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CENTRE FOR DISTANCE AND ONLINE EDUCATION

B. Com. Part-II : English

Semester-III : AEC - III

English for Business Communication-III

Semester-IV : AEC-IV

English for Business Communication-IV

(In accordance with National Education Policy 2020)
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Preface

Dear students,

This English self learning book on Business Communication has been designed to align with NEP 2020's objectives. Offered as a two credit Ability Enhancement Course (AEC) which emphasizes employability by focusing on the market-relevant skills that boosts students' job prospects. In crafting the self instructional material, feedback from teaching faculty of was carefully considered, and appropriate revisions were made. The curriculum addresses learners' communicative, literary, and cultural requirements, placing strong emphasis on core communication abilities and comprehension sections. Foundational components such as business correspondence like inquiry and its responses are incorporated to enhance the writing competence. The skills like writing the C.V. and application letters are also given proper weightage in the book. Interview techniques are also significant in the present scenario hence it is also given equal importance. The self instructional book also exhibits the marketing skills which severely required in the current parlance. The authors intentionally crafted comprehension units to motivate the students for dreaming big and accepting mistakes to avoid the bad relationship.

This book is meant to be used interactively by both teachers and students. Reflecting NEP 2020's emphasis on market driven abilities, it highlights the most in required skills. To meet industry expectations, students are encouraged to internalize these competencies fully. The writing team has made a sincere effort to fulfill the course's intent. Answers to check your progress are given at the specific place to understand where the students lag behind and improve accordingly.

Organized across two semesters, the first semester focuses solely on communication skills, while the second combines communication and comprehension. Numerous exam-oriented tasks and exercises are included. Altogether, this balanced approach supports students personal, academic, and professional growth.

The Board has endeavoured to ensure the book's quality and comprehensiveness in accordance with NEP 2020 guidelines. Heartfelt thanks are to be given to the writing team and University Press staff for their dedicated efforts. Deep sense of gratitude is to the Director of Distance Education and the support staff like Mr. Yogesh Pawar for whole hearted support.

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Each Unit begins with the section objectives -

Objectives are directive and indicative of :

1. what has been presented in the unit and
2. what is expected from you
3. what you are expected to know pertaining to the specific unit, once you have completed working on the unit.

The self-check exercises with possible answers will help you understand the unit in the right perspective. Go through the possible answers only after you write your answers. These exercises are not to be submitted to us for evaluation. They have been provided to you as study tools to keep you on the right track as you study the unit.

Dear Students,

The SLM is simply a supporting material for the study of this paper. It is also advised to see the new syllabus 2025-26 and study the reference books & other related material for the detailed study of the paper.

Unit 1

Business Correspondence : Enquiry and Reply

- Sub units : 1. Putting an order & its reply**
2. Making an enquiry & its reply
3. Customer complaint & its reply
-

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1.0 Objectives :

After studying this unit you will be able to

- Understand the concept of business correspondence
- Acquaint yourself with different types of business letters
- Understand the appropriate use of language expressions in business letters.

1.1 Introduction :

Dear students, “English for Business Communication” is an “Ability Enhancement Course” spread into four semesters of your B. Com. programme. In the first semester you learnt about the techniques of vocabulary enrichment, types of tenses and sentences. The second semester was devoted to enhance your ability to use English language in describing places, objects, people and processes. It also provided you with certain reading comprehension passages to enrich your comprehension techniques and get acquainted with human values. In the second year of your degree programme, the third semester of this course incorporates the concept of business correspondence as well as writing application letter, C.V. and Interview techniques. The present unit deals with business correspondence. In this unit you will come to know meaning, modes and types of business correspondence, the structure of formal business letter and its components. You will get the dos and don'ts about writing enquiry letter and replying to it, letter of placing order and reply to it and letter of complaint and giving reply to such letter.

1.2.1 Content : Business Correspondence :

Business correspondence refers to any written communication exchanged between two or more business stakeholders in a professional context. It is a formal mode of communication that helps organizations work efficiently. It helps them to share information, handle requests, resolve complaints, and conduct transactions. In today's fast-moving and constantly evolving business world, business correspondence plays a crucial role. It maintains professionalism, trust, and transparency between business people. It is a vital component of daily business operations.

Since many business partners function from different geographical locations, face-to-face communication is not always feasible. Written communication becomes essential in such cases, allowing stakeholders to share information and receive timely responses. One of the fundamental roles of business correspondence is to maintain records of business transactions. As a written document, it provides a clear and permanent record of what has been shared, agreed upon, or requested. It can also serve as a legal evidence when needed. Effective

business correspondence contributes to a professional image and builds goodwill in the business world. These documents help business organizations to track their transactions and make correct decisions. Thus, business correspondence forms a continuous chain of communication in which both the sender and the receiver remain involved until the business objective is achieved.

❑ **Features/Characteristics of Effective Business Correspondence :**

Effective business correspondence helps to build strong professional relationships. To make it effective, correspondents should follow certain key principles. They can be listed as follows:

- **Formal and Respectful Tone:** Business correspondence is usually formal and must reflect a professional and respectful tone.
- **Clarity and Conciseness:** Messages should be clear, brief, and free from ambiguity.
- **Precision and Directness:** The communication should be precise and to the point, while maintaining politeness.
- **Accurate Language Use:** The messages in the correspondence should be well-crafted, grammatically correct and should have appropriate structure.
- **Consideration of the Recipient:** The correspondent should understand the recipient's position and communicate accordingly.
- **Appropriate Format and Medium:** Choosing the right format and channel of communication is essential to ensure effectiveness.

❑ **Internal Business Correspondence :**

Internal business correspondence refers to written communication exchanged within the same organization. This includes communication between employees, departments, and the management team. It supports the organization's routine transactions and helps coordinate activities across vertical or horizontal levels.

Here are some examples of internal business communication:

- Notices
- Circulars
- Office orders
- Internal emails
- Departmental reports

Communication can flow downward (from management to employees), upward (from employees to higher authorities), or laterally or horizontally (between departments or teams).

External Business Correspondence :

External business correspondence involves written communication between one business organization and other external parties such as clients, suppliers, government agencies, or other organizations.

Examples of it can be as follows:

- Letters to customers or clients
- Business proposals to other parties or government
- Emails to partners or vendors

Such correspondence must follow proper format, use polite and professional language, and ensure timely follow-ups to maintain healthy business relationships.

□ Means / Modes of Business Correspondence

The medium through which a written message is transmitted is known as the mode/channel of business correspondence. There are several communication channels, each suitable for different purpose.

Traditional Means :

- **Postal Services :** It is considered a conventional method of communication. However, it is still used for sending official letters, legal documents, contracts, and policy documents of government etc.

Modern Means :

- **Email :** It is the most widely used and efficient method for both internal and external communication.
- **Fax :** Fax machines (nowadays computerized) are occasionally used to send scanned images of important documents.
- **Digital Platforms :** Social media and instant messaging services are often used for marketing and customer service communications.

The choice of medium depends on the urgency, nature, and sensitivity of the message.

Forms of Business Correspondence

Business correspondence serves various purposes and is classified based on the

context and purpose of communication. While many forms such as notice, circular, and press release exist, letter remains the most common format.

Common types of business letters include:

- **Enquiry Letters**
- **Reply Letters**
- **Order Letters**
- **Complaint Letters**
- **Request Letters**
- **Sales Letters**
- **Cover Letters**

In this unit we will discuss the most frequently used and essential letter forms which are prescribed for your syllabus.

- **Enquiry Letters**
- **Order Letters**
- **Complaint Letters**
- **Reply Letters**

Before we proceed to the structure and components of the letter, let us quickly check your comprehension of the unit discussed above.

CHECK YOUR PROGRSS :

Task I : (A) Answer the following questions by choosing the correct alternative.

- 1. What does business correspondence primarily refer to?**
 - a) Verbal conversation between employees
 - b) Written communication in a professional context
 - c) Personal letters between friends
 - d) Notes taken during meetings
- 2. Why is business correspondence important in geographically dispersed organizations?**
 - a) It reduces paperwork.
 - b) It avoids the need for meetings.

- c) It enables communication without physical presence.
- d) It increases casual communication.

3. Which of the following is an example of internal business correspondence?

- a) Letter to a supplier
- b) Press release for a product
- c) Proposal to a government body
- d) Notice to employees about a meeting

4. Which mode of communication is considered the conventional method?

- a) Email b) Fax c) Social media d) Postal services

5. What is primary advantage of written business communication?

- a) It's more casual. b) It doesn't require a computer.
- c) It provides a permanent record.
- d) It's faster than spoken communication.

6. Why is it important for business correspondents to know their recipients?

- a) To choose the cheapest medium
- b) To avoid any legal issues
- c) To write longer messages
- d) To write in a way that suits the recipient's needs

7. Which of these is a common form of external business correspondence?

- a) Departmental report b) Office memo
- c) Complaint letter from a customer d) Meeting minutes

8. What is the most widely used modern mode of business correspondence today?

- a) Telephone b) Email
- c) Courier service d) Social media

(B) Answer the following questions in one word/sentence of phrase each.

- 1. What does business correspondence mean?.
- 2. Name any two features of effective business correspondence.
- 3. What is one purpose of internal business correspondence?

4. Mention one traditional and one modern mode of communication.
5. Why is written communication preferred over face-to-face interaction in some business contexts?
6. Name any two types of business correspondence.
7. Why is tone important in business correspondence?
8. Why is it necessary to keep timely follow up in business correspondence?

1.2.2 Business Letters Types:

In this section we will discuss types of letters and certain guidelines of writing these types of letters.

1) Enquiry Letter :

‘Enquiry Letter’ is a formal way of communication asking for information about products, services, or opportunities. It usually includes clear salutation and a well-structured body of the letter. It is necessary that an enquiry letter should be specific because it helps the recipients to provide accurate and relevant information in their reply. The tone of such letters should always remain polite, formal, and professional.

2) Reply to an Enquiry Letter :

When the recipient receives a business letter it is expected that s/he should respond to that letter. A formal response to any business letter is referred to as ‘Reply Letter’. A reply letter is also a structured letter and follows business letter format. The reply provides the details or clarification requested in the original enquiry. It reflects the professionalism and how the business organization provides quality to its customers. The purpose of the reply letter is to acknowledge and respond to the original enquiry. It provides accurate and relevant information as requested. In correspondence a chain of communication helps to build trust and encourage further communication or business. It is one of the easiest way to maintain a formal written record of the interaction. Given below are a few key points to remember while replying.

- Acknowledge for enquiry and mention the reference number at the beginning of the reply letter
- Respond promptly and accurately to maintain good relationship
- Address all points raised in the inquiry and offer additional helpful details, such as contact numbers or email ID etc. It shows your interest and intention to continue the business.

- Do not use casual or vague language or ignore any part of the enquiry.
- It is always advised to maintain a professional tone.
- Do not delay the response without explanation.
- Though the communication in such a letter is brief, we should confirm that it provides all the necessary information, the recipient needs.

3) Order Letter :

When a business organization places an order, based on earlier correspondence, the communication is referred to as an 'Order Letter'. While writing an order letter, it is essential for the sender to specify the exact product names, codes, quantities, sizes, and models. The letter should also clearly mention the delivery address, payment method, expected delivery date, and contact information. In addition, the letter should communicate any specific requirement related to packaging, mode of transport, or customization, if needed. While placing the order, the buyer should request the supplier to confirm the availability of the listed items, as some goods may not be in stock at the time of ordering goods.

4) Reply to order Letter :

Reply letter to order generally begins by acknowledging the buyer for placing the order. Following points can be remembered when a supplier writes a reply letter:

- Letter should mention briefly but clearly the order details so as to confirm what is received.
- It should confirm if all the requested items are available.
- If some items are out of stock or need substitution that should be mentioned politely.
- A letter should clearly state the expected delivery date, mode of transportation, and address confirmation.
- A letter should confirm the payment method and terms, especially if advance payment or invoice details are required.
- To build continuous and strong relationship the letter should end by appreciating customer's wish to business with you and thank the customer once again. It should express supplier's interest in future business correspondence.

5) Complaint Letter :

In business customers sometimes, need to express their dissatisfaction about a product,

service, or experience with a business. They may complain regarding poor quality, late delivery, or unsatisfactory customer service. When the product doesn't meet expectations, such as defects in products, delivery of wrong items, or malfunctioning of the product, the customers make product related complaints. Sometimes they are dissatisfied due to service delays, poor customer support, or incorrect service delivery. Such kind of complains are service related complains. There are sometimes complaints regarding prices. Customers think that the price and the quality of the product do not match. Such complaints are price related complaints. In other cases customers may raise issues related to rude or unprofessional behaviour by staff of the company or poor or delayed communication.

6) Reply to Complaint Letter :

In business correspondence, it is important to respond to complaints promptly and appropriately. A well-written reply should begin by admitting the issue and offering a sincere apology for the inconvenience experienced by the customer. A timely response not only prevents the situation from further complications but also helps to maintain the customer's trust and confidence in the business.

If the issues raised in the complaint can be resolved, immediate action should be taken. In cases where resolution is not possible, it is important to communicate this clearly and respectfully. The letter should explain the reasons for the limitations. If there is a need of a replacement, refund, or compensation that should be conveyed in a polite and professional manner.

A reply to the complaint should reflect genuine concern and regret, and clearly state the steps being taken to address the issue. This indicates how the business organization is committed to customer satisfaction and emphasizes the business organization's dedication to quality service.

In the next section you will find a structure and components of business letter. In all the above types of letters this structure is normally followed. But before we go to it let's check your comprehension through a small task.

CHECK YOUR PROGRESS :

Task II : Answer the following questions by choosing the correct option given below.

1. Identify the incorrect part in this reply to complaint:

We regret the inconvenience and will try something to fix it."

- | | |
|------------------|----------------------|
| A) We regret | B) the inconvenience |
| C) try something | D) to fix it |

2. Find the error in this enquiry letter closing, *"Hope to hear from you. Bye!"*
- A) Hope to hear B) from you
C) Bye D) none of the above
3. Spot the incorrect phrase in this reply to an order, *'We may send the items next week through Blue dart services.'*
- A) We B) may send the items
C) next week D) through blue dart services
- 4) Identify the incorrect expression in this reply to enquiry, *"We received your enquiry and reply as soon as we had time."*
- A) We received your enquiry B) and reply
C) as soon as we had time D) none of the above
5. Find the wrong part in this complaint letter, *"Your product is useless and we are dissatisfied at your poor service."*
- A) Your product is B) useless
C) we are dissatisfied D) at your poor service
6. Which of the following statements about an enquiry letter is incorrect?
- A) It should include a polite and formal tone.
B) It must be general so the recipient can provide broader information.
C) It helps the recipient provide accurate and relevant information.
D) It includes a well-structured body with specific questions.
7. What is not an appropriate characteristic of a reply to an enquiry letter?
- A) Ignoring some points raised in the original enquiry.
B) Providing additional helpful details like contact information.
C) Responding promptly and professionally.
D) Mentioning the reference number of the enquiry.
8. Which of the following is an error in writing an order letter?
- A) Mentioning payment method and expected delivery date.
B) Stating quantity, size, and model of the product.
C) Not requesting confirmation of item availability.
D) Including packaging and transport details if required.

9. What is an inappropriate element in a reply to an order letter?

- A) Confirming items ordered.
- B) Mentioning out-of-stock items politely.
- C) Ignoring the payment method.
- D) Expressing thanks and future business interest.

10. Which is not expected while writing a complaint letter?

- A) Mentioning dissatisfaction with product/service.
- B) Using unprofessional or aggressive language.
- C) Being clear about the issue.
- D) Addressing delays or defects respectfully.

11. What is incorrect about handling a product-related complaint?

- A) Apologizing for the inconvenience caused.
- B) Offering refund or replacement if required.
- C) Delaying the response without explanation.
- D) Explaining limitations, if unable to resolve.

12. What should a business avoid in a reply to a complaint?

- A) Genuine concern and regret.
- B) Professional and polite communication.
- C) Admitting the issue.
- D) Denying responsibility without checking the facts.

1.2.3. I-Structure of Business Letter :

Different situations and contexts demand different forms of business letters. However, a business letter typically follows a standard structure that makes clear, concise, and professional communication. A well-formatted letter enhances readability and reflects a professional tone. Following are the components of formal business letter:

1) Letterhead: In professional environments, companies and institutions often use a printed letterhead. It appears at the top of the letter and contains:

- Company / Organization name
- Logo
- Address
- Contact information (Phone, Email, Website)

- Registration details (if required)

When using a printed letterhead, the sender's name and address need not be repeated in the body of the letter. However, if a letterhead is not used, the letter should begin with the sender's address.

2) Sender's Address : This includes the full postal address of the sender but does not include the sender's name or designation, as these details come at the end of the letter.

3) Date : Write the date below the sender's address, leaving a line space. Use a formal date format, such as:

- 14 April 2025 (British style)
- April 14, 2025 (American style)

4) Reference : This is optional, but when included, helps in identifying the department, file, or document reference (e.g., Ref: Sales/023/2025). It is mostly used in official or internal business letters.

5) Receiver's Address (Inside Address) :

This includes the name (if known), designation, company name, and full address of the recipient. We should avoid using the word "**To**" before the address, as it is not used in formal business communication. Write directly as follows:

The Sales Manager
Skylark Electronics Pvt. Ltd.
5th Floor, Techno Plaza
Bengaluru – 560034

6) Subject Line : The subject line summarizes the purpose of the letter. It should be short, specific, and appear before the salutation. It may be underlined or written in bold (especially if typed or emailed). It also may use the words by capitalizing the initial letter of the subject line. See the example:

Subject : Enquiry About Bulk Order Discounts

7. Salutation : We should use a formal greeting such as:

Dear Sir/ Dear Madam

Dear Mr. Thorat / Dear Ms. Pathak etc. (if the name is known. But the first name is not generally used in formal letters. So avoid using, 'Dear Prashant / Dear Pratima etc. in

formal external communication. Such salutation however is common in informal and internal day to-day business communication.) A comma after the salutation is optional.

8. Body of the Letter : The body of the business letter is divided into three parts.

Opening paragraph – It states the purpose of writing clearly and respectfully. Many business letters use the expressions like, “**I hope this letter finds you well.**” (widely accepted and neutral, “**I trust you are doing well.**”/ “**I hope all is well with you.**”/ “**Greetings from High-tech Solutions. I am writing to...**” etc. These expressions are used to create a pleasant relationship. However the expression like, “We hope that this letter finds you in good mood” is not the correct way to start a formal letter. It is too personal and informal in business correspondence. Instead, many companies directly start with stating the purpose of the letter with the expression like, “We are writing to enquire about...”. It communicates the purpose of the letter in a clear, direct but in a respectful tone.

Main content paragraph – It provides necessary details, facts, or requests.

Closing paragraph – It summarizes the expected action, expresses gratitude, or offers.

9. Complimentary Close : Here we need to use polite and professional phrases such as:

- **Yours sincerely** – when the name of the recipient is known and letter begins with a personal name, eg. Dear Mr. Rohit or Dear Ms. Jasmin, the complimentary close should be his.
- **Yours faithfully** – when the name of the recipient is not known. If the letter begins Dear Sir or Madam, the complimentary close should usually be 'Yours faithfully'.

Here only the **first word is capitalized** (e.g., *Yours sincerely*).

10. Signature: There must be a signature of a sender at the end of the letter. Leave space for a handwritten signature (if printed), followed by the typed name and designation of the sender.

11. Enclosure: When the documents are sent/ attached with the letter, the type of document is mentioned in this part of the letter. See the example:

Encl.: Quotation Paper, Product Brochure

12. CC: It refers to carbon/circular copy of the letter. When the copy of the same letter is being sent to some other stakeholders/concerned people, their names/departments are mentioned at this section. For example:

CC: Mr. Anil Mahajan – Finance Dept.

Following is a specimen copy of business letter :

Magnum Electronics PVT. Ltd.

Plot No. 12, Sai Nagar Pune – 411038, Maharashtra, India

Tel.(020) 234562 mepl23@gmail.com www.magnumelectronics.co.in

Ref. No. MEP/023/2025

Date: 15 June 2025

The Sales Manager
Paras Electronics Pvt. Ltd.
5th Floor, Techno Plaza
Bengaluru – 560034

Subject : Enquiry about Bulk Order Discounts

Dear Sir/Madam,

I am writing to enquire about the possibility of bulk order discounts for your electronic products. Our company is planning a large-scale procurement and is interested in exploring cost-effective options.

Please send us your updated catalogue and inform us about the discount policy for bulk purchases. We would appreciate a quick response so that we can plan accordingly.

Thank you for your assistance.

Yours faithfully,
(Signature)
Ravi Deshmukh
Procurement Officer

Encl.: Product list

CC : Mr. Satish Deokar – Finance Dept.
Ms. Kavita Patil – Marketing

Letter through Email :

Email is one of the fastest, easiest, and most cost-effective modes of business communication. It requires internet connectivity and offers instant delivery. While the main

body of both printed letters and emails may use similar formal expressions and language, the structure and formatting differ due to the nature of the medium.

