



B.A. PART - III

**ENGLISH
COMMUNICATION SKILLS**

**Department of Distance Education
Punjabi University, Patiala**

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**BUSINESS LETTERS, ADVERTISEMENTS AND
RESUMES**

LESSON NOs.

1.1 BUSINESS LETTERS:

- (1) Placing an order;
- (2) Cancelling an order;
- (3) Complaints;
- (4) Reply to complaints.

1.2 BUSINESS LETTERS :

- (1) Asking for quotations;
- (2) Status enquiry letters;
- (3) Favourable/unfavourable reply to status enquiry;
- (4) Seeking dealership of a particular product.

1.3 CLASSIFIED ADVERTISEMENTS.

1.4 RESUME WRITING.

1.5 CURRICULUM VITAE.

LESSON NO.: 1.1

BUSINESS LETTERS

Dear student,

Letters remain an important method of social and personal communication. Though they are losing much of their prominence yet they play a key role in many areas of life. Telephone, E-mail and Fax have come to acquire an important place in our day to day life, yet in any serious situation we need to have something in writing to confirm what we have agreed on. The importance of letters can be seen from the fact that formal/informal invitations are still in the letter form. The employers demand applications for jobs in written form. Some even insist on hand-written applications rather than word-processed ones. Sale/purchase agreements are always in the written form. So it can be seen that formal letter writing still holds its importance.

It has come to be seen that people find it difficult to write letters because these reveal the total personality of the writer. The writer usually gets stuck up at the first sentence. But I would like to tell my young students that there is nothing inherently special about writing letters. We only have to take the following factors into consideration :

- (1) Our purpose of writing;
- (2) Our audience (the person/agency who has to read this letter);
- (3) The conventions which govern the ways in which letters are usually written or set out.

Before we take up to discuss in detail the points we have referred to above, we shall also like to tell the students that a written word, more or less, is a permanent entity. When we speak, the spoken word is lost after some time. Its impact is not of permanent kind. Even the nastiest of the comments loses its sting after a while. But not so in case of the written word. The written word is etched, it is in front of you. It can be picked up, examined and interpreted. The reader can infer much about the personality of the writer, by interpreting the written word. The writer is accountable for what he writes. His writing can have legal implications. Therefore, the writer is always in a more vulnerable position than a speaker. Hence, be careful about what you write.

So, the first principle in letter writing is *to be careful about the use*

of words. This principle assumes more importance in business letters because a well-written business letter definitely helps in producing desirable results. Your writing may clinch a sale, sort out a complaint or fetch a customer. Since the business is managed very professionally and technically these days, the ability to write good business letter is an asset. Let your letter stand and speak for you and your firm. Let it be written with a professional experience. This expertise can be acquired with practice and training.

Business letters are not personal and informal communications. These letters are written by and written to people who may or may not know each other. Their relationship is only business relationship. The sole purpose of writing these letters is to get something done. So it is important that the following factors be *kept in mind* before drafting your letter :

- (1) Why I am writing this letter;
- (2) What is my aim and what do I expect out of it;
- (3) What information do I need to provide;
- (4) What arguments do I need to put, and
- (5) Who is the person who is to read this letter.

The person who is to read this letter has a very important role to play because it is he to whom your letter is addressed and it is he who has to take a decision on your letter. Considering the fact your letter may get only a few minutes of his attention, it is essential that your letter must convey your message clearly and must make an effort to build good will and elicit a favourable response. For this, the one who is writing the letter must have a clear and precise nature of the object/issue/deal he is writing about, and the services and the subject he is dealing with. The writer must put all this in a clear, precise and impressive language. The message sent should be clear, to the point and matter-of-fact. There should not be any ambiguity in understanding the message.

Dear student, we have given you some general hints about writing the business letters. Let us sum up what we have said so far, before we discuss the structure and lay out of the business letters.

