**ENGLISH LANGUAGE – 6**

**UNIT – 1 (CH. 6 – 10 FROM TEXTBOOK “ENGLISH IN PRACTICE -3” BY ARVIND R. NAIR – READING SECTION)**

**Ch 6:In Search Of Bhishtis, Mumbai’s Vanishing Water Tribe**

Answer the following:

Q1. Who are the Bhistis and how do they work?

A1. The word 'Bhistis' have been derived from the Urdu word 'Bashisht' meaning "Paradise". The Bhistis are traditionally a community of water-carriers and supply water in skin bags in India and Arab. As water is the source of life, a person who brings water would be seen as someone from Paradise. They are the descendants of Muslim tribes from north India and Pakistan who were traditionally water carriers. They were invaluable as helpers on the battlefield, bringing water and quenching the thirst of the wounded. Despite their erstwhile prominence, they are now almost forgotten part of India's history.

Q2.How did the Bhistis get their name?

A2. The name "Bhisti" is from a Urdu word ‘Bashisht” meaning paradise. This name was given to them because they carried water to thirsty soldiers. They believe that water is the source of life and the person who brought water would be seen as someone from paradise. Hence connecting paradise to their profession, they got the name “Bhisti’.

Q3. What tools do the Bhistis use?

A3. The Bhistis used certain tools to carry water. They use water skin called mashaq which looks like a guitar bag. It is generally made from buffalo or goat skin. They also used a small water tanker with handles like wheelbarrow. They bring water from neighbourhood wells.

Q4. What are mashaqs?

A4. The mashaqs are used by the Bhistis to carry water. Mashaqs are waterskins made of Buffalo or goat skin. These mashaqs are hand stitched by traditional Tailors from Rajasthan. They last for about a year or so and it holds around 30 litres of water.

Q5. Where do the Bhistis get their water from?

A5. The two brothers Sharafat Ali and Mohabbat Ali procured water from neighbourhood Wells. The nearest well for Sharafat was in kalbadevi, 2 kilometres away. The brothers are up at 5 in the morning to haul their Patra to Kalbadevi fill it and be back in their area.

Q6. Who are the Bhistis' main customers?

A6. Earlier Bhistis provided water to households and families. Sharafat says there has been a change in the profile of customers in recent times. Now most of the customers are construction workers employed on the many new buildings going up in the area or on building repairs. They also supply to nearby eateries. Sometimes households ask for their services when they run out of water. Customers on higher floor are charged about rupees 20 to 25 extra.

Q7. Why were the Bhistis valued during the days of the British Raj?

A7. During the British Raj, the British troops value the Bhistis and got them to follow the troops from place to place. During the construction of roads and other labour intensive infrastructure, water Carriers were in great demand. They had the demand of water for drinking and also to water the pathway before the Coal Tar was laid down and again when steam rollers were put into action. And so they were valued during the days of British Raj.

Q8. Why do the Bhistis believe that they will go in heaven?

A8. They firmly believe that they will go into heaven because it is a blessed task to give water to the thirsty. They believe they will wing their way to Paradise on the strength of that heartfelt relief of a slackened thirst.

Q9. How did Rudyard Kipling portray Bhistis?

A9. Rudyard Kipling, an english writer has portrayed the character of a Bhisti named Ganga Din. Ganga Din served the British soldiers bringing water in goat skin bag on the battlefield. Ganga Din gave water to dying soldiers. Towards the end of the poem, he crosses the line of fire to offer the dying narrator(soldier) a drink and the soldier dies saying last few words to Ganga Din, " Though I have flogged you and I have flayed you, by the living God that made you, you are a Better Man than I am Ganga Din." Here in the poem, it is clear that the Bhistis used to quench the thirst of the dying soldiers which is a very great blessing indeed.

**Chapter 7 The New Market Space: Billionaire Investors Look Beyond Earth**

Answer the following:

Q1. How did space programs suffer a setback since the 1960s?

A1. Space programs suffered a setback since the 1960 due to fund cuts. Manned spaceflight lost its glamour,NASA lost its way, its ambition severely weakened as the budget for space were reduced and they gave up on the idea that living in space was the next step in humankind evolution. Aldrin, the second man on the moon said that after the Apollo lunar missions, America lost its love of space. There was no concentrated follow up and they did not have any clear objectives.

Q2. Which are the key companies investing in space Technology today?

A2. There are some 10 key companies that are investing in space technology in modern times. Space X is founded by billionaire PayPal co founder Elon Musk. Blue origin is founded by Amazon's chief executive Jeff Bezos. These companies are the major companies investing in space Technology. There are other companies like sir Richard Branson's Virgin Galactic and Jeff Greason's XCOR Aerospace that invest in space technology and space travel.

Q3. What services will Virgin Galactic's SpaceShip two offer customers?

A3. Aboard Virgin Galactic's spaceship Two, passengers will see the view that eluded mankind until 50 years ago, and one that only about 500 people have seen in reality: The curvature of the earth set against the blackness of space. The two hour journey will blast 6 passengers and two Pilots nearly 70 Miles into the sky, experiencing about five minutes of weightlessness before turning back and landing at spaceport America in New Mexico, frequently described as the world's first purpose-built spaceport.

Q4. How can commercial space flight be used as a means of transportation?

A4. Commercial space flight can be used as means of transportation. For example, Virgin Galactic flights might in future open up sub orbital Intercontinental travel or point to point transportation, ferrying the super rich around the globe via the space environment, achieving significant improvements to today's travel time between distant hubs. Suborbital travel could cut the journey time from London to Sydney to just a couple of hours, ditto from San Francisco to Singapore. Dubai to Vancouver would take about 90 minutes, Moscow to New York just an hour.

Q5. How will commercial space flight benefit big Global cities?

A5. Bailey, the author of Knight Frank's wealth report 2014 said that " an interesting issue is how sub orbital travel will effect the concentration of wealth. It will reinforce concentrations of economic activity. Ultimately, the big Global cities will be the main beneficiaries - London, New York and San Francisco would suddenly become much easier to access for double or triple the number of people. Sydney, especially, would benefit as it already has huge traction from Asia but is inconvenient for the rest of the world to get to."

Q6. What is the ultimate goal of the company SpaceX founded by Elon Musk?

