# ENGLISH

ENGLISH LANGUAGE – 4

UNIT – 1 (Ch 6 to 10 from textbook “English in practice 2” by Aravind Nair)

Ch - 6 Promoting Entrepreneurship in India

1. How can India realise its potential of becoming a developed nation?

A. According to some experts, it is quite necessary that each and everyone has to play a crucial role in contributing towards the growth of the Indian economy. And for that it becomes necessary for every person to tapping the potential of the unemployed and exploring opportunities in the employment market. Experts say that only then the growth of Indian economy is to be increased.

2. Which sectors are considered to be the largest traditional contributors of employment in India?

A. When we talk about the employment in India, we face a big question: How can one create hundred million jobs? And the million-dollar question is which industry will absorb people and bridge the employment gap? As a part of finding solution to the problem, the Railways, the government and the private sector are carrying out recruitments.

3. What is the statistical data regarding the unemployment problem in India?

A. India has almost 300 million youth, but only 100 million jobs. Therefore the country faces a 200 million employment gap. And Amy Christen, vice president, corporate Affairs and general manager, networking Academy operations, cisco Systems,Inc. believes that this gap can be bridged through self employment and Entrepreneurship driven employment.

4. According to Amy Christen how can the issue of unemployment in India be addressed?

A. She believes that this employment gap can be bridge to through self employment and Entrepreneurship driven employment. She says, "we strongly believe in the entrepreneurial spirit of India's youth. In order to support entrepreneurship, the right framework, funding and mentoring needs to be provided. Entrepreneurs and small businesses are always most vulnerable in times of crisis when funding becomes dearer and difficult to come by." She also adds that the financial crisis has created opportunities for startups. Hence structuring programs to maximize the chances of success among young entrepreneurs and ensuring that entrepreneurs have strong mentoring and training to succeed in their business Ventures is vital.

5. How can financial crisis in traditional sectors be turned into an opportunity by startups?

A. According to Amy Christen the financial crisis has created opportunities for startups. There are good people available who are more willing to join start ups. Salaries are more reasonable and therefore within the reach of smaller companies and young people having learned that jobs in large companies are not necessarily safe maybe more inclined to start off on their own. Hence structuring programs to maximize the chances of success among young entrepreneurs and ensuring that entrepreneurs have strong mentoring and training to succeed in their business Ventures is vital.

Ch – 7

1. Where does India figure in the Female Entrepreneurship Index?
2. The status of India in the Female Entrepreneurship Index is not praiseworthy. India ranks a distant low at 70 among 77 countries in the Female Entrepreneurship Index by the Global Entrepreneurship and Development Institute (GEDI). Keeping company with India are neighbors Bangladesh at 75 and Pakistan at the bottom of the heap. In the earlier survey done in 2013 on women entrepreneurship, india ranked 16 among 17 countries on the list with only Uganda below it.
3. Why are women entrepreneurs scared to dream big?
4. According to Harsh Kapur Pillai, Founder Director of Terragni Consulting, one of the reasons for the dismal number of women in the startup ecosystem is that the women entrepreneurs both existing and potential, are scared to dream big. She reasons that this is not because they lack imagination or capability but they fear an imbalance within their work and family priorities. It is one of the most common grouses for women showing up less on the entrepreneurship map. On the other hand, Rao of 7 Vachan says that in this manner, family support is a must. She opines that one cannot function if one doesn’t have family support and spousal support.
5. How does concern for the family affect female entrepreneurship?
6. Safir Adeni the President of Hyderabad chapter of The Indus Entrepreneur is of the views that women prioritizing family and children compulsions especially during their prime years needs to change as not only women miss out on this potential goldmine of this opportunity but businesses and societies at large are missing out on having the benefit of smart, dynamic and very capable women entrepreneurs who traditionally are much better than average men in their organizational skills, financial acumen nd management abilities.
7. Why do some societies prefer women to take up safe jobs?
8. Professor Kavil Ramachandran is the executive director of the Thomas Schmidheiny Centre for family enterprise at ISB. He says about the women entrepreneurship in India that our country has been tradition bound and some in India even today prefer women to take up safer jobs that do not disrupt their family lives. Besides, the women are not considered primary bread winners in most families. Women’s access and exposure to resources are constrained by their background while these are critical components for setting up a successful venture.
9. How does the general status of women in our society put them at a disadvantage when it comes to entrepreneurship?
10. Professor Kavil Ramachandran is the executive director of the Thomas Schmidheiny Centre for family enterprise at ISB says about the status of women in India and how it affects their way to becoming entrepreneurs. He says that in our country if at all women get educated, their education is also tuned to jobs. There are several other challenges of mobility, ease of interacting with buyers and sellers, who are all mostly men especially when she does not have the knowledge of the tricks of each trade with her. In essence, the situation is the manifestation of the genral status of women in our society.

Ch – 8

1. What have companies realized after months of promoting app – only discounts?
2. Flipkart was the first well known e-commerce firm which promoted its mobile app by limiting its discount – led sales to its app only. Then, as the part of the strategy, it made discounts available on both the platforms – website and the mobile app. The revival of the catering to the desktop user, came about after months of application – only discounts and heavy application promotion. Companies seem to have realized that leaving desktop users behind in the long run might affect negatively in the growth.
3. Why do firms prefer apps over web based models according to Rohit Bhatiani?
4. Rohit Bhatiani, director, Deloitte, is of the opinion that for e – commerce firms, a large part of their customers engage in shopping through the app. So it was logical for them to push towards a strategy where you try and get app downloaded so as to get a lock on their customer.
5. What is the strategy being adopted by Flipkart to cater to all the sections of its customers?
6. According to Flipkart spokesperson, the Indian E –tail marketing is overwhelmingly mobile led with around 70% traffic coming from mobile devices. As a result, they continue to follow the ‘Mobile First’ approach as majority of Indian customers shop only from mobile devices. At the same time, they have a base of their customers who shop with us from the desktop. He adds that the Republic Day sale was aimed at enabling both our mobile and desktop customers avail exciting offers on products across categories.
7. What makes shopping using apps different from shopping on a desktop computer?
8. The apps for shopping help e – commerce companies in various ways. After opening an app on the mobile, its less convenient for the buyers to jump to a different one or to explore options whereas on a desktop users can keep multiple tabs open for comparisons between different sites. Additionally companies receive a lot of information from users from the app which helps them customize notifications for individual buyers.
9. What are the two types of buyers who make online purchase?
10. According to the market analysts, there is not a single type of buyers in our society. All the buyers cannot be bunched under one bundle. According to them, there are two kinds of purchases in the e- commerce realm. One is the click and buy approach, the other involves multiple steps – browsing, exploring, identifying and purchasing. The former kind , which is the impulsive one has led to a large number of people coming online, primarily youth, and these occur mainly on the app. The latter kind happens when someone is buying a laptop or a mobile phone and would want to read through the details such as technical specifications, warranties etc.