In a printed business letter :

- The **sender's address** is placed at the top of the letter.
- The **date** is mentioned under the sender's address.
- The **subject** is written just before the salutation.
- The letter is closed with formal phrases such as “**Yours faithfully**” or “**Yours sincerely.**”
- The sender signs manually or may use a digital signature.

In contrast, in an email :

- The **sender's address** appears automatically in the “**From**” field.
- The **date** is generated automatically by the email system.
- The **subject** appears in the designated **email subject line**, not within the body.
- The email typically ends with closing phrases such as “**Best regards,**” “**Regards,**” or “**Thanks.**”
- The **signature block** includes the sender's name, designation, and contact information (email, phone, etc.), but no handwritten signature is required.

Though both formats serve the same professional purpose, understanding these differences helps in choosing the right tone and structure for effective communication. Following is a sample format for reference.

Subject: Regarding Bulk Order Discount Details

From: mepl123@yahoo.com

To : salesparaselectronics@gmail.com

CC: satishdeokar21@gmail.com : kavita@gmail.com

Dear Sir/Madam,

I hope you are doing well. I am writing on behalf of Magnum Electronics PVT. LTD. We wish to know if you offer any bulk discounts on your electronics goods. We are planning to buy the goods in large quantity and want to know about your price list.

Please send us your latest product catalogue and provide the details about the discounts you offer on bulk orders. We have also attached a list of the items we are interested in.

We would be grateful if you could reply soon so we can plan the next steps.

Thank you for your help.

Best regards,

Ravi Deshmukh Procurement Officer
Magnum Electronics Pvt. Ltd
Pune, Maharashtra
Phone: (020) 234562

Attachment: Product List.pdf

Here is a task to check your comprehension about the etiquettes of formal letters.

Check Your Progress :

Task III : Read the letter given below and solve the questions based on it.

To,

The Sales Manager,

Bright Office Supplies Ltd.,
Plot No. 17, Industrial Area,
Indore – 452001

Date – 14/04/25

Subject - Want to buy some office items

Respected Sir,

We hope this letter finds you in a good mood. Our shop is wanting to buy some of your items to sell from our place. Please do the needful and send your catalogue and price.

Waiting for your early reply.

Yours sincerely,

Elite Traders.

Q1. Answer the following questions by choosing the correct option from the given below.

- I. What is wrong with the salutation “Respected Sir” in the letter?**
 - A) It’s too informal
 - B) It’s outdated and not appropriate in modern business letters
 - C) It should include the full name of the recipient
 - D) It should be written in capital letters
- II. Which of the following is the correct complimentary close when the receiver’s name is unknown?**
 - A) Yours truly
 - B) Yours sincerely
 - C) Yours respectfully
 - D) Yours faithfully
- III. What is incorrect about the subject line “Want to buy some office items”?**
 - A) It is too vague and informal
 - B) It has no punctuation
 - C) It is too long
 - D) It uses passive voice
- IV. Why is the phrase “do the needful” not suitable in modern business correspondence?**
 - A) It is grammatically incorrect
 - B) It is considered vague and old-fashioned
 - C) It is too informal
 - D) It is offensive
- V. What important element is missing from the end of the letter?**
 - A) The salutation
 - B) The subject line
 - C) The sender’s name and designation
 - D) The recipient’s address

Q2. Answer the following questions in one word/phrase or sentence each.

- I. Write the correct salutation for the given letter’s receiver.
- II. What is the formal way to write the date in given letter?
- III. Mention one reason why using “To,” before the inside address is incorrect.
- IV. How would you rewrite the subject line “Want to buy some office items” in a more formal way?
- V. State whether the beginning of the letter, ‘We hope this letter finds you in a good mood’ is appropriate or not?

1.2.4 Specimen of Business Correspondence :

As we discussed earlier, a business correspondence is a kind of chain of communication. It involves at least two parties in business. A business is transacted between them. In such cases how do the formal and professional bond is maintained through the correspondence is exemplified through a sample business correspondence in this section of the unit. Here it is imagined that the two business holders (Zenith Technologies Pvt. Ltd and Bright Office Solutions) communicate with each other through business letters. These letters include enquiry letter, reply to enquiry, order letter, reply to that order, complaint letter and reply to complaint letter.

1. Enquiry Letter :

Zenith Technologies Private Limited

IT Park, Hinjawadi Road, Pune-5

Tel. (020) 2324105 Email: zenithit@yahoo.co.in www.zenithtechno.com

Ref. No. ZTP/123/2025

Date: 15 June 2025

The Sales Manager

Bright Office Solutions Pvt. Ltd.

#22, Industrial Area Mumbai – 400001

Subject : Enquiry Regarding Office Furniture for Bulk Purchase

Dear Sir,

We are in the process of furnishing our new corporate office and came across your company's range of comfortable office furniture on your website. We are particularly interested in your models of office chairs and conference tables.

Kindly send us your latest catalog and price list, including details about bulk order discounts, delivery charges, and warranty terms. Please let us know payment options and estimated delivery timelines.

Looking forward to your prompt response.

Thank you.

Yours faithfully,
Ramesh Patil
Procurement Officer
Zenith Technologies Pvt. Ltd.

Reply to Enquiry Letter :

BRIGHT OFFICE SOLUTIONS PVT. LTD.

Industrial Park Bavdhan, Pune-5

Email: sanjay.kapoor@brightoffice.com

Phone: 022-12345678

Ref. No. BOS/J 231/2025

Date: 16 June 2025

Mr. amesh Patil

Procurement Officer

Zenith Technologies Pvt. Ltd.

Email: r.patil@zenithtech.in

Subject : Reply to Your Enquiry About Office Furniture

Ref. No. ZTP/123/2025 dated 15 June, 2025

Dear Mr. Patil,

Thank you for your enquiry regarding our office furniture products. We appreciate your interest in our ergonomic office chairs and conference tables.

As requested, please find attached our latest product catalog and price list for your reference. We offer bulk discounts based on order quantities, starting from a 10% discount for orders of over 50 items. Delivery charges are calculated based on the destination, but typically range from Rs. 500 to Rs. 1,500. Our standard warranty covers 3 years for all furniture.

To proceed with an order, kindly let us know the quantities and models you are interested in, and we will send you a detailed invoice and estimated delivery schedule.

We look forward to doing business with you.

Yours sincerely,
Sanjay Kapoor
Sales Manager
Bright Office Solutions Pvt. Ltd.
Email: sanjay.kapoor@brightoffice.com
Phone: 022-12345678

Order Letter :

Zenith Technologies Private Limited

IT Park, Hinjawadi Road, Pune-5

Tel. (020) 2324105 Email: zenithit@yahoo.co.in www.zenithtechno.com

Ref. No. ZTP/127/2025

Date: 19 June 2025

Mr. Sanjay Kapoor
The Sales Manager Bright Office Solutions,
Bavdhan, Pune – 411021

GSTIN: 27AABCB5678K1Z6

Subject : Purchase Order for Office Furniture

Dear Mr. Kapoor,

With reference to your quotation dated **16 June, 2025**, regarding office furniture, we are pleased to place our order for the following items:

Sr. No	Description	Quantity	Unit Rate (R.)	Total
1	Executive Chairs Model X2	10	7,500.00	75,000.00
2	Office Desks – Model D5	6	12,000.00	72,000.00

3	Filing Cabinets – 3 Drawer	4	6,500.00	26,000.00
	Subtotal			1,73,000.00
	GST @ 18%			31,140.00
	Grand Total			2,04,140.00

Please arrange to deliver the ordered items on the abovementioned address by 27 June 2025. Kindly see that all the items are packed properly and delivered in good condition.

We will pay via bank transfer as per agreed terms after the receipt and inspection of the material.

We request you to acknowledge the order and confirm the availability of the goods at the earliest.

Thank you for your prompt service and cooperation.

Yours sincerely,
Ramesh Patil
Procurement Officer
Zenith Technologies Pvt. Ltd.
Email: r.patil@zenithtech.in

CC: Mr. Ravindra Thakur: Finance Dept.

Reply to Order Letter :

BRIGHT OFFICE SOLUTIONS PVT. LTD.

Industrial Park Bavdhan, Pune-5

Email: sanjay.kapoor@brightoffice.com

Phone: 022-12345678

Ref.: BOS/J248/2025

Date : 20 June 2025

Mr. Ramesh Patil
Procurement Manager
Zenith Technologies Plot No. 25,
Hinjewadi Phase 2, Pune – 411057,
Maharashtra, India

**Subject : Acknowledgement and Confirmation of
Your Order – Office Furniture**

Dear Mr. Patil,

We thank you for your order dated 19 June 2025, regarding the purchase of office furniture as per our quotation dated 16 June 2025.

We are pleased to confirm receipt of your order and acceptance of the following items:

Sr. No	Description	Quantity	Unit Rate (R.)	Total
1	Executive Chairs Model X2	10	7,500.00	75,000.00
2	Office Desks – Model D5	6	12,000.00	72,000.00
3	Filing Cabinets – 3 Drawer	4	6,500.00	26,000.00
	Subtotal			1,73,000.00
	GST @ 18%			31,140.00
	Grand Total			2,04,140.00

We will arrange for the delivery of the above items to your office address by 27 June 2025 as requested. We assure you that all the products will be packed and delivered carefully by our in-house logistic team. The invoice will include our GSTIN and other necessary tax details, and will be shared with your accounts department upon

dispatch. Payment can be made as per the agreed terms via bank transfer. Should you have any further requirements or instructions regarding installation or delivery, please feel free to reach out to us. We look forward to continue our business relationship with Zenith Technologies in future too.

Thanking you,

Yours sincerely,
Sanjay Kapoor
Sales Manager
Bright Office Solutions Pvt. Ltd.

Complaint Letter :

Zenith Technologies Private Limited

IT Park, Hinjawadi Road, Pune-5

Tel. (020) 2324105 Email: zenithit@yahoo.co.in www.zenithtechno.com

Ref. No. ZTP/135/2025

Date: 29 June 2025

The Sales Manager
Bright Office Solutions
Survey No. 14, NDA Road, Bavdhan,
Pune – 411021, Maharashtra, India

Subject : Complaint Regarding Damaged Office Furniture Received

Dear Sir/Madam,

We wish to bring to your attention that some of the items delivered to us on 27 June 2025, under your Invoice No. BOS/452/2025, were found to be damaged upon inspection.

The details of the damaged goods are as follows:

- **2 Executive Chairs** (Model X2) have broken armrests.
- **1 Filing Cabinet** has a dent on the top surface and cannot be closed properly.

We have attached photographs of the damaged items for your reference.

We kindly request that these items be replaced at the earliest, as they are required for immediate use in our newly furnished office section. We would appreciate it if the replacements could be delivered within the next **7 working days**.

Please acknowledge receipt of this complaint and confirm the action being taken.

We hope this issue will be resolved quickly and in the spirit of our ongoing business relationship.

Thanking you,

Yours faithfully,
Ramesh Patil
Procurement Manager
Zenith Technologies

Reply to Complaint Letter :

BRIGHT OFFICE SOLUTIONS PVT. LTD.

Industrial Park Bavdhan, Pune-5

Email: sanjay.kapoor@brightoffice.com

Phone: 022-12345678

Ref.: BOS/J248/2025

Date : 30 June 2025

Mr. Ramesh Patil
Procurement Manager
Zenith Technologies Plot No. 25,
Hinjewadi Phase 2, Pune – 411057,
Maharashtra, India

Subject : Response to Complaint Regarding Damaged Furniture –

Dear Mr. Patil,

Thank you for bringing the matter to our attention. We sincerely regret the inconvenience caused due to the delivery of damaged items in your recent order.

After reviewing your complaint and the attached photographs, we confirm that:

- **2 Executive Chairs (Model X2)** and
- **1 Filing Cabinet (3 Drawer)**

will be replaced at no additional cost to you.

We have arranged for a replacement delivery to be made by July 8, 2025. Our logistics team will also collect the damaged items at the time of replacement. Kindly ensure they are kept ready for pickup.

We take product quality and customer satisfaction seriously, and we are taking steps to ensure such instances do not occur in the future.

We appreciate your understanding and continued trust in Bright Office Solutions.

Thanking you,

Yours sincerely,
Sanjay Kapoor
Sales Manager
Bright Office Solutions Pvt. Ltd.

1.2.5 Further sample letters with Tasks :

In this section of the unit you are provided with more samples of business correspondence.

1) Enquiry Letter :

(a) Service Enquiry from Small Business

Green Haven Café
Plot 15, Station Road, Ahmadabad

Tel. 079 23456

Date: 8 July 2025

Customer Relations Manager
Spark Clean Solutions

Koramangala, Bengaluru

Subject: Inquiry About Monthly Deep Cleaning Services

Dear Sir/Madam,

We are running a small café and would like to know more about your professional cleaning services. We require monthly deep cleaning for both kitchen and customer areas, including floors, walls, and equipment.

Kindly share your service packages, charges, and any ongoing promotional offers for small businesses. Please let us know if you have flexible schedules.

Awaiting your reply at the earliest.

Yours faithfully,
Ms. Madhuri Mehata
The Manager
Green Heaven Café
Ahmedabad – 380054
Email :

Reply to enquiry letter :

Spark Clean Solutions -12,
CleanTech Plaza,
Off S.G. Highway, Ahmedabad – 380015

Phone: +91-98250 12345 | Email: info@sparkclean.in www.sparkclean.com

Date: 9 July 2025

Ms. Madhuri Mehata
The Manager
Green Heaven Café,
Ahmedabad – 380054
Email: greenheaven.cafe@gmail.com

Subject : Quotation & Details for Monthly Deep Cleaning Services

Dear Madam,

Greetings from **Spark Clean Solutions**! We thank you for your enquiry regarding monthly deep cleaning services for your café's **kitchen and customer areas**.

We are enclosing herewith the quotation and the details for your consideration. We provide monthly services as per your preference with flexible schedule.

We use **eco-friendly, food-safe cleaning agents** and our staff is trained in **FSSAI-compliant hygiene protocols**. We would be happy to conduct a **free site visit and demonstration** at your convenience.

Please let us know a suitable date and time for inspection and feel free to contact us for any query or doubt.

Looking forward to a sparkling partnership!

Thanking you,

Yours faithfully,

Mehul Soni

Customer Relations Manager

Spark Clean Solutions

Email: mekul.soni@sparkclean.in

Phone: +91-98250 12345

(b) Student Enquiry about Internship (Here it is formal but individual business communication. So there is no letterhead used to draft a letter.

From,

Manisha Patil

Girls Hostel No. 3,

Shivaji University,

Kolhapur

Date: 9 April 2025

To,

The HR Manager
Future Scope Marketing Pvt. Ltd.
Pune

Enquiry About Summer Internship Opportunities

Dear Sir/Madam,

I am a final year student of BBA at Shivaji University and am keen to gain practical experience in the field of marketing and branding. I am writing to Enquire if your company is offering summer internship programmes during May–July 2025.

Kindly provide details regarding the application process, eligibility criteria, and the areas of work interns are assigned to.

I look forward to your response to my mail. My mail ID is manisha.patil99@gmail.com

Yours faithfully,
Manisha Patil

2. Reply to Enquiry Letter

Future Scope Marketing Pvt. Ltd.

5th Floor, Vision Towers,
Baner Road, Pune – 411045

Phone: +91-20-67891234 | Email: hr@futurescope.in Website: www.futurescope.in

Date: 11 April 2025

Ms. Manisha Patil
Girls Hostel No. 3,
Shivaji University,
Kolhapur

Subject : Response to Your Enquiry About Summer Internship Opportunities

Greetings from **Future Scope Marketing Pvt. Ltd.**

We thank you for your interest in pursuing a summer internship with our organization. We are happy to inform you that we do offer **summer internship opportunities** to final-year undergraduate students from reputed institutions.

Our internship program gives students real experience **in areas such as digital marketing, market research, client communication, and branding strategy.**

Kindly share the following documents if you wish to continue with your application:

1. Updated Resume
2. College ID or Bonafide Certificate
3. Area of Interest (e.g., Digital Marketing, Research, Content Development, etc.)
4. Preferred internship duration (from – to)

Once we receive the above details, our HR team will review your application and get back to you with the next steps, including interview scheduling if shortlisted.

We look forward to work with you and support your career growth.

Best Regards,

Priya Kulkarni

HR Manager

Future Scope Marketing Pvt. Ltd.

Email: hr@futurescope.in

Phone: +91-20-67891234

CHECK YOUR PROGRESS :

Task IV :

- 1) Parag computers and Printers PTV Ltd. wishes to buy 4 colour printers and 2 photocopy machines for the office. Write an enquiry letter on behalf of Parag computers to Samarth Enterprises asking for price catalogue and terms and condition.
- 2) Write a reply letter on behalf of Samarth Enterprises.
- 3) You are Mr. Chetan Thorat, a final year B.Com student who wishes to do

internship at Seed-build Startup Company as a data analyst. Draft a letter enquiring about the availability of the internship.

- 4) Write a letter of reply on behalf of Seed-build Start Up to Mr. Chetan Thorat.
- 5) You are the owner of Colour-vista Showroom, Mumbai. Write a letter to the regional distributor of Birla Opus Paints requesting to provide details about wholesale rates, color range, technical specifications, and delivery terms for supplying bulk order.
- 6) Write a letter of reply as a regional distributor for the above mentioned subject.

2. Order Letter :

Yashraj IT Park

Plot No. 27, MIDC, Hingna Road,
Nagpur - 440016, Maharashtra, India

Phone: +91-712-2550011 |

Email : admin@yashrajitpark.in

Website: www.yashrajitpark.in

Ref/No. YITP/123/2025

Date: 22 June, 2025

The Sales Manager,
Bharat Info-tech,
Main Road, Nagpur.

Subject : Order for Desktop Computers and Laptops

Dear Sir,

With reference to your letter dated 21st June, 2025 including catalogue, we are pleased to place an order of computer system and accessories. Kindly find the details of the order given below :

Item	Quantity	Specification
Desktop Computers	20 No.	i 7 Processor, 16GB RAM, 1TB SSD, 24" Monitor
Laptops	05 No.	i7 Processor, 16GB RAM, 512GB SSD, 15.6" FHD
Accessories	As applicable	Mouse, Wireless Keyboard, Anti-virus Kit, Laptop bags

Please make sure that all the items are as per specifications and have at least one year warranty. You are requested to deliver the goods at our office address by 30th of June, 2025. We are ready to pay 50% in advance on confirmation of invoice and the remaining amount will be paid upon delivery as per your terms and conditions.

We look forward to your confirmation and invoice as soon as possible.

Thank you.

Yours faithfully,
Mr. Sunil Shinde
Procurement Manager,
Yashraj IT Park, Nagpur

CC: Mr. Anil Pradhan: Finance Dept.

Reply to Order :

Bharat Info-tech Private Ltd. B-18 Sector 9 Main Road, Nagpur		
Tel.-91-120-123452	Email. bharatinfo67@gmail.com	www.bharatinfo.co.in
Ref. No/ BIPL/234/2025		Date: 24 June 2025
Mr. Sunil Shinde		

Procurement Manager
Yashraj IT Park,
Nagpur

Subject : Confirmation of your order of Computers and Laptops

Dear Mr. Shinde,

Thank you for your order dated 22nd June 2025. We are happy to confirm the receipt of the order of the following:

Item	Quantity	Specification
Desktop Computers	20 No.	i 7 Processor, 16GB RAM, 1TB SSD, 24" Monitor
Laptops	05 No.	i7 Processor, 16GB RAM, 512GB SSD, 15.6" FHD
Accessories	As applicable	Mouse, Wireless Keyboard, Anti-virus Kit, Laptop bags

The total amount of the order is Rs.18,76000 (which includes all taxes and the one year warranty). We have attached a detailed proforma invoice for your reference. As per our discussion we will start with the delivery upon the receipt of 50% of the advance. The delivery will reach to you by 30th of June, 2025 at your office address. If any query, feel free to contact us.

Looking forward to our long term business association.

Thank you.

Yours sincerely,
Mr. Pradip Mehta
Bharat Info-tech
Nagpur

Encl.: Copy of Invoice

CHECK YOUR PROGRESS:

Task V :

- 1) Rohan Mehata, Office Administrator of Bright-Space Co working Hub has

approved the quotation of the stationary from Sunrise Office Supplies. Draft a letter placing the order for A-4 size print papers, Ball Pen boxes and office plastic and folder files in bulk.

- 2) Write a letter confirming the stationary order.
- 3) You are the owner of Surya Home Appliances showroom. You wish to buy kitchen appliances from Kitri Home Appliances Pvt. Ltd. for your showroom. Write a letter placing the order of microwave, refrigerator, mixture and blender in bulk.
- 4) Write a letter of reply confirming the order by Surya Home Appliances.
- 5) R. K. Electronics wishes to place the order for office furniture to Super-smart Office ware. Draft a letter on behalf of R. K. Electronics. Imagine necessary details.
- 6) Write a reply to R. K. Electronics confirming the availability of the order.