For writing effective business letters we need to :

1. Keep in mind the profile of the reader – Give all the information in a precise manner so that there is no ambiguity.
2. If it is a reply letter – Catch the contents of the letter received and frame the reply accordingly. Answer all queries one by one.
3. Be clear, and courteous, remain polite but firm.

4. Use simple and effective words.
5. Avoid jargon.
6. Avoid negative ideas. Try to frame these negative formulations in a positive manner. e.g. a negative sentence like :
We cannot despatch the consignment until you inform where it is to be delivered;
can be framed positively like this :
We shall despatch the consignment as soon as you let us know where it is to be delivered.

Structure of the Business Letter :

Most business letters have a clear three-part structure :

1. **Introduction** - herein you state what the letter is about.
2. **Body** - herein you explain step by step the details of the arguments framed by you.
3. **Conclusion** - herein you set out to state what you want to achieve.
Before I give you some examples illustrating the points made above let me first give you the layout of a business letter.

Layout of a Business Letter :

In a letter, the emphasis is on a high quality appearance. Letters have to be hand-written, typed or word-processed accurately on the company's headed paper with a smart, clear layout. There are nine important parts in a typical 'standard' business letter. Many companies/firms use their own 'house style' also which their staff is expected to follow. The companies/firms which follow their own 'house-style' may have a different layout than the standard layout usually and normally followed in business communication. We are giving below this standard layout. You may keep this layout in mind when you set to write letters which I shall ask you to attempt.

Layout

- | | |
|--|--|
| 1. Sender's address
(Printed/written at the top or
in the top right-hand corner) | 2. Company's name (e.g.)
Jain Brothers
35, The Mall, Patiala
Punjab (India)
Date (e.g.)
July 20, 2009 or
20 July 2009 (Date can be
given here or below the receiver's |
|--|--|

- | | | | |
|----|---|---|--|
| 3. | Receiver's
Name, title
and address (e.g.) | : | General Manager
International Publications
London. BA 2 ILJ |
| 4. | Salutation | : | Dear Mr/or Ms. (put name in
the space provide) |
| 5. | Heading | : | Sub: (e.g.) Cancellation of an
order |
| 6. | Body of the letter | : | All the arguments you have to
put in, shall be put in this part
of the letter. |
| 7. | Complimentary close | : | Yours sincerely or yours truly
or yours faithfully |
| 8. | Signatures (e.g.) | : | Rahul Bajaj |
| 9. | Name and title of
the Sender e.g. | : | Rahul Bajaj
Marketing Manager
Jain Brothers. |

In the *Introduction*, according to the information given in the lay out, you have (1) to *state clearly what the letter is about*. So give your letter a heading immediately after the salutation e.g.

Dear Mr. Paul,

Sub. (e.g.) : Renewal of an order vide order No. 12166

(2) *Indicate why you are writing this letter :*

The heading given will just give a general idea of the subject matter. The introduction should go out to spell the writer's purpose e.g.

I am pleased to confirm the renewal of an order placed earlier vide order No. 12166.

In the body of letter you will give all the details related to the subject you are writing about. The more clearly the statement is made better your letter would turn out to be. In case the statement you have to make is long you can split it in separate paragraphs.

Conclusion :

The main point of the conclusion is to state the purpose of the letter in relation to the action the writer would like to be taken.

Also remember that a suitable *tone* matters a lot in making your letter effective and impressive.

To sum up we shall once again state ;

- Adopt a letter layout that is clear and consistent.

Avoid :

- jargon
- too many long sentences
- using the passive
- letting your feelings get the better of you

Try to be :

- straightforward
- precise
- matter of fact
- polite but firm

Use : Simple words
Positive and neat expressions
short sentences

Dear student, you shall get to know better about what we have said so far when we give you some solved examples of the kinds of business letters prescribed for you in the syllabus.

Some Examples of Business Letters :

Placing an order :

General Principles : While placing an order for goods, mention the articles required by you. Such a letter must contain full information regarding the address, where the goods have to be delivered. Lack of information can cause inconvenience to both the parties. Details of goods must be mentioned very clearly. There should be no confusion about the specifications, quantity, name of the bankers and mode of transportation.