UNIT – 9

1. Who was Kantichandra?
2. Kantichandra was a young man. In fact he was a young widower. He did not go for the second marriage after his wife’s death. He focused his mind to the hunting of the beasts and birds. His body was long and slender, hard and agile. His sight was keen and his aim was unerring. He dressed like a countrymen. He was always seen in the company of Hira Singh the wrestler, Chakkanlal, Khan Saheb the musician, Mian Saheb and many others. He had no lack of idle followers.
3. Where did Kanti see the girl and what was he doing then?
4. One morning while Kanti was cleaning his favourite gun, saw a village maiden coming to the water’s edge. The girl’s beauty had a rare freshness. It was difficult to guess her age. Her figure was almost a woman’s but her face was childish. Kanti stopped gun cleaning for a while. He was fascinated. He had not expected to see such a face in such a spot. And yet its beauty suited its surroundings better than it would have suited a palace.
5. What did Kanti say when Nabin Banerjee came to the boat?
6. When Nabin Banerjee, Sudha’s father, came to meet Kanti on his boat, Kanti begged the hand of his daughter for himself.
7. What does the title of the story signify?
8. The title of the story “Auspicious Vision” is quite appropriate. It is a kind of a ritual. The bride and the bridegroom are not allowed to see each other after the marriage has been fixed. Auspicious Vision is the moment when the bridegroom sees his bride’s face for the first time after marriage ceremony is over.

Once Kanti saw a girl coming to the water’s edge. She was a combination of beauty and innocence. Attracted by her, Kanti chased her to her house, where he met her father. He asked for Sudha’s hand in marriage but the things change when he learns that the girl he expected in marriage was someone else. After the wedding ceremony, when Kanti took off his wife’s bridal veil, he came to know that she was not the same girl that he had thought of. At first he felt angry with his father in law but soon realized that the old man had not shown him any daughter at all. He did not wish to create any drama over his folly so he kept calm. Suddenly he saw the girl he had been thinking of standing near his bride. A maidservant came and took her by the arm to lead her away, Kanti hurriedly interposed and said that she should be allowed to be there. He asked her name and about the ducklings but she did not reply. Now Kanti came to know that she was deaf and dumb. He also realized that it was but by chance that she rose the other day when the name of Sudha was called. Now he had a clear picture in his mind. He became happy as he saw his real wife’s face.

In this way, the title of the story is very short, simple and appropriate to the story that arises curiosity of the readers and yet does not reveal or give any hint about the end of the story.

1. Describe Kanti’s first meeting with the young maiden.
2. Once in the morning while Kanti was cleaning his favorite gun, he saw a village maiden with two white ducklings clasped to her breasts at the water’s edge. But soon she eloped from there as she saw one of the men pointing an unloaded gun at the ducks. Out of curiosity, Kanti chased the girl to the thicket wherein he had seen the girl disappear. Pushing his way through, he found himself in the yard of a well to do householder. Under the bush was seated the girl he had seen that morning, sobbing over a wounded dove, into whose yellow beak she was trying to wring a little water from the moist corner of her garment. A grey cat, its fore paws on her knee, was looking eagerly at the bird, and every now and then, when it got too forward, she kept it in its place by a warning tap on the nose.

Ch – 10

1. According to FAO, how is the global food demand set to change in the coming decades?
2. According to the FAO estimates by 2050, the global food demand will grow by 70% to cater to the needs of the global population of 9.3 billion. The natural resource to feed this population is going to be difficult task. Urban agriculture is seen as big solution to the problem.
3. How does urban agriculture help to solve the problem of the growing demand for food?
4. Horticulture department changed its strategy and started passing subsidy directly to the citizens instead of farmers who want to grow of complete nutrients set of vegetables. Horticulture department director K. Devamuni Reddy said that the initiative as a part of urban farming met with good response since it was initiated two months back. He added that they started giving the citizens who were ready to grow a cluster of vegetables at their home a subsidy of Rs. 360 and they had to spend another Rs. 1200 from their pockets.
5. What does the Horticulture Department provide for those who want to do the urban farming?
6. Urban agriculture started being caught up in the city of Hyderabad as a result of the initiative taken by Horticulture department. This time Horticulture department changed its strategy and started passing subsidy directly to the citizens instead of farmers who want to grow complete nutrients set of vegetables. Responding to that initiative, more than 4000 households in the outskirts of the city turned self reliant for the vegetable needs of the family.
7. Which localities have been most involved in urban farming in Hyderabad?
8. The household have been most involved in urban farming in Hyderabad. Official sources said that in Hyderabad, it was found that the households that produce vegetables saved 20% of their total food expenditures by retaining part of the produce for household consumption.
9. What crops can be grown using the subsidy kit provided?
10. The growers will be able to get ladies finger, tomato, brinjal, palak, coriander, ridge gourd, bottle gourd, beans, cucumber and cluster beans. The subsidized kit will have the required seeds and the kit will be sufficient for two seasons to grow. It would cover nearly one and half Kg. a day for a family of four members.