3. Complaint Letter:

Yashraj IT Park

Plot No. 27, MIDC, Hingna Road,
Nagpur - 440016, Maharashtra, India

Phone: +91-712-2550011 |

Email: admin@yashrajitpark.in

Website: www.yashrajitpark.in

Ref/No. YITP/132/2025

Date: 2 July, 2025

Mr. Pradip Mehta
The Sales Manager,
Bharat Info-tech,
Main Road, Nagpur.

Subject : Regarding Incomplete Delivery of Order

Dear Sir,

We thank you for your prompt delivery of Computers and Laptops against our

order dated 22 June 2025. The items were checked at the time of the delivery of the goods. The units of computer system and Laptops have been received as per the confirmation of the order. However, we regret to inform you that the two items are found missing from the delivered package.

Laptop Bags: 5 (not received)

Wireless Key Board and Mouse Sets: 2 units short (only 18 received instead of 20).

We request you to kindly look into this matter and dispatch the pending items as early as possible. Please confirm dispatch and tracking details so we may plan according to it.

We look forward to your prompt action.

Thank you.

Yours faithfully,
Mr. Sunil Shinde
Procurement Manager
Yashraj IT Park
Nagpur

Reply to Complaint Letter: (Accepting the complaint)

Bharat Info-tech Privet Ltd.

B-18 Sector 9 Main Road, Nagpur

Tel.-91-120-123452 Email. bharatinfo67@gmail.com www.bharatinfo.co.in

Ref. No/ BIPL/241/2025

Date: 4 July, 2025

Mr. Sunil Shinde
Procurement Manager
Yashraj IT Park,
Nagpur

Subject : Apology for Incomplete Delivery of Your Order

Dear Mr. Shinde,

Thank you for bringing the matter to our attention.

We sincerely apologize for the inconvenience caused due to the omission of 5 Laptop bags and 2 sets of wireless keyboard and mouse.

We checked the entries at our dispatch department and found that the above said items were mistakenly left out during packaging. We have now arranged immediate dispatch of the missing accessories via Pawan Couriers. We will share the consignment tracking number to you very shortly.

We regret this oversight. We assure you that we have been taken definite steps to prevent such occurrence in future.

Thank you for your understanding and patience.

Yours faithfully,
Mr. Pradip Mehta
Sales Manager
Bharat Info-Tech Nagpur

Reply to Complaint Letter (Refusal of Complaint) :

Bharat Info-tech Privet Ltd.

B-18 Sector 9 Main Road, Nagpur

Tel.-91-120-123452 Email. bharatinfo67@gmail.com www.bharatinfo.co.in

Ref. No/ BIPL/241/2025

Date: 4 July, 2025

Mr. Sunil Shinde
Procurement Manager
Yashraj IT Park,
Nagpur

Subject : Response to Complaint Regarding Incomplete Delivery of Order

Dear Mr. Shinde,

Thank you for your letter dated 2nd July, 2025 regarding the short delivery of accessories against your order.

We sincerely apologize for the inconvenience caused to you.

We checked the dispatch list, reviewed the packing log as well as verified the courier records. Upon reviewing all the detail evidences we would like to inform you that all the 5 laptop bags and 20 wireless keyboard & mouse sets were duly packed and handed over to the courier partner on 30 June, 2025.

Given the confirmation from our internal team we are unable to verify any discrepancy at our end. We kindly request you to recheck the received goods thoroughly. Sometimes smaller accessories may be overlooked during unpacking.

We remain committed to our customer satisfaction and if any further evidence or clarification arises, we are happy to reassess the situation.

Thank you for your understanding and trust.

Yours faithfully,
Mr. Pradip Mehta
Sales Manager
Bharat Info-Tech Nagpur

CHECK YOUR PROGRESS:

Task VI :

- 1) You receive 50 copies of books on Management from Padmanabham Publishing House in which 3 books are found with missing pages. Write a complaint letter about it.
- 2) Write a reply about the complaint on behalf of Padmanabham Publishing House, Pune.
- 3) You booked a hotel at Mumbai for your business meeting through a booking agency but found the hotel staff rude and non-cooperative. Draft a complaint letter to the agency imagining the details.
- 4) Write a reply to the above letter.
- 5) Mohite Textiles Company placed order of 100 dyed rolls of cotton fabrics to

Spun-well Fabrics Ltd, Surat. However it received wrong shade of fabrics rolls.
Draft a complaint letter about it.

- 6) Write a reply to above letter.

3. SUMMARY :

Business correspondence is one of the essential professional communication. The appropriate and well drafted correspondence helps to enhance the business relationship. It increases the chances and opportunities of growing business and goodwill of the business organizations in the market. Being a written form of communication it helps to save as a legal document and a permanent record of the business. In day to day business people normally enquire, request, respond and sometimes complain even. In this unit we have imagined all such correspondence by providing you the enquiry letters, reply to these enquiry, order letters and response to these order letters as well as complaints and reply to these complaints. Students are requested to pay attention to the formal expressions, appropriate vocabulary and phrases commonly used in such letters. The observation and practice through tasks will help them handle business correspondence in English in their future.

4. TERMS TO REMEMBER :

- **Business stakeholders:** People or groups who are affected by or have an interest in a business, like customers, employees, owners, or investors
- **Sender and Receiver:** The **sender** is the person who gives the message, and the **receiver** is the one who gets it.
- **Recipient:** A person who receives something such as letter, email or parcel etc.
- **Acknowledgement:** To let someone know you received something (like a message, letter, or parcel) or understood what they said.
- **Reference No in the letter:** A unique number or code mentioned in letters to help identify a specific case, order, or previous communication.
- **Customization:** Changing or adjusting something to suit a person's specific needs or preferences.
- **Invoice Details:** Information listed on a bill, such as items bought, prices, total cost, and payment terms
- **Appreciating the customer:** Thanking or showing gratitude to a customer for their business or loyalty
- **Apology:** Saying sorry for a mistake or problem.

- **Inconvenience:** Trouble or difficulty caused to someone, often due to delays or mistakes.
- **Ensuring the availability of the products:** Making sure that the products are in stock and ready to be sold or delivered.
- **Genuine concern:** Real and honest care or worry about someone's problem or situation.
- **Procurement:** The process of buying or getting goods and services for business use.
- **Consignment:** Goods that are sent to someone (like a store or customer), usually to be sold.
- **Dispatch of the delivery:** Sending out the goods to the customer or another location.

5. ANSWERS TO CHECK YOUR PROGRESS :

Task I-A :

1) – b 2)- c 3) – d 4)- d 5)- c 6)- d 7) – c 8) –b

Task I-B :

1. Business correspondence is any written communication exchanged between two or more business stakeholders in a professional context.
2. Formal and respectful tone and clarity and conciseness are some of the features of effective communication.
3. The purpose of internal business correspondence is to coordinate day today business transactions.
4. Postal services is traditional mode and email is modern mode of communication.
5. It helps to keep and track the records permanently and can be used as a legal document.
6. Writing notice or sending letters are two types of business correspondence.
7. Tone is important in business correspondence because it maintains business relationship and helps to enhance the business.
8. Timely follow up in business correspondence ensures the genuine concern for the business and by that way builds healthy business relationships

Task II : 1-C, 2.-C 3.-B, 4. - C, 5.-B, 6.-B, 7.-A, 8.-C, 9.-C, 10.-B, 11.-C, 12.-D

Task III : Q. 1- I- A, II-D, III-A, IV- B, V- C

Q.2. I- Dear Sir, II.- 14 April 2025, III- It is not generally used in formal business communication. IV.-Enquiry about the Catalogue and Price List. V.-No. It is not appropriate as it is informal in tone.

Task IV V and VI. Prepare the answers based on the sample letters discussed in the unit.

6. EXERCISE :

- 1) You are the owner of wall and floor tiles showroom. Develop a correspondence between you and Feel-well Tiles Company Pvt. Ltd. including the letters of enquiry, reply to enquiry, order and reply to order.
- 2) You bought a smartphone online but found that a charger and earphone as well as other accessories are missing from the phone box. Write a complaint letter and reply to it accepting the complaint. Imagine necessary details.
- 3) Develop a correspondence between Sleep-well company distributor and retail showroom owner at Pune enquiring for offers for bulk orders of sleeping mattresses, Pillows and Cushions, as well as fit-rest and bedding accessories.

7. REFERENCE FOR FURTHER STUDY :

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4. Taylor, Shirley. Model Business Letters, Emails and Other Business Documents. Pearson Publications, Jan.2013.

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Unit 2
Writing CV, Letter of Application and
Interview Techniques

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2.0 Objectives :

After studying this unit you will be able to

- Understand the format, content and language of the application letter.
- Learn to draft an application letter.
- Know the elements in Curriculum Vitae.
- Prepare your Curriculum Vitae
- Know some techniques to face interviews.

2.1 Introduction :

During or after graduation you may be in search of a good job. You might know preparing a CV is the first step, drafting an application letter is the second and facing an interview is the third and the last step towards securing a desired job. You know as a job seeker these three steps are very significant in your life. As you know, CV is your advertisement and a powerful tool which can produce desired results. A well prepared CV can make you noticeable in the competition. Similarly a carefully drafted application letter can take your skills, achievements and abilities to your prospective employers and can invite an interview call from them. Your proper and effective dialogue during the interaction with the interview board can help you reach the final destination. The interaction offers you and the employer to understand and explore more about each other. This unit helps the job seekers to know more about CV, letter of application and interviews. Study the unit very carefully if you expect positive responses from the competitive job market.

2.2. Content :

2.2.1 A Letter of Application :

We all know that letters are the most important and influential means of written communication for personal, administrative and commercial purposes. Though other quick and convenient ways of communication are available, letters are considered to be more important today as they were in the past years. Nowadays we see the growth of commerce and industry everywhere so the need and usefulness of written letters has increased and it has not lost its importance.

In this unit we are not dealing with personal or private letters written to relatives, friends or family members since the use of such letters is minimized a lot because of cell phones, emails, WhatsApp, Facebook and other such media. We are dealing with only application

letters for jobs and not all business or official letters because after completion of your graduation you need to apply for the post of your choice advertised in newspapers and on other social media platforms on the internet. As a graduate of any faculty you should be able to write an application letter accurately and with utmost care as it is an emblem of your character and personality and it also introduces you and pleads your case to your subsequent employer in the business world who is also facing many complexities and challenges in the market and is in search of competent young, energetic and confident graduates.

Writing a letter of application is a very significant task in a fast changing world where many scientific discoveries and inventions are taking place and many technological and mechanical devices are available. As a result of that there is a very stiff competition for any kind of job. So before going to the structure and language of the application letter we should think over the following points showing the importance of application letters.

- It is your first official letter.
- It is your first impression before the upcoming employer.
- It will decide your abilities and capacities.
- It is your first authentic and permanent document.
- It is your ambassador and going to do half of the job.
- It will motivate the employer to take interest in you and to go through your CV.
- It will take your necessary message.
- It is a seller of your services.
- It highlights your significant qualification, areas of knowledge, experience, achievements and skills.
- It represents all your merits.

Before writing an application, consider the most important points given below to grab the opportunity of a job.

- Read the advertisement very carefully to understand the job requirements.
- Note down details such as name of the newspaper, date, name of the post and number of advertisements.
- Keep in mind the employer's view of what sort of candidate he needs for his Institute or company.

- Collect the information about the employer, nature of job company or firm etc. through various reliable services.
- Visit the website of the company for more information.

Think of how you can make yourself useful for the company.

- Tips for a Letter of application to get a positive response from the employer.
- Be honest and sincere.
- Write in one page and not more than three to four paragraphs.
- Give only necessary details.
- Write grammatically correct sentences.
- Follow the correct format
- Use formal language.
- Be objective in tone and personal comments.
- Give accurate details.
- Be brief, accurate and to the point.
- Write correctly and appropriately.
- Make positive and possible corrections before finalization.
- Highlight relevant experience and skills.
- Showcase your achievements.
- Ensure you meet the minimum qualifications.

Components of a letter of application.

- Sender's address - your name and address and date
- Receiver's address - inside address.
- Subject
- Reference
- Salutation
- Body of the letter
- Complimentary close

- Signature - contact information
- Enclosures

Structure/Format of a Letter of application

Your name
Address
Date
Receiver's Name/Designation
Address
Subject:-
Reference:-
Salutation
Introductory para
Body para
Closing
Signature
Name
Mob.No.
Email
Enclosures :- 1. 2. 3.

Study - Components, its place and examples.

Components	Place	Example
Your name	At the top right hand corner. Not more than three lines	‘Diksha Niwas’
		197, Rajopadhe Nagar, Kolhapur-416012
Address Date		18th Feb.,2025./ February 18,2025 ./18/2/2025./ 18-2-2025.
Employer’s name/Designation	Below the line of the date at the left hand side next to the margin. Avoid writing names.	The Manager, / The Principal/ The Secretary/ The Director etc.
Address	Just below the the Designation	P. G. Bank
		Rajwada,
		Kolhapur- 416011
Subject	Just below the employer’s address. Write in short	Application for the Post of————-
Reference	Just below the subject line/ Write in short/	Your Advertisement No.123 in The Times of India

Salutation	Just below the reference line but next to the margin.	Respected/Dear Sir/Madam/Sirs/Madams
Body of the letter	The principal part of the letter. Write in two to three paragraphs	Examples given below the table
Complimentary close	Just below the last paragraph and next to the margin	Yours faithfully, / Yours sincerely, / Yours respectfully,
Signature	Below the line of Complimentary close but to the right	-Sd-
Name Mobile no. Email	Below the Signature	Smt. Swati Shirke swati@gmail.com Mob. no. 9991234556
Enclosures	At the left hand side next to the margin. Give list of documents	1. CV 2. Marksheets 3. Certificates 4. Etc

Body of the letter consists of reference to the advertisement, educational qualifications, experience, professional qualifications, participation in curricular and extra curricular activities, hobbies and interests, special achievements if any and humble request to the receiver. It is the main part of the letter. The paragraph must follow logical sequence, coherence, consistency, conciseness, clarity, rationality, decency of language and accuracy of details etc. This part of the letter helps the applicant to reach the target.

You can use the following expressions to write the introductory paragraph

1. In response to your advertisement no.123 in daily ‘.....’ (name of the newspaper/magazine/journal)for the above mentioned post, I wish to offer my candidature for the same in your (Name of the company/firm/institution/organization)
2. With reference to your advertisement in dated for the above mentioned post, I wish to apply for the same in your.....
3. This is to apply for the post of..... in your,that has been advertised indated.....
4. Please refer to your advertisement that appeared in dated for the post of I wish to offer my candidature for the same in your reputed.....
5. I am interested in the vacancy advertised in daily datedfor the post of , I wish to offer my services to you.
6. I submit this application willingly in response to your advertisement published in,dated
7. I have looked carefully at the job requirements of the(name of the post) advertised by you in the.....(newspaper) of 27 October 2024.

(Essential details such as name of the post, name of the news paper, date of advertisement, advertisement number and willingness to offer your services)

Following expressions will help you write about your qualifications.

1. I have secured the first/second/..... class at B.A./BSc/BCom/....(name of any undergraduate or postgraduate degree) and passed MSCIT / (any course)with 80% marks.
2. I have passed(Name of degree) with.....class in the year and MBA withclass in(year).
3. I have completed a course in in(year)
4. I am Arts/Commerce/Science graduate from(Name of the college).
5. I have obtainedclass at BA in and my specialization is in English.
6. Please refer to my CV attached herewith for more details.

(Details such as name of degree, year, class, marks, specialization, name of college, name of courses)

The sentence structures -

S + have + V3

S + be form +C

Expressions regarding experience.

1. I have two years experience as (Name of the position held) in
(name of institution)
2. Having worked as (Name of the position held) for three years,I have
necessary experience of the job I have applied for.
3. Since I am a fresh graduate, I have not got any opportunity to work in any kind of
Institution. However I will learn duties and responsibilities very quickly.
4. At present I am working in.....(name of institution)as(Name of the
position held)
5. I have worked as.....in.....

(Mention details like Name of the position held, years of experience, name of institution)

Sentence structures

S + have + V3

S + be form +C

S+ be form + Ving +A

Use the following expressions to conclude the letter.

1. I hope you will give me an opportunity to serve with you.
2. I hope you will consider my application favourably and give me an opportunity in
your esteemed company.
3. I shall be obliged to you if you give a favourable response to my application.
4. I am sure I will receive a favourable response from you.
5. I am waiting for a call for a personal interview.
6. I would be greatly obliged if you consider my letter of application favourably.
7. Hoping to get an interview call.

Model Application

Jyoti Shirke
Rajwada Area,27,
Satara.
14th May,2025.
The Secretary,
Shikshan Prasarak Mandal,
Satara.
Subject: - Application for the Post of An Accountant
Reference :- Your Advertisement no.165 in Satara News
Dear Sir,
In response to your advertisement in Satara News dated 10 May,2025 for the above mentioned post, I wish to apply for the post.
I have passed B.Com with first class in 2024 and completed the MSCIT course. I have also completed a course in Tally. I have 6 months experience as a clerk cum typist in a small firm in Karad.
I take this opportunity with a great sense of responsibility and assure you to make a good contribution to your reputed institution.
I look forward to hearing from you soon.
Yours faithfully,
Sd
Jyoti Shirke

Mob.no.9495969798
<u>Jyoti@gmail.com</u>
Encl. 1. CV 2. Marksheets and Certificates

Task.

1. Write a letter of application for the post of Computer Operator. Imagine the details such as the name of the newspaper, the name of the company, qualification, and experience for the post.
2. Draft an application for the post of sales executive advertised in Loksatta dated 10th May, 2025. (Imagine the details)
3. Write a letter of application reading the following advertisement appeared in the Times of India dated 1st June, 2025.

Assistant Engineers - two posts
B.Tech with Electric Engineer
Experience preferred,
Good knowledge of project work,
Good communication skills.
Send application in 15 days to
divya1210@gmail.com

2.2.2 Writing Curriculum Vitae :

Curriculum Vitae means 'A short account of one's career and qualifications prepared typically by an applicant for a position' - Merriam Webster Dictionary

Cambridge online Dictionary says 'A short written description of your education, qualification, previous jobs and sometimes also your personal interests which you send to an employer when you are trying to get a job'

Curriculum Vitae is a Latin phrase and is a full form of CV and is a well known term to employers and employees. Curriculum means what is taught in a course. Knowledge, skills

and attitudes are the outcome of a curriculum. Vitae is the full form of Vita meaning life. In essence CV means a short biography and a brief account of what a candidate has learnt and achieved throughout his life.

CV is important for many reasons. It is the first critical written communication between the candidate and the potential employer. A well prepared CV can attract the attention of many recruitment teams. It allows you to showcase your qualifications, experience, achievements, skills and your expertise. A well drafted CV makes you remarkable from the rest of job seekers. It can multiply your chances of getting jobs. While preparing your, CV you can understand your strengths and weaknesses. It is not just a tool to introduce you to the employer but can generate specific desired results. It is just a step ahead for being called for an interview. In short, preparing a CV is one of the most important steps towards success.

CV is essential not only for securing jobs but also for scholarship, research grants, admissions, and for academic programs. Here are some useful tips to make your CV impressive and more effective.

- Include only those points which speak loudly about your merit.
- Communicate all your important points clearly and completely.
- Focus on your recent accomplishment.
- Make your CV concise and focused for a quick understanding of your skill, knowledge and talent.
- Prepare it from the prospective employer's point of view and not yours.
- Mention your strong points in a modest manner.
- Customise your CV as per the requirements of a job.
- Be honest and sincere in preparing it.
- Mention your achievements and skills in order of importance.
- Update your CV as and when necessary.
- Draft, redraft and proofread it carefully for error free writing.

CV format Sample :

I) Personal information

- Name
- Date of birth

- Residential address
- Official address
- Email
- Cell phone
- Age
- Domicile
- Nationality
- Sex
- Marital status
- Cast
- Languages known

II) Educational Qualifications

Sr. No.	Certificate /Degree	Year of passing	Subjects	Board/ University	Marks/Class/ Percentage

III) Experience

Sr. no	Position held	Nature of work	Employer /Institute	Duration

IV) Research Work

i) Degree/Projects

- ii) Papers presented /published
- iii) Books published
- iv) Research guide
- V) Strengths
- VI) Domain Skills
- VII) Career Objective
- VIII) Seminars/ workshops/ conferences attended
- IX) Other responsibilities /activities
- X) Awards/Recognitions/Achievements
- XI) Professional Membership
- XII) Interests/hobbies
- XIII) Referees

A Sample I :

I) Personal information

- Name:-Mr.Ravindra Vishnu Oondkar
- Date of birth:- 1st January,2000
- Residential address:- Raje Galli,Oond
- Official address:- NA
- Email:- rvk2325@gmail.com
- Cell phone:- 7677787980
- Age:- 25 years
- Domicile:- Maharashtra
- Nationality:- Indian
- Sex:- Male
- Marital status:- Single
- Cast:- Hindu
- Languages known:-Marathi,Hindi, Kannada and English

II) Educational Qualifications

Sr. no	Certificate /Degree	Year of passing	Subjects	Board/ University	Marks/Class/ Percentage/Grade
1	B.Com.	2020	Accountancy	Shivaji	1st class
2	M.Com.	2022	Accountancy	Shivaji	1st class
3	M.B.A.	2024	HR	Shivaji	A

III) Experience

- i) 2023, An Accountant, PGK Traders
- ii) 2024, Office Manager, PGK Traders

IV) Research

- i) Presented three papers in International Conferences.
- ii) Published two papers in a reputed National level journal.
- iii) Undertaken one research project funded by State Government.

