it voluntarily into a private limited company. Can Anil do so?
14. Explain clearly the doctrine of 'Indoor Management' as applicable in cases of companies registered under the Companies Act, 2013. Explain the circumstances in which an outsider dealing with the company cannot claim any relief on the ground of 'Indoor Management'.

**SUGGESTED ANSWERS/HINTS**

1. **BREACH OF CONTRACT- DAMAGES:** Section 73 of the Indian Contract Act, 1872 lays down that when a contract has been broken, the party who suffers by such breach is entitled to receive from the party who has broken the contract compensation for any loss or damage caused to him thereby which naturally arose in the usual course of things from such breach or which the parties knew when they made the contract to be likely to result from the breach of it.

The leading case on this point is "*Hadley v. Baxendale*" in which it was decided by the Court that the special circumstances under which the contract was actually made were communicated by the plaintiff to the defendant, and thus known to both the parties to the contract, the damages resulting from the breach of such contract which they would reasonably contemplate, would be the amount of injury which would ordinarily follow from the breach of contract under these special circumstances so known and communicated.

The problem asked in this question is based on the provisions of Section 73 of the Indian Contract Act, 1872. In the instant case 'X' had intimated to 'Z' that he was purchasing water bottles from him for the purpose of performing his contract with 'Y'. Thus, 'Z' had the knowledge of the special circumstances. Therefore, 'X' is entitled to claim from 'Z' ₹ 500/- at the rate of 0.50 paise i.e. 1000 water bottles x 0.50 paise (difference between the procuring price of water bottles and contracted selling price to 'Y') being the amount of profit 'X' would have made by the performance of his contract with 'Y'.

If 'X' had not informed 'Z' of 'Y's contract, then the amount of damages would have been the difference between the contract price and the market price on the day of default. In other words, the amount of damages would be ₹ 750/- (i.e. 1000 water bottles x 0.75 paise).

2. As per the provisions of Section 19 of the Indian Contract Act, 1872, when consent to an agreement is caused by coercion, fraud or misrepresentation, the agreement is a contract voidable at the option of the party whose consent was so caused.

A party to contract, whose consent was caused by fraud or misrepresentation, may, if he think fit, insist that the contract shall be performed, and that he shall be put in the position in which he would have been if the representations made had been true.

**Exception-** If such consent was caused by misrepresentation or by silence, fraudulent within the meaning of section 17, the contract, nevertheless, is not voidable if the party whose consent was so caused had the means of discovering the truth with ordinary diligence.

In the situation given in the question, both the fuel meter and the speed meter of the car were working perfectly, Mr. VIKAS had the means of discovering the truth with ordinary

diligence. Therefore, the contract is not voidable. Hence, Mr. VIKAS cannot rescind the contract on the above ground.

3. According to Section 2(b), the term 'acceptance' is defined as follows:

*"When the person to whom the proposal is made signifies his assent thereto, the proposal is said to be accepted. A proposal, when accepted, becomes a promise. "*

An acceptance in order to be valid must be absolute, unqualified, accepted according to the mode if any prescribed within the reasonable time and communicated to offeror. Acceptance can also be made by way of conduct.

The legal provisions relating to communication of acceptance are contained in Section 4.

The communication of an acceptance is complete:

- (a) as against the proposer, when it is put in a course of transmission to him, so as to be out of power of the acceptor;
- (b) as against the acceptor, when it comes to the knowledge of the proposer.

Section 3 of the Act prescribes, in general terms, two modes of communication, namely:

- (1) by any act or
- (2) by omission intending thereby communicate to the other or which has the effect of communicating it to the other.

The first method would include any conduct and words whether written or oral. Written words would include letters, telegrams, advertisements, etc. Oral words would include telephone messages. Any conduct would include positive acts or signs so that the other person understands what the person acting or making signs means to say or convey. Omission would exclude silence but include such conduct or forbearance on one's part that the other person takes it as his willingness or assent. These are not the only modes of communication of the intention of the parties. There are other means as well, e.g., if you as the owner, deliver the goods to me as the buyer thereof at a certain price, this transaction will be understood by everyone, as acceptance by act or conduct, unless there is an indication to the contrary.