# UNIT 2

## **Direct and indirect speech**

If we want to say what other people said, thought or felt, we can use the direct or indirect speech.  
The direct speech: "I like it," he said. "Irene is late," he thought. "I will pass the exam," she hoped.  
The indirect speech: He said he liked it. He thought that Irene was late. She hoped she would pass the exam.  
The indirect speech is typically introduced by verbs such as say, tell, admit, complain, explain, remind, reply, think, hope, offer, refuse etc. in the past tense.  
He said (that) he didn't want it.  
She explained that she had been at the seaside.

**If these verbs are in the past tense, we change the following:**a) verb tenses and verb forms  
b) pronouns  
c) the adverbs of time and place

**A) Verb tenses**

**We change the tenses in the following way:**

* **Present - past**"I never understand you," she told me. - She told me she never understood me.  
  "We are doing exercises," he explained. - He explained that they were doing exercises.
* **Present perfect - past perfect**  
  "I have broken the window," he admitted. - He admitted that he had broken the window.  
  "I have been waiting since the morning," he complained. - He complained that he had been waiting since the morning.
* **Past - past perfect**  
  "She went to Rome," I thought. - I thought that she had gone to Rome.  
  "He was thinking of buying a new car," she said. - She said he had been thinking of buying a new car.
* **Will - conditional**  
  Will changes into the conditional.  
  I will come on Sunday," he reminded me. - He reminded me that he would come on Sunday.

As you can see, both **the past tense and the present perfect change into the past perfect.**

**Notes**  
1. **I shall, we shall usually become would.**  
"I shall appreciate it," he said. - He said he would appreciate it.

**2. I should, we should usually change into would.**  
"We should be really glad," she told us. - She told us they would be really glad.

**3. May becomes might.**  
"I may write to him," she promised. - She promised that she might write to him.

**The verb forms remain the same in the following cases:**

* **If we use the past perfect tense.**  
  Eva: "I had never seen him." - Eva claimed that she had never seen him.
* **If the reporting verb is in the present tense**.  
  Bill: "I am enjoying my holiday." - Bill says he is enjoying his holiday.  
  Sandy: "I will never go to work." - Sandy says she will never go to work.
* **When we report something that is still true.**  
  Dan: "Asia is the largest continent." - Dan said Asia is the largest continent.  
  Emma: "People in Africa are starving." - Emma said people in Africa are starving.
* **When a sentence is made and reported at the same time and the fact is still true.**Michael: "I am thirsty." - Michael said he is thirsty.
* **With modal verbs would, might, could, should, ought to, used to.**George: "I would try it." - George said he would try it.  
  Mimi: "I might come." - Mimi said she might come.  
  Steve: "I could fail." - Steve said he could fail.  
  Linda: "He should/ought to stay in bed." - Linda said he should/ought to stay in bed.  
  Mel: "I used to have a car." - Mel said he used to have a car.
* **In if-clauses.**  
  Martha: "If I tidied my room, my dad would be happy." - Martha said that if she tidied her room, her dad would be happy.
* **In time clauses**.  
  Joe: "When I was staying in Madrid I met my best friend." - He said that when he was staying in Madrid he met his best friend.
* **We do not change the past tense in spoken English if it is clear from the situation when the action happened.**

"She did it on Sunday," I said. - I said she did it on Sunday.

* **We must change it, however, in the following sentence, otherwise it will not be clear whether we are talking about the present or past feelings**.

"I hated her," he said. - He said he had hated her.

* **We do not usually change the modal verbs must and needn't. But must can become had to or would have to and needn't can become didn't have to or wouldn't have to if we want to express an obligation.**
* "I must wash up." - He said he must wash up/he had to wash up.
* "I needn't be at school today." - He said he needn't be/didn't have to be at school that day.  
  "We must do it in June." - He said they would have to do it in June.
* **If the modal verb must does not express obligation, we do not change it.**  
  "We must relax for a while." (suggestion) - He said they must relax for a while.  
  "You must be tired after such a trip." (certainty) - He said we must be tired after such a trip.

**Sample of Tenses, Direct and Indirect Speech**

**Tense Direct Speech Reported Speech**

Present simple I like ice cream She said (that) she liked ice cream.

Present continuous I am living in London She said she was living in London.

Past simple I bought a car She said she had bought a car

Past continuous I was walking along the street She said she had been walking along the

street.

Present perfect I haven't seen Julie She said she hadn't seen Julie.

Past perfect I had taken English lessons before She said she had taken English lessons

before.

Will I'll see you later She said she would see me later.

Would I would help, but.. She said she would help but...

Can I can speak perfect English She said she could speak perfect English.

Could I could swim when I was four She said she could swim when she was four.

Shall I shall come later She said she would come later.

Should I should call my mother she said she should call her mother

Might I might be late She said she might be late

Must I must study at the weekend she said she must study at the weekend

Occasionally, we don't need to change the present tense into the past if the information in direct speech is still true (but this is only for things which are general facts, and even then usually we like to change the tense):

Direct speech: The sky is blue.

Reported speech: She said that the sky is/was blue.

**B) Pronouns**

**We have to change the pronouns to keep the same meaning of a sentence.**

"We are the best students," he said. - He said they were the best students.

"They called us," he said. - He said they had called them.

"I like your jeans," she said. - She said she liked my jeans.

"I can lend you my car," he said. - He said he could lend me his car.

**Sometimes we have to use a noun instead of a pronoun; otherwise the new sentence is confusing.**

"He killed them," Kevin said. - Kevin said that the man had killed them.

If we only make mechanical changes (Kevin said he had killed them), the new sentence can have a different meaning - Kevin himself killed them.

**This and these are usually substituted.**  
"They will finish it this year," he said. - He said they would finish it that year.

"I brought you this book," she said. - She said she had brought me the book.

"We want these flowers," they said. - They said they wanted the flowers.

**C) Time and place**

Let's suppose that we talked to our friend Mary on Friday. And she said: "Greg came yesterday."  It means that Greg came on Thursday. If we report Mary's sentence on Sunday, we have to do the following:

Mary: "Greg came yesterday." - Mary said that Greg had come the day before.  
If we say: Mary said Greg had come yesterday, it is not correct, because it means that he came on Saturday.