V) Career Objective

- Wish to contribute to the recent advancements in accountancy.

VI) Other responsibilities

- Convener of the National seminar on recent trends in commerce
- Coordinator of the training program for the newly recruited administrative staff.

VII) Domain Skills

- Latest Software in Accountancy.

VIII) Strengths

- Self motivated
- Strong interpersonal skills
- Effective communication skills

IX) Awards

- The Best Mentor Award in 2022

X) Achievements

- Gold medal in Accountancy
- Runner up Intercollegiate competition of Elocution

XI) Referees

1. Prin.Dr. Deepak Majgaonkar
Arts and Commerce College, Kolhapur
Mob. 9657343464
2. Dr. Swati Shirke
Satara Co-operative Bank,
Suchitra Road,
Satara

Sample II :

I) Personal information :

- Name :
- Date of birth :
- Residential address :
- Official address :
- Email :
- Cell phone :
- Age :
- Domicile :
- Nationality :
- Sex :
- Marital status :
- Cast :
- Languages known :

II) Educational Qualifications :

Sr. no	Certificate /Degree	Year of passing	Subjects	Board/ University	Marks/class/ percentage/ Grade

III) Experience

Sr. no	Position held	Nature of work	Employer /Institute	Duration
1	HR Manager	Recruitment and Hiring, Training Programmes	XYZ Company	3 years

IV) Additional Information :

- Stood first in MBA Final Examination
- Captain of Hockey Team at state level competition
- Won second prize in state level Essay Competition
- Best Student of the year 2021

V) Hobbies and Interests :

- Music
- Collecting post stamps

VI) Referees :

- Smt. Diksha Kumbhar
Director, Ganga Research Institute
Saneguruji, Radhnagari Road,
Kolhapur- 416012

Mob.9960960690

- Mr. Sudhir Gurav
Manager, Chartered Accountant Firm
Balaji Park,
Kolhapur- 416011
Mob. 9955431777

Task :

1. Imagine that you are applying for the job of typist cum-clerk in a reputed institution. Prepare a suitable CV giving details of academic and other qualifications appropriate for the job.
2. Prepare tables giving information about educational qualifications and experience for the post of lab attendant in a college.

2.2.3 Interview Techniques :

The word interview is derived from the French word 'entrevue' which means 'a meeting or a face to face encounter'. It has been used for a former interaction between the interviewer and the interviewee for specific purposes. During interaction a panel of experts ask questions to job applicants to judge their skills, experience, qualification, suitability for a job and so on. Meanwhile they also observe their body language, tone and behaviour. If a candidate is well prepared, he tries to prove his aptitude for the job and does his best to impress the panel with his knowledge, Intelligence and conviction. Sometimes towards the end of the interaction the candidate is allowed to ask a question if he has in his mind. It is an opportunity for the candidate to show his deep interest in the job.

Interview is a vital task for both the interviewee and the prospective employer. It is a very crucial component of the selection process. There is rapid transformation due to the scientific inventions, technological advancement and introduction and the use of artificial intelligence in every sector. The employers are also facing many challenges. So they are very serious about the selection process. They are in search of the best candidates who can be assets, essential sources and important contributors to their organisations. The members in the interview panel are experts in their fields to evaluate the candidate's job specific skills and personality traits. Sometimes they ask such questions, making the candidates uncomfortable to test his sense of values and attitude towards work.

Interview is a do or die situation for the candidates who have acquired all educational qualification, experience and practical skills for the job, Besides he has passed the written

test. He is badly in search of a job befitting his abilities. So for him an interview is a means of access to the job. He thinks it is the key to the post. Consequently he answers with sincerity and in a pleasant manner showing his intense interest in the job. It is the result of his proper and thorough preparation. However an interview is a hurdle and it tingles many in stomachs who are not well prepared. As a result they cannot deal with the challenging situations and fail to cross the threshold to secure a desired job.

As a graduate you are at the gateway of the job market. This unit will make you friendly with interview skills and techniques that will open the door to the open market of jobs.

Preparation before the to Interviews :

- Read your C V with special attention.
- Predict questions to be asked on CV and be ready with answers
- Be ready with answers on the previous job.
- Collect as much information as possible about the company or organisation.
- Study the nature of the job and the needed skills.
- Read extensively on the recent trends development and challenges in connection with the job.
- Be ready with answers on the frequently asked questions.
- Practice how to tackle your demerits or weaknesses skillfully. Be honest while dealing with negative aspect.
- Practice to show enthusiasm and cheerfulness.
- Practice to be brief on the informative questions. Talking too much may reveal your vulnerability.
- Keep all your documents ready with necessary attestations. Prepare a checklist.
- Practice techniques to relax during stressful situations.
- Talk with experts about probable questions, attire, hairstyle, footwear etc.
- Make arrangements for transportation to reach the interview place before time.
- Take moderate breakfast or lunch on the day of the interview.

This preparation will boost your confidence for the interview.

Do's and don'ts to maximize your chances of success in the interview.

Do's

- Reach the place of interview before time at least 15 minutes.
- Switch off your phone.
- Enter the interview hall taking permission.
- Thank the interviewers for the permission.
- Walk to the table cheerfully and with conviction.
- Wish the interviewers 'good morning' 'good afternoon' or 'good evening' depending on the time of the day.
- Keep eye contact moderately with the interviewers every time.
- Take permission each time.
- Listen to the interviewers carefully every time.
- Try to give the best to the interviewers.
- Be smart while answering.
- Show leadership, team spirit and coordination skills.
- Show willingness to express a lack of knowledge and understanding without any reservation.
- Show positivity and interest.
- Show formal approach throughout the interview.
- Answer the questions to the point and with honesty.
- Be perfectly normal.
- Shake hands firmly if offered.
- Take your seat when offered.
- Sit straight, keeping knees together at ease.
- Speak clearly and pronounce each word distinctly.
- Keep hands in a normal position.
- Pay attention to the contents of what is being spoken.
- Ask for explanation details of the question you don't follow.

- Avoid criticism.
- Thank the interviewers before leaving the room.
- Shut the door of the room quietly.

Don'ts

- Don't be careless about your attire.
- Don't be tense and nervous.
- Don't interrupt the interviewers. let them finish before responding.
- Don't argue with interviewers on any point of discussion.
- Don't ask about pay and allowances wait for the right moment.
- Don't Hasten to answer questions unless heard completely.
- Don't flatter the interviewers.
- Don't boast or show ill manners.
- Don't pretend to know.
- Don't hold back your ignorance.
- Don't answer questions simply saying 'yes' or 'no' , explain whenever possible.
- Don't criticize your former employers.
- Don't speak loudly.
- Don't lean back in the chair.
- Don't scratch or touch your hair.
- Don't move your hands or fingers aimlessly.

Polite expressions you can use during interview.

- Excuse me /pardon me.
- I beg your pardon.
- Thank you.
- I would like to draw your attention.
- Will you repeat the question?
- Could you explain that again?

- I don't know.
- Could you be more specific?
- I am a little confused.
- Could you please clarify that?
- I am not quite following.
- May I come in?
- May I ask you something?
- There is something I need to ask you.
- Could you simplify that for me?
- Can you break it down for me?
- Hello, nice to meet you.
- I would be happy to answer this question.
- Let me tell you.
- Have a nice day. Thank you.

Let us know about the interview process.

Family background

They can begin the interviews with the questions connected to the family background of the candidate.

Is it your first visit to Kolhapur? Your CV shows you are native of Pune. What do you say about your stay in Kolhapur?

We see your father is a farmer. Let us know about your other family members?

Interests or Hobbies

They can start asking questions about your interests or hobbies.

I see in your biodata that you are interested in games. Tell us something about the games you are interested in.

What can you tell us about your reading habit?

General Awareness

They can initiate by asking for general awareness.

Mr Ram, nowadays we hear a lot about Artificial Intelligence. What do you say about AI in education?

MS Rama, What do you say about the bilateral relationship between Bharat and Pakistan?

Candidate's Specializations

They can commence the interview by asking questions directly on the specialisation of the candidate.

Miss Divya, you are an BCom with accountancy. Tell us about the balance sheet in brief.

Mr. Bidkar, you have done a course in networking. Inform us about fiber optics.

Odd Questions

They can ask odd questions and begin.

Mr. Yash, Do you like reading newspapers? Which is your favorite newspaper?

Miss. Diksha, Are you ready? Shall we start? Which is your favorite film?

During the interview the interviewers assess the total personality of the candidate. They observe the behavioral pattern after the candidate - how he enters, how he takes permission, how he walks and sits. how he deals with critical situations and how he leaves the room. They also test the candidate's knowledge of his subjects, specialisation, his understanding of the subject he learnt, how he applies his knowledge in a given situation, how he uses his knowledge to solve the problem of the society and how he is aware of the current challenging issues. They also test the interpersonal skills of the candidate- how he interacts and communicates effectively with others, how he manages disagreements and finds solutions and how he motivates others and takes responsibilities. You must give serious thought to all the above points so that you can face the interview very smoothly.

Frequently asked questions in an interview

1. Tell us about yourself or introduce yourself.
2. Let us know about your native place.
3. Where did you complete your graduation and post graduation?
4. What was your special subject for graduation?
5. What are your strengths and weaknesses?

6. What are your future plans?
7. What do you know about our organisation?
8. Why should we hire you?
9. What salary do you expect from us?
10. How much do you think you are worth?
11. What are your hobbies and interests?
12. Did you participate in college curricular co-curricular and extra curricular activities?
13. Do you have any offers from other companies or institutions?
14. Do you have any job experience?
15. What is your career goal?
16. Why do you want to be a part of our organisation?
17. Who is your role model?
18. What leadership qualities do you have?
19. How do you face critical situations?
20. Why did you leave the previous job?
21. What is your native place famous for?
22. What are your major achievements?

Discuss the above and more such questions with your classmates and prepare your answers seeking guidance from your teachers.

2.3 Check Your Progress :

Check your progress - 1

1. Write some do's for the interview.
2. Write some don'ts for the interview.
3. Write a note on preparation before the interview.
4. Write a few frequently asked questions with answers.

Check your progress - 2

Read the following advertisement carefully and answer the questions given below it.

PGK Group of Industries

We are recruiting

- Marketing Manager
- Data Analyst
- Graphic Designer
- Content creator

We Are Looking For Graduates
Who are able to work with team
With Excellent Communication Skills
With Good Problem Solving skills

How to Apply
Send your application with customized
CV to the Email address
PG1210@sandy.com

You can visit our website for more
information
www.pgdemandsite.com

1. How many types of posts have been advertised?
2. How can you apply for the post?
3. What are the requirements for the posts?
4. What certificate will you produce for the post of content creator and graphic designer?
5. How will you answer the questions about excellent communication skills?

2.2.1. A Letter of Application :

Shri. Yash Sudhir Gurav
Shahu Colony,

Kolhapur.

11th May, 2025.

To,
The Manager,
The Perfect Solutions Pvt. Ltd. Company,
2nd Lane, Shahupuri, Satara.

Subject :- An Application For the Post of
'Computer Operator'

Ref. :- Your Advertisement in Daily Sakal dated
7th May, 2025.

Dear sir,

I am writing to express my interest in the Computer Operator position advertised in Daily Sakal dated 7th May, 2025, at The Perfect Solutions Pvt. Ltd. Company, 2nd Lane, Shahupuri Satara. I have three years of experience in computer operations and a strong foundation in IT. I am confident in my ability to contribute to your company.

I have completed my MCA in 2020 from P. G. College, Kolhapur affiliated to Shivaji University, Kolhapur. I have also done a course in Cyber Security from Shivaji University.

I am proficient in operating systems, software applications, and hardware. I have strong data entry and management skills. I have excellent problem-solving and analytical abilities. I am good at communication and teamwork skills. I can provide good technical support to my colleagues.

I have attached my resume for your review. I would welcome the opportunity to discuss my application and how I can contribute to your esteemed company.

Thank you for considering my application.

Sincerely,
Yash Gurav
Mob. 9797989898

Mrs Swati J. Shirke
Radhnagari Road,

Kolhapur- 416012

1st May, 2025.

To,
The Manager,
Anupriya Sales and Services Pvt. Ltd.,
Udyamnagar, Kolhapur.

Subject :- An Application For the Post of
‘Sales Executes’

Ref. :- Your Advertisement in Daily Loksatta
dated 10th May, 2025.

Respected Sir,

I am excited to apply for the Sales Executive position published in Daily Loksatta on 10 th May, 2025. I have two years of experience in sales and have a proven track record of meeting and exceeding targets. I am confident in my ability to drive sales growth and contribute to your team’s success.

I graduated in Commerce from Shivaji College, Kolhapur in 2020 with distinction. I did my post graduation in Shivaji University, Kolhapur in 2022. I have done courses in Communication and Interpersonal Skills, Advanced Marketing and Data Entry, from reputed institutions.

I have strong sales and negotiation skills and have proven my ability to meet and exceed sales targets in previous jobs. I have the ability to build and maintain relationships with clients. I have good knowledge and understanding of market trends as I have worked as a Sales Executive in M. H. Marketing Company, Pune. I consistently ranked as a top performer there.

I would be very grateful if you consider my application for the position.

Sincerely,

[Swati Shirke]

swatijshirke@gmail.com

Mob. 9657343454

Miss Diksha P. Bidkar
Datta Galli,
Mahadwar Road,
Kolhapur- 416002

To,
The Manager,
Anupriya Sales and Services Pvt. Ltd.,
Udyamnagar,
Kolhapur.

Subject :- An Application For the Post of
Electric Engineer ”

Ref. :- Your Advertisement in Daily The Times
of India dated 1st June, 2025.

Respected sir,

In response to your advertisement appeared in ‘The Times of India’ dated 1st June, 2025, I am happy to apply for the Electrical Engineer position at your company.

I have completed my graduation in Electrical Engineering from Government College of Engineering, an autonomous Institute in Karad, in the year 2021. I have done a course in AutoCAD from a prestigious institute. I have three years of experience in electrical engineering and a strong foundation in designing, developing, and implementing electrical systems, I am confident in my ability to contribute to your team’s success. I am proficient in electrical engineering principles and practices. I have strong understanding of electrical systems, circuits, and control systems and have the ability to analyze and troubleshoot electrical systems.

I take this opportunity with a sense of responsibility and assure you to make a good contribution to your reputed institution.

Awaiting your positive response.

Sincerely,

Diksha Kumbhar

Mob.9675758489

dikshak1927@gmail.com

2.2.2 Writing Curriculum Vitae :

I) Personal information

- Name
- Date of birth
- Residential address
- Official address
- Email
- Cell phone
- Age
- Domicile
- Nationality
- Sex
- Marital status
- Cast
- Languages known

II) Educational Qualifications

Sr.no	Certificate /Degree	Year of passing	Subjects	Board/ University	Marks/class/ percentage
1	SSC	2010	All	Pune	75%
2	HSC	2012	All	Pune	67%
3	B.Com	2015	Accountancy	Shivaji	60%

III) Experience

Sr. no	Position held	Nature of work	Employer/ Institute	Duration
1	Typist	Typing. Office correspondence	PK Institutions	6 years
2	Operator	Data entry. Attend calls, maintaining files.	Ganesh fertilizers	4 years

IV) Additional Information

- Typing - Marathi, Hindi and English.
- Chess player
- Course in data entry
- Good at MS office, Word, Excell and powerpont

V) Hobbies and Interests

- Reading Drama
- Acting

VI) Referees

- Smt. Anupriya Puneekar
Headmistress Pimpri Chinchwad Highschool,
Pune .
Mob.99609848996
- Mr. Sagar Pawar
Special Executive Magistrate
Timber Park,
Kolhapur- 416011
Mob. 9955435454

Check your progress 3 :

1. Write a letter of application for the post of computer operator.
2. Prepare your curriculum vitae.

Lab Attendant :**I) Educational Qualifications**

Sr.no	Certificate /Degree	Year of passing	Subjects	Board/ Univer- sity	Marks/class/ percentage
1	SSC	2015	All	Kop	85%
2	HSC	2017	All	Kop	77%
3	B.Sc	2020	Chemistry	Shivaji	70%
4	M.Lib	2023	All	Shivaji	A

II) Experience

Sr. no	Position held	Nature of work	Employer/ Institute	Duration
1	Assistant Librarian	Typing. Coding. Issuing books	ASC Community Library	1 year
2	Lab Attendant	Maintaining instruments and equipments	PS Chemical Lab	1 years

2.4 Answers to Check Your Progress :**Check your progress 1 :**

For answers to the following refer - 2.2.3

1. Write some do's for the interview. - Refer Page No - 59
2. Write some don'ts for the interview. - Refer Page No - 60

3. Write a note on preparation before the interview. - Refer Page No - 58
4. Write a few frequently asked questions with answers. - Refer Page No - 62

Check your progress 2 :

Answer the following questions.

1. Four
2. Sending application to email id
3. Graduation, candidates with communication and problem solving skills.
4. Graduation certificate, certificates of courses in content creation, graphic designer and communication skills and experience certificate
5. I worked as a market head in D. S. Communications for one year. I have done a six month course in soft skills. So I know how to deal with people from different backgrounds.

Check your progress 3 :

1. Refer page No. 64
2. Refer page No. 68 and modify accordingly.

2.5 Summary :

CV, application letter and interviews are very crucial steps for getting hired in the very competitive job market. The competition is for getting the best. A Job seeker needs a job as per his expectations and an employer is in search of a candidate who can give justice to the position offered. Hence as a candidate you should showcase the documents that highlight your education skills, achievements, experience in your CV and you should show interest and enthusiasm in your application letter. Similarly allow the employer to evaluate your attitude, values and communication skills during interviews.

2.6 Terms to Remember :

Prospective - future

Emblem - Image, symbol

Subsequent- coming, future

Stiff - hard

Ambassador- representative, promoter

Showcase- display, exhibit

Coherence - consistency

Rationality - based on logic

Potential - future

Modest - humble

Customise - modify, change

Aptitude - talent

Conviction- belief

Vital - essential

Crucial - key, needed

Hurdle - obstacle, barrier

Expensively - vast, broad

Vulnerability - exposure, sensitivity

Bilateral - two sided

2.7 Exercises :

I) Answer the following questions.

1. How many types of posts have been advertised?
2. How can you apply for the post?
3. What are the requirements for the posts?
4. What certificate will you produce for the post of content creator and graphic designer?
5. How will you answer the questions about excellent communication skills?

II) Read and complete the following body of letters.

i) Application for the post of a junior clerk.

I am eager to apply for _____ advertised in _____ dated _____. I am _____ old. I have _____ in _____ from _____ I have also done a course in _____ and _____.

I enclose my _____. I request you to _____.

ii) Application for the post of an Accountant.

In response to your _____ published in _____ dated _____, I wish to apply _____.

I have _____ from _____ - college in _____ with _____. I have also _____ in typing and shorthand.

At present I _____ as a junior clerk in _____. I earnestly feel that _____ good opportunity. I have fluency in _____. I have participated in _____ during my college days. I request you to go through my attached _____ herewith this application.

2. Write a letter of application in response to the advertisement appearing in the local newspaper for the post of a receptionist in a five star hotel. Imagine the details such as date and name of the newspaper and requirements for the post etc.
3. Imagine that you are applying for the post of an assistant professor in Accountancy in a reputed college. Prepare a suitable CV giving information about education and other qualifications for the job.
4. Imagine that you apply for the post of a manager in a bank. Prepare an attractive customized CV giving information about your qualifications, experience and other additional achievements.
5. Rewrite the following interview by filling in the gaps.

Candidate:- _____ Sir.

Chairperson:- _____, Mr. _____

May I know _____?

Candidate:- Sir, _____ in Chemistry from _____ with _____.

Chairperson:- Could you tell us what _____ to our Chemistry Industry?

Candidate:- It is my _____ to join the world of Chemistry. I am sure I will do well when I receive _____.

Chairperson:- Do you have any relative working in Chemistry?

Candidate:- _____.

Chairperson:- what is your favorite game?

Candidate:- _____?

Chairperson:- What is a free hit?

Candidate:- _____.

Chairperson:- Are you interested in any other game?

Candidate:- _____.

Chairperson:- Do you know who won the recent Football World Cup?

Candidate:- _____.

Chairperson:- All right. Mr — we will let you know soon.

Candidate:- _____.