A6. SpaceX, founded in 2002, is the most ambitious project of Elon Musk. Working out of a Shiny white 1m sq. ft factory in California, SpaceX has already made history: In 2012 it became the first private company to dock a spacecraft at the International Space Station. Still, its ultimate goal is to establish a permanent settlement on Mars. By using Rockets that can return to earth intact, rather than burn up in the atmosphere, the price of a space mission would be cut dramatically. Offering cheap, reliable delivery services to NASA and commercial clients is, for Musk, a means to perfect the technology that could one day get humans to Mars.

Q7. How does the Mars One project intend to fund its expedition to Mars?

A7. The project Mars One, has signalled its intent by partnering with Lockheed Martin the company contracted by NASA to build some of its spacecrafts." We aim to get there by 2025," says Lansdorp. I point out that Mars One has attracted plenty of detractors, who say the project is scientifically unfeasible."A lot of critics don't know the details of our plan", he retorts. "And so far, they haven't pointed out a single problem that we haven't been able to find a solution for." if Mars One is successful, 24 people will be sent to live on the red planet. The astronauts will settle into inflatable pods containing a bedroom, living room, office and food production unit where they will grow vegetables, plants, algae and insects." to relax they can do most things we do here on earth indoors: Watch TV, email and video their friends from home" he says.

Q8. Why is it difficult for space based projects to become profitable?

A8. Whether many space Ventures will get off the ground, let alone turn a profit, is impossible to predict. Space projects have undeveloped markets and prolonged periods of development. They also eat up cash. It is difficult to say whether there are enough wealthy entrepreneurs to make space tourism viable. Research by the Tauri group, a U S consultancy firm, suggest that over the next decade more than 4000 people will buy tickets for sub orbital space flights. This will generate revenues of about $600 million which will be enough to support an industry of multiple operators.

Q9. What does Andrew Kuh of the UK space agency have to say about the growth of the space industry?

A9. Andrew Kuh of the UK space agency, which is the part of the government business department, says humans haven't reached Mars yet because it is far more complex than what scientists anticipated 20 to 30 years ago. The UK space agency says Britain's space industry contributes 9 billion pound a year to the economy, employees 28,900 people and is growing at a rate of 7.5 percent a year. Still he praises private Enterprise in space travel as" an interesting intervention".

Q10. How can 3D printing Technology help space exploration?

A10. 3D printing could make building a house in space a matter of pressing a button and letting a robot do the work, according to NASA's Philip Metzger. Contour crafting enables computers to print a building within 24 hours. The layered fabrication technologies see materials such as lunar soil applied in a predetermined design by a nozzle on a movable gantry. The theory is that the majority of the materials needed to build a structure already exist in space. Using this technology, it will also be possible to create curved walls and architecture. "We are doing small scale testing now",says Metzger.

Q11. What are the concerns about owning real estate in space?

A11. According to Yolande Barnes of Savills: It raises interesting issues about the value we place on rarity. Perhaps UHNWIs are taking an interest in investing in lunar property in the same way they might a rare commodity. It's sensible as a derivatives real estate market - markets which work so long as you have a buyer and a seller. But Yolande cant see Savills becoming a lunar estate agents anytime soon.

**Chapter – 8 Indian Telecom Industry: Looking Beyond 3G And 4G**

Answer the following:

Q1. What will be the features of 5G networks?

A1. The 5G technology can bring a paradigm shift in the wireless networks with new features like:

* Faster speed of up to 10 Gbps
* Reduced latency of 1 millisecond, 500 times faster than current L.T.E technologies
* Green and sustainable infrastructure
* Flexibility enabling different wireless technologies to coexist and share resources
* Highly secure network offering seamless and uninterrupted connectivity

Q2. What are the advantages of 5G over current networks?

A2. The telecom operators could see 5G as a game changer not only due to its superior data speed but because of other factors like very low power consumption leading to low capex, low latency rate and 100% geographical cover. The operators will not be required to abandon the legacy network entirely because of the backward compatibility with the existing technologies but there will be massive changes in the base stations for better coverage and lower power consumption. According to the China Mobile Research Institute, the Centralized Radio Access Network (C-RAN)proposed by 5G technology can lower 15% CAPEX as well as upto 50% OPEX in comparison to distributed BTS 3G network. It can also lower energy consumption by 71% compared to traditional RAN systems.

Q3. What changes can be expected in India’s telecom infrastructure with the adoption of 5G technology?

A3. India’s 5G ambition is set to turn lackluster with mobile infrastructure expansion likely to remain low paced following policy bottlenecks in the structure. The telecom infrastructure needs rapid expansion. According to the China Mobile Research Institute, the Centralized Radio Access Network (C-RAN)proposed by 5G technology can lower 15% CAPEX as well as upto 50% OPEX in comparison to distributed BTS 3G network. It can also lower energy consumption by 71% compared to traditional RAN systems.

Q4. How have 3G and 4G technologies been adopted in India?

A4. Despite launch of 3G services in 2010, there is less than 10% penetration in India. However, the 3G adoption has picked up in 2013 and 2014 showing growth of 114% during the period. Like 3G, the case of 4G has also not been meaningful so far. It has been 4 years since operators won the spectrum for launching 4G services in India, but they haven’t made much progress. Only few operators have managed to launch 4G services significantly in bigger cities. While many of the developed and developing countries have done 100% 4G rollout, India is lagging behind.

Q5. What are the general challenges faced by mobile operators in India?

A5. India has a very little penetration of fixed line in its network. Though India has almost 1.2 billion connections, the fixed line is around 18 million. Broadband connectivity on fixed line is also poor. Only around 25% of towers in India are connected with fibre networks whereas in developed nations, it is in excess of 70%. Major telecom operators are reporting losses and financial stress. The current tariff system is not financially viable for telecom sector.

Q6. What are the problems concerning 4G adoption?

A6. It has been 4 years since operators won the spectrum for launching 4G services in India, but they haven’t made much progress. Only few operators have managed to launch 4G services significantly in bigger cities. While many of the developed and developing countries have done 100% 4G rollout, India is lagging behind.

**Chapter 9: My Financial Career**

Answer the following:

Q1. How does going into the bank affect the narrator?

A1. When the narrator goes into a bank, he gets nervous. The clerks rattle him, the Wickets rattle him, the sight of the money rattles him and everything else rattles him. The moment he crosses the threshold of a bank, he becomes a hesitating jay. If he attempts to transact business there he becomes an irresponsible idiot.

Q2. Why did the narrator feel that he needed the services of the bank?

A2. Though the narrator knew that the bank and everything in it makes him nervous, yet he needed the services of a bank because his salary had been raised to $50 a month and he felt that the bank was the only place where he could keep his money safe.