**The time expressions change as follows.**  
now - then, today - that day, tomorrow - the next day/the following day, the day after tomorrow - in two days' time, yesterday - the day before, the day before yesterday - two days before, next week/month - the following week/month, last week/month - the previous week/month, a year ago - a year before/the previous year

Bill: "She will leave tomorrow." - Bill said she would leave the next day.  
Sam: "She arrived last week." - Sam said she had arrived the previous week.  
Julie: "He moved a year ago." - Julie said he had moved a year before.

**Note**  
**If something is said and reported at the same time, the time expressions can remain the same.**"I will go on holiday tomorrow," he told me today. - He told me today he would go on holiday tomorrow.  
"We painted the hall last weekend," she told me this week. - She told me this week they had painted the hall last weekend.

**On the other hand, if something is reported later, the time expressions are different in the indirect speech.**

Last week Jim said: "I'm playing next week."  
If we say his sentence a week later, we will say:  
Jim said he was playing this week.

**Here usually becomes there. But sometimes we make different adjustments.**At school: "I'll be here at 10 o'clock," he said. - He said he would be there at 10 o'clock.

In Baker Street: "We'll meet here." - He said they would meet in Baker Street

1. **Reported speech according to usage:**
2. **Reported Statements**

When do we use reported speech? Sometimes someone says a sentence, for example

"I'm going to the cinema tonight". Later, maybe we want to tell someone else what the

first person said. Here's how it works:

**We use a reporting verb like 'say' or 'tell'. If this verb is in the present tense, it's easy.We just put 'she says' and then the sentence:**

Direct speech: I like ice cream.

Reported speech: She says she likes ice cream.

We don't need to change the tense, though probably we do need to change the ‘person'from 'I' to 'she', for example. We also may need to change words like 'my' and 'your'.

**On the other hand, if the reporting verb is in the past tense, then usually we change the tenses in the reported speech:**

Direct speech: I like ice cream.

Reported speech: She said she liked ice cream.

1. **Reported Questions**

Direct speech: Where do you live?

How can we make the reported speech here? In fact, it's not so different from reported statements. The tense changes are the same, and we keep the question word. The very important thing though is that, once we tell the question to someone else, it isn't a question any more. So we need to change the grammar to a normal positive sentence:

Reported speech: She asked me where I lived.

The direct question is in the present simple tense. We make a present simple question with 'do' or 'does' so I need to take that away. Then I need to change the verb to the past simple. Another example:

Direct speech: Where is Julie?

Reported speech: She asked me where Julie was.

The direct question is the present simple of 'be'. We make the question form of the present simple of be by inverting (changing the position of) the subject and verb. So, we need to change them back before putting the verb into the past simple. Here are some more examples:

**Direct Question Reported Question**

“Where is the Post Office, please?” She asked me where the Post Office was.

“What are you doing?” She asked me what I was doing.

“Who was that fantastic man?” She asked me who that fantastic man had been.

So much for 'wh' questions. But, what if you need to report a 'yes / no' question? We don't have any question words to help us. Instead, we use 'if':

Direct speech: Do you like chocolate?

Reported speech: She asked me if I liked chocolate.

Direct Question Reported Question

“Do you love me?” He asked me if I loved him.

“Have you ever been to Mexico?” She asked me if I had ever been to Mexico.

“Are you living here?” She asked me if I was living here.

1. **Reported Requests**

What if someone asks you to do something (in a polite way)? For example:

Direct speech: Close the window, please.

Or: Could you close the window please?

Or: Would you mind closing the window please?

**All of these requests mean the same thing, so we don't need to report every word when we tell another person about it. We simply use 'ask me + to + infinitive':**

Reported speech: She asked me to close the window.

Here are a few more examples:

**Direct Request Reported Request**

“Please help me”. She asked me to help her.

“Please don't smoke”. She asked me not to smoke.

“Could you bring my book tonight?” She asked me to bring her book that night.

“Could you pass the milk, please?” She asked me to pass the milk.

“Would you mind coming early tomorrow?”

She asked me to come early the next day.

To report a negative request, use 'not':

Direct speech: Please don't be late.

Reported speech: She asked us not to be late.

1. **Reported Orders**

**If someone 'orders', when someone tells you very directly to do something. For example:**

Direct speech: Sit down!

In fact, we make this into reported speech in the same way as a request. We just use 'tell' instead of 'ask':

Reported speech: She told me to sit down.

**Direct Order Reported Order**

“Go to bed!” He told the child to go to bed.

“Don't worry!” He told her not to worry.

“Be on time!” He told me to be on time.

“Don't smoke!” He told us not to smoke.

**Unit 3**

1. **Conjunction**

Conjunctions join words, phrases and clauses together. This article provides a brief overview of the different types of conjunctions and their function in sentences.

1. **Coordinating Conjunctions**

 but

 so

 or

 and

Coordinating conjunctions join words, phrases, or independent clauses of a sentence together. They often link similar grammatical parts of a sentence together ( parts of speech + parts of speech / phrase + phrase / clause + clause ). Here are some example sentences:

1. We went to the park, but we did not have time for the museum.

2. She has to work late tonight, so she cannot make it to party.

3. Let's meet at the beach or in front of the hotel.

4. On Friday night we watched TV and a movie.

In a sentence, Coordinating conjunctions come in between the individual words, phrases, and independent clauses they are joining.

1. **Subordinating Conjunctions**

 after / before

 although / even though

 because / as

 if

 as long as / provided that

 till / until

 unless

 when / once / as soon as

 while / whereas

 in spite of / despite

Subordinating conjunctions join an independent clause (which contains both a subject and a verb and can act as a complete sentence) and a dependent clause (which also contains a subject and a verb, but is not a complete sentence). Here are some example sentences:

1. They went running, although / even though it was very hot.

2. We went to the beach despite / in spite of the rainy weather.

3. We decided to go to the cinema because / as it was too cold to go to the beach.

4. Monica lives in New York, while / whereas her brother lives in California.

5. He went to work after he (had) finished his breakfast

6. He finished breakfast before he went to work.

7. I will go there if / provided that / as long as you go too.

8. I won’t go there unless you go too

9. We can leave when / once you are ready.

10. You can’t drive until / till you get your licence.

Subordinating conjunctions always come at the beginning of a dependent clause. However, dependent clauses can sometimes come before an independent clause (separated by a comma). So, we could write the above sentences this way:

1. Although / Even though it was very hot, they went running.

2. Despite / In spite of the rainy weather, we went to the beach.

3. Because / as it was too cold to go to the beach, we decided to go to the cinema.

4. While / Whereas her brother lives in California, Monica lives in New York.

5. After he (had) finished his breakfast, he went to work.

6. Before he went to work, he finished his breakfast.

7. If / Provided that / As long as you go too, I will go there.

8. Unless you go too, I won’t go there.

9. When / Once you are ready, we can leave.

10. Until / Till you get your licence, you can’t drive.

Coordinating conjunctions join parts of sentence that are similar whereas subordinating conjunctions often shows a contrasting or unequal relationship.