6. Write an imaginary interview for the post of a teacher in a school.

7. What polite expressions you can use in interviews.

2.8 Further Reading :

1. Andrew, Sudhir. How to Succeed at Interviews. New Delhi. Mc Graw Hill Education (India) Private Limited. 1988. Print.
2. Bhanu, Ranjan. Communication Skills. Delhi. Dhanpat Rai and Co. Pvt. Ltd. 2006. Print.
3. Kumbhar A. D. A Course in Pragmatic English. Phadake Prakashan, Kolhapur. 2014. Print.
4. Mitra, Barun. Personality Development and Soft Skills. Oxford University Press. 2012. Print.
5. Prasad Hari Mohan. How to Prepare For Group Discussion and Interview. New Delhi. Mc Graw Hill Education (India) Private Limited. 2009. Print.
6. Avni. Communication Skills and Soft Skills. Jaipur. YKing Books. 2017. Print.
7. Jayprakash, Sahitya. Interview Skills Presenting Yourself With Confidence. Mumbai Himalaya Publishing House Pvt. Ltd. 2010. Print.
8. Mohan, Krishna et.al. Developing Communication Skills. New Delhi: Macmillan India Limited. 1990. Print.

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Unit 1
English for Marketing Purposes

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1.0 Objectives :

After studying this unit, you will be able to

- Understand advertisement and its structure.
- Know stages of development of advertisements.
- Know the English used for developing advertisements.
- Understand requirements of marketing.
- Know English used for marketing.
- Advertise a product effectively in English.

1.1 Introduction :

Every person has a purpose to learn English. We are interested in communicating in English, or want to impress others by speaking in English, or we want to study some course which is in English. Some are interested in English while most of us are interested in getting jobs as English opens up a wide range of well-paid jobs in the service industry. Whatever the purpose is, mastering English for effective communication is at the core.

One of the most common purposes of learning English is associated with a well-paid job in any industry and one of the most common service sectors is advertising and marketing. We are all surrounded by advertisements—be it television, internet, YouTube, Facebook, mobile applications, newspapers, signboards, pamphlets and what not. We find advertisement stickers on vehicles, billboards and hoardings full of advertisements. Advertisements are means of marketing. When we want to sell a product at large scale, the best way is to advertise it. Thus, advertisements and marketing are interconnected. This unit aims to help you understand and practice English for advertisements and marketing.

1.2 Subject Matter I : WRITING ADVERTISEMENT :

1.2.1 Introduction :

Language is a powerful tool of expressing our ideas, thoughts and emotions. We use language for different purposes but one of the most important concerns is to influence others. This influence is the starting point of advertising—we advertise every thing including our thoughts, actions, ideas, issues, concepts, products and what not. According to William Stanton,

“Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid for message about a product or organization.” The American Marketing Association defines advertising as “any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.”

Advertising is a means of communicating business information to the customers—the present and the probable. It is about an organization, firm, company, place, product, etc. It supplements personal selling to a considerable extent. It has great impact on our selling and buying habits. We go by advertisements as they display the features we are looking for. They influence our decision to buy or sell something, and thus directly touch our life. They are the sources to stand and progress in the age of competition harnessed by technology.

1.2.2 Goals of Advertisement :

Production of an advertisement have specific goals. Some of the goals are as follows.

- a) **Introduction of a Product :** Advertisements are basically designed to introduce a new product, firm, organization, brand, etc. with the intention that a large group of people comes to know about it. This is the way to publicise the new product.
- b) **Building Brand for Creating Public Image :** Brand is a craze and demand among people these days. We go for branded products as our first choice if we can afford it. We come to know about the brands only through the advertisements. Brands are often associated with the quality. Hence, building a brand help establishing long term sale.
- c) **Boosting Sale :** Every company or firm wants to attract a greater number of customers to it with the purpose to sale more and gain more profit. Advertisements are means to persuade people to buy the product. They highlight the features in demand and convince people to buy the product.
- d) **Education and Awareness of a Product :** Advertisements are means of education and awareness among people. They not only introduce a new product but also let

the users know how to use them scientifically for the best results. This helps change an adverse opinion about a product among the users.

1.2.3 Features of Advertisement :

Every advertisement aims to communicate information so as to persuade the intended audience or to confirm the already existing audience. The manner and style of communication differs depending on the availability of resources, the expenditure and other relevant aspects.

- a) **Communication :** Advertisement is an effective means of communication. We can reach out to the masses. It addresses and appeals to the masses. It communicates what the advertiser or the sponsor wants to convey. It is a very strong medium of quick and effective communication.
- b) **Information:** Every advertisement briefly introduces the product and thus informs the audience about the product
- c) **Persuasion :** Advertisements are produced to create favourable response from the consumers. An advertisement is produced to influence people positively. It does half the work of a salesman. One may say it is a type of salesperson who convinces a person into a prospective customer.
- d) **Profit Maximization:** A true advertisement is an attempt to raise sale and through more sale attempts to maximise profit. Increasing sale is the goal of advertisement which ultimately results in maximization of profit.
- e) **Non-Personal Presentation:** Advertisement is basically an impersonal matter though a salesman uses it making it personal. Personal advertisements may create biases. Hence, the content of an advertisement should be highly impersonal.
- f) **Identified Sponsor:** Advertisement is an expensive business and they are produced with the intent to increase sale and make extra profit. Thus, they need sponsors which may be individuals or firms. Sponsorship may be identified as per the needs and requirements of the advertisement.
- g) **Consumer Choice:** Advertisements are designed for existing as well as prospective consumers. An advertisement allows a consumer to judge the product or service as per their requirement and budget. Right choice makes a consumer happy.
- h) **Art, Science and Profession:** Every advertisement is a work of art because it involves a lot of creativity. The makers of advertisement take care that it includes

everything that is needed to be communicated to the audience. This is the science behind an advertisement. It is now considered as a profession with professional bodies and code of ethics for people working in it.

- i) **Elements of Marketing Mix :** Every advertisement takes into account the elements identified under marketing mix. It makes effective use of the Ps and helps the producer to increase their market sell of goods and services. Advertising has become one of the cores of every business as it is directly related to the sell of a product or service.
- j) **Elements of Creativity :** An advertisement involves large elements of creativity and imagination. If the advertisement is not creative, usually the audience ignore it. The advertisement needs to attract audience by the grace of its creativity.

1.2.4 Requirements of Effective Advertisement :

Every advertisement has an ultimate purpose. If an advertisement achieves the desired purpose, it is called an Effective Advertisement. An effective advertisement convinces a prospective consumer purchase the product or afford the service. Thus, an effective advertisement is a persuasive advertisement that converts a person into consumer. Following are the requirements of Effective Advertisement.

- A. Awareness:** This is a cognitive characteristic. A person needs to be aware of the product, brand or service. If he/ she is aware of a product, s/he may think about it. It goes deep into the back of mind. When it comes to the purchase of a product related to the needs and requirements of that person, awareness of the product alerts him about the product.
- B. Knowledge:** Awareness is the initial stage. Apart from awareness, the consumer needs to have knowledge of the product. S/he should know the usage, procedure, value, uniqueness and other related things related to the product. This knowledge helps the consumer to choose the product of his needs and choice.
- C. Liking:** Liking for a product is the key to its sell. A customer has her own reasons to like or dislike a product. To find out reasons for dislikes, a survey is conducted and remedies are implemented. The improvisations are emphasized in the revised advertisement. Thus, there are efforts to maintain liking and attachment of a consumer to a particular product.
- D. Preference:** Liking is the key to preference. An advertisement should be designed so that the focus of the consumer is converted into the preference. Products are

often compared with other similar products. A customer prefers one product or brand over the other only when a product has better quality, performance or value. And an advertisement should reflect these values, qualities and performances in the campaign.

- E. **Conviction:** The first-time user of a product often buys a product only by viewing advertisements. She tries to verify the details listed out in the advertisement. The quality convinces her to buy the same product again.
- F. **Purchase:** Result of conviction is purchase of the product. Even when consumers are convinced, all of them do not buy the product. Sometimes they search for a better and compatible product. The most effective advertisement is the one that convinces the audience to buy the product advertised.

1.2.5 Types of Advertising :

Advertising is a medium of reaching to the audience. There are several ways in which one can advertise her product, brand or service. Some of them are as follows.

- A. **Print Advertising:** Print advertisement refers to an advertisement printed on a paper. It can be seen in newspapers, magazines and printed handouts. It also includes brochures, flyers and directories. They can be published and circulated through newspapers and magazines or they are circulated by posting and distribution. The target of this type of advertisement is specific. The company wants to reach out to the particular audience only.
- B. **Direct Mail Advertising:** This is another type of print advertising which is circulated only through mails and emails. It includes catalogues, flyers, newsletters and brochures. This type of advertising is highly focused and reaches out to more targeted audience.
- C. **Television Advertising:** These advertisements are audio-visual advertisement having better and quicker effect. They are broadcasted on TV commercials. They are short but expensive. They are telecasted repeatedly. They have a specific length, specific language, specific region across networks. They reach out to a large number of audience at a time.

These advertisements can be dubbed and easily broadcast on TV Channels in different languages.

- D. **Radio Advertising:** Radio advertising has only audio effect. They are meant for listening during the intervals of programmes broadcast on radio. They have to be

carefully crafted through script as they do not have visual effects. These advertisements are also meant for repeated broadcast.

- E. Podcast Advertising:** Podcasts play programmes in episodes. They may be audio, only like radio or audio-visual like television. They are private channels on internet. There is a scope for advertisements on the podcast as some of the podcasts are very famous with a large listening and viewing audience across the world. An advertisement may be played at the beginning, in the middle or at the end of the episodes. This also has a selected audience for advertisement.
- F. Mobile Advertising:** Smartphone is available to almost every educated Indian today. It has become the most popular advertising medium. With internet connectivity, a cellphone, smartphone or tablet becomes a great platform for advertising your product. These advertisements are displayed on screen while using applications like games, videos on YouTube, Facebook, Instagram and other similar applications. Some applications compel you to watch advertisement if you want to use the application for free. Usually, the paid applications do not play advertisements. These advertisement can be viewed from any place and any time.
- G. Social Media Advertising:** Social Media is the largest advertising platform today. With millions of viewers, it has the largest reach among people. Hence, it has become the most popular advertising platform. It enables producers and service providers to catch specific audience. The focus for advertisement may be based on the location, age group or purchasing behaviour. Social media reels are a very common example of organic method of advertising. Follow, like and share is a very common practice for social media advertisements. Thus, they are cost effective as well.
- H. Display Advertising:** This is a type of digital advertising that makes use of identifiable advertisements. These include banner advertisements at the top or sides of web page and also the pop-up advertisements. The advertisements that appear while viewing a video content is also a type of display advertising. A click on the moving strip or video takes us to the website of the advertiser. These types of advertisements are very common on internet now.
- I. Outdoor Advertising:** These are the advertisements we see outside our houses—on the streets, signboards, billboards, public places, transit vehicles, walls and stickers. They are fixed and linger on the place for a longer duration. Some of them

are meant for specific time and region-specific audience. These advertisements have comparatively slower effect. These advertisements use bold images and fewer words. The language is simple so that the audience can easily understand it.

There are some more types of advertising but they are used rarely as these powerful platforms for advertising are available.

1.2.6 English for Advertising :

Language is a very powerful tool of advertising. It has intrinsic capacities to convince the audience provided the matter of content is presented in a convincing manner. Use of English for advertising is very common these days. To use it for effective advertisement, we need to understand different aspects of English used for advertisement.

1.2.6.1 4 Ps in Advertising (The Marketing Mix) :

Marketing is a very vast field which is based on different factors. There are many factors that influence market and marketing strategies. However, there are four marketing variables identified by the experts in the marketing mix. They are Product, Price, Promotion and Place, the 4 Ps.

- **Advertising and Product:** Product is an object produced by someone, a company, firm or individual, with the purpose to sell and make profit. It may be a service or set of services together. When product is a physical entity, we take into account shape, size, colour, quality, quantity and other features. It's production and circulation require careful handling and different procedures. A consumer needs to know about these features if we want to convince her to buy the product.
- **Advertising and Price:** Price is the amount that is exchanged for a product. Price is often calculated depending on the expenditure incurred for production and promotion adding share of the profit expected. In case there are other products similar to your product, the price should be compatible. No one is willing to pay high price for the same product. Advertising plays a vital role in convincing the consumer by explaining superiority of the product. The superiority may be related to quality, availability, associations with prestigious persons, brands, etc.
- **Advertising and Promotion:** Advertising is promotion itself. There is a lot of competition in every field today and if we want to sustain in the competition, promotion of the product is inevitable. Every seller needs to have a mechanism for

effective promotion if she wants to survive and succeed. Advertising is a medium of promotion which is far more effective than mouth popularity, personal selling and other sales techniques.

- **Advertising and Place:** Place refers to the geographical region where the product is produced and distributed for the purpose of selling. It is always expected that a product is made available at a place convenient for the buyer. If it is not available near the consumer, there must be a mechanism whereby the product can be conveniently delivered to the consumer. For effective distribution and expansion of market, advertising plays a very vital role.

1.2.6.2 Description of Products :

Description of a product, if it is a physical entity, is the description of an object. Here, the designer has to describe all the salient features in all positive terms so that a long-lasting impact is left on the audience. When we describe an object, we generally use the following adjectives.

A. Adjectives :

- **Size:**
 - **Small :** little, tiny, compact, miniature, miniscule, microscopic, minute, diminutive,
 - **Large :** big, huge, massive, enormous, generous, sumptuous, (**Places:** luxurious, lavish, spacious, splendid,)
 - **Medium:** average, moderate, middling, standard, intermediate,
- **Shape:**
 - **Square:** rectangular, cuboid, four-sided, quadrilateral
 - **Triangular:** three-sided, trilateral, cone, conical, Cone-shaped, pyramid
 - **Round:** circular, spherical, oval, rounded, egg-shaped, globular
 - **Other:** straight, curved, jagged, irregular, zig-zag, bent, rounded
- **Colour:**
 - **Basic:** red, orange, yellow, green, white, blue, purple, brown, black
 - **Nuanced:** ivory, amber, charcoal, crimson, turquoise, emerald
 - **Descriptive:** faint, pale, bright, faded, muted, light, dark, soft, dim
- **Material:**
 - **Natural:** wood, stone, metal, leather, cotton, wool,

- o **Synthetic:** plastic, rubber, glass, ceramic, fabric
- o **Metal:** gold, silver, bronze, steel, nylon,
- o **Fibre:** yarn, thread, filament
- **Texture:**
 - o **Soft:** fluffy, plush, velvet, delicate, fleecy, feathery, cottony, furry
 - o **Smooth:** silky, polished, glossy, sleek, mellifluous,
 - o **Rough:** coarse, granular, textured, bumpy, bristly, abrasive, scratchy
 - o **Other:** dry, wet, sticky, brittle, dehydrated, brittle, damp, drizzly
- **Function :**
 - o **Use:** useful, practical, essential, suitable, valuable, convenient, beneficial, advantageous,
 - o **Action:** functional, durable, sturdy, lightweight, efficient
 - o **Purpose:** decorative, storage, display, communication, packing, loading, decorative,
- **Other Descriptive Words:**
 - o **Modern:** contemporary, stylish, futuristic, fashionable, trendy, sophisticated
 - o **Vintage:** antique, classic, retro, traditional, historic, old-fashioned, old
 - o **Elegant:** gorgeous, graceful, refined, lovely, beautiful, agile, stunning, attractive
 - o **Unique:** special, rare, original, unusual, superior, distinct, different, discrete,
 - o **Damaged:** worn, chipped, cracked, scratched, dented, hurt, smashed
- **Description of Food Items**

Description of Food Items				
Shape	Taste	Touch	Colour	Method of Cooking
blobby	bitter	crispy	black	steamed
crooked	flavoured	crunchy	blue	poached

elliptical	fresh	greasy	brown	browned
flat	juicy	grubby	dark	stuffed
oval	mild	hard	green	coated
round	salty	melted	grey	baked
square	sour	mushy	orange	roasted
sleek	spicy	prickly	pink	diced
straight	hot	ripe	purple	grilled
triangular	sweet	rotten	red	fried
wavy	tasteless	slimy	white	stewed
	sharp	soft	yellowish	boiled
	rich	sticky		
	mild			

B. Catchy Words and Phrases : Catchy words and phrases arrest the attention of the buyers. They are created to remember without any special effort or attention. They are easy, simple, attractive and heart touching. The reader thinks about the surface as well as deep meaning of the phrase and tries to get some qualities of the product advertised. The catchy words and phrases in advertising can range from concise taglines to evocative phrases. Effective advertising makes use of alliteration, rhymes and strong verbs for creating engaging messages.

Study the following examples.

Taglines Tagline	Characteristics
“Life’s Good”—(LG)	Brief, strong and highly suggestive
I’m Lovin’ It”—(McDonald’s)	Playful and memorable
“Think Different” (Apple)	Unique and thought provoking
“Finger-lickin’ good” (KFC)	Playful and memorable expressing deliciousness

“Happiest Place on the Earth” (Disney)	Evoking happiness and excitement
“Let’s Go Places” (Toyota)	Evoking adventure and travel
“Have it your way” (Burger King)	Customer choice emphasized
“Daag Acche Hain” (Surf Excel)	Emphasize human relations
“Open Happiness” (CocaCola)	Evokes happiness and excitement
“Because Your’re Worth It” (L’Oreal)	Empowering statement
“Kuch Meetha Ho Jaye” (Cadbury)	Occasional, evoking happiness and satisfaction

Like these famous brand taglines, we may create impressive, easy, simple and memorable taglines to attract the consumers.

- C. Short Sentences :** Short sentences are used for headlines or slogans to capture the attention. As they are short, they can be easily remembered. In short they can express the values and emphasize benefits. They are emotive in nature hence appealing as well as convincing.

Short Sentences for Sales :

Sentences	Characteristics
“Don’t delay, purchase today!”	Expresses urgency
“Get more for less”	Emphasizes value
“Regular prices are on vacation”	Emphasizes value and seasonality
“Splash into huge savings”	Expresses value and discount
“Buy one, Get One Free”	Emphasizes value and discount
“Treat yourself”	Emphasizes respect for customers
“Where vision meets value”	Emphasizes importance of consumers
“Delivering excellence, defining value”	Emphasis on services provided along with the quality

There are thousands of short sentences which are used in different types of advertisements. The sentences used must be consistent with other details provided in the advertisement besides being engaging.

D. Tense : Tense is determined and decided by verbs. In an advertisement, it is very important to choose suitable tense for expressing actions.

It is recommended that we use **Present Tense** in advertising. This helps us to create a sense of urgency and encourage immediate action. It gives the advertisement and the offer a current feel making it relevant to the current situations.

For example :

“Experience the difference.”		“Don’t delay, purchase today.”
“Visit our store once.”		“Just Do It.”
“Discover the feel.”		“Save money, live better.”
“Enjoy our special offer.”		“Have a break, have a KitKat.”
“Get yours now.”		“Red Bull Gives You Wings.”
“Limited time offer.”		“Come clean us out!”
“Where vision meets value.”		“Eat fresh.”

Present Tense is preferred over other Tenses for three reasons. The first is it gives clarity and makes the event certain. This makes the message concrete. Second, It has the capacity to hold the audience and capture their attention. Third, Present Tense tends to be more direct and less abstract than other tenses. This makes the message convincing.

Even other tenses can be used in the advertising as per their needs in the context. Past Tense may be used to reflect credibility and consistency.

For example: “Committed for 50 years now.”

On the other hand, Future Tense may be used for things planned in the near future.

For Example: “You’ll have to visit our new branch.”

E. Verb Forms : Advertisements do cater to the variety of verb forms. They are

chosen as per the needs of the advertiser. Following verbs are very commonly used in advertisements.

be	make	get	give	see	buy	come	discover
know	keep	look	need	love	use	visit	experience
choose	take	start	find	join	submit	learn	comment
go	like	click	miss	act	book	shop	share
feel	taste	see	hear	call	connect	contact	explore
try	deal	pack	pass	publish	lock	eat	benefit
drink	dance	rest	paste	enjoy	drop	run	record
drive	stick	touch	afford	please	admire	screen	accept

This is a list of verbs used repetitively in the advertisements. The list is not exhaustive. You can notice that these verbs are usually used in their Present Form (Vo). Most of these verbs are about persuasive action, urgency, time limit and emotive which encourage emotional feel among the audience.

F. Imperative Sentences : Advertisements are meant for convincing the audience or reader. To meet this demand with the effect of asking for, call for or to persuade somebody to do something, imperative sentences are more useful than any other type of sentences. It also has a sense of direct communication. Hence, urging is convenient as well as effective.

For Example: 1) “Buy it now!” 2) “Groom yourself!” 3) “Feel the zeal!”

F. Figures of Speech : There are a few who can easily understand the figurative language. On the other hand, there are several situations which demand use of figurative language. If you want to convey message in a simple language which is the purpose of an advertisement, avoiding figures of speech is a better option.

For example :

- 1) The car is a sleek, modern machine. (Metaphor)
- 2) We are always on the wheels. (Synecdoche)
- 3) Ours is the best pizza in the world. (Hyperbole)

4) Bessie's Big Burgers. (Alliteration)

These examples are easy to understand. Try the following.