Q3. Why did the manager feel alarmed?

A3. When the narrator told the accountant that he wanted to see the manager alone, the accountant took him to the manager's room. There again the narrator told that he wanted to only meet the manager all alone though the narrator didn't want to say the word 'alone', but without it the things seemed self evident. Hearing that the manager looked at the narrator in some alarm. The manager felt that the narrator had a strange secrets to reveal. And so the manager felt alarmed.

Q4. Who did the manager assume the narrator to be?

A4. The manager assume that the narrator is one of pinkerton's men and so he must be a detective. On further explanation from the narrator, the manager looked relieved, but still serious, he concluded then that the narrator was a son of Baron Rothschild or young Gould.

Q5. How large is the account the narrator wants to open?

A5. The narrator only wanted to deposit $56 now and $50 every month regularly. This large was the account that the narrator wanted to open.

Q6. What did the narrator want to do after having deposited the money?

A6. After having deposited the money, the narrator wanted to draw a cheque of $6 for his current use.

Q7. What mistake did the narrator make while writing the cheque?

A7. While writing the cheque, the narrator realised that he had written 56 instead of 6. Out of nervousness, he made a mistake of writing 56 instead of 6 which he wanted to withdraw for his current use.

Q8. How did the narrator act to cover up his mistake?

A8. Realising that his mistake was a stupid one, he had a feeling that it was impossible to explain the thing. All the clerks had stopped writing to look at the narrator. To cover up his mistake, the narrator, reckless with misery, made a plunge. He told the clerk that he wanted to withdraw all $56 which he just deposited making the people in the bank believe that they might think something had insulted the narrator while he was writing the cheque and that he had changed his mind. He made a wretched attempt to look like a man with a fearfully quick temper.

Q9. How did the bank staff react once the narrator left the building?

A9. As the narrator left the bank, there was an echo of a roar of laughter that went up to the ceiling of the bank. The bank staff were laughing on the stupidity done by the narrator.

Q10. How does the narrator keep his money now?

A10. Since that stupid mistake of the narrator, he never went to the bank anymore. He kept his money in cash in his trousers pocket and his savings in silver dollars in a sock.

**Ch 10: The Wedding Shroud (the answers will be marked in the textbook after reading the chapter comprehension)**

**UNIT – 2 COMPOSITIONS/ COMPREHENSION: COPY WRITING FOR AN ADVERTISEMENT**

***What Is Advertising?***

Advertising is the action of calling public attention to an idea, goods, or service through paid announcements by an identified sponsor.

According to Kotler –

Advertising is any paid form of non-personal presentation & promotion of ideas, goods, or services by an identified sponsor.

According to the Advertising Association of the UK –

Advertising is any communication, usually paid-for, specifically intended to inform and/or influence one or more people.

A simpler (and modern) definition of advertising can be – A paid communication message intended to inform people about something or to influence them to buy or try something.

**Characteristics Of Advertising**

**Paid Form:**Advertising requires the advertiser (also called sponsor) to pay to create an advertising message, to buy advertising media slot, and to monitor advertising efforts.

**Tool For Promotion:**Advertising is an element of the [promotion mix](https://www.feedough.com/marketing-mix-4ps/) of an organization.

**One Way Communication:**Advertising is a one-way communication where brands communicate to the customers through different mediums.

**Personal Or Non-Personal:**Advertising can be non-personal as in the case of TV, radio, or newspaper advertisements, or highly personal as in the case of social media and other cookie-based advertisements.

**Objectives Of Advertising**

There are 3 main objectives of advertising. These are:

**To Inform**

Advertisements are used to increase brand awareness and brand exposure in the [target market](https://www.feedough.com/target-market-definition-examples-strategies-analysis/). Informing potential customers about the brand and its products is the first step towards attaining business goals.

**To Persuade**

Persuading customers to perform a particular task is a prominent objective of advertising. The tasks may involve buying or trying the products and services offered, to form a brand image, develop a favourable attitude towards the brand etc.

**To Remind**

Another objective of advertising is to reinforce the brand message and to reassure the existing and potential customers about the brand vision. Advertising helps the brand to maintain top of mind awareness and to avoid competitors stealing the customers. This also helps in the word of mouth marketing.

Other objectives of advertising are subsets of these three objectives. These subsets are:

* Brand Building
* Increasing Sales
* Creating Demand
* Engagement
* Expanding Customer Base
* Changing Customers’ attitudes, etc.

**Importance Of Advertising**

***To The Customers***

**Convenience:**Targeted informative advertisements make the customer’s decision making process easier as they get to know what suits their requirements and budget.

**Awareness:**Advertising educates the customers about different products available in the market and their features. This knowledge helps customers compare different products and choose the best product for them.

**Better Quality:**Only brands advertise themselves and their products. There are no advertisements for unbranded products. This ensures better quality to the customers as no brand wants to waste money on false advertising.

***To The Business***

**Awareness:** Advertising increases the brand and product awareness among the people belonging to the target market.

**Brand Image:**Clever advertising helps the business to form the desired [brand image](https://www.feedough.com/brand-image-explanation-examples/) and [brand personality](https://www.feedough.com/brand-personality-definition-examples/) in the minds of the customers.

**Product Differentiation:**Advertising helps the business to differentiate its product from those of competitors’ and communicate its features and advantages to the target audience.

**Increases Goodwill:**Advertising reiterates brand vision and increases the goodwill of the brand among its customers.

**Value For Money:**Advertising delivers the message to a wide audience and tends to be value for money when compared to other elements of the promotion mix.

**Advantages Of Advertising**

**Reduces Per-Unit Cost:**The wide appeal of advertisements increases the demand for the product which benefits the organization as it capitalizes on the economies of scale.

**Helps In Brand Building:**Advertisements work effectively in brand building. Brands who advertise are preferred over those which doesn’t.

**Helps In Launching New Product:** Launching a new product is easy when it is backed by an advertisement.

**Boosts Up Existing Customers’ Confidence In The Brand**: Advertisements boosts up existing customers’ confidence in the brand as they get a feeling of pride when they see an advertisement of the product or the brand they use.

**Helps In Reducing Customer Turnover:** Strategic advertisements for new offers and better service helps reduce customer turnover.

**Attracts New Customers:** Attractive advertisements help the brand in gaining new customers and expanding the business.

**Educates The Customers:** Advertisements inform the customers about different products existing in the market and also educates them in what they should look for in an apt product.

**Disadvantages Of Advertising**

**Increases The Costs:** Advertising is an expense to the business and is added to the cost of the product. This cost is eventually borne by the end consumer.