1. **Linking words across sentences**

Linking words across sentences always link a second sentence to an idea in the previous sentence. That means they come at the beginning of the second sentence.

 In addition, / Furthermore,

 However, / On the other hand,

 Therefore, / Consequently,

 First(ly), / Second(ly), / Third(ly), / Finally,

Linking words across sentences are used either for contrast with the previous sentence or for continuing the same idea. Here are some examples:

Perth is a nice place to live for many reasons including the fantastic summer weather and the beaches and parks. In addition, / Furthermore, there are a lot of pubs, clubs, restaurants and cafes to enjoy. However, / On the other hand, there is not much to do in winter when it is cold and rainy and not much fun to do outdoor activities. Therefore, / Consequently, if you are planning to visit Perth, it is best to come between November and April which is the hottest time.

Before you travel you need to think about a number of things. First(ly), make sure your passport is up-to-date. Second(ly), get some travel insurance in case something goes wrong on your trip. Third(ly), make sure you pack a hat, a pair of sunglasses and some strong sunscreen for the beach. Finally, change some money into Aussie dollars before you leave your country.

**Sample Sentences**

We ate a pizza **and** a kebab.

We had some cake **but** we didn’t have any coffee.

I had a headache **so** I didn’t go to the party.

You can have a coffee **or** a tea but not both.

I can’t come to school **because** I have an important appointment.

I will call you **when** I get home.

I wanted to eat Japanese food **whereas** my wife wanted to eat Chinese food.

You cannot go into that bar **unless** you are 18 or older.

She still went to work **even though** she was sick.

Don’t call me **until** you have finished your work.

**Despite** the bad weather, they decided to have a picnic.

I did not have the correct visa. **Consequently**, I could not enter the country.

I like milk, butter, cream and yoghurt. **However**, I don’t like cheese.

You can have an ice-cream **provided** that you have finished your homework.

**While** john was fixing the car, his wife was making sandwiches.

I will love you **till** I die.

**Although** we had no money, we still had a good time.

1. **Phrasal verbs**

Idioms are ways of expressing ideas that over time become accepted as standard usage in language even though they are often not readily understandable from their grammatical construction or from the meaning of their parts. Many idioms are created by adding a preposition to a basic verb, which forms a verb phrase known as a phrasal verb that is different from the meaning of the verb alone. For example, the verb "to drop" means “to let something fall.” In contrast, as a phrasal verb "drop in" means “to visit someone without having received an invitation,” whereas "drop out" means “to stop doing what one usually does.” You will find that many phrasal verbs have more than one meaning. For example, "turn in" means “to give something to someone,” as in "I turned in my test paper to the instructor." However, it can also mean “to go to sleep,” as in "Because it was late, I decided to turn in for the night." Sometimes a difference in syntax or word order of a phrasal verb can also result in different idiomatic meanings. Because idiomatic usage is quite irregular, it can be learned more efficiently by memorization and frequent practice than by learning rules. The following list of phrasal verbs will help you master a variety of idiomatic combinations. Each section presents a basic verb with several idioms that have been derived by choosing the right prepositions to form phrasal verbs.

### **Advice for Using Phrasal Verbs**

This is the most important thing to know about phrasal verbs: **The meaning of the phrasal verb might not be the same as the meaning of the main verb.** It is a good idea to think of every phrasal verb as a completely different verb from the main verb it uses. Using the example above, you can think of “look,” “look into” and “look after” as three completely different verbs.

The wonderful thing about phrasal verbs is that sometimes they are the exact, perfect word you need in a sentence. They give you more ways to express yourself. For example, the word “look into” is more general and less formal than words such as “research” and “investigate.” You can use it in more casual situations. It can also be used in a lot of different situations than it synonyms, so that makes it a great phrasal verb to remember and use.

Another good example of how phrasal verbs can help your business English is the difference between “looking at” paperwork and “looking through” paperwork. Both of these phrasal verbs involve “looking.” However, each one is a little different.

**Looking through** paperwork means to carefully read through the words of the documents and all the details. **Looking at** the paperwork is much lighter, and means that you are not reading the paperwork as carefully. **Looking at** papers means just glancing (looking very quickly) at the title and paper itself.

### Different Types of Phrasal Verbs

There are two good ways to divide phrasal verbs. One way is based on if the phrasal verb needs an object or not. The grammatical terms for these are **transitive** (verbs that need an object) and **intransitive** (verbs that don’t need an object).

An example of a phrasal verb that needs an object is “look forward to.” Without an object, this transitive phrasal verb is not complete.

“We are looking forward to **the presentation.**”

Without the object, “the presentation,” this sentence is incomplete. You cannot say “We are looking forward to.” This is not a complete sentence because there is no object.

An example of an intransitive phrasal verb, one that does not need an object is “get ahead.” It means to advance or make progress. This is a common phrasal verb in business as in the example below:

“Jane started working here in the mail room, but studied and worked hard to **get ahead.** Now she is a regional manager.”

Another way that phrasal verbs can be divided is whether they are **separable** or **inseparable**. When phrasal verbs are **separable**, the object can go in between the main verb and the other part of the phrasal verb. An **inseparable**phrasal verb cannot have anything inserted between the main verb and the other part.

An example of an inseparable phrasal verb is “come across.” “Come across” means to find something by chance.