- 1) Broken heart? We mend it. (Metaphor)
- 2) Red bull gives you wings. (Metaphor)
- 3) If you don't visit, you will lose everything. (Hyperbole)

Example 1) is apparently an advertisement of a hospital where you get treatment for heart. Contradictorily, it is an advertisement of a Coffee shop. The advertiser suggests that if you are sad by any reason, do come have coffee with us and while having coffee do share your problems. Some solution would be there.

Example 2) advertises a soft energy drink. If taken literally, the message is missed. However, when you experience the drink, you realize that you were otherwise in the air.

Example 3) is an advertisement of a limited time special offer of a furniture mall. Here, one may misunderstand the message that he has to visit the shop if he wants to save his belongings. He may consider this as a threat.

In such cases it is advised that the advertiser should take care that the message is not misinterpreted.

H. Humour : Humour in advertising means use of funny content to make advertisement more entertaining and memorable. Use of humour in advertisement is often a trick. If it is suitable, the advertisement becomes a sensation. It becomes a part of discussion and gossip which in turn may enhance your business. Humour connect the brand to the audience. On the other hand, if humour offends the audience, the results are the otherwise.

Examples: 1) Utterly, butterly delicious.

2) The television advertisements of *Fevicol* are all funny advertisements.

I. Familiar Language: Familiar language is the language of common people. It is easy to understand and reflect on. In the familiar language, we use personal pronouns like you, your, yours, we, us, ours, etc. This establishes special repo and closeness with the audience. It also suggests friendly approach.

Examples:

- 1) Drive your own car home!
- 2) We are growing because you are happy with us.

3) At your service for 50 years now.

4) Only for you!

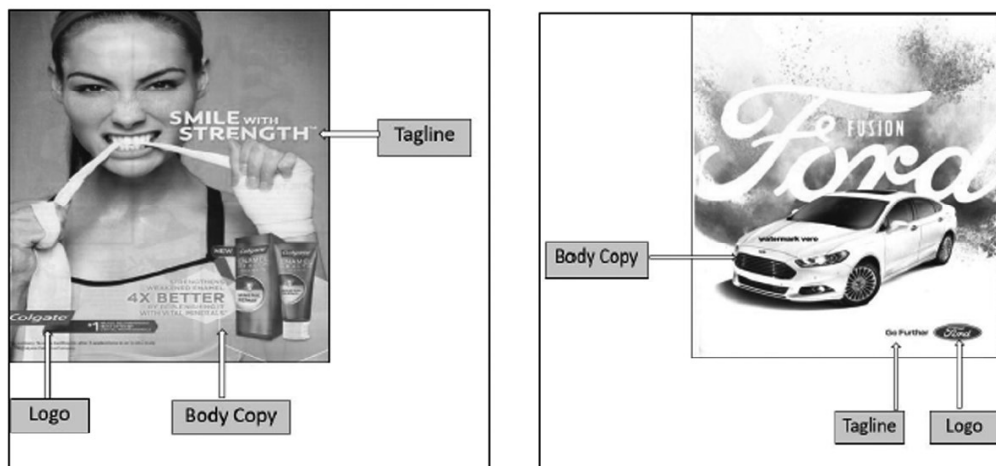
J. Emotive Language : Only language has the capacity to express deep feelings and emotions. Emotions and emotive words are capable of persuading people to do or not to do something. If emotive language is used in an advertisement, the possibility of effect is higher. Emotive language appeals to the emotions of a consumer, her belief and her relationships. Some words directly appeal to our emotions.

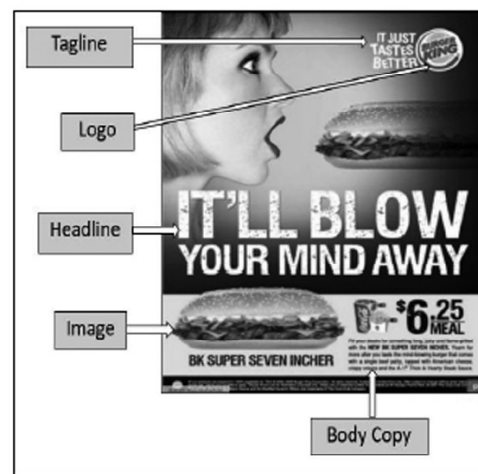
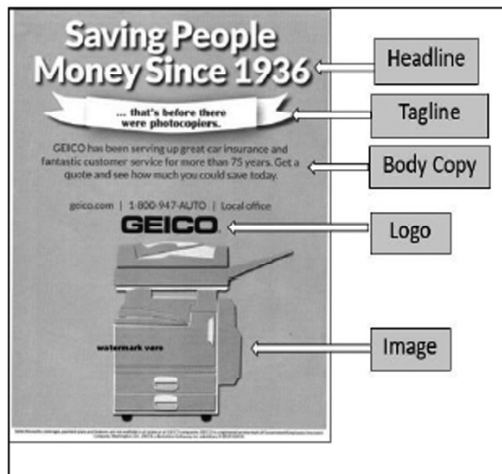
Some emotive words : beautiful, thrilling, awe-inspiring, delicious, yummy, heavenly, terrifying, awful, mind-blowing, etc.

Examples :

- a) “Share a coke” (Coca Cola Advertisement—appeal to share as sharing makes you free.)
- b) “Life’s Good” (LG products—Creates positive vibes among readers and connects them to the product.)
- c) “Just Do It” (Nike—evokes our sporty spirit; compels us to take action instead of lingering and delaying.)
- d) “Daag Achhe Hai!” (Surf Excel—relates us to the sentiments connected to our clothes.)

1.2.6.3 Advertisements :





1.3 Check Your Progress :

A. Answer the following questions in one word, phrase or sentence

- What is the ultimate aim of an advertisement?
- How can a brand be built?
- What are the elements of Marketing Mix?
- What is effective advertisement?
- What does direct mail advertising use for advertisement?

1.4 Subject Matter II: Promotion of a Product :

Promotion in marketing refers to any type of communication used to inform the existing and prospective consumers about a product, service or brand. The purpose of promotion is

persuasion. It involves creating awareness, generating interest and persuading the target audience to buy the product, avail services or choose the brand. Product promotion is almost the last part of production and circulation process. It plays a very crucial role in the product lifecycle.

1.4.1 Importance of Product Promotion :

Product promotion is one of the most important stage of product lifecycle. It is important for following reasons.

- a) **Increase awareness:** Increasing awareness about a product, service or brand is one of the prime aims of promotion. This may be done by using different marketing channels and strategies suitable to reach potential customers.
- b) **Generate Interest:** Generating interest and increasing curiosity among the existing and potential customers is possible only when we promote our product through different channels. Here the focus is to highlight the strengths of a product. This is done using different marketing channels and strategies suitable to the target audience.
- c) **Stimulate Demand:** When someone is interested and curious about a product, there are possibilities that the person becomes a prospective customer. This may be done by offering incentives, giving compelling highlights of the product or convincing need of the product to the audience.
- d) **Build Brand Recognition:** Getting recognition as a brand is the aim of every company. This is possible only over a span of time during which people judge the quality of product and its availability in the market. Credibility establishes the brand and that's precisely is done during promotion of product.
- e) **Gain Competitive Advantage:** For every kind of product and every kind of service, there is a tremendous competition. If you want to survive and progress in the competition, product promotion is the most effect way.
- f) **Enhance Sale and Revenue:** Enhancing sale and increasing revenue is the ultimate aim of any promotion and advertising.
- g) **Engage Customers :** Promotion is a way to engage customers and convince them into prospective customers. Feedback from customers and presentations on the basis of issue raised by customers automatically engages the customers.

1.4.2 English for Promotion of Product :

Promotion of a product in English is quite easy and effective these days. The reason for it is most of the products have names in English and it is easier to explain the procedures and features in English than any other language. Besides this, we are pretty clear, concise and focused when we speak about anything. Some of the points we should always remember in promotion of a product are as follows.

- **Emphasize Customer Value :** Customer is the stakeholder. Any product or service is designed for her. Hence, in promotion of any product, a customer should be the focus. Before emphasizing customer value, the promoter should ask some preliminary questions such as requirements of customer, budget of customer, focus of customer, expectations of customer, etc. After knowing answers to these questions, a promoter should first suggest some suitable product to the person. He should promote the product in such a way that it emphasizes customer value. He should tell a customer how it makes life easier, or meets her needs, or solves a problem.

For example :

- a) **In the promotion of a hair dye :** Sweet words like “*This will make you 10 years younger*” are sugar-coated. The consumer is always interested in the benefits she gets. If she would look 10 years younger only because of the hair dye, the possibility of her purchasing the hair dye is more than 80%. (Here, sentiments are exploited only to emphasize customer benefits. Everybody wants to look younger.)
- b) **In the promotion of a car :** When the promoter knows the values demanded by customer, he should convince the customer about how the product is most suitable for the values they have demanded or looking for. If a customer wants to buy a low budget car, it is advised that you speak about maximum values given to the customer in his budget. Example “*This is the best model in your budget. It has several features like comfortable seats, excellent mileage, automatically operated windows, power windows and power steering. And all that you want.*” Just take care that you do not realise the person that his budget is not sufficient to buy a car. This may discourage the customer.
- c) **In the promotion of a smartphone :** We often provide technical details of an electronic device. There are very few people who know the technical details. In

such cases be careful and provide the details the customers expect. *“This is the most recent version of Android and Processor. It has 6GB RAM and 128 GB Storage capacity where you can store a huge data like photos, videos and other important files. The front camera is 16 MP which takes the best selfie.”* Your expression should explain values the customer demands.

In this way, we can design our expression and modify it according to the needs of the customers.

- **Create sense of urgency :** Our promotional expression should have a sense of urgency and scarcity. This may be expressed through different expressions given below.
 - o This is you only today!
 - o This is the last call.
 - o Don’t miss out.
 - o Book yours now.
 - o Now or never.
 - o Limited Time Offer
 - o Limited stock
 - o Sale ends soon! Hurry up!
- **Highlight Benefits :** While promoting a product, focus should be on the offers rather than features. This changes the mindset of the customer to a large extent. We can talk about ‘discount’, ‘reduced rate’, ‘complementary gifts’, ‘complementary coupons or voucher’, ‘deals like buy one get one free’, ‘Free referral gift’, etc. Other expressions like “Try it before you buy it!”, “Guaranteed.”, “No obligation.”, “Discover yourself” emphasize quality and credibility.
- **Use of Compelling Headlines :** Use of compelling headlines would capture the attention of consumers. We can try this in different ways.

Examples :

- o Instead of *“Our new phone”* if we say *“Stay connected and capture life’s moments with our new phone”*
- o We can use strong verbs like “unlock”, “experience”, “discover”, “get”, “claim”, “transform” in the headlines to make them catchy and compelling.

- **Personalization:** Personalisation means making the things personal instead of generalising them. Making something personal has its special advantage. It establishes a special repo with the person and makes him more comfortable by establishing closeness.
- **Clear and Concise Language:** The promoter should take care of quality of expression. He should be clear, concise and truthful in his expression. He should not lie at any cost as it may have adverse effect on product promotion.

Demonstration as an act of product promotion :

Like advertisement, Demonstration is an effective promotional technique used by businesses to introduce and promote products. When a business launches a new product, it often reaches out to customers by showing how the product works. In showrooms or at sales counters, a salesperson may demonstrate the product while interacting with a customer.

Through such demonstrations, the salesperson explain the features and benefits of the product in a simple way. This helps the customer understand how the product can meet their needs. A well-done demonstration creates interest, answers doubts and builds trust. If the customer feels confident about the product, they are more likely to buy it. In this way, product demonstration plays an important role in promoting and selling a product. Read an example of a demonstration below :

Salesperson:

Good morning, everyone. I'm here to show you our new calculator - The **SmartCalc Pro 210**. It is very useful for office work.

This calculator has a **big screen** the show **12 digits**. So, it is easy to see the numbers. The keys are **large and soft**, so you can press them easily without making mistakes.

It also has a **tax button**. If you want to add GST or find profit quickly, you can do it by just pressing one key. Let me show you....

See, the tax is added automatically. This saves your time.

The calculator works on **solar power and battery**. So even if there is no electricity, it still works.

There is also a **check and correct** function. If you make a mistake, you don't need to start again. you can go back and correct it.

This calculator is **strong, easy to use, and perfect** for office use. We also give a **one-year warranty** and **discount o bulk orders**.

Would anyone like to try it?

Thank you for your time!

If you read a piece of demonstration you will find the precise use to language. A salesperson informs the quality, features and usage of the product in easy yet appealing language. Use of adjectives and appropriate descriptive vocabulary plays important role in demonstration. S/he announces the offers like warranty, discounts to persuade and attract the customers. The opening and the closing of the demonstration indicate polite and grateful tone. It is essential to maintain politeness while demonstrating the product.

Here is a conversation of sales cum promotion on the same product as given above. It is at the sales counter. See the form of conversation:

Salesperson: Good afternoon, ma'am/sir. Are you looking for a calculator?

Customer: Yes, I need one for my office work.

Salesperson: Great ! Let me show you our **Smart-Calc Pro 210**. It's one of our best models for office use.

Customer: What's special about it?

Salesperson: It has a Large **12-digit display** and **big soft keys**, so it's easy to use without making mistakes. It also has a **tax function** - you can calculate GST or profit in just one step.

Customer: Really? That sounds useful.

Salesperson: Yes, let me show you. [**Presses a few buttons**] See? Just press this button and the tax is added.

Customer: That's nice. Does it work on battery?

Salesperson: Yes, it works on both **battery and solar power** - so you don't have to worry about power. It also has a **check and correct function**. If you make a mistake, you can go back and fix it.

Customer: That's good. What's the price?

Salesperson: It costs ₹500 and comes with a **one-year warranty**. We also have **discounts** if you buy more than one.

Salesperson: Thank you, ma'am/sir. I'll pack it for you.

1) Draft a script of demonstration in 8-10 sentences about the following products:

2) Write a conversation between salesperson and a customer who wishes to buy table fan or mini-cooler.

A. Fill in the blanks choosing appropriate options.

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1.6 Summary :

Product lifecycle begins with collection of raw material and ends with delivery to the customer. All the in-between stages are equally important but product promotion and marketing are more important as they are directly related to sale and revenue which ultimately help in the production process. Advertising is the most important aspect of product promotion. For the purpose we have to use English effectively so as to convince the existing and potential customers. Along with the mannerisms and etiquettes, equally important is the presentation, whether oral, printed or audio-visual, made by the promoter. It is the language that decides how our product will sell in the market.

1.7 Glossary and Notes :

effective : successful in producing a desired or intended result

billboards : a large outdoor board for displaying advertisements

signboards : a board displaying the name or logo of a business or product

brand : a type of product manufactured by a particular company under particular name

afford : have enough money to pay for

persuade : induce someone to do something through reasoning and argument

maximise : make as large as possible

code of ethics : a set of guidelines or principles an organization uses

campaign : an organized course of action to achieve a goal

circulate : pass from place to place or person to person
commercial : concerned with or engaged in commerce
transit vehicles: mode of public transportation for carrying passengers or goods

influence : the capacity to have an effect on the character, development or behaviour of someone or something

compatible : capable to exist or occur together without problems

miniature : very small of its kind

miniscule : extremely small, tiny

diminutive : unusually small

enormous : very large in size, quantity or extent

sumptuous : splendid and expensive looking

splendid : very impressive

faded : faint

muted : quiet and soft

abrasive : capable of polishing or cleaning a hard surface by rubbing

sophisticated : having great deal of worldly experience and knowledge of fashion

discrete : individually separate and distinct

dented : marked with dents (dots)

poached : cooked without its shell in or over boiling water

browned : made brown by typically cooking

stuffed : having the skin filled with material to restore the original shape

grilled : cooked using grill

stewed : cooked slowly in liquid in a closed dish

convenient : fitting in well with a person's needs, activities and plans

stimulate : raise levels of physiological or nervous activity of body

recognition : identification

revenue : income through sale or tax

emphasize : give special importance or value to something while speaking or writing

1.8 Exercises :

A) Fill in the blanks choosing appropriate options.

- 1) Advertising is a means of communicating _____ to the customers.
a) production process b) capital and revenue
c) business information d) personal information
- 2) We come to know about brands and products through _____.
a) advertisements b) from people
c) videos d) All of these
- 3) Product awareness and education is an important stage of _____.
a) Production process b) Collection of raw material

- c) Marketing of product d) information of marketing
- 4) A true advertisement is an attempt to _____.
 a) raise sale b) raise product price
 c) raise reputation d) increase production cost
- 5) People do not get attracted to an advertisement if it is not _____.
 a) attractive b) creative
 d) catchy d) All the above

B) Answer in one word, phrase or sentence.

- 1) What is the initial stage of advertisement?
- 2) What is the key to sell of a product?
- 3) What is the most commonly found type of advertisement around us?
- 4) What type of advertisements are broadcast on the Television?
- 5) How feasible is it to advertise a product on a Podcast?
- 6) Where do we find outdoor advertisements?
- 7) Give five adjectives to describe an object.
- 8) Which verbs would you use to describe methods of cooking a food item?
- 9) Write any tagline you remember from any advertisement?
- 10) Which is the most suitable tense for advertisement?

C) Answer the following questions in details.

- 1) Write an advertisement for a washing machine. Describe its features using different adjectives.
- 2) Create an advertisement for your newly started Snacks Centre. Give details of special food items.
- 3) Write an advertisement for any imaginary product. Make the advertisement attractive using different technique taught to you.
- 4) Prepare slogans and headlines for the following products. Television set, Air Conditioner, Toothpaste, Smartphone, Computer Institute, etc.
- 5) Collect some advertisements published around you.

1.9 Answers to Check Your Progress :

1.3 A. Answer the following question in one word, phrase or sentence.

- a) Sale of product, service or brand and revenue generation.
- b) Through advertising and marketing.
- c) Product, price, place and promotion.
- d) Effective advertisement is the advertisement that convinces a person to buy the product.
- e) Catalogues, flyers, newsletters and brochures.

1.5 A. Fill in the blanks choosing appropriate options.

- 1) d) 2) c) 3) c) 4) b) 5) d)

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Unit 2

A. Dream Big

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2.0 Objectives :

After studying this unit, you will be able to

- Enrich yourself with human values and life skills.
- Understand the significance of dreaming.
- Know how your thinking makes you.
- Understand to act as per one's dream.

2.1 Introduction :

Lisa Hammond is the founder of Femail Creations, a mail-order catalog and Web site dedicated to celebrating the creative souls of women. Femail Creations was born out of Lisa's passion to empower women to dream bigger dreams. Because of her unconventional nature, Lisa has become known as The Barefoot CEO. She writes a monthly online column for www.femailcreations.com called Girl Talk. Lisa was honored by the Small Business Administration as a Small Business Person of the Year in 2000 and by the National Association of Women Business Owners as an Entrepreneur of the Year in 2003. She currently resides in Nevada with her husband, their two children, and an Airedale named Zoe who doesn't know she is a dog.

Present extract is taken from the book "Dream Big" by Lisa Hammond. It illustrates the way your thinking makes you. The author argues that if you start to dream then only your self will start to act on the same thoughts. It is said that, "Well begun is half done" which means nothing but action prompted by thoughts is very much significant in the process of making a person.

2.2 Content : Extact from the bok "Dream Big"

Permission to Dream :

And the day came when the risk it took to remain tight inside the bud was more painful than the risk it took to blossom.

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Ever since I started Femail Creations back in 1996, I have been asked almost daily why I did it. Sometimes I answer, "a moment of insanity" because, knowing what I know now, I realize I must have been insane to think I could start a catalog company from the ground up. Sometimes I say I did it because I wanted to shop at a catalog just like this one, and when it didn't arrive in my mailbox, I decided to start it myself. Although both of those

answers are based in fact, they don't really get to the heart of the matter. The truest answer is that I started Femail Creations because I wanted to make a difference.

I wanted to create a company that would empower and inspire women. I wanted to celebrate the creative souls of women. I wanted to encourage young girls to dream bigger dreams. I wanted to support and sustain other women in business.

Femail Creation began as a seed, a dream to spend my days doing meaningful work. It took many years for that seed to take root. I think we all long for meaningful work, a job we can't wait to get to in the morning, a career that fulfills us, or volunteer work that matters. Some of you may know what that work is but are still feeling afraid to take the risks and do it. Others are still searching to discover what your dreams are. And, for some of you, even daring to have a dream doesn't seem possible yet. I wrote this book for all of you.

Don't Believe Everything You Hear :

If you go to business school, or even just take a course or read a book, you always hear that you have to start with a business plan. Well, that may be the way for some people, but I have spoken with hundreds of women who started their own businesses, and many did no such thing! They may eventually end up creating a formal business plan, but that isn't really how the business began. The business actually began as a seed, a dream, a hope, a yearning often years before the launch of the business.

They started businesses because they were passionate about something. They were passionate about creating a way to work from home, or making something they enjoyed, or providing a service they saw a need for.

There are plenty of books about how to write a business plan. But for many women that's not the place to start. Women come to me for advice or inspiration all the time, and they want to know how I did it. Not how I wrote a business plan, but how I discovered what my passion was. How did I dream up Femail Creations? How did I dare to dream that it was even possible to do it? And how did I make it happen? That's what this book is all about.