**Confuses The Buyer:** Too many advertisements with similar claims often confuses the buyer in what to buy and should he buy the product or not.

**Is Sometimes Misleading:** Some advertisements use smart strategies to mislead the customers.

**Only For Big Businesses:** Advertising is a costly affair and only big businesses can afford it. This makes small businesses out of competition with big businesses who get to enjoy a monopoly in the market.

**Encourages The Sale Of Inferior Products:** Effective advertisements even lead to the sale of inferior products which aren’t good for the consumers.

**How to Write Advertisement Copy**

A great ad starts with great ad copy. Advertising, a method for selling a product or service, appears in all forms of media. Knowing how to write ad copy demonstrates how powerful words can be by capturing the attention of an audience and persuading them to do something. Advertising copywriting is a tool that persuades a targeted group that they really do need to buy something.

1. Target the customer. Ask yourself what kind of customer you want to attract. Once you have a firm picture of that customer, put yourself in his or her shoes. What do they want? What interests them? The words used to appeal to an upscale professional can be different than a college student. To know your customer is to be able to know what words to use in writing great ad copy.
2. Grab the interest of readers. People see hundreds of ads each day. Make your advertising copy stand out with a headline that captures their attention. Headlines should be brief, memorable and noticeable.
3. Consider the medium for your ad copy. While all types of markets need attention-getting ad copy, the focus will alter with the medium that you use. Television needs a strong visual appeal. What's going to catch the eye of the consumer? What can you show the audience? A visual focus is lost on radio listeners. Listen to how your ad sounds. Will it catch the attention of radio listeners? With Internet advertising, the emphasis is getting a click. If someone is browsing and you've interested them enough to click on your ad, you've succeeded in gaining their attention.
4. Begin writing with the knowledge that sometimes it takes lightning a while to strike. Ad writing is a process that begins with a copywriter putting a message on paper or a computer screen.
5. Focus on specific benefits. Customers buy items or pay for services based on the concept, "What's in it for me?" Make certain your copywriting shows a definite benefit to the customer.

1. Differentiate your business from the competition. Write advertising copy that shows that your product or service offers something the competition doesn't. Perhaps it's more personal service. Cheaper prices.. Convenience.. Fun..
2. Tell customers what action you want them to take. It's not enough to tell them about the latest electronic gizmo, you also have to direct them to call right away or come on down. Make the phone number, Internet address or physical address easy to find.
3. Make your advertising copy stronger when you look at it again. Rewrite it with fewer words, known as cutting out the dead wood. No one is going to take the time to read a paragraph in an ad, so make it brief, but with strong and descriptive words. Forget grammatically correct sentences; it's okay to use fragments as long as the message is catchy and clear.

**Principles of effective copy of advertisement:**

1) **Be precise**: Use short, familiar words, short sentences and short paragraphs

2) **Be specific**: Don't waste time on general talk. The more specific the message, the more attention getting and memorable it is

3) **Get personal**: Directly address your audience whenever possible

4) **Be original**: To keep your copy forceful and persuasive, avoid stock advertising phrases, strings of superlatives and cliches

5) **Keep single focused**: Deliver a simple message instead of one that makes too many points. Focus on single Idea and support it

6) **Be conversational**: The language should be as if two people are talking to each other and don't shy away from incomplete sentences or thoughts

7) **Use creative print and TV advertisements**: To add visual appeal, avoid long blocks of copy in print ads. Instead, break the copy into short paragraphs with subheads

* **Prepare a copy of advertisement for the following products:**

1. Burger deal 2. Personal computer with its features

|  |  |
| --- | --- |
| **Example of Copy of an advertisement of burger deal** | **Example of Copy of an advertisement of personal computers with its features** |
| Image result for pamphlet design | Image result for copy of advertisement of acer |

* **Prepare a copy of advertisement for the following products:**

3. Newly introduced LED bulbs 4. Features provided by a new application introduced

|  |  |
| --- | --- |
| **Example of Copy of an advertisement of newly introduced LED bulbs** | **Example of Copy of an advertisement of features provided by a new application introduced** |
| **Image result for pamphlet of led lamps** | **Image result for pamphlet of mobiles** |

**UNIT – 3:COMPOSITION/ COMPREHENSION (MEETINGS: AGENDA, CIRCULAR, MEMO, MINUTES, NOTICE, RESOLUTION) – BRIEF NOTES**

* **MEETINGS**

**Introduction**

A meeting is a coming together of (generally) three or more people to exchange information in a planned manner and discuss issues set out before them to arrive at decisions, solve problems, etc.

A meeting can be formal or informal. As regards a formal meeting there is set rules for convening it and conducting it, with a written record of its proceedings. It requires a notice which is a call, an invitation to attend it.

It has an agenda or list of things to deal with, and the outcome is systematically written in the form of minutes. An informal meeting can be without any written notice, for instance a staff union meeting in the lunch room to discuss a picnic.

A meeting has a convener who calls it and a leader or chairperson who directs it.

**Types of meeting:**

Meetings are broadly of three types:

(i) Informative, where the purpose is to give information to the participants about a new scheme, product, etc.

(ii) Consultative, in which the members are consulted to solve a problem.

(iii) Executive, in which decisions are taken by those empowered to do so.

In practice, most of the meetings serve more purposes than one. Some additional classifications of meetings are – meeting for negotiation purpose, meeting for giving instructions, etc.

**Purpose of a meeting:**

The purposes of holding meetings are listed here in a skeleton form:

* To reach a common decision/agreement
* To solve a problem
* To understand a situation, exchange ideas and experiences
* To inform, explain, present ideas
* To give and get feedback on new ideas
* To give training
* To plan and prepare for action
* To resolve differences and misunderstandings
* To generate enthusiasm and seek cooperation
* To review past performance and evaluate it
* To create a feeling of continuity and solidarity in a body’s working.

In this mechanical age, union is strength, and united work is done by means of meetings. It is estimated that worldwide, millions of meetings are conducted every day, and their number and usefulness is on the rise.

That is why although many negative remarks are made about the use of meetings; on the whole we find that meeting is a useful device of collective decision-taking and action.

**Advantages of Meetings:**

(i) Save time:

Since one can meet a number of people at a time interactively, a meeting can save time.

(ii) Addressing groups:

One can divide the audiences according to their background and need, and address them group by group.

(iii) Cope with information explosion:

New technology and new regulations are coming thick and fast. Meetings enable us to cope with this situation.