“The salesman **came across** a mistake on the order sheet.”

Because it’s inseparable, the object “a mistake” can’t be put in the middle of the phrasal verb. The following sentence is **wrong**:

**Incorrect:** “The salesman **came** a mistake **across** on the order sheet.”

“Came across” must be said together, and the object comes after.

“Figure out” is an example of a separable phrasal verb. The object can go in between “figure” and “out” or it can be placed after the phrasal verb (the same as in inseparable phrasal verbs). “Figure out” means to think about something and understand it. Both of the following sentences are correct:

“Our manager **figured out** the problem.”

“Our manager **figured** the problem **out**.”

**COMMON PHRASAL VERBS (related to commerce)**

### 1. Deal with

**Type:**Inseparable, transitive

**Meaning:**To handle, work on

**Example:**Our new department head will **deal with** the training of new staff members.

### 2. Take over

**Type:**Separable, intransitive  
**Meaning:**To get control or responsibility for something  
**Example:**Tom will **take over** the sales department and become its new manager.

### 3. Look into

**Type:**Inseparable, transitive  
**Meaning:**To investigate, learn more about  
**Example:**We are now **looking into** new software to use in our training.

### 4. Look up to

**Type:**Inseparable, transitive  
**Meaning:**To respect  
**Example:**Many of our co-workers **look up to** Jill, and she is well-liked by her customers as well.

### 5. Look for

**Type:**Inseparable, transitive  
**Meaning:**To search  
**Example:**They are **looking for** a candidate who can speak both Chinese and Portuguese.

### 6. Look through

**Type:**Inseparable, transitive  
**Meaning:**To search many things  
**Example:**They had to **look through** all of last month’s receipts to find the one they wanted.

### 7. Catch on

**Type:**Inseparable, intransitive  
**Meaning:**To finally understand, to understand something that other people already understand  
**Example:**Jim learns quickly, therefore he **caught on**after trying only two times.

### 8. Get ahead

**Type:**Inseparable, intransitive  
**Meaning:**To move up in position, improve your career  
**Example:**My boss told me that if I wanted to **get ahead**, I would need to work a little harder.

### 9. Drop in

**Type:**Inseparable, intransitive  
**Meaning:**To make an unexpected visit  
**Example:**I am always nervous when our CEO **drops in**.

### 10. Drop off (1)

**Type:**Inseparable, intransitive  
**Meaning:**A sharp decrease  
**Example:**At the end of summer there was a **drop off** in sales of bottled water.

### 11. Drop off (2)

**Type:**Separable, transitive  
**Meaning:**To deliver  
**Example:**The new receptionist **dropped** our plans **off** on her way home.

### 12. Fill in (1)

**Type:**Separable, transitive  
**Meaning:**To write or type an item on a form  
**Example:**You can’t go on to page 2 until you **fill in** every answer on page 1.

### 13. Fill in (2)

**Type:**Inseparable, intransitive  
**Meaning:**To do a job or hold a position temporarily  
**Example:**When the president is away, the vice president will **fill in**.

### 14. Bring up

**Type:**Separable, transitive  
**Meaning:**To say or introduce a topic or issue  
**Example:**Whenever we have a meeting, our manager **brings up** the fact that we are improving every month.

### 15. Break down

**Type:**Separable, transitive  
**Meaning:**To explain something or divide something into parts  
**Example:**The new security system seemed confusing until Mary **broke** it **down** into five easy steps.

### 16. Hold up

**Type:**Separable, transitive  
**Meaning:**To cause a delay  
**Example:**The bad weather is **holding** progress **up** on the new bridge.

### 17. Turn down

**Type:**Separable, transitive  
**Meaning:**To handle, work on  
**Example:**Larry **turned down** a job at another company so that he could continue his work here.

### 18. Think through

**Type:**Separable, transitive  
**Meaning:**To consider carefully and thoroughly  
**Example:**The marketing team did not **think** it **through** carefully before giving the product such a silly name.

### 19. Spell out

**Type:**Separable, transitive  
**Meaning:**To say something in a simple way  
**Example:**Don misunderstood the question so we had to **spell** it **out** for him.

### 20. Point out

**Type:**Separable, transitive  
**Meaning:**To indicate or show something  
**Example:**Everyone at the meeting was surprised when she **pointed out** the accounting department’s mistake.

### 21. Cut down

**Type:**Separable, transitive  
**Meaning:**To reduce, make something less  
**Example:**We will be **cutting down** the electricity bill by installing solar panels.

### 22. Cut out

**Type:**Separable, transitive  
**Meaning:**To completely remove or erase  
**Example:**Last year we **cut out** spending on TV commercials in order to increase spending on radio commercials.

### 23. Call off

**Type:**Separable, transitive  
**Meaning:**To cancel  
**Example:**The department meeting was **called off** this week so please use your time wisely.

### 24. Chip in

**Type:**Inseparable, intransitive  
**Meaning:**To give some help  
**Example:**If everyone **chips in**, we will be able to finish the job by lunch time.

### 25. Put off

**Type:**Separable, transitive  
**Meaning:**To postpone, delay  
**Example:**The construction on the new building was **put off**because of all the rain this summer.

**Unit 4**

1. **COMPREHENSION**

A comprehension exercise consists of a passage, upon which questions are set to test the student's ability to understand the content of the given text and to infer information and meanings from it.

Here are a few hints:-

1. Read the passage fairly quickly to get the general idea.

2. Read again, a little slowly, so as to know the details.

3. Study the questions thoroughly. Turn to the relevant portions of the passage, read them again, and then rewrite them in your own words, neatly and precisely

4. Use complete sentences.

5. If you are asked to give the meaning of any words or phrases, you should express the idea as clearly as possible in your own words. Certain words require the kind of definition that is given in a dictionary. Take care to frame the definition in conform it with the part of speech.