How I Dreamed Up Femail Creations :

At first, I had no idea what kind of business I wanted to start. I just knew I wanted it to be meaningful to me and empowering to other women. For more than a decade, I kept a what-do-I-want-to-be-when-I-grow-up journal, filling it with ideas about just what meaningful work would look like to me. I always kept my blank book handy and filled book after book with newspaper clippings, pictures, scribbled thoughts, and any ideas I came up with for businesses I might want to start. I say if it calls to you, clip it! Sometimes you won't even be

sure why an article or image resonates with you, but that doesn't matter; just trust that it does or it will someday and save it in a special place.

If you don't yet know what your dream looks like, keep a blank book handy at all times and just jot down or paste in clips of anything and everything that inspires you.

I vividly recall one afternoon when I stood on my patio feeling like I was about to burst and not even really knowing why. On the outside, my life looked perfect. I had an incredible husband, two children I adored, a beautiful home, and caring friends and family. I didn't understand my feelings of discontent, and it didn't exactly help that all the people in my life thought I had "everything" a gal could want. What could possibly be missing?

I ran inside and pulled out my ratty old journal and started flipping through the pages in search of clues. I found a newspaper clipping about an organization called the Bottomless Closet, which gathers clothing and needed items for women returning to work. Then there was a picture torn from a magazine of a group of women and other gathered around a conference table together (I'm sure it was an ad for something, but in my mind they were discussing how to change the world); there was my note from back in the 1980s about the need for healthy fast food; and there was a sloppy sketch of a small cottage-like shack with a drive-through where working moms (as in all moms) could pick up a delicious, nutritious pot of soup and a loaf of bread made from scratch. I still wish somebody would start that business!

I discovered an old clipping for a creative retreat for novice women artists, and outlines I had once created for a women's bookstore, a gathering place for women, and a unique spa concept that was as much about community as facials. Page after page revealed that I'd been thinking about reaching out to women for a very long time. Some of the newspaper clippings were over a decade old.

The very next day I decided to start my business...well, not quite. I wish it were that simple! No, there was still plenty more percolating to be done. What I did decide the next day was to give myself permission to start thinking about what kind of business I might start. My blank book started filling fast; I was on fire. Whenever a thought would pop into my head, I would race to my book to jot it down. I found myself jumping out of bed in the middle of the night in search of a pen. Some of my best ideas still come to me when I am half asleep, but now I'm a little smarter. I keep a pen and paper on my nightstand -and a flashlight. Now I am ready whenever inspiration strikes.

It all starts with giving yourself permission to even think about what kind of meaningful work you might want to do.

Weeks went by and I just continued to allow myself to daydream about what meaningful work would look and feel like. Ideas started flowing more easily, and I noticed that just the mere thought of following my dreams made me happier. I went to the bookstore and wandered the business, art, and women's studies sections for clues on how to combine my passion for women's issues and my creative side into a business. I allowed myself a few minutes each day to read, write, or muse about my hopes and dreams. Just giving myself that permission was so liberating!

My kids would ask what we were having for dinner and I would say, "I don't know, but did you realize that women are starting businesses at a rate faster than men?" My head was full of facts and figures, and my heart was full of hope. I was starting to get energized by the notion that I could actually do something with my passion.

For years, I had tried to inspire others to follow their hearts and live their passions. For over a decade, I have been signing all of my letters to family and friends with "Dream Big." I always encouraged others to follow their dreams, and now it was time to take my own advice!

Over time, I actually got brave enough to talk about it. Conversations with my friends and sisters were a lifeline as I became braver and braver about sticking my big toe into the uncharted waters of opening my own business. I also discovered how contagious courage can be. As I expounded on my hopes and dreams, others seemed to get braver about sharing or planting their own seeds for the future.

Having a sounding board is invaluable as you go through this journey. Find a trusted friend or family member and start talking about your dreams and how you might make them come true.

The exhilarating thing was that I was taking my life into my own hands. Too often we think we are making choices for our lives, when what we are really doing is leaving our lives up to fate. I think this is especially true for women. It's easier that way. But then, when fate takes us down a difficult path, we have the nerve to complain that it wasn't where we wanted to go! Making a conscious decision means we have to be awake and aware of what matters most to us. And that takes work. But take it from me, it's so very worth it. As writer Grace Hansen says, "Don't be afraid your life will end; be afraid it will never begin."

Finding Your Calling :

Years ago, I was at a motivational conference when the speaker asked the group what at the time seemed like a simple question. She asked us what we would do if we knew we would not fail. If we were guaranteed success what would we attempt? I find that question to

be one of the most clarifying we can ask ourselves. When we eliminate all our self-doubts and remove all our inner (and outer) critics, we have a better chance at getting at the truth.

Therein lies the answer to the age old question: What do I want to be when I grow up? Think about it. What would you do if you were absolutely guaranteed success? Would you be a stand-up comic, an architect, a photographer, a social worker, a café owner, a clothes designer, a midwife? Whatever your fantasy, that's what you should be doing - guarantee or no guarantee.

What are you being called to do? Stop, sit, and listen for a while. The answer will come.

I truly believe that discovering our own passions and finding the courage to follow them are our greatest callings. When people ask me what the single most important tool is for unearthing our dreams, I tell them solitude. In order to find our authentic purpose, our passion, we have to spend lots of time listening, really listening, to ourselves. It seems so simple really, but how many of us actually do it? Our days are so overflowing with to-do lists and phone calls and emails that we rarely just unplug and hear what our hearts are telling us. At the beginning of something there has to be nothing. We have to give ourselves a clean slate - and permission to dream.

By giving myself that permission to dream, I gave birth to a company that has been one of the most worthwhile adventures of my life. My hope is that through telling my story and sharing a few of the lessons I've learned (usually the hard way!), I will inspire you to dream big, too.

2.3 Notes and Glossary :

insane (Adj) – Not of a sound mind/mad

empower(V) - authorize

inspire(V)- to motivate

eventually (Adv) – as a result of

yearn (V) – strong desire

passionate (Adj)- strong feeling

clippings (N)- extracts

scribble (V)- go uncomfortably

sloppy (Adj)- clumsy

nutritious (Adj)- with supportive content

plenty (N)- with good quantity

contagious (Adj)- infectious

exhilarating (Adj)exciting

2.4 Summary :

The book “Dream Big: Finding the Courage to Follow Your Dreams and Laugh at Your Nightmares” by Lisa Hammond is an inspirational guide for women who aspire to pursue their passions, whether in business, creativity, family, or any other area of life. Drawing from her own experiences as the founder of the successful woman-oriented catalog company, Femail Creations, Hammond shares her journey and the lessons she learned along the way. Present extract emphasizes that the initial step towards realizing one’s dreams isn’t necessarily about writing a business plan, but rather about listening to oneself, taking initiative, and managing life from the heart. Hammond encourages readers to grant themselves “Permission to Dream” and provides insights on “Facing Fears,” “Attempting the Impossible,” “Owning Our Power,” “Trusting Our Guts,” and understanding that “Persistence is Omnipotent” and “It’s Never Too Late.”

Through personal anecdotes, practical advice, and a focus on the power of women connecting with each other, “Dream Big” aims to inspire women to overcome their fears and pursue their ambitions with courage and a sense of humor. It serves as a virtual meeting place where women who have successfully followed their dreams offer guidance and encouragement to those who are still hoping for their “someday.”

2.5 Check your progress :

I. Skimming and Scanning questions:

Answer the following questions in one word/phrase/sentence each.

1. Who is the author of the quote at the beginning?
2. When was Femail Creations started?
3. What do business schools usually advise starting with?
4. What does the author describe as the beginning of a business?
5. What type of journal did the author keep for over a decade?
6. What does the author recommend keeping handy at all times?
7. What did the author fill her journals with?

8. What does removing self-doubts help us find?
9. What is the important tool in unearthing our dreams?

2.6 Exercises :

Complete the following statements choosing the correct alternative from the ones given below them.

- 1. What was the primary motivation behind creating Femail Creations?**
 - a) To celebrate the creative souls of women.
 - b) To encourage women to pursue higher education.
 - c) To compete with similar businesses.
 - d) To expand into international markets.
- 2. What does the author believe about meaningful work?**
 - a) It is easy to achieve.
 - b) It is something we all long for.
 - c) It should always involve volunteer work.
 - d) It only exists in specific careers.
- 3. What does the author suggest about starting a business?**
 - a) It always begins with a formal business plan.
 - b) It often starts with a dream or passion rather than a plan.
 - c) It requires substantial financial investment first.
 - d) It must follow strict business school methodologies.
- 4. What is emphasized as the focus of the author's book?**
 - a) Outlining how to write an effective business plan.
 - b) Teaching financial management for new businesses.
 - c) Exploring how to dream, find passion, and bring it to life.
 - d) Providing market analysis strategies.
- 5. According to the author, what is our greatest calling?**
 - a) Achieving financial independence.
 - b) Establishing a successful business.
 - c) Completing as many tasks as possible each day.
 - d) Discovering our passions and finding the courage to follow them.
- 6. What advice does the author give for starting something new?**

- a) Begin with a to-do list and clear goals.
- b) Start with a clean slate and give yourself permission to dream.
- c) Consult as many experts as possible.
- d) Avoid taking risks in the beginning.

7. What is the author's hope in sharing their story?

- a) To inspire others to dream big and pursue their passions.
- b) To teach people how to build a company step by step.
- c) To provide examples of successful business strategies.
- d) To help others prioritize their daily tasks effectively.

Comprehension Questions :

A. Answer the following questions in 3-4 sentences each.

1. Why does the author jokingly refer to starting Femail Creations as “a moment of insanity”?
2. What is the deeper reason behind starting Femail Creations, according to the author?
3. Who does the author dedicate the book “Dream Big” to, and why?
4. What does the author challenge about conventional business advice?
5. What is the overarching message the author hopes to convey in her book?
6. What motivates many women to start their own businesses, according to the author?
7. What realization did the author have after discovering old clippings and notes?
8. What is the author's perspective on making conscious decisions in life?

B. Write short notes on the following in 7-8 sentences each:

1. Realization after discovering old clippings and notes
2. Significance of dreaming big
3. Inspiration for aspiring entrepreneurs
4. Nurturing creativity and recording ideas effectively
5. Relation between dream and finding meaningful work
6. Author's advice to unsure people

2.7 Answers to Check your progress :

I. Skimming and Scanning questions:

Answer the following questions in one word/phrase/sentence each.

1. Who is the author of the quote at the beginning? **Anais Nin**
2. When was Femail Creations started? **1996**
3. What do business schools usually advise starting with? **A business plan.**
4. What does the author describe as the beginning of a business? **A seed, a dream, a hope, a yearning.**
5. What type of journal did the author keep for over a decade? **A what-do-I-want-to-be-when-I-grow-up journal.**
6. What does the author recommend keeping handy at all times? **A blank book.**
7. What did the author fill her journals with? **Newspaper clippings, pictures, scribbled thoughts, and ideas.**
8. What does removing self-doubts help us find? **The truth.**
9. What is the important tool in unearthing our dreams? **Solitude**

Complete the following statements choosing the correct alternative from the ones given below them.

1. What was the primary motivation behind creating Femail Creations?

- a) To celebrate the creative souls of women.
- b) To encourage women to pursue higher education.
- c) To compete with similar businesses.
- d) To expand into international markets.

(Correct Answer: a)

2. What does the author believe about meaningful work?

- a) It is easy to achieve.
- b) It is something we all long for.
- c) It should always involve volunteer work.
- d) It only exists in specific careers.

(Correct Answer: b)

3. What does the author suggest about starting a business?

- a) It always begins with a formal business plan.
- b) It often starts with a dream or passion rather than a plan.
- c) It requires substantial financial investment first.
- d) It must follow strict business school methodologies.

(Correct Answer: b)

4. What is emphasized as the focus of the author's book?

- a) Outlining how to write an effective business plan.
- b) Teaching financial management for new businesses.
- c) Exploring how to dream, find passion, and bring it to life.
- d) Providing market analysis strategies.

(Correct Answer: C)

5. According to the author, what is our greatest calling?

- a) Achieving financial independence.
- b) Establishing a successful business.
- c) Completing as many tasks as possible each day.
- d) Discovering our passions and finding the courage to follow them.

(Correct Answer: d)

6. What advice does the author give for starting something new?

- a) Begin with a to-do list and clear goals.
- b) Start with a clean slate and give yourself permission to dream.
- c) Consult as many experts as possible.
- d) Avoid taking risks in the beginning.

(Correct Answer: b)

7. What is the author's hope in sharing their story?

- a) To inspire others to dream big and pursue their passions.
- b) To teach people how to build a company step by step.
- c) To provide examples of successful business strategies.
- d) To help others prioritize their daily tasks effectively.

(Correct Answer: a)

Comprehension Questions :

C. Answer the following questions in 3-4 sentences each.

- 1. Why does the author jokingly refer to starting Femail Creations as “a moment of insanity”?**

The author refers to it as “a moment of insanity” because starting a catalog company from scratch seemed daunting and unconventional. Looking back, the enormity of the endeavor highlights the courage and boldness required to pursue such a dream. It is really a courageous decision. Therefore it is a moment of insanity.

- 2. What is the deeper reason behind starting Femail Creations, according to the author?**

The author reveals that the true motivation was the desire to make a difference. The goal was to empower and inspire women, celebrate their creativity, support women in business, and encourage young girls to dream big. This is the deeper reason according to the author.

- 3. Who does the author dedicate the book “Dream Big” to, and why?**

The book is dedicated to people at various stages of self-discovery. Those who know their dreams but are afraid to act, those still searching for their passion, and those who struggle to believe in the possibility of dreaming. The author seeks to inspire and encourage them to take bold steps toward their aspirations.

- 4. What does the author challenge about conventional business advice?**

The author challenges the idea that starting a business must begin with a formal business plan. They argue that for many women, businesses begin as a dream, passion, or hope, often nurtured for years before any formal planning.

- 5. What is the overarching message the author hopes to convey in their book?**

The author aims to inspire readers to dream big and find the courage to pursue their passions. By sharing their story and insights, they hope to guide others in overcoming fear and embracing the possibility of meaningful work.

- 6. What motivates many women to start their own businesses, according to the author?**

The author shares that many women are driven by passion, whether it's creating a way to work from home, making something they love, or addressing a need they see in the world. This passion serves as the foundation for their entrepreneurial journeys.

7. What realization did the author have after discovering old clippings and notes?

The author realized that they had been thinking about empowering and connecting with women for a long time, as shown by outlines and clippings that spanned over a decade. This reflection brought clarity about the recurring themes of creativity and community in their dreams.

8. What is the author's perspective on making conscious decisions in life?

The author believes that we often leave our lives up to fate instead of actively making choices. Taking responsibility for our paths requires self-awareness and hard work, but it ultimately leads to a more fulfilling and meaningful life.

D. Write short notes on the following in 7-8 sentences each :

1. Realization after discovering old clippings and notes

The author came to understand that the desire to empower and connect with women had been deeply rooted in their aspirations for a long time. The clippings and notes, some over a decade old, reflected recurring themes of creativity, community, and advocacy for women's issues. This discovery reinforced the idea that their passion wasn't a passing thought, but a genuine calling. It was eye-opening to see how these long-held ideas had quietly shaped their dreams over time. This realization also provided clarity and direction for the journey ahead. They recognized that these seeds of thought and inspiration could be cultivated into something impactful. It was a reminder that dreams often boil beneath the surface, waiting for the right moment to take shape. The discovery became a pivotal moment in their decision to explore the possibility of starting a business.

2. Significance of dreaming big

The author believes that giving oneself permission to dream is the first, critical step in discovering and pursuing meaningful work. Often, self-doubt or external pressures stop people from even imagining the possibilities. By consciously allowing space to dream, individuals unlock creativity and begin to explore their passions. For the author, this act of permission led to the liberation of thoughts and the flow of ideas, sparking enthusiasm and hope. It wasn't about immediately knowing the answers but about nurturing the mindset to envision what could be. This permission to dream also brought joy and excitement, showing how transformative and fulfilling it could be. The process highlighted that meaningful work starts with a willingness to think freely and courageously. Ultimately, the author wants others to understand how empowering this act can be for those seeking purpose in their lives.

3. Inspiration for aspiring entrepreneurs

Instead of focusing on the technical aspects, like writing a business plan, the author aims to guide others in uncovering their passions and daring to dream. Sharing their own journey of creating Femail Creations, the author wants to inspire readers by illustrating how passion and perseverance can turn a dream into reality. The goal is to empower readers to explore what excites them and take the first steps toward building something meaningful.

4. Nurturing creativity and recording ideas effectively

The author adopted an intentional and enthusiastic approach to documenting ideas, using a blank book to capture thoughts whenever inspiration struck. They even kept a pen, paper, and flashlight by their bed to jot down ideas that came during half-asleep moments. This method helped them nurture their creativity and ensured that every spark of inspiration was preserved for further exploration. By embracing this practice, the author turned their excitement into actionable steps, laying the groundwork for potential ventures.

5. Relation between dream and finding meaningful work

The author believes that meaningful work begins with the simple yet transformative act of granting oneself permission to dream. By doing so, individuals can unleash their creativity and tap into a deeper sense of purpose. For the author, this act led to the creation of a company that became a life-changing adventure. The permission to dream fosters liberation, energy, and inspiration, ultimately paving the way for pursuing one's passions.

6. Author's advice to unsure people

The author encourages individuals to pause, reflect, and listen closely to their inner voice. They recommend creating moments of solitude to step away from distractions and give oneself permission to explore possibilities without judgment. The author reassures readers that the answers will come with patience and intentionality. This practice, though seemingly simple, can have profound effects on uncovering authentic purpose and dreams.

2.8 Further Writing :

Write a letter to yourself visualizing your dream fulfilment, achievements in career and future plans.

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B. If You Are Wrong Admit It

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- 2.5 Check your progress**
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- 2.7 Answers to Check your progress**
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2.0 Objectives :

After studying this unit you will be able to:

- How to admit any mistake done
- How to keep yourself from awkward situations
- How to create good impression of your personality

2.1 Introduction :

Dale Carnegie (1888-1955) is an American author, developer of courses in self-improvement, salesmanship, corporate training, public speaking and interpersonal skills. He was a lecturer by profession. He has written many books which are treated as bestsellers in the present days also. Among his popular works '*How to Win Friends and Influence People*,' (1936) '*How to Stop Worrying and Start Thinking*?' '*Lincoln the Unknown*' and many others. As youth he enjoyed to interact with people of his age. He usually tries to solve the problems of youths. His first job after completion of the college was selling correspondence courses to ranchers. He sold bacon, soap and lard for 'Armour and Company.' He also tried his career as an actor. He has developed a course on Public Speaking in 1912 which was popularized as Dale Carnegie Course. It develops the Self-Confidence among the speakers. During the World War, I, he served in American army. Carnegie's first collection of writing was 'Public Speaking: A Practical Course for Business Men.' (1926) Later he published a book in 1936 entitled 'How to Win Friends and Influence People' There are 4,50,000 graduates from the Dale Carnegie Institute. He was the master in adult education and critiqued about 1,50,000 speeches.

Present extract is taken from '*How to Win Friends and Influence People*,' He suggests all the people to admit the mistakes after its realization and close the matter peacefully.

2.2 Content :

Within a minute's walk of my house there was a wild stretch of virgin timber, where the blackberry thickets foamed white in the springtime, where the squirrels nested and reared their young, and the horseweeds grew as tall as a horse's head. This unspoiled woodland was called Forest Park - and it was a forest, probably not much different in appearance from what it was when Columbus discovered America. I frequently walked in this park with Rex, my little Boston bulldog. He was a friendly, harmless little hound; and since we rarely met anyone in the park, I took Rex along without leash or a muzzle.

One day we encountered a mounted policeman in the park, a policeman itching to show his authority.

“What do you mean by letting that dog run loose in the park without a muzzle and leash?” he reprimanded me. “Don’t you know it’s against the law?”

“Yes, I know it is,” I replied softly, “but I didn’t think he would do any harm out there.”

“You didn’t think! You didn’t think! The law doesn’t give a tinker’s damn about what you think. That dog might kill a squirrel or bite a child. Now, I’m going to let you off this time; but if I catch this dog out here again without a muzzle and a leash, you’ll have to tell it to the judge.”

I meekly promised to obey.

And I did obey - for a few times. But Rex didn’t like the muzzle, and neither did I; so we decided to take a chance. Everything was lovely for a while, and then we had a snag. Rex and I raced over the brow of a hill one afternoon and there, suddenly - to my dismay - I saw the majesty of the law, a stride a bay horse. Rex was out in front, heading straight for the officer.

I was in for it. I knew it. So I didn’t wait until the policeman started talking. I beat him to it. I said:” Officer, you’ve caught mered-handed. I’m guilty. I have no alibis, no excuses. You war ned me last week that if I brought the dog out here again with out a muzzle you would fine me.”