(iv) Social and emotional support:

Members get personal support from each other when they meet and exchange ideas.

(v) Feeling of being consulted:

Members get the feeling that they have been consulted and this is useful in getting their intelligent and willing cooperation.

(vi) Democratic functioning:

Democracy aims at achieving all people’s welfare by all people’s involvement. This is possible through meetings.

(vii) Idea development:

Ideas are systematically cross-fertilized, analyzed and improved by a group.

(viii) Defusing troublemakers:

By the collectivity of constructive forces, troublemakers can be isolated in a meeting and positive action got going. The opponents of a plan get a forum to voice their opposition, which can be overcome before a group of supportive people.

(ix) Bolder decisions:

Collectively we can take more adventurous decisions because of united strength.

(x) Various interest groups represented:

In a meeting many interest groups can be represented and minorities can also be given due attention.

(xi) Preventing mistakes:

A meeting helps to avoid mistakes by a collective and many-angled focus on issues.

**Disadvantages:**

1. Time-consuming:

Meetings require a number of people to come together at the same time and place. This costs time because other work has to be set aside for the sake of the meeting.

2. Inability to arrive at a decision:

Just as “two heads are better than one,” it is also true that “too many cooks spoil the soup.” Multiplicity of views and personal stubbornness of members may prevent a meeting from taking a decision which a chief executive may take alone.

3. Lack of seriousness:

Many meetings suffer from the drawback that members come unprepared and feel that the others will do the thinking and talking. They feel they can take a free ride. “Everybody’s job is nobody’s job.”

4. Inexpert chairing:

Just as an airplane is steered by a pilot, a meeting is piloted by the chairperson. His lack of skill and personal failings/biases may fail a meeting.

5. Expensive:

Meetings are expensive to arrange – they require a place, paperwork, prior communication, and travelling by the attendees.

6. Open to disruption:

A meeting is prone to being disrupted by an element that is opposed to its objective. There are times when one passenger’s refusal to adjust himself delays the entire flight. The same for meetings. The spirit of give-and-take may be missing in some participants.

* **AGENDA**

An agenda is a list of things to do. If you're going to attend a meeting with a long agenda, you'll want to take your coffee mug along.

The word agenda is the plural for of the Latin word agendum, which literally means "something to be done." The noun retains this meaning because an agenda is a plan — organized by time — of events or things to do. You might have a meeting, a lunch date, and a doctor's appointment on your agenda for the day. And when you run for office, you better have a political agenda — or a plan for what you want to get done if elected.

Agenda means things to be done. It is usually sent along with the notice of the meeting. It is a list of the topics to be discussed in a meeting. Sometimes the agenda is prepared after the circulation of the notice in order to include the member’s opinion. If the subject matter of the meeting is secret, the agenda may not be circulated.

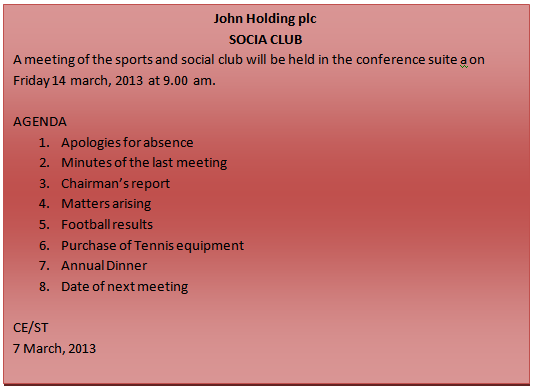
According to Rajendra Pal and Korlahalli, “agenda is document that outlines the contents of a forth coming meeting.”

Simply put, an agenda is a list or a plan. This list includes topics and problems or issues that will be discussed during a meeting. There are a variety of agenda formats; the purpose and type of meeting will determine which agenda format to use. So, agenda is an items or issues prepared by the secretary and which are to be discussed or transacted in a forthcoming meeting.

**Features or characteristics of agenda**

* Generally, agenda is sent along with the notice of the meeting.
* It is written at the end but before or after the signature of the convener of the meeting.
* It is arranged according to the importance of the end.
* Controversial topics should be written at the end.
* The topics are determined by the secretary with consulting the higher authority or the convener of the meeting.
* It is written in brief but explicit manner.

**Example of Agenda:**



**Importance or necessities of agenda**

Agenda is the explicit topics to be discussed in a meeting the members. No one can ignore the importance of an agenda. The necessity or importance’s of an agenda are as follows:

* As it is circulated in advance, the members of the committee or meeting can take preparation to discuss the topics accurately.
* It helps to take a prompt decision.
* Since it has a set of order, it helps the chairperson to conduct the meeting smoothly.
* It can ensure covering all the topics that will be discussed in a meeting.
* It helps to control the unnecessary talking in the meeting.
* It helps to write the minutes and resolution of the meeting.
* As it is served earlier, the members of the meeting can exchange their thought and ideas informally before holding the meeting.

**Types Of Agenda:**

Types of agendas typically used include informal, formal, prioritized and timed. Familiarizing yourself with each agenda format will allow you to effectively choose the proper type for your needs.

**Informal and Formal**

An informal agenda basically refers to an informal list of items that will be discussed during a meeting and is often thrown together at the last minute. A formal agenda follows more of a format. This format includes the type of meeting, lists the meeting facilitator and lists all of the attendees. The agenda then follows a specific order: call to order, roll call, minutes from last meeting, open issues, new business and adjournment.

**Prioritized and Timed**

Prioritized agendas follow a priority system. Items are given an order according to perceived importance to the group. The topics are then discussed in this order. Timed agendas refer to using a set time line for the meeting -- usually a time keeper is assigned to help stay on task. In this format, the agenda would be set up in time intervals. For example, 9:30-9:35: socializing/warm-up, 9:35-9:40: review purpose and desired outcome, 9:40-9:50: review minutes from last meeting.

**Objectives Of Agenda:**

Agenda is a list of activities to be done in a meeting. Serves as a notice, of meeting, if it is sent two participant in advance.

The objectives of agenda are as follows:

1. The agenda enables participants all the members to prepare in advance for the points to be discussed. In other words, participants or the members are aware about the purpose of meeting

2. Members can make a valuable contribution. They can discuss their problems.

3. Meetings can be conducted easily and systematically.

4. No points remain without discussion, because agenda ensure that all the points are covered in discussion. All the functions or points are handed as per scheduled agenda.