The phrase appearing in Section 3 "which has the effect of communicating it", clearly refers to an act or omission or conduct which may be indirect but which results in communicating an acceptance or non-acceptance. However, a mere mental but unilateral act of assent in one's own mind does not tantamount to communication, since it cannot have the effect of communicating it to the other.

4. The law provides that a contract should be supported by consideration. So long as consideration exists, the Courts are not concerned to its adequacy, provided it is of some value. The adequacy of the consideration is for the parties to consider at the time of

making the agreement, not for the Court when it is sought to be enforced (***Bolton v. Modden***). Consideration must however, be something to which the law attaches value though it need not be equivalent in value to the promise made.

According to Explanation 2 to Section 25 of the Indian Contract Act, 1872, an agreement to which the consent of the promisor is freely given is not void merely because the consideration is inadequate but the inadequacy of the consideration may be taken into account by the Court in determining the question whether the consent of the promisor was freely given.

5. **Quasi Contracts:** Under certain special circumstances obligation resembling those created by a contract are imposed by law although the parties have never entered into a contract. Such obligations imposed by law are referred to as 'Quasi-contracts'. Such a contract resembles with a contract so far as result or effect is concerned but it has little or no affinity with a contract in respect of mode of creation. These contracts are based on the doctrine that a person shall not be allowed to enrich himself unjustly at the expense of another. The salient features of a quasi-contract are:
  1. It does not arise from any agreement of the parties concerned but is imposed by law.
  2. Duty and not promise is the basis of such contract.
  3. The right under it is always a right to money and generally though not always to a liquidated sum of money.
  4. Such a right is available against specific person(s) and not against the whole world.
  5. A suit for its breach may be filed in the same way as in case of a complete contract.
6. The problem in this case is based on the provisions of the Sale of Goods Act, 1930 contained in the proviso to Section 27. The proviso provides that a mercantile agent is one who in the customary course of his business, has, as such agent, authority either to sell goods, or to consign goods, for the purpose of sale, or to buy goods, or to raise money on the security of goods [Section 2(9)]. The buyer of goods from a mercantile agent, who has no authority from the principal to sell, gets a good title to the goods if the following conditions are satisfied:
  - (1) The agent should be in possession of the goods or documents of title to the goods with the consent of the owner.
  - (2) The agent should sell the goods while acting in the ordinary course of business of a mercantile agent.
  - (3) The buyer should act in good faith.
  - (4) The buyer should not have at the time of the contract of sale notice that the agent has no authority to sell.

In the instant case, P, the agent, was in the possession of the car with J's consent for the purpose of sale. A, the buyer, therefore obtained a good title to the car. Hence, J in this case, cannot recover the car from A.

7. As per the section 55 of the Sale of Goods Act, 1930 an unpaid seller has a right to institute a suit for price against the buyer personally. The said Section lays down that
- (i) Where under a contract of sale the property in the goods has passed to buyer and the buyer wrongfully neglects or refuses to pay for the goods, the seller may sue him for the price of the goods [Section 55(1)].
  - (ii) Where under a contract of sale the price is payable on a certain day irrespective of delivery and the buyer wrongfully neglects or refuses to pay such price, the seller may sue him for the price. It makes no difference even if the property in the goods has not passed and the goods have not been appropriated to the contract [Section 55(2)].

This problem is based on above provisions. Hence, Suraj will succeed against Sohan for recovery of the remaining amount. Apart from this, Suraj is also entitled to:-

- (1) Interest on the remaining amount
- (2) Interest during the pendency of the suit.
- (3) Costs of the proceedings.

**8. Destruction of Goods-Consequences:**

- (i) In accordance with the provisions of the Sale of Goods Act, 1930 as contained in Section 7, a contract for the sale of specific goods is void if at the time when the contract was made; the goods without the knowledge of the seller, perished or become so damaged as no longer to answer to their description in the contract, then the contract is void ab initio. This section is based on the rule that where both the parties to a contract are under a mistake as to a matter of fact essential to a contract, the contract is void.
- (ii) In a similar way Section 8 provides that an agreement to sell specific goods becomes void if subsequently the goods, without any fault on the part of the seller or buyer, perish or become so damaged as no longer to answer to their description in agreement before the risk passes to the buyer.