**Sample**

Read the passage below and then answer the questions which follow it. It has been part of Nelson's prayer that the British fleet might be distinguished by humanity in the victory which he expected. Setting an example himself, he twice gave orders to cease firing upon the Redoubtable, supposing that she had struck because her great guns were silent; for as she carried no flag, there was no means of scantly ascertaining the fact. From this ship, which he had thus twice spared, he received his death. A ball fired from her mizzen-top which, in the then situation of the two vessels was not more than fifteen yards from that part of the deck where he was standing, struck the epaulette on his left shoulder about a quarter after one, just in the heat of action. He fell upon his face on the spot which was covered with his poor secretary's blood. Hardy who was a few steps from him turning around, saw three men raising him up. “They have done for me at last Hardy!” said he. “I hope not!” cried Hardy. “Yes,” he replied; “my backbone is shot through!” Yet even now not for a moment losing his presence of mind, he observed as they were carrying him down the ladder, that the tiller-ropes which had been shot away, were not yet replaced and ordered that new ones should be roped immediately. Then that he might not be seen by the crew, he took out his handkerchief and covered his face and his stars. Had he but concealed these badges of honor from the enemy, England perhaps would not have had cause to receive with sorrow the news of the battle of Trafalgar. The cockpit was crowded with wounded and dying men; over whose bodies he was with some difficulty conveyed, and laid upon a pallet in the midshipmen's berth. It was soon perceived, upon examination, that the wound was mortal. This, however, was concealed from all, except Captain Hardy, the chaplain, and the medical attendants. He himself being certain, from the sensation in his back, and the gush of blood he felt momentarily within his breast, that no human care could avail him, insisted that the surgeon should leave him and attend to those to whom he might be useful.

Questions

1. What is meant by 'supposing that she had struck’?

2. How can Nelson be said to have been partly responsible for his own death?

3. What do you understand by the 'mizzen-top' ?

4. Why did Nelson insist that the surgeon should leave him and attend to others?

5. What qualities in Nelson's character are revealed by this passage?

Answers

1. 'Supposing that she had struck means 'thinking that the men in the ship had

surrendered'.

2. Nelson ordered his men two times to cease firing on the Redoubtable.

From the same ship a ball was fired at him and brought about his death.

He was thus partly responsible for his death.

3. The 'mizzen-top' is the platform round the lower part of the mast nearest the stern.

4. Nelson was certain that it would be impossible to save his life. He, therefore, insisted

that the surgeon should leave him and attend to others.

5. His patriotism, his humanity and his powers of endurance are revealed by this passage.

1. **LETTER-WRITING**

Every educated person should know how to write a clear and readable letter. Everyone

has sometimes to write business letters of some sort, and may have to face the problem

of writing an important letter that will vitally affect his interests in life. The art of letter writing

is, therefore, no mere ornamental accomplishment, but something that every

educated person must acquire for practical reasons.

I. **Personal Letters**

Letters to relations and intimate friends should be written in an easy, conversational style.

They are really of the nature of friendly chat; and, being as a rule unpremeditated and

spontaneous compositions, they are informal and free-and-easy as compared with essays.

Just as in friendly talk, so in friendly letters, we can touch on many subjects and in any

order we like; and we can use colloquial expressions which would in formal essays be

quite out of place. But this does not mean that we can be careless and slovenly in dashing

off our letters, for it is insulting to ask a friend to decipher a badly-written, ill-composed

and confused scrawl; so we must take some care and preserve some order in expressing

our thoughts. Above all, it must be remembered that, however free-and- easy may be our

style, we are just as much bound by the rules of spelling, punctuation, grammar and

idiom in writing a letter as we are in writing the most formal essay. Such ungrammatical

expressions as “an advice” “those sort of things” and "he met my brother and I," are no

more permissible in a friendly letter than in a literary article. Mistakes in spelling,

punctuation and grammar at once stamp a letter-writer as uneducated.

Forms of address:- In friendly letters to relations and intimate friends, the proper form of

address is the name (without title) of the person to whom you are writing, prefixed by

such qualifying terms as Dear, My dear, Dearest, etc. For example:-

Dear Father or Mother, Dear Brother, Dearest Sister, Dear Edward, My dear Abdul, etc.

The forms of subscription are varied. The following can be used in letters to relatives and

near friends:- Yours affectionately, Your affectionate (or loving) son, or brother or friend,

Yours very sincerely (to friends); or you can use some such form as this:-

With love and best wishes,

From your affectionate friend,

Ahmad Hassan

In concluding letters to friends or acquaintances whom you address as "Shri or Mr " (e.g.,

My Dear Shri Durga Prasad) you should use the word sincerely or very sincerely, in the

subscription; and this may be preceded by With kind (or very kind or kindest) regards.

Thus:-

With kind regards,

Yours sincerely,

Chaman Lal

(N.B:- Sincerely should not be used in letters beginning with the formal Dear Sir, after

which the proper word of subscription is faithfully or truly.)

[To your uncle on his 70th birthday]

18 Patel Road

Mumbai 400014

24 Sept. 2001

My dear Uncle,

I have just remembered that it is your birthday on Saturday and so I must send you a

birthday letter at once And I begin with the old greeting, Many happy returns of the day !

I hope the day itself will be peaceful and happy for you and. that you will be spared in

happiness and health to us all for years yet. You have always been a kind and generous

uncle to me, and I take this opportunity of thanking you from the bottom of my heart for

all you have done for me. And I know all your nieces and other nephews feel the same.

I was so glad to hear from father that you are still hale and hearty, and can take your four mile

walk every day, and still play a good set of tennis.

I am sending you a book which I think you will like. You were always a great reader, and

I am glad that your eyesight remains as good as ever-so father says.

I am getting on well in my business and hope to enlarge it considerably before the end of

the year.

With love and best wishes,

Your loving nephew,

Xyz

**II. Business Letters**

Business letters should be terse, clear, and to the point. Businessmen are busy men, and

have no time to read long, rambling and confused letters.

Business letters are naturally much more formal in style than friendly letters. Certain

forms of polite expression are used, such as-

"I shall be much obliged if you will send me,"

"Please dispatch at your earliest convenience," etc.

At the same time certain phrases of business "jargon" should be avoided. They are

commonly used, but are not good English; and the meaning can be conveyed as clearly in

simple, everyday language.

Examples of such expressions are:-

"Yours of even date to hand."