Given below are some instructions on writing a

1. General letter for placing orders.
2. Placing orders from catalogues.
3. Placing orders from advertisements.

1. General letter for placing orders :

While placing an order mention the following points clearly :

- (1) Article, its quantity and quality.
- (2) Packing - state how the ordered goods have to be packed. For instance, glassware and many chemicals call for a very thorough and specialised packing.

(3) Delivery : One must give clear instructions about the delivery of goods. They can be sent through any convenient mode of transport like road, air or sea. The point of destination and date of delivery must be clearly mentioned.

Sample Letter : General Letter for Placing Order - I

Crystal Event Managers
26, Lodhi Road
New Delhi - 110 001
Ph. : 001-26895730
Oct. 21, 2010

Diamond Glassware
L1- Bradford Square
Bond Street
London

Dear Sir,

Subject : Order for Crystal Crockery.

We thank you for your letter dated 1st August, 2009, in response to our inquiry for the supply of crystal glasses and crystal dinner sets. We place the order for the following goods (list enclosed). Please let us know if we can expect goods delivery by 21st September, 2009 as the goods are needed urgently. The goods may be packed with extra-care and be sent through the transport company which has an office in Delhi.

Thanking you.

Yours sincerely,

R.D. Trikha

Manger Procurements
Crystal Event Managers
26 Lodhi Road
New Delhi - 110 001
Ph.: 001-2685730

List of the Items :

- 1) Crystal glasses = 300
- 2) Crystal wine glasses = 300
- 3) Champagne glasses = 300
- 4) Dinner sets = 300

Dear student,

I am now going to give some sample letters regarding **orders**. Kindly note the layout and the format remains the same as given in Sample letter-I : I shall be giving you the contents which you have to mention in the body of the letter.

Placing Order from Catalogue

Raymond Publishers
10, Jai Mal Street
Patiala - 147 002
Ph.: 0175-2282809
Oct. 25, 2010

Sales Office
Modi Group of Industries
Chandigarh

Dear sir,

Sub: Order for Photocopiers.

Thank you for sending the catalogue. We wish to place an order for 15 Modi Photocopiers. The goods are urgently required by us. We shall appreciate if you give prompt attention to this order. Kindly send these goods through Quick Transport Service. We may mention here that we are prompt in making payments. You are requested to specify the mode of payment.

Thanking you.

Yours Sincerely,

Pankaj Puri

Production Manager

Raymond Publishers

Placing Order for Advertised Goods

Dr. Balwinder Singh
26, Lal Kothi
Patiala - 147 002
Ph.: 2283159
Oct. 24, 2010

Echo Electronics
Dharmapura Bazar
Patiala

Dear sir,

Sub: Purchase of a Refrigerator.

I have seen an advertisement in *The Tribune* for 262 litres Refrigerator model DX-2 which is available at your showroom. I would like to place an order for the same. Please despatch the article to the address given above. The payment may be drawn against my credit card No. ICICI-L345-3202.

Please execute this order at the earliest.

Thanking you.

Yours sincerely,

Balwinder Singh

26, Lal Kothi, Patiala - 147 002

Sample Letters : Cancelling an order

The Store Manager,
Apollo Group of Schools
Chandigarh
Ph.: 0172-2250369
Oct. 25, 2010

Kaypee Furnishers

SCO-98

Phase-V

Mohali.

Dear sir,

Sub : Cancellation of an order.

Please refer to our letter dated 30th June, 2009 placing an order for 100 Steel Chairs, 100 Almirahs and 100 Steel Tables. I regret to inform you through this letter that the order now stands cancelled, as we have neither received the goods so far nor any other communication in this regard. The time of delivery expired on 20th August, 2009. Our repeated requests to expedite the orders, remain unreplied.

With regret.