Details of agenda: Agenda is a list of activities to be conducted in meeting. Generally it includes specific items of business to be acted upon. Agenda can be included in the notice or attached with the notice of meeting. Along with time, place and date off meeting and the task to be handled in order are mentioned.

Public agenda of non profit organisation help the leaders and citizens, because this agenda provides citizens with insights on critical issues.

From the above discussion it is very clear that -

Agenda means the points to be discussed in a meeting

Agenda is generally sent along with the notice to the participants of the meeting. So it enables the participants in advance for a discussion in meeting so that Final Decision can be arrived at the end of discussion.

**Format of agenda:**

The common format agenda is as under:

1. The first point of agenda is " review of the previous meeting."

2. Discussion of various points and issues, in the priority of order. For example, proposal to start a new branch in Mumbai, setting up new unit in Ahmedabad, revision of salary of workers and clerical staff by 15% and 25% respectively from July 2018.

3. Last is regarding any other matter or issue. If any other participant or members raise any issue during the meeting, it needs to be discussed.

* **CIRCULAR**

**Meaning of circular:**

Circular is a common method of conveying specific message. It is generally written communication addressed to a circle of persons. Circular is one of the oldest type of letter. Circular is written communication which is distributed to a large number of people to convey business message and non business message in a very short time. Circular is written notification conveying information regarding change of policy, change of address, change of price of the product, opening a new branch etc. Thus, this is one kind of notification to different interested parties, such as employees, numbers, customers, public for material information.

**Features of effective circular:**

Many companies use the circulars to enforce dress codes and policies. Moreover it can be used as an advertising tool. So circular must contain specific features to make it effective. For example, heading of the circular must target to the interested parties and must be circulated or distributed within due time. It must contain vital details of relevance in functional areas and will have to be carefully drafted. In short, circular should be drafted in such a way that it can serve its purpose.

**Benefits or importance of circular:**

1. In form off notification, circular contains material information. It is common easy method of conveying specific information.

2. Comparatively it is less costly. It is one of the cost effective means of circulating information.

3. It can be used for wide publicity.

4. It transmits message, information etc. to a large number of people at the time. For example, company can inform the potential customers about it products and services at a time. Thus, it saves time.

5. It plays an important role in the growth and development of business.

6. Circular can communicate with the large number of people at a minimum effort.

* **MEMO**

**Memo advantages and importance of memo:**

Generally office memo is in printed form for the communication within the organisation. The advantages of memos are as follows:

1. Memo is useful for providing suggestions and instructions to subordinates by the manager

2. Memo is used to seek explanation from subordinates on such event so that corrective steps may be taken

3. It can help to maintain better relation between superior and subordinates

4. Memo can also be used to provide solution to particular problem within the organisation

5. It is one of the objectives of memo to inform the decisions and actions taken by the higher authority. It means memo can be widely used to convey information on different affairs to the staff working in the organisation.

6. The cost of communication is less than those of others

7. Generally, supervisors issue memo to subordinates to provide the necessary instructions for better performance of their work. Memo is also issued to remind someone of action.

8. Memo is a written document, hence it becomes useful for future reference

**Disadvantages or limitations of memo:**

1. Sometimes it can be less important for the receiver of memo

2. It is in short form hence meaning of memo is not cleared to the receiver of memo

3. Memo is mostly used in business organisation as a form of communication

4. If the memos are in printed form, sometimes large numbers of printed memos remain unused

**Circulars and memos in business: Comparison**

Both are written forms of business communication and contain vital details of relevance in functional areas. Both are ready for reference and are preserved carefully. Circulars and memos both are drafted carefully. For both, dispatch and distribution require due attention.

It is very difficult to distinguish between circulars and memos. But one can differentiate circular as specific subject related instructions whereas memo covers events and developments. Circular is of a permanent nature whereas memo is generally of short term. Circular is generally to be followed because circular contains instructions or guidelines where as memo is noted. Circular and memo should be drafted carefully and should be dispatched within due time.

* **MINUTES**

**Meaning of minutes:**

Minute is an official recording or an official statement of the proceeding of the meeting. It is an accurate and complete record in brief of the discussion held in the meeting. Minute is a full record but concise record of business transacted at the meeting. The recording of minutes and its maintenance is obligatory for all corporate bodies, such as company co-operative society, charitable Trust etc. As per Companies Act, all the companies are required to maintain Minutes book for all types of meetings. The minute is written evidence of the discussion and resolutions passed in meeting.

**Details of minutes:**

1. The time, date, venue or place of the meeting

2. Name and numbers of members were present in the meeting

3. Name of the chairman of the meeting

4. Resolutions passed in meeting and name of the members who have supported the resolution

5. Name of the members who have opposed or who voted against the passed resolution

6. Notes of the proceeding of the meeting as stated by the chairman of the meeting

**Types or classification of minutes:**

Minutes may be of two types:

1. Minutes of narration: Under this type minute is written in concise summary that is minute is written in narrative style about the discussion and the resolution passed.

2. Minutes of decisions/ resolutions: The decisions taken and approved by the members and participants which are in the form of resolutions are recorded in brief. Only the final decisions at the meeting are recorded in short.

**Points to be considered in writing minutes:**

1. It should state date, time, place of the meeting, name of the chairman, and signature of the present members

2. It should be concise, accurate and in understandable language

3. It should be written in suitable paragraphs

4. It should include correct and fair notes of the proceedings of the meeting as well as clear detail about the resolution passed in the meeting should be mentioned, as it serves as legal document and permanent record

5. Minutes must be recorded in the Minutes book. Minutes book is signed by the chairman of the meeting

**Importance of minutes:**

1. It is an official recording of the proceedings of the meeting and so it is defined as an official record

2. It is a concise but clear, accurate record of the business transacted at the meeting

3. It is also useful for the members who had not attended the meeting

4. It serves as a legal document

5. It serves as a permanent record

6. It helps as the guidelines and serves as a reminder

* **NOTICE:**

**Meaning of notice:**

Generally, notice means formal announcement, warning, notification of one's intention. Notice is one kind of circular provided to people. It is written and formal notification or warning about the fact. Whenever organised body convenes a meeting, notice should be issued in advance to the members.

Whenever an organisation convenes a meeting, it should satisfy the following conditions with reference to notice:

1. Notice should be delivered well in advance to the members or participants

2. It should be under proper authority

3. It should contain time, date and place of meeting

4. It should include all the important details of the meeting or the purpose

5. In practice, notice should reach 7 days before a meeting

6. Notice can be dispatched personally or by post

Thus, the notice of the corporate body is invitation for the members to attend the meeting. There are different types of notices. It may be in form of announcement, warning, notification etc.