It may, however, be noted that section 7 & 8 apply only to specific goods and not to unascertained goods. If the agreement is to sell a certain quantity of unascertained goods, the perishing of even the whole quantity of such goods in the possession of the seller will not relieve him of his obligation to deliver the goods.



**9. Difference between Condition and Warranty**

- (i) A condition is a stipulation essential to the main purpose of the contract whereas a warranty is a stipulation collateral to the main purpose of the contract.
- (ii) Breach of condition gives rise to a right to treat the contract as repudiated whereas in case of breach of warranty, the aggrieved party can claim damage only.
- (iii) Breach of condition may be treated as breach of warranty whereas a breach of warranty cannot be treated as breach of condition.

According to Section 13 of the Sale of Goods Act, 1930 a breach of condition may be treated as breach of warranty in following circumstances:

- (i) Where a contract of sale is subject to any condition to be fulfilled by the seller, the buyer may waive the condition.
  - (ii) Where the buyer elects to treat the breach of condition as breach of a warranty.
  - (iii) Where the contract of sale is non-severable and the buyer has accepted the whole goods or any part thereof.
  - (iv) Where the fulfillment of any condition or warranty is excused by law by reason of impossibility or otherwise.
- 10.** Partnership by holding out is also known as partnership by estoppel. Where a man holds himself out as a partner, or allows others to do it, he is then stopped from denying the character he has assumed and upon the faith of which creditors may be presumed to have acted.

A person may himself, by his words or conduct have induced others to believe that he is a partner or he may have allowed others to represent him as a partner. The result in both the cases is identical.

**Example:** X and Y are partners in a partnership firm. X introduced A, a manager, as his partner to Z. A remained silent. Z, a trader believing A as partner supplied 100 T.V sets to the firm on credit. After expiry of credit period, Z did not get amount of T.V sets sold to the partnership firm. Z filed a suit against X and A for the recovery of price. Here, in the given case, A, the Manager is also liable for the price because he becomes a partner by holding out (Section 28, Indian Partnership Act, 1932).

It is only the person to whom the representation has been made and who has acted thereon that has right to enforce liability arising out of 'holding out'.

- 11.** As per the provisions of Section 30(5) of the Indian Partnership Act, 1932, at any time within six months of his attaining majority, or of his obtaining knowledge that he had been admitted to the benefits of partnership, whichever date is later, such person may give public notice that he has elected to become or that he has elected not to become a partner in the firm, and such notice shall determine his position as regards the firm.

However, if he fails to give such notice, he shall become a partner in the firm on the expiry of the said six months.

If the minor becomes a partner by his failure to give the public notice within specified time, his rights and liabilities as given in Section 30(7) are as follows:

- (A) He becomes personally liable to third parties for all acts of the firm done since he was admitted to the benefits of partnership.
- (B) His share in the property and the profits of the firm remains the same to which he was entitled as a minor.
  - (i) In the instant case, since, X has failed to give a public notice, he shall become a partner in the M/s ABC & Co. and becomes personally liable to Mr. L, a third party.
  - (ii) In the light of the provisions of Section 30(7) read with Section 30(5) of the Indian Partnership Act, 1932, since X has failed to give public notice that he has not elected to not to become a partner within six months, he will be deemed to be a partner after the period of the above six months and therefore, Mr. L can recover his debt from him also in the same way as he can recover from any other partner.

- 12. Designated Partner [Section 2(j)]:** “Designated partner” means any partner designated as such pursuant to section 7.