Yours sincerely,

Pardaman Singh

The Store Manager

Apollo Group of Schools

Chandigarh.

Letters of Complaints

In every business there can be certain problems and difficulties. For example, the problem may concern poor services, damaged goods, silly mistakes, undue delay in supply, discourteous treatment and so on. Complaints have to be lodged to overcome these problems. Complaints call for tactful handling. Therefore, a complaint letter should be polite, well-worded but straight and firm. A wrong word, or a wrong clue may cause a big loss to the business. So these letters call for tactful handling.

While writing a letter of complaint you must provide specific information about dates, order numbers, invoice numbers, description of goods and their quantities.

All references must be accurate.

Unpleasant words like dishonest, careless, unfair, false etc. should be avoided.

Let your complaint be a statement of facts. It should be only a polite enquiry as to what your supplier proposes to do about it.

The following situations can ask for lodging the complaints :

- 1) Delay in supplying the goods on part of the suppliers.
- 2) Arrival of goods in damaged condition.
- 3) Non-compliance of the order placed - this can mean that you received goods which you had not ordered or you have received quantity - less or more than the one ordered or you have received goods of inferior quality or you have received goods which are high-priced or low-priced as compared to the ones you have ordered or goods have been delivered at a wrong address or the bill has some discrepancies, or the supplier has not stuck to the terms and conditions agreed on.
- 4) Unsatisfactory service.

Once you are sure that the order has not been complied with, you must lodge the complaint immediately.

Points to be remembered while lodging the complaint :

- 1) Lodge the complaint quickly.
- 2) Specify the cause of complaint.
- 3) Specify all details-order number, invoice number accurately.
- 4) Clear instructions for - modification, cancellation, acceptance.
- 5) Your terms for acceptance/cancellation.

Sample Letters - Complaints

K.R.Gupta
207, Barakhamba Road
New Delhi - 110 001
Oct. 10, 2010
M/s Modern Furnitures
26, Punchkuian Road
New Delhi
Dear sir,

Please refer to my letter dated 25th Sept. 2010, placing an order for

a dining-set along with 12 chairs. I am sorry to point out that the workmanship is of very poor quality. The table top has some scratches and the finish and the polish is not up to the mark. I request you to make it convenient to get the furniture collected and get it polished again. I have already made the half payment. The other half shall be immediately made after the needful is done.

Yours Sincerely,
K.R. Gupta

(Reply to Complaint)

M/s Modern Furnitures
26, Punchkuian Road
New Delhi
Oct. 16, 2010
Mr. K.R. Gupta
207 Barakhamba Road
New Delhi - 110 001

Dear Mr. Gupta,

We received this morning your letter dated 10th August, 2009. I am sorry to note that the furniture sent by us has not been approved by you. It is possible that the scratches occurred during transportation. As for the polish and finishing is concerned, it being the rainy season, at times the polish gives a dull impression. Anyhow I am extremely sorry that we gave you a cause for complaint. Our man shall come to your residence on August 30, 2009 to collect the furniture. I assure you that the work will be done to your satisfaction. Sorry for inconvenience.

With regards,
Yours sincerely,
M.L. Vohra
(Manager)

Dear Student,

Complaints can be due to many reasons and can be of many kinds. Here are some hints on each of these kinds. Kindly note the points carefully and try to write a letter in each category keeping these points in mind.

1. If you have to make a *Complaint to Supplier about Non-Delivery*, you should keep the following points in mind ;
 - a) Give reference of the order number and its date etc. e.g. vide our letter no. Est. 12/A.C. dated _____. We had placed an order for _____.
 - b) Give information about non-delivery of goods e.g. so far we have not