Notice for convening company meeting: Company form of organisation is intangible, invisible and legal artificial person. Shareholders are the real owner of the company, so the meeting of the shareholders are important for them. In the same way, meeting of the board of directors are held for the management of the company.

There are various meetings of shareholders:

1) First Annual General Meeting 2) annual General Meeting 3) extra ordinary meeting. While various meetings of board of directors are called for the various functions of the company. The various meetings of board of directors are:1) board meeting 2) committee meetings 3) special meeting

Notice of meeting: A notification sent to shareholders of a company is a legal obligation on the part of the company. Notice to shareholders means informing them the time, date, place of shareholders meeting. In the same way notice is issued to directors informing them the time, date and place of directors meeting. Thus, notice means written circular dispatched to the members, directors or any other persons required to be present in the meeting. Inshort whether it is a meeting of the shareholders or the board of directors, notice is invitation for all the voting members to attend.

Provisions of Companies Act regarding notice:

* Company should issue notice for General Meeting of the shareholders to its members 21 days prior to the meeting
* Company should mention the following details in the notice: Date, day and place of meeting
* Type of meeting and objectives of meeting
* Agenda of meeting
* Secretary of the company issues notice and notice can be dispatched personally or by post
* If the shares are owned in joint name, then the notice should be issued to the person whose name is first in the register of the membership

**Importance of the notice:**

1. Notice provide primary information to the members

2. Members can remain present if they are informed in advance through notice

3. They can take active interest in meeting if they are informed in advance

4. Members can decide whether they should remain present or not in the meeting and also can decide to vote in favour or against resolution

5. Along with the notice, agenda of the meeting is provided

* **RESOLUTION**

Resolution is an official expression of the decision or opinion of an official body. Resolution is a decision made by directors or by shareholders. If a majority votes are achieved in favour of the decision it means resolution is passed. Resolutions mean decision is taken in meeting which is properly convened and satisfies the Quorum requirements.

**Types of resolutions**

There are 3 types of resolutions available to limited company shareholders:

Ordinary resolutions – Passed by a simple majority of shareholders’ votes. Used for all matters, unless the Companies Act, the articles of association, and/or a shareholders’ agreement stipulates the need for a special resolution. The majority of ordinary resolutions must be filed with Companies House.

Special resolutions – Passed by a 75% majority of shareholders’ votes at a general meeting. Used for extraordinary matters that cannot be passed by an ordinary resolution.

Written resolutions – Used when a general meeting is not required to pass an ordinary resolution or special resolution. Any written ordinary resolution must be passed by a simple majority of shareholders’ votes; written special resolutions require a 75% majority vote. Shareholders must sign a written resolution to cast their votes.

What decisions require an ordinary resolution?

An ordinary resolution is passed if a simple majority (above 50%) of the votes cast are in favour of the resolution. This type of resolution can be used by shareholders and directors for all day-to-day matters, such as:

* Appointing and removing directors.
* Appointing and removing secretaries.
* Matters pertaining to directors’ employment contracts.
* Amending directors’ powers.
* Approving dividend payments.
* Authorising directors’ loans.
* Authorising the transfer of shares.

**UNIT – 4: COMPOSITION/ COMPREHENSION: PRESS RELEASE AND**

**TRANSLATION (GUJARATI TO ENGLISH AND ENGLISH TO GUJARATI)**

**What Is a Press Release / News Release?**

A regular cadence of meaningful news can help a company stand out and build mindshare with journalists over time. That's where the press release (or news announcement) comes in.

A press release is an official announcement (written or recorded) that an organization issues to the news media and beyond. Whether we call it a "press release," a "press statement," a "news release," or a "media release," we're always talking about the same basic thing.

While the heading should contain action verbs, the first paragraph should answer the "who," "what," "why," and "where." The press release should also contain understandable language and a quote.

Most press releases are succinct at just a page long -- two pages, tops. Ultimately, companies want to provide enough information so that news outlets have sufficient material for publishing their own stories about whatever the company is announcing in the release.

And while it may be tempting to craft a press release that embellishes your company's accomplishments or twists the facts to make a story sound more intriguing to the media, remember: Press releases live in the public domain, which means your customers and prospective customers can see them. So instead of thinking of a press release solely as a ticket to earning news coverage, you should also think of it as a valuable piece of marketing content.

**How to Write a Press Release**

* Make your headline irresistible.
* Convey the news's value to the press.
* Offer a tempting quotable.
* Provide valuable background information on the subject.
* Summarize the "who" and the "what" in a boilerplate.
* You've got your announcement in mind, and now it's time to get it down in words to share with your community, industry, and followers.

**10 essential tips to ensure your press release makes the news**

1. Make sure the information is newsworthy

2. Tell the audience that the information is intended for them and why they should continue to read it

3. Start with a brief description of the news, then distinguish who announced it, and not the other way around

4. Ask yourself 'how are people going to relate to this and will they be able to connect?'

5. Make sure the first 10 words of your release are effective as they are the most important points

6. Avoid excessive use of adjectives and fancy language

7. Deal with the facts

8. Provide as much contact mission as possible that is contact, address, e-mail, website address etc.

9.Make sure you wait until you have something with enough substance to issue a release

10. Make it as easy as possible for media representatives to do their jobs

**Types of Press Releases**

While there's no cut-and-dried formula for what a press release should include, here are a few types of occasions to help you carve out a focus for your press release and determine what content would help you broadcast your news in the best way:

* New product launches
* Mergers and acquisitions
* Updates to existing products
* Hosting or attending an event
* Opening a new office
* Introducing a new partnership
* Rebranding
* Promoting/hiring a new executive
* Receiving an award

**PRESS RELEASE FORMAT**

A press release should be between 300 to 800 words.