According to section 7 of the LLP Act, 2008:

- (i) Every LLP shall have at least two designated partners who are individuals and at least one of them shall be a resident in India.
  - (ii) If in LLP, all the partners are bodies corporate or in which one or more partners are individuals and bodies corporate, at least two individuals who are partners of such LLP or nominees of such bodies corporate shall act as designated partners.
  - (iii) *Resident in India:* For the purposes of this section, the term “resident in India” means a person who has stayed in India for a period of not less than 182 days during the immediately preceding one year.
- 13.** As per the provisions of Sub-Rule (7) of Rule 3 of the Companies (Incorporation) Rules, 2014, an OPC cannot convert voluntarily into any kind of company unless two years have expired from the date of its incorporation, except threshold limit (paid up share capital) is increased beyond fifty lakh rupees or its average annual turnover during the relevant period exceeds two crore rupees.

In the instant case, Mr. Anil formed an OPC on 16th April, 2018 and its turnover for the financial year ended 31st March, 2019 was ₹ 2.25 Crores. Even though two years have not expired from the date of its incorporation, since its average annual turnover during

the period starting from 16th April, 2018 to 31st March, 2019 has exceeded ₹ 2 Crores, Mr. Anil can convert the OPC into a private limited company along with Sunil.

14. **Doctrine of Indoor Management (the Companies Act, 2013):** According to the “doctrine of indoor management” the outsiders, dealing with the company though are supposed to have satisfied themselves regarding the competence of the company to enter into the proposed contracts are also entitled to assume that as far as the internal compliance to procedures and regulations by the company is concerned, everything has been done properly. They are bound to examine the registered documents of the company and ensure that the proposed dealing is not inconsistent therewith, but they are not bound to do more. They are fully entitled to presume regularity and compliance by the company with the internal procedures as required by the Memorandum and the Articles. This doctrine is a limitation of the doctrine of “constructive notice” and popularly known as the rule laid down in the case of *Royal British Bank v. Turquand*. Thus, the doctrine of indoor management aims to protect outsiders against the company.

The above mentioned doctrine of Indoor Management or Turquand Rule has limitations of its own. That is to say, it is inapplicable to the following cases, namely:

- (a) **Actual or constructive knowledge of irregularity:** The rule does not protect any person when the person dealing with the company has notice, whether actual or constructive, of the irregularity.
- (b) **Suspicion of Irregularity:** The doctrine in no way, rewards those who behave negligently. Where the person dealing with the company is put upon an inquiry, for example, where the transaction is unusual or not in the ordinary course of business, it is the duty of the outsider to make the necessary enquiry.
- (c) **Forgery:** The doctrine of indoor management applies only to irregularities which might otherwise affect a transaction but it cannot apply to forgery which must be regarded as nullity.

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

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

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

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

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

**Chapter-3 Vocabulary**

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

**Chapter 4 Reading Comprehension****Passage 1**

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

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

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

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

**Passage 2**

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

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

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

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



### Chapter-5 Note Making

For the following passages 1 and 2:

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

#### Passage-1

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

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

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

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

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

#### Passage-2

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

and can damage relationships.

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

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

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

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

### **Chapter 7 Précis Writing**

For the passages 1 and 2, write a précis

#### **Passage-1**

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

#### **Passage-2**

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

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

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

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

#### **Chapter-8 Article Writing**

Write article on the following topics.

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

#### **Chapter-9 Report Writing**

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

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

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

#### **Chapter-11 Writing Formal Mails**

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

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

### Chapter-12 Résumé Writing

1. Mr. Mohit Agarwal, a resident of Meerut, have recently come across an advertisement, for a job vacancy in a leading TV Channel for the post of journalist, in The Times of India. Draft a Résumé along with a cover letter in response to the advertisement.
2. You have recently qualified CA Intermediate and willing to join practical training. Draft a résumé, highlighting your education, technical skills and achievements.