- received any information regarding the supply of the material.
- c) Write about the inconvenience caused due to non-delivery e.g.
As these items are urgently required, the delay will result in potential loss of business to us.
- d) Request for an early remedial measure; e.g. we shall be glad if you take an urgent step in this regard.
2. *Complaint to Carrier about Non-Delivery :*
- a) Advice of Non-Delivery of goods e.g. on (date) we had booked goods with your Delhi Transport office vide order No. B-18 but they have not reached their destination yet.
- b) Details of goods Despatched e.g. The parcels were duly booked at your booking office on (date) as per R/R No. RB/11034 dated____.
3. Request for Tracing the Goods e.g. kindly find out the reasons for non-delivery of the goods and inform us immediately.
3. *Complaint regarding late Delivery :*
- (a) First of all, inform about delayed delivery e.g. We were given to understand by your Sales department, that our order would be executed by the (date) but we received this order a month late which has considerably affected our business dealings and has brought a bad name to our firm.
- (b) Here you may mention the previous delays also e.g. unfortunately there has been similar delays in the past also.
- (c) Discuss the extent of loss due to this delay e.g. Please understand that the delay in delivery has eroded our customer's faith in us.
- (d) Give warning for the future e.g. this careless attitude on your work will compel us to sever our business dealings with you.

OR

- You can lay stress on time-bound work e.g. We hope you will understand our position. Now onwards we will rely only on punctual supply of orders.
4. *Complaint regarding Damaged Goods:*
- (a) bring to notice of the suppliers, the damage; e.g.: we are sorry to inform you that the goods received by us were damaged.
- (b) Ask for compensation/replacement e.g. will you, arrange to send replacement immediately or arrange to compensate for the loss or alongwith this letter we are sending you back the damaged goods.
5. *Complaints regarding Inferior Quality :*
- (a) begin by informing about the inferior quality of goods e.g. The goods

- you have sent, are not in accordance with our specifications.
- (b) Discuss inconvenience caused because of this e.g. As a result, we are not in a position to offer these goods for sale.
 - (c) Further course of action : Consequently we are left with no other alternative but to ask you to take the goods back and replace these with the ones ordered for.
6. *Complaints regarding short supply* e.g. We would like to bring to your notice that some articles, as per our order, are not found in the package delivered to us today. Moreover, neither have we received any intimation about the short supply.
- (a) Ask for the reasons : Your transporter was unable to explain this short supply, neither is the consignment accompanied with an explanation from you. Kindly let us know the reasons for this short supply as also the date by which we will receive the remaining supply.
7. *Complaint Against Incomplete Work/Poor Services :*
- (a) Give preliminary facts e.g. I received through your representative my Kelvinator Refrigerator which was sent for service to your workshop on July 12, 2009. However, I am sorry to bring to your notice that the machine is still not working properly.
 - (b) Refer to further complications :
And since then the refrigerator is lying like that and we are greatly inconvenienced on that account.
 - (c) Request for a Prompt action e.g. I request you to take an immediate action in this regard and send your engineer at the earliest.

Dear student,

When complaints are made to the business-houses, some kind of action is also taken on these by the concerned agencies/officers/individuals. So now I am going to tell you how the replies to these complaints are to be framed. Such letters are also called **Adjustment Letters** because in these letters the view point of the customer has to be adjusted. His opinion has to be valued. These letters can be

1. Letters of apology - where the firm/business-house/seller owns the error and adjusts the customer's complaint.
2. Letters stating non-acceptance of complaint and refusing adjustment.
3. Letters offering a compromise - complete/partial.
4. Letters offering to consider the customer's complaint.

Some Guidelines for Writing Adjustment Letters or Framing Replies to Complaints :

1. Respect the customer's complaint.
2. Have an unbiased attitude to the complaint.
3. Keep your tone courteous and polite while answering his complaint - even if the customer is not totally justified in his complaint.
4. Be polite, positive, apologetic but not too apologetic.
5. Observe business ethics - if the firm/seller/company or business-house is at fault the customer should be allowed total replacement or reimbursement, if he is also partially responsible for the fault then some sort of compromise should be offered, but if he is not right and his complaint is ill-founded, he should be politely told so and no compromise be offered.