* Logo (optional)
* Release Date
* Headline (Main headline)
* Sub header (Sub heading)
* Date line (place and date)
* First paragraph
* Main body
* Boilerplate (about the organization)
* Contact information
* End notation (###)

**EXAMPLE OF PRESS RELEASE:**

Q. Draft a press release about “Anytime Fitness” announcement of its grand opening on Raiya Road, Rajkot.

(NOTE: This is just an example alongwith the format given on left side. In answer, you will only have to write the press release according to the question and not with the format. Format is only for your understanding. The information mentioned here is completely fictional.)

|  |  |
| --- | --- |
|  | PRESS RELEASE |
| LOGO (optional) | ANYTIME FITNESS  Your health friend |
| RELEASE DATE | For immediate release:  25th November 2019 |
| HEADLINE | **ANYTIME FITNESS ANNOUNCES ITS GRAND OPENING ON RAIYA ROAD, RAJKOT** |
| SUB HEADER | **24 hours fitness club offering convenience and affordability** |
| DATE LINE | RAJKOT, GUJARAT 25th November, 2019: |
| FIRST PARA | Anytime Fitness, the largest growing 24 hours fitness franchise is pleased to announce that it is opening for business at Sadguru complex 14/5D on Raiya Road, Rajkot on 28th November 2019. A great opening celebration will be held on 28th November from 11:00 a.m. to 2:00 p.m. |
| MAIN BODY | The inauguration of the club would be done by Rajkot Mayor Mr. Akshay Khatri with the ribbon cutting ceremony at 11:00 a.m. followed by speeches of different dignitaries. Thereafter, refreshments would be provided and game zone for kids would also be there. Different health activities along with introduction to different health equipments would be done. Free usage of machineries and equipments would be allowed for the inauguration day. Membership of first five registrations would be free for the coming six months. |
| BOILER-PLATE | About Anytime Fitness:  Anytime Fitness is the largest growing 24 hours fitness franchise now opening in Rajkot. It already has its franchise in 10 different states in India. It understands the limitations of people concerning their time as their office and duty schedules differ and so their health suffers. So we came with the concept of 24x7 fitness center for the convenience of all the people. |
| CONTACT | Contact:  Pradip Khandelwal (Head Fitness Coach)  4567890123  [pradipsiranytimefitness@gmail.com](mailto:pradipsiranytimefitness@gmail.com) |
| END NOTATION | ### |

TRANSLATION

English to Gujarati:

1. Studying is the main source of education. Books are indeed the best friends of man. Reading is the greatest source of pleasure and solace to distressed minds. Therefore, the habit of reading should be cultivated. A student should never confine himself to reading only academic books. He should also enjoy the pleasures of classics, poems, drama and history. The various sufferings and joy described in books enable us to have a closer look at life. They also inspire us to face hardships.

અભ્યાસ એ શિક્ષણનો મુખ્ય સ્રોત છે. પુસ્તકો ખરેખર માણસના શ્રેષ્ઠ મિત્રો છે. વાંચન એ આનંદ અને દુ .ખી મનને રાહત આપવાનો સૌથી મોટો સ્રોત છે. તેથી, વાંચવાની ટેવ કેળવી જોઈએ. વિદ્યાર્થીએ પોતાને ફક્ત એકેડેમિક પુસ્તકો વાંચવા માટે જ સીમિત રાખવું જોઈએ નહીં. તેણે ક્લાસિક, કવિતાઓ, નાટક અને ઇતિહાસનો પણ આનંદ માણવો જોઈએ. પુસ્તકોમાં વર્ણવેલ વિવિધ વેદનાઓ અને આનંદ આપણને જીવનને નજીકથી જોવા માટે સક્ષમ કરે છે. તેઓ આપણને મુશ્કેલીઓનો સામનો કરવાની પ્રેરણા પણ આપે છે.

Gujarati to English:

1. જ્યારે આપણે બધા આવતા વર્ષ વિશે ઉત્સાહિત થઈએ છીએ, આભારી હોવા વિશે વિચારવું મહત્વપૂર્ણ છે. તે સફળતા માટેના સૌથી મહત્વપૂર્ણ તત્વોમાંનું એક છે. જીવનને શ્રેષ્ઠતમ રીતે અનુભવવા માટેની તે ચાવી છે. ઘણા તમને કહેશે કે સખત મહેનત અને સમર્પણથી સફળતા મળે છે. જો કે, જીવનમાં તમારા આશીર્વાદો માટે આભારી માનવું એ દલીલ છે કે જે સફળતા અને સમૃદ્ધિના જીવનનો માર્ગ ખોલે છે. આભાર માનવો એ એક શક્તિશાળી પ્રથા છે જે તમારા જીવનમાં કાયમ ક્રાંતિ લાવી શકે છે! તો ચાલો આપણે આભારી રહીએ.

While we are all getting excited about the upcoming year, it’s important to think about being grateful. It is one of the most important elements for success. It’s the key to experiencing life at its best. Many will tell you that hard work and dedication produce success. However, being grateful for your blessings in life is arguably what opens the door to a life of success and prosperity. Thankfulness is a powerful practice that can revolutionize your life forever! So let us be grateful.

English to Gujarati:

1. Being responsible means being dependable, keeping promises and honoring our commitments. It is about accepting the consequences for what we say and do. It also means developing our potential.

People who are responsible don't make excuses for their actions or blame others when things go wrong. They think things through and use good judgment before they take action. They behave in ways that encourage others to trust them.

People who are responsible take charge of their lives. They make plans and set goals for nurturing their talents and skills. They are resilient in finding ways to overcome adversity. They make decisions; they consider the obligations to family and community.

જવાબદાર બનવું એટલે વિશ્વસનીય બનવું, વચનો રાખવા અને આપણી કટિબદ્ધતાઓનું સન્માન કરવું. તે આપણે જે કહીએ છીએ અને કરીએ તેના પરિણામોને સ્વીકારવા વિશે છે. તેનો અર્થ આપણી સંભવિતતાનો વિકાસ કરવો પણ છે.

જે લોકો જવાબદાર છે તેઓ તેમની ક્રિયાઓ માટે બહાનું નથી આપતા અથવા જ્યારે વસ્તુઓ ખોટી પડે ત્યારે અન્ય લોકોને દોષી ઠેરવતા નથી. તેઓ કાર્યવાહી કરે તે પહેલાં તેઓ વિચારે છે અને સારા નિર્ણયનો ઉપયોગ કરે છે. તેઓ એવી રીતે વર્તે છે કે જે અન્ય લોકોને તેમના પર વિશ્વાસ રાખવા પ્રોત્સાહિત કરે.

જવાબદાર લોકો તેમના જીવનનો હવાલો લે છે. તેઓ તેમની આવડત અને કુશળતાના પાલન માટે યોજનાઓ બનાવે છે અને લક્ષ્યો નક્કી કરે છે. મુશ્કેલીઓ દૂર કરવાના માર્ગો શોધવામાં તેઓ સ્થિતિસ્થાપક છે. તેઓ નિર્ણયો લે છે, કુટુંબ અને સમુદાયની જવાબદારી ધ્યાનમાં લે છે.