### Chapter-13 Minutes of Meetings

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

## SUGGESTED ANSWERS/HINTS

### Chapter-1 Communication

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

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

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

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

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

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

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

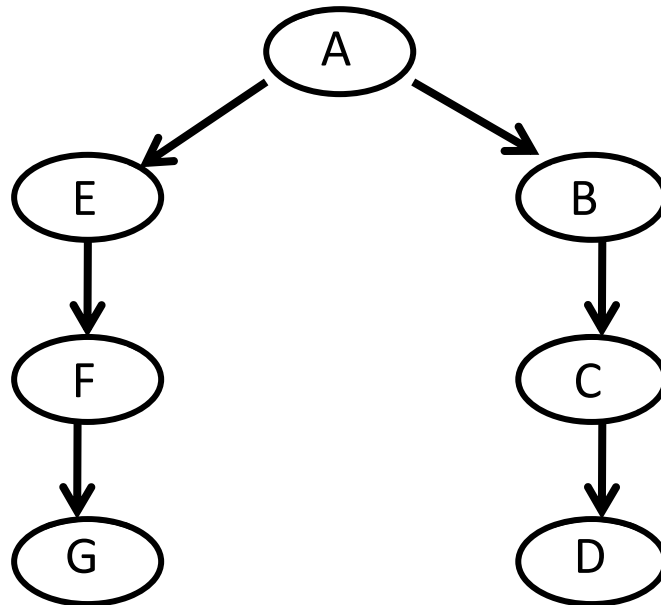
**Appearance:** Appearance is usually the first thing noticed about a person. A well dressed and groomed person is presumed to be organised and methodical, whereas a sloppy or shabby person fails to make a favourable impression. Therefore, dressing appropriately in all formal interactions is emphasized.

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

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

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

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



### Chain of Command

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

##### Ans-1

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

##### Ans-2

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

##### Ans-3

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

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

**Ans-4**

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

**Chapter-3 Vocabulary**

**Ans-1**

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

**Ans-2**

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

**Chapter-4 Comprehension Passages**

**Passage 1**

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

**Passage 2**

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

**Chapter-5 Note Making**

- 1) 1. Diabetes Mellitus(DM)

## 1.1 Types

1.1.1 Type-1 inadqt prodtn of insulin

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

1.1.3 Type-3 gstnl in prgnt women

## 1.2 Symptoms

1.2.1 Frqnt urnatn

1.2.1.1 Cause

1.2.1.1.1 Kidney tkg water frm blood

1.2.1.1.1 Bladder flng up

1.2.2 Unusual thirst

1.2.2.1 Cause

1.2.2.1.1 Water loss

1.2.3 Wght gain

1.2.3.1 Cause

1.2.3.1.1 Constant hunger

1.2.3.1.2 Excsv eating

1.2.4 Wght loss ( in type-1)

1.2.4.1 Cause

1.2.4.1.1 Break down of fat & msclr tissue

1.2.5 Physcl fatigue

1.2.5.1 Cause

1.2.5.1.1 Lack of glcse in cells

1.2.6 Blurred vision

1.2.6.1 Cause

1.2.6.1.1 Tissue pulled frm eye

1.2.6.1.2 Inability to focus

1.2.7 Blndns or prlgd vision prblms (in severe cases)



**Key**

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

**Summary**

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

2) **Human Nature**

1. Hmn Ntr

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

**Key:**

Hmn: Human/s

Ntr: Nature

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

**Summary**

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

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

### Chapter-7 Précis Writing

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

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

2) Digital Marketing: The new trend (Title)

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

### Chapter-8 Article Writing

#### Hints:

a.

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

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

**b.**

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

### **Chapter-9 Report Writing**

#### **1) Formal Report**

**To:** The Principal,

XYZ School, New Delhi

**From:** In-charge, co-curricular activities

**Date:** Sept 14, 20XX

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

#### **Contents:**

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

- Benefits to the students
- How to have audience engagement

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

## 2) Report

Hints:

### Webinar held on 'Communication Skills'

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

## Chapter-10 Writing Formal Letters and Official Communication

### Ans-1. Letter

Old World Tower

16 Ring Road

Delhi – 01

October 30, 20xx

The Manager

ABC Stationary King

35 Patel Street

Delhi – 18

Dear Sir/Madam,

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

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

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

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

Thanking you!