Keep these broad guidelines in mind while framing replies to the complaints. I am giving you some hints now which you can keep in mind while framing replies to complaints of different kinds.

1. Reply to the non-delivery of goods :

- (a) Acknowledge the letter informing non-delivery of goods e.g. This refers to your letter concerning non-delivery of (goods) booked vide your order No. AS/2448 of (dated). It was quite surprising to note that the parcel has not reached you. We are, however, totally unaware of this situation.
- (b) Give proof of despatching of goods in time e.g. we assure you that your order was executed on the day it was received. We feel much concerned on this situation and are in touch with our transporters regarding the same.
- (c) Indicate the future action e.g. As soon as we hear from our transporters we shall immediately get in touch with you and apprise you of further developments.

2. Reply for Late Delivery e.g. We have recieved :

- (a) Your letter (dated) and regret the delay in despatching the goods you ordered vide your order No. (dated).

(b) Explain the cause of delay and its non-occurrence :

We admit that because of high demand of our goods, we have been delayed in executing the order but we assure you that we are doing our utmost best to expedite the delivery. We are extremely sorry for the inconvenience caused.

(c) Give assurance for future e.g. :

In future we shall be able to supply the goods in time.

3. Reply to complaints regarding Damaged Goods :

- (a) Convey your sincere apologies e.g. We are sorry to learn from your letter (dated) that some of the (goods) received by you were damaged. We are looking into the matter.
- (b) **Give assurance** e.g. we assure you that we shall settle the issue to your satisfaction and this kind of an occurrence shall not be repeated in future.
4. **Reply to complaints regarding inferior goods e.g. :**
- (a) We are much concerned about your complaint of (dated) regarding the quality of (goods) supplied against your order of (dated). We appreciate your frankness in this matter.
- (b) **Explain the reasons :** e.g. you may note that we at our own end, have tested (the goods) and found them not up to the mark. We admit that it has been a lapse on our part and we are taking steps to prevent such mistakes in future. As soon as our fresh supply is available we shall replace these goods. The defective goods may be sent back to us. We shall bear the cost of transportation. We trust the replacements which we shall soon be able to despatch shall be to your satisfaction.
5. **Reply to complaints regarding non-acceptance of complaint e.g.**
We have investigated your complaint and regret to say that we could not find any justification for it.
- (b) **Give reasons for non-acceptance** e.g. All our products are thoroughly examined before sending them to sale stores and customers. Since we are sure of the quality of our products, we are sorry to say that we cannot entertain your complaint. We shall appreciate your consideration in this regard.
6. **Reply to complaints regarding mistakes e.g.**
We are grateful to you for pointing out the mistake regarding the despatch of goods. The mistake pointed out by you was inadvertent but unfortunate. We apologise for the trouble this mistake might have caused you. We assure you that in future we shall be very careful and will never give you a chance to complaint against us.
7. **Reply to complaint about poor services e.g.**
We are sorry to learn from your letter (dated) that our service engineer has not yet paid you a visit. As a matter of fact, two of our service engineers, are out of station. However, we have instructed Mr._____, another service engineer working for us to immediately attend to your complaint. We apologise for the inconvenience caused and in future we shall take precautions that you don't get an opportunity to complain.

LESSON NO.: 1.2

BUSINESS LETTERS

1. Asking for Quotations
2. Status Enquiry Letters
3. Favourable/Unfavourable reply to Status Enquiry
4. Seeking dealership of a particular product

1. BUSINESS LETTERS : ASKING FOR QUOTATIONS

As I have told you earlier a good correspondence is the soul of successful business, and a well-written letter can go a long way in getting the business man desirable results. It may clinch a sale, sort out a complaint or fetch a customer. One important example of business letter is to make a request for Quotations. You have to keep the following points in mind while drafting a letter asking for quotations :