"Dispatch same at once."

Avoid so far as possible abbreviations (like advt. for advertisement, exam, for

examination, etc.) and the omission of I or we (e.g., "Have received" instead of "We have

received").

In business letters ordering goods, care should be taken to give clear and exact

descriptions of the articles wanted. An itemized list of the goods wanted should be

supplied, with the quality and quantity required.

Directions for forwarding should be given (by rail, post, etc.) and the manner in which

payment will be made indicated (by Money Order, V.P.P., cheque, or by debiting to the

writer's account). Everything should be clear and precise.

FORM: - The form of business letters is the same as already described, with one addition,

viz., the Address (i.e., the name of the firm or businessman to whom the letter is

addressed), which should be written on the first page, lower down than the Heading and

to the left of the page. (It may be placed at the end of the letter lower than the signature

and at the left side of the page, but the usual position is at the beginning.)

MODES OF ADDRESS: - The modes of address vary. (1) To a tradesman: -

Shri B.V. Rao

Bookseller

12 Ring Road

Bangalore

Being Dear Sir, and conclude Yours faithfully.

(2) To a firm:-

Messrs K.R. Das & Co.

Tea Merchants

24 Ring Road

Kolkata

Begin Dear Sirs, and conclude with Yours faithfully.

Note: - If the firm has an impersonal title, Messrs should not be prefixed. For example: -

Eurasia Publishing House, Vijay Trading Co.

(3) To professional men or private gentlemen: -

Mr. K. Bhaskar Chartered Accountant Pratibha House Thiruvananthapuram 695 002

Mr. K.R. Misra

32 Bhandarkar Road

Pune 411 004

Begin Dear Sir or My dear Sir, and conclude Yours faithfully,

Yours truly, etc. (not Your’s Sincerely).

When a clerk signs a business letter on behalf of his employer, he puts the letter p.p.

(Latin per pro = on behalf of) or for before the name of the firm, and writes his signature

beneath. For example: -

Yours faithfully

For R. Gomes & Sons

K.S. Kumar

If a gentleman is entitled to be called Honorable, he is addressed, for example, as The

Hon. Shri K.R. Patil.

(N.B.: - The title The Hon. cannot be used by itself; you must not write The Hon. K.R.

Patil).

REPLIES: - In replying to a business letter, always quote the number of reference (if there

is one) and the date of the letter you are answering. For example:

"In reply to your letter No. 502/P, dated July 26, 2020, I would like to say," etc.

[Example to show the form of a business letter.]

16 Church Stree

Anaparthi 533 341

14 Dec. 2001

The Manager

Southern Agency

Rajahraundry 533 101

Dear Sir,

I shall be grateful if you will kindly supply the following items of Godrej furniture:

1 almirah - model 2

3 chairs - model 4

2 chairs - model 6

1 table - model 101

Please send them carriage forward to the above address, and your bill will be paid on

receipt.

Yours faithfully,

V.J. Manohar

(Letter to a bank manager asking him to stop payment of a cheque)

37 Nrupatunga Road

Bangalore 560 001

3 December 2001

The Manager

Indian Bank Bangalore 560 001

Dear Sir,

Would you please stop the payment of cheque 104662 dated 2 December? I signed it in

favour of Mr. K. Ramakrishna. The sum was Rs. 500

Yours faithfully,

K.V. Gokak

(Account no. 986)

( Note:- A cheque has to be stopped only where there is some good reason for it, such as fraud)

## **C. Email Writing**

Email stands for electronic mail. It is the easiest and the cheapest way of [communication](https://www.toppr.com/guides/business-studies/directing/communication/). It is used in formal, semi-formal as well as an informal way of expression or writing.

* **Informal email**

### **Email Writing Format**

The email writing format is the same for each of the categories. Though, the choice of words and language differ depending upon the type of email. One can use friendly and casual language in[informal emails](https://www.toppr.com/guides/english/writing/informal-letters/). The language used in formal emails should be professional, clear, and formal

**Sample of Informal Email Writing Format:** An email written for any friends, family members or relatives comes under this category. Use of polite, friendly and casual words along with proper greetings and closings are some of the rules of the informal emails.

Suppose you have to write an email to your friend inviting him or her to your birthday party.

To: XYZ

CC/BCC:

Subject: Invitation to a birthday party

Hi XYZ!

Hope this mail finds you in the best of your time. I am very happy to invite you to my birthday party on Nov 03 at ABC Hotel from 7:00 pm to 10:00 pm. The theme of the birthday party is ‘Pirate of the Caribbean”.

It would be great if you come and join us at the party. We will have a great time and fun together.

See You Soon

LMN

## **A Sample of Semi-formal Email Writing Format**

An email written for any teammates or colleague is the semi-formal email. One can use friendly language but have to maintain the limit and the decency. The length, proper greetings and closing and clarity are some of the rules of the semi-formal emails.

Writing a letter to inform your classmates regarding intra-college quiz competition

To: XYZ

CC/BCC:

Subject: Intra-college Quiz Competition.

Hello Everyone!

This is to inform you guys that an intra-college quiz competition is going to be held in our college on Nov 25 from 11:30 am in Hall – 01.

Everyone is therefore asked to take part in the competition so that our department can win.

For further queries, feel free to contact me.

Thanks

LMN

(Class Representative)

## **A Sample of Formal Email Writing Format**

An email written for business communication or professional use comes under this category. The email written for any government department, school authority, company or any officers are the formal emails. Use of polite and formal words, the reason for writing mail, clarity, proper greeting and closing are some of the rules of the formal email.

### **Sample**

A mail for resignation

To: XYZ

CC/BCC:

Subject: Resignation Letter

Dear Sir,

Please accept this mail as a notice that I am leaving my position with this organization. As per the norm of the company I’ve to give a month notice before resigning. I hope you will get a good replacement for me within this time period.

I really appreciate the opportunities that I have been given to me to help me grow. Wish you and the company the best in the future.

Please let me know what to expect as far as my final work schedule and the employee benefits. Please let me know in case of any assistance for the above.

Kindly look into the matter

Thanks and Regards

LMN