“Well, now,” the policeman responded in a soft tone. “I know it’s a temptation to let a little dog like that have a run out here when nobody is around.” “Sure it’s a temptation,” I replied, “but it is against the law.”

“Well, a little dog like that isn’t going to harm anybody,” the policeman remonstrated.

“No, but he may kill squirrels,” I said.

“Well now, I think you are taking this a bit too seriously,” he told me. “I’ll tell you what you do. You just let him run over the hill there where I can’t see him - and we’ll forget all about it.”

That policeman, being human, wanted a feeling of importance; so when I began to condemn myself, the only way he could nourish his self-esteem was to take the magnanimous attitude of showing mercy.

But suppose I had tried to defend myself - well, did you ever argue with a policeman?

But instead of breaking lances with him, I admitted that he was absolutely right and I was absolutely wrong; I admitted it quickly, openly, and with enthusiasm. The affair terminated graciously in my taking his side and his taking my side. Lord Chesterfield himself could hardly

have been more gracious than this mounted policeman, who, only a week previously, had threatened to have the law on me.

If we know we are going to be rebuked anyhow, isn't it far better to beat the other person to it and do it ourselves? Isn't it much easier to listen to self-criticism than to bear condemnation from alien lips?

Say about yourself all the derogatory things you know the other person is thinking or wants to say or intends to say - and say them before that person has a chance to say them. The chances are a hundred to one that a generous, forgiving attitude will be taken and your mistakes will be minimized just as the mounted policeman did with me and Rex.

Ferdinand E. Warren, a commercial artist, used this technique to win the good will of a petulant, scolding buyer of art.

"It is important, in making drawings for advertising and publishing purposes, to be precise and very exact," Mr. Warren said as he told the story.

"Some art editors demand that their commissions be executed immediately; and in these cases, some slight error is liable to occur. I knew one art director in particular who was always delighted to find fault with some little thing. I have often left his office in disgust, not because of the criticism, but because of his method of attack. Recently I delivered a rush job to this editor, and he phoned me to call at his office immediately. He said something was wrong. When I arrived, I found just what I had anticipated - and dreaded. He was hostile, gloating over his chance to criticize. He demanded with heat why I had done so and so. My opportunity had come to apply the self-criticism I had been studying about. So I said: 'Mr. So-and-so, if what you say is true, I am at fault and there is absolutely no excuse for my blunder. I have been doing drawings for you long enough to know better. I'm ashamed of myself.'

"Immediately he started to defend me. 'Yes, you're right, but after all, this isn't a serious mistake. It is only...'

"I interrupted him. 'Any mistake,' I said, 'may be costly and they are all irritating.'

"He started to break in, but I wouldn't let him. I was having a grand time. For the first time in my life, I was criticizing myself - and I loved it."

'I should have been more careful,' I continued. 'You give me a lot of work, and you deserve the best; so I'm going to do this drawing all over.'

'No! No!' he protested. 'I wouldn't think of putting you to all that trouble.' He praised my work, assured me that he wanted only a minor change and that my slight error hadn't cost his firm any money; and, after all, it was a mere detail - not worth worrying about.

“My eagerness to criticize myself took all the fight out of him. He ended up by taking me to lunch; and before we parted, he gave me a check and another commission”

There is a certain degree of satisfaction in having the courage to admit one’s errors. It not clears the air only of guilt and defensiveness, but often helps solve the problem created by the error.

Bruce Harvey of Albuquerque, New Mexico, had incorrectly authorized payment of full wages to an employee on sick leave. When he discovered his error, he brought it to the attention of the employee and explained that to correct the mistake he would have to reduce his next pay check by the entire amount of the over payment.

The employee pleaded that as that would cause him a serious financial problem, could the money be repaid over a period of time? In order to do this, Harvey explained, he would have to obtain his supervisor’s approval. “And this I knew,” reported Harvey, “would result in a boss-type explosion, While trying to decide how to handle this situation better, I realized that the whole mess was my fault and I would have to admit it to my boss.

“I walked into his office, told him that I had made a mistake and then informed him of the complete facts. He replied in an explosive manner that it was the fault of the personnel department. I repeated that it was my fault. He exploded again about carelessness in the accounting department. Again I explained it was my fault. He blamed two other people in the office. But each time I reiterated it was my fault.

Finally, he looked at me and said, ‘Okay, it was your fault. Now straighten it out.’ The error was corrected and nobody got into trouble. I felt great because I was able to handle a tense situation and had the courage not to seek alibis. My boss has had more respect for me ever since.”

Any fool can try to defend his or her mistakes - and most fools do - but it raises one above the herd and gives one a feeling of nobility and exultation to admit one’s mistakes. For example, one of the most beautiful things that history records about Robert E. Lee is the way he blamed himself and only himself for the failure of Pickett’s charge at Gettysburg.

Pickett’s charge was undoubtedly the most brilliant and picturesque attack that ever occurred in the Western world. General George E. Pickett himself was picturesque. He wore his hair so long that his auburn locks almost touched his shoulders; and, like Napoleon in his Italian campaigns, he wrote ardent love-letters almost daily while on the battlefield. His devoted troops cheered him that tragic July afternoon as he rode off jauntily toward the Union lines, his cap set at a rakish angle over his right ear. They cheered and they followed him, man

touching man, rank pressing rank, with banners flying and bayonets gleaming in the sun. It was a gallant sight. Daring, Magnificent, A murmur of admiration ran through the Union lines as they beheld it.

Pickett's troops swept forward at any easy trot, through orchard and cornfield, across a meadow and over a ravine. All the time, the enemy's cannon was tearing ghastly holes in their ranks, But on they pressed, grim, irresistible.

Suddenly the Union infantry rose from behind the stone wall on Cemetery Ridge where they had been hiding and fired volley after volley into Pickett's onrushing troops. The crest of the hill was a sheet of flame, a slaughter house, a blazing volcano. In a few minutes, all of Pickett's brigade commanders except one were down, and four-fifths of his five thousand men had fallen.

General Lewis A. Armistead, leading the troops in the final plunge, ran forward, vaulted over the stone wall, and, waving his cap on the top of his sword, shouted: "Give 'em the steel, boys!"

They did. They leaped over the wall, bayoneted their enemies, smashed skulls with clubbed muskets, and planted the battle flags of the South on Cemetery Ridge. The banners waved there only for a moment. But that moment, brief as it was, recorded the high-water mark of the Confederacy.

Pickett's charge - brilliant, heroic - was nevertheless the beginning of the end. Lee had failed. He could not penetrate the North. And he knew it.

The South was doomed.

Lee was so saddened, so shocked, that he sent in his resignation and asked Jefferson Davis, the president of the Confederacy, to appoint "a younger and abler man." If Lee had wanted to blame the disastrous failure of Pickett's charge on someone else, he could have found a score of alibis. Some of his division commanders had failed him. The cavalry hadn't arrived in time to support the infantry attack. This had gone wrong and that had gone awry.

But Lee was far too noble to blame others. As Pickett's beaten and bloody troops struggled back to the Confederate lines, Robert E. Lee rode out to meet them all alone and greeted them with a self-condemnation that was little short of sublime. "All this has been my fault," he confessed. "I and I alone have lost this battle."

Few generals in all history have had the courage and character to admit that.

Michael Cheung, who teaches our course in Hong Kong, told of how the Chinese culture presents some special problems and how sometimes it is necessary to recognize that

the benefit of applying a principle may be more advantageous than maintaining an old tradition.

He had one middle-aged class member who had been estranged from his son for many years. The father had been an opium addict, but was now cured. In Chinese tradition an older person cannot take the first step. The father felt that it was up to his son to take the initiative toward a reconciliation. In an early session, he told the class about the grandchildren he had never seen and how much he desired to be reunited with his son. His classmates, all Chinese, understood his conflict between his desire and long-established tradition. The father felt that young people should have respect for their elders and that he was right in not giving in to his desire, but to wait for his son to come to him.

Toward the end of the course the father again addressed his class. "I have pondered this problem," he said. "Dale Carnegie says, 'If you are wrong, admit it quickly and emphatically.' It is too late for me to admit it quickly, but I can admit it emphatically. I wronged my son. He was right in not wanting to see me and to expel me from his life. I may lose face by asking a younger person's forgiveness, but I was at fault and it is my responsibility to admit this." The class applauded and gave him their full support. At the next class he told how he went to his son's house, asked for and received forgiveness and was now embarked on a new relationship with his son, his daughter-in-law and the grandchildren he had at last met.

Elbert Hubbard was one of the most original authors who ever stirred up a nation, and his stinging sentences often aroused fierce resentment. But Hubbard with his rare skill for handling people frequently turned his enemies into friends.

For example, when some irritated reader wrote in to say that he didn't agree with such and such an article and ended by calling Hubbard this and that, Elbert Hubbard would answer like this:

Come to think it over, I don't entirely agree with it myself. Not everything I wrote yesterday appeals to me today. I am glad to learn what you think on the subject. The next time you are in the neighborhood you must visit us and we'll get this subject threshed out for all time. So here is a handclasp over the miles, and I am,

Your sincerely,

What could you say to a man who treated you like that?

When we are right, let's try to win people gently and tactfully to our way of thinking, and when we are wrong—and that will be surprisingly often, if we are honest with ourselves—let's admit our mistakes quickly and with enthusiasm. Not only will that technique produce

astounding results; but, believe it or not, it is a lot more fun, under the circumstances, than trying to defend oneself.

Remember the old proverb: “By fighting you never get enough, but by yielding you get more than you expected.”

PRINCIPLE - If you are wrong, admit it quickly and emphatically.

2.3 Notes and Glossary :

stretch(V): to pull something long

timber (N): wooden

thickets (N): bushes

encounter (V) : come face to face

mount(V) : ride

itching(V) : burning

reprimanded (V) : correct someone angrily

meekly (Adv) : weakly

snag(N) : difficulty

brow(N) : top

graciously(Adv) : politely

terminated(V) : ended

pleaded (V): requested

explosion(N) : blast

meadow(N) : pasture

ravine(N): gulley

ghastly (Adj) : frightening

grim(N): ugly

yielding(Adj) : elastic

2.4 Summary :

Dale Carnegie emphasizes the psychological and relational power of admitting your mistakes quickly and emphatically in the extract “If You are Wrong Admit It”. He argues that

most people instinctively become defensive when confronted, especially if they feel accused of being wrong. This defensiveness often escalates conflict and damages relationships. But Carnegie flips the script: if you proactively admit your faults, you disarm critics and win their respect. He illustrates this with real-life stories showing how acknowledging an error—before anyone else points it out—can completely shift the tone of a situation. For example, if a person admits fault with enthusiasm and sincerity, their opponent often softens and may even defend them or downplay the mistake. Carnegie explains that, this tactic works because it aligns with human nature: when someone criticizes us, we brace for defence. But if we criticize ourselves first, the other person has no need to do so. This surprises them and often draws them to our side emotionally. They may even begin to empathize or admire our honesty.

2.5 Check your progress :

I. Skimming and Scanning questions :

A. Complete the following statements choosing the correct alternative from the ones given below them.

1. This unspoiledwas called Forest Park
 - a. desert
 - b. river
 - c. woodland
 - d. motherland
2. One day we encountered a mountedin the park.
 - a. policeman
 - b. watchman
 - c. military man
 - d. liftman
3. Letting that dog run loose in the park without a muzzle and leash is
 - A. as per the law
 - b. against the law
 - c. supporting the law
 - d. creating the law
4. Last week the Policeman warned him if he brings the dog out there again without ahe will fine.
 - a. puzzle
 - b. muzzle
 - c. vaccine
 - d. mask
5. If you are wrongit quickly and the matter will end silently.
 - a. admit
 - b. reject
 - c. deny
 - d. disagree

B. Answer the following questions in one word/phrase/sentence each.

1. Whose approach was to admit the guilt before the next person points it out?
2. Who authorised the full wages to an employee on sick leave?
3. Where does George E. Pickett used to write love- letters every day?
4. What Carnegie suggests if you commit a mistake?
5. How can you win the people when you are right?

2.6 Exercises :

A. Answer the following questions in 7-8 sentences each.

1. What was the incident with the writer when he took his dog Rex in the park?
2. Describe Carnegie's derogatory policy of criticizing oneself.
3. How did Elbert Hubbard handled the reaction of the reader?
4. Describe the art director's reaction to the narrator's self-criticism. How did his demeanour change, and what reasons did he offer for this shift in attitude?
5. Explain Bruce Harvey's decision to admit fault to his supervisor. What realization led him to take this approach, and what did he hope to achieve by doing so?

B. Write Short Notes :

1. Elbert Hubbard's manner to handle a reader
2. Policeman in the Park
3. Bruce Harvey's correction of extra payment
4. Common reaction to making mistakes
5. Policeman's initial response to the narrator's immediate confession

2.7 Key to Check your progress :

I. Skimming and Scanning questions:

A. Complete the following statements choosing the correct alternative from the ones given below them.

1. This unspoiledwas called Forest Park
 - a. desert
 - b. river
 - c. woodland
 - d. motherland(Answer : c)

2. One day we encountered a mountedin the park.

- a. policeman b. watchman
- c. military man d. liftman

(Answer : a)

3. Letting that dog run loose in the park without a muzzle and leash is

- A. as per the law b. against the law
- c. supporting the law d. creating the law

(Answer : b)

4. Last week the Policeman warned him if he brings the dog out there again without ahe will fine.

- a. puzzle b. muzzle
- c. vaccine d. mask

(Answer : b)

5. If you are wrongit quickly and the matter will end silently.

- a. admit b. reject
- c. deny d. disagree

(Answer : a)

B. Answer the following questions in one word/phrase/sentence each.

1. Whose approach was to admit the guilt before the next person points it out?

Dale Carnegie

2. Who authorised the full wages to an employee on sick leave? **Bruce Harvey**

3. Where does George E. Pickett used to write love- letters every day? **battle field**

4. What Carnegie suggests if you commit a mistake? **Admit it.**

5. How can you win the people when you are right? **By Confession**

2.6 Exercises :

A. Answer the following questions in 7-8 sentences each.

1. What was the incident with the writer when he took his dog Rex in the park?

The writer used to take his dog, Rex, a friendly Boston bulldog, for walks in a nearby wild park without a leash or muzzle. One day, he encountered a mounted policeman

who reprimanded him for breaking the law by letting Rex run free. The officer warned him that if it happened again, he would have to report to the judge. Although the writer obeyed for a while, he eventually took Rex without a muzzle again and ran into the same policeman. Knowing he was guilty, the writer immediately admitted his mistake openly and sincerely before the officer could say anything. This honest and humble approach surprised the policeman, who then responded kindly and let him go without punishment. The writer realized that by admitting his fault quickly and with enthusiasm, he disarmed the other person's anger. The incident taught him that accepting mistakes gracefully can turn a hostile situation into a friendly one.

2. Describe Carnegie's derogatory policy of criticizing oneself.

Dale Carnegie's "derogatory policy of criticizing oneself" refers to his strategy of openly admitting one's mistakes before others have the chance to criticize or accuse. Instead of becoming defensive or making excuses, Carnegie suggests acknowledging faults quickly, honestly, and even enthusiastically. This approach often disarms the other person, reduces tension, and can turn hostility into understanding or even admiration. By saying what the other person is thinking before they say it, you satisfy their need to feel right and important. It also shows humility and emotional maturity, which earns respect. Carnegie demonstrates this through examples where self-criticism softened angry bosses, avoided punishment, and improved relationships. His view is that while anyone can try to justify their mistakes, it takes real strength and nobility to admit them. In doing so, you not only clear the air but also gain more than you might lose.

3. How did Elbert Hubbard handled the reaction of the reader?

Elbert Hubbard handled the angry reactions of readers with grace, humility, and tact. When a reader criticized his article harshly and even insulted him, Hubbard didn't respond defensively. Instead, he agreed partially with the reader, admitting that he sometimes didn't fully agree with his own past writings. He thanked the reader for sharing their thoughts and even invited them to visit and discuss the matter in person. This calm and respectful response diffused the reader's anger and often turned critics into admirers. Hubbard's approach emphasized understanding over argument and connection over conflict. By showing openness and humility, he maintained goodwill and avoided escalating tensions. His method demonstrated how yielding and kindness can win over even the harshest critics.

4. Describe the art director's reaction to the narrator's self-criticism. How did his demeanour change, and what reasons did he offer for this shift in attitude?

The art director's reaction to the narrator's self-criticism was one of surprise and softening. Initially, he was hostile and eager to find fault with the narrator's work, even calling him into the office with anger. However, when the narrator openly admitted his mistake without offering excuses, the director's attitude began to change. Instead of continuing to criticize, he started defending the narrator, saying the mistake wasn't serious and hadn't caused much damage. The narrator's sincere and emphatic self-criticism took all the fight out of the director, making it impossible for him to stay angry. The director appreciated the honesty and humility, which led him to not only forgive the mistake but also praise the narrator's overall work. Ultimately, he treated the narrator kindly, took him to lunch, and gave him more work. His shift in demeanor was due to the narrator's courage in taking full responsibility, which disarmed any need for further blame or confrontation.

5. Explain Bruce Harvey's decision to admit fault to his supervisor. What realization led him to take this approach, and what did he hope to achieve by doing so?

Bruce Harvey decided to admit fault to his supervisor after realizing that the mistake—overpaying an employee on sick leave—was entirely his own. He knew the situation would likely lead to a harsh reaction from his boss, especially if he tried to shift the blame. Reflecting on Dale Carnegie's principle of admitting mistakes quickly and emphatically, Harvey chose to take full responsibility rather than make excuses. His goal was to prevent a workplace conflict and handle the situation with honesty and integrity. By admitting his error openly, he hoped to de-escalate the situation and maintain his credibility. As expected, his boss reacted strongly at first, but Harvey's repeated acceptance of blame eventually calmed him down. In the end, the issue was resolved without anyone else being blamed, and Harvey earned greater respect from his boss for his honesty and accountability.

B. Write Short Notes :

1. Elbert Hubbard's manner to handle a reader

Elbert Hubbard faced harsh criticism from a reader who not only disagreed with one of his articles but also insulted him personally. Instead of reacting defensively or angrily, Hubbard chose a calm and humble approach. He acknowledged that even he did not always fully agree with everything he wrote, showing openness to different perspectives. Hubbard expressed gratitude to the reader for sharing their honest opinion, which helped to defuse any hostility. To further extend goodwill, he

invited the reader to visit him and discuss the topic face-to-face, turning a potential conflict into an opportunity for friendly dialogue. This tactful and gracious response often softened critics' attitudes and sometimes transformed adversaries into allies. Hubbard's approach highlights the power of humility, understanding, and kindness in handling criticism and maintaining positive relationships.

2. Policeman in the Park

The writer often took his Boston bulldog, Rex, for walks in a nearby natural park where dogs were supposed to be muzzled and leashed by law. One day, a mounted policeman confronted him, sharply reprimanding him for letting Rex run free and warning that future violations would lead to legal consequences. Though the writer obeyed at first, he eventually took Rex out without a muzzle again. When they encountered the policeman once more, the writer immediately admitted his fault without waiting for the officer to accuse him. This honest and prompt admission disarmed the policeman, who softened his tone and even suggested a way to avoid trouble. The writer's willingness to accept blame openly turned a potentially hostile situation into a peaceful and understanding one. This incident exemplifies Dale Carnegie's principle that admitting mistakes quickly and emphatically can prevent conflict and foster goodwill.

3. Bruce Harvey's correction of extra payment

Bruce Harvey discovered that he had mistakenly authorized full wages to an employee who was actually on sick leave. Realizing the error was his responsibility, he decided to inform the employee and explain that the overpayment would have to be deducted from the next paycheck. When the employee asked if the repayment could be spread out due to financial hardship, Harvey said he would need his supervisor's approval. Anticipating a harsh reaction, Harvey chose to admit the mistake openly to his boss without making excuses or blaming others. Though the supervisor initially reacted angrily, Harvey's consistent acceptance of responsibility eventually calmed him. The issue was resolved without anyone else being blamed, and Harvey gained greater respect from his supervisor for his honesty and courage in handling the situation.

4. Common reaction to making mistakes

According to the author, a common reaction to making mistakes is to try to defend them, a behavior the author associates with "most fools." In contrast, the author highlights the act of admitting one's mistakes. The perceived benefits of admitting

errors are significant: it “raises one above the herd,” suggesting a distinction from ordinary behavior and indicating a higher level of character. Furthermore, it provides “a feeling of nobility and exultation,” implying a sense of moral superiority and inner satisfaction derived from taking responsibility.

5. Policeman’s initial response to the narrator’s immediate confession

The policeman’s initial response was surprisingly lenient and delivered in a “soft tone.” He acknowledged the temptation to let a small dog run freely when no one was around, saying, “I know it’s a temptation to let a little dog like that have a run out here when nobody is around.” This contrasted with the narrator’s expectation of a reprimand or immediate enforcement of the fine, showing a degree of understanding and empathy.

2.8 Further Reading :

- Dale Carnegies’ work ‘How to Stop Worrying and Start Thinking’
- 7 Habbits of Highly Successful People by Stephen Covey

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