1. First of all, give your introduction e.g.
We will be shortly opening a crockery shop in Adalat Bazar and wish to stock a wide range of China and glassware.
2. Then make further enquiries e.g.
As you are a major quality manufacturer of glassware and crockery in the region, we hope you will be in a position to supply goods to our requirements.
3. Then tell about your requirements e.g.
We could stock goods worth few lacs.
4. Ask for samples e.g.
We are keen to see the samples so that we can evaluate the product and place the order accordingly. (If the samples are approved, you can ask for the quotations).
5. Request for Quotations e.g.
We, therefore, look forward to your quotations for the list of items attached. Kindly state the terms and the time of delivery.
6. You can close by stating e.g.
If you can give us really competitive quotations, we would like to place a large order.

Reply to Request for Quotations :

You can begin by starting e.g.

In response to your letter (dated) we are happy to send you the following quotation for the goods you have indicated.

You can close by stating e.g.

Please let us know as early as possible if we may look your order at the prices quoted.

Letter Rejecting Quotations :

You can begin by stating e.g.

Thank you for sending the quotations for the goods required by us.

Then express regrets for not placing the order e.g.

Although the prices quoted by you are quite competitive, the samples sent by you are not of quality standards.

You may close by saying e.g.

If you are able to supply us better quality material for the prices quoted by you earlier, the offer can be renewed.

SAMPLE LETTERS :

1. Request for Quotations :

Dear Sir,

We have recently started manufacturing transistor radio sets and will be in need of bulk supplies of dry batteries. We have already approved the samples shown to us by your representative. Through this letter, we seek quotations for 20,000 dry batteries to be delivered over a period of one year. The tenders will be opened on September 14, 2009 at 3.00 p.m. in the office of the Chief-Engineer of our Electronic Division. We hope your quotation is favourable enough to start a continuing business relationship between us.

Thanking you,.

Yours truly,

2. Reply to Request for Quotations :

Dear Sir,

Thank you for your inquiry of August 24, 2009, regarding quotations for 20,000 dry batteries. We are happy that you have approved our samples. We hope you will find our rates reasonable and place an order with us.

Thanking you.

Yours truly,

3. Letter Rejecting Quotations :

Dear Sir,

Thank you for sending quotations for the proposed purchase of dry batteries. We appreciate the trouble you have taken in this regard. Even

though the samples were approved but on opening the tenders we found that the rates quoted were rather on the higher side. We hope that next time we invite quotations you will quote prices comparable to the market prices. Thanking you for the trouble you have taken.

Yours truly,

2. STATUS ENQUIRY LETTERS PERTAIN TO INQUIRIES ABOUT :

- The products manufactured and marketed
- The advertised goods
- The raw material supply
- The financial status of the buyer
- Enquires about catalogues, price-lists and samples
- The general inquiries

I am giving you below the sample letters for each category. The layout for each category remains the same e.g.

Sender's address

Date

Receiver's name, title, address

Dear Sir,

Heading

Body of the letter

Complimentary close

Signatures

Name and title of the sender

SAMPLE LETTERS :

1. Enquiry about the products manufactured :

Dear Sir,

Thank you for the catalogues you have sent us. We are waiting for the samples and more information regarding their prices, quality range etc. We are one of the largest wholesalers in Knit wears in this area and wish to add to our stocks with the latest designs. Kindly also let us know your terms of trade and the best discount on bulk purchases. We wish to know whether you shall be in a position to manufacture items if we specify the size, shape, weight colour and range. Prices quoted should be f.o.r. An early reply is solicited as the winter season is about to set in and we would like to have the stocks ready well in time.

Thank you.

Yours truly,

2. Enquiry about Advertised Goods :

Dear Sir,

The Tribune (Chandigarh Edition) carried an advertisement about the Digital Diaries, manufactured by your manufacturing unit. We wish to place a bulk order but before that we need to have some more details regarding the following :

- all the salient features of this digital diary.
- period of guarantee.
- net price after discount.
- the earliest date of delivery (if the order is placed).
- We would appreciate if you could send us a sample also.