Yours truly

XYZ

General Manager

**Ans-2.Circular**

Circular No. XV			13 <sup>th</sup> Nov, 2018
<b>Office Circular</b>			
Due to urgent work requirements in the Finance department, the following employees are temporarily shifted to the department for a period of 2 months (60 days) w.e.f. Nov. 14, 2018.			
<b>Name</b>	<b>Designation</b>	<b>Department</b>	<b>Current Responsibility (Finance Department)</b>
Mr. WER	Upper Division Clerk	Accounts	Clerk
Mr. XYZ	Junior Accountant	Accounts	Accounts Assistant
Ms. PRT	Senior Accountant	Accounts	Accounts Officer
Ms. SDF	Project Manager	Information Technology	Technical Support Manager
Mr. LMN	Network Engineer	Information Technology	Engineer
Mr. RST	Office Assistant	Sales and Marketing	Office Assistant
The above employees are directed to report to Mr. X (Head Finance) at 10 AM tomorrow, Nov 14, 2018.			
Office timings will be from 10 AM till 7PM			
Saturday will be a working day; Sunday is a holiday.			
JKL			
Manager, HR			

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

To: [Editorinchief@eyzmail.com](mailto:Editorinchief@eyzmail.com)

Cc/bcc:

Subject: Web Content Editor Position

Dear Sir/Madam,

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

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

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

Yours faithfully,

ABC

**Ans-2**

To: dc@ghf.com

Cc/bcc:

Subject: New product Catalogue

Dear Ms. DC,

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

For further information, contact the undersigned.

Yours sincerely,

ABC

abc@efg.com



**Chapter-12 Résumé Writing**

**(a) Cover Letter**

To

Date: Sep 10, 20XX

Manager (HR) ABC TV

FGH Media Pvt Ltd Mandi House

New Delhi.

Dear Sir/Madam,

**Subject: Application for the post of Journalist**

Greetings for the day!

I am writing this letter to express my interest in the position of Journalist as advertised in the SDF national daily, Careers section dated, Sep 1, 2020.

I fulfill all the educational and professional requirements as specified in the advert. I am a post graduate in Media Studies from ASD University and interned at renowned media houses (print and TV). I have two years of relevant experience. Currently, I am heading the regional news section at XYZ TV at their Meerut office.

My detailed résumé is appended herewith for your perusal. Looking forward for a positive response.

Best Regards,

Mohit Agarwal

36, Civil Lines, Meerut, U.P.

**Résumé**

**OBJECTIVE:**

Mohit Agarwal

36, Civil Lines Meerut, U.P.

Phone: 98XXXXXXXX

Email: abc@xyz.com

To be associated with an organisation that offers tremendous opportunities for growth and autonomy, providing a challenging environment to harness my creative streak, innovative ideas and utilise my experience as a media correspondent to the maximum.

**SUMMARY**

- One year of experience as a staff correspondent in CVB TV.
- Two years of experience as Head Regional News XYZ TV
- Proven skills in content planning, selection and presentation.
- Excellent Reporting skills in English and Hindi.

**EXPERIENCE**

2016 – PRESENT Head Regional News XYZ TV Meerut

- Planning and deployment of staff correspondents
- Sponsorship Planning from corporate and medias houses
- Staff selection and Training
- Media Planning for regional corporate houses

2015– 2016 Staff Correspondent CVB TV

- Capturing Events
- Conceptualising stories
- Presenter for “Khufia” section of Daily News

**EDUCATION**

2014, Masters in Mass Comm, ASD University, New Delhi

2012, English (Hons), ASD University, New Delhi

**INTERNSHIPS**

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

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

**SKILLS**

- Well versed with Media Software
- Meticulous Planning and Execution skills with an eye for detail

**PERSONAL DETAILS**

Date of Birth 15 June, 1992  
 Marital Status Unmarried  
 Languages Known English, Hindi

**DECLARATION**

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

**Ans-2**

Résumé

**Name**

Address

New Delhi-110044

Email ID: youreal@gmail.com

Mobile No.- +91-XXXXX XXXXX

**Objective**

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

**Academics**

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

**Skills**

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

Good analytical and decision making skills

**Achievements**

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

**Personal Details**

Father's Name:

Date of Birth:

Nationality:

**Declaration**

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

Signature

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

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

Date: 7<sup>th</sup> August, 2020

Meeting started at 11: 00 am.

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

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

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

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

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

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

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

2) Minutes in tabular form

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

**Answer 2**

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

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

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

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