Thanking you,

Yours truly,

3. Enquiry about raw-material supply :

Dear Sir,

We are one of the leading manufacturers of 100% cotton shirts for men. We require quality fabrics in various designs in bulk on regular basis. In case you can supply us the fabric as per our requirements, do send us some samples along with the details of supply capacity. We would appreciate if you could also let us know at the earliest your terms and conditions regarding prices, trade-discount and delivery schedule. As far as we are concerned we disburse payments as soon as the supplies are received.

Thanking you,

Yours truly,

4. Enquiries about catalogues, price-lists and samples :

Dear Sir,

We are a leading bank and are establishing an office in this town. We wish to furnish this office before 30th of August, 2007. We are particularly interested in furniture suitable for one-window system. We would like to know if you are interested in this deal. If so, we would appreciate if you could send us the catalogues and the price list and the date of delivery.

Thanking you,

Yours truly,

5. General Enquiries :

Dear Sir,

We have come to know from the advertisement which appeared in *The*

Tribune dated 29.08.09 that you wish to set up your franchise in Patiala. We would like to be fully apprised about the terms and conditions regarding this. As we want to present our case for this, we would like to hear from you as early as possible.

Thanking you,
Yours truly,

3. FAVOURABLE/UNFAVOURABLE REPLY TO STATUS ENQUIRY :

Keep the following points in mind that a business deal, order, transaction depends on the way enquiries are handled. Therefore,

- Replies to queries have to be cleverly drafted. The clever and deft reply may result in getting an enquiry turned into an order. So first of all
- Convey pleasure on receiving the enquiry
- Express hope of mutual goodwill

and then come to reply the specific enquiries. I am giving below some Reply letters. Remember the basic layout for all letters remains the same as given earlier.

SAMPLE LETTERS :

1. Reply to First Enquiry :

Dear Sir,

Thank you for your letter dated, inquiring about our range of kitchen gadgets along with their rate lists. Kindly find the same attached with this letter. I may assure you sir that our goods are of high quality, and if given orders for the same, we can provide these in bulk as soon as required.

With thanks,
Yours truly,

2. Reply to Inquiry Advertised Goods :

Dear Sir,

We are happy to note that you have noticed our Advertisement which appeared in *The Tribune*, dated, As desired by you, we enclose a printed folder which has all the information about our products. It also carries the rate list. We are also ready to arrange for a demonstration of our goods at the date convenient to you.

Thanking you,
Yours truly,

3. Reply to Request for a Catalogue :

Dear Sir,

Thank you for your telephone call last evening regarding our products.

As requested by you, we are sending a copy of our catalogue which has all the details regarding the models available, terms and conditions and price-list. I would like to bring to your notice that all our models come packed in elegant cases and carry attractive gift offers also announced by the manufacturing company. I hope you will take advantage of our offer and place an order with us.

Thanking you,

Yours truly,

4. Reply to Requests for Quotations :

Dear Sir,

Thank you for your inquiry (dated)..... regarding quotation for 100 'Executive' model office-tables. We hope you find our rates reasonable and place an order with us.

Thanking you,

Yours truly,

5. Reply to Enquiry about raw material supply :

Dear Sir,

We are pleased to learn that you manufacture 100% cotton shirts for men. We will, of course, be glad, to supply the required fabric. We have the capacity to meet bulk orders. As desired, samples are being sent through our special courier. I am also enclosing a detailed broucher alongwith this letter apprising you about our terms and conditions, trade discount and delivery schedule.

Thanking you,

Yours truly,

6. Reply to General Enquiries :

Dear Sir,

We are thankful to you for your letter dated in response to our letter dated regarding the Franchise you plan to set up in Patiala. The terms and conditions stated suit us. I would suggest that we fix up a date and time to the convenience of both the parties to negotiate and finalise the agreement. We would wish to hear from you as early as possible.

Thanking you,

Yours truly,

7. Reply to letter requesting for Demonstration :

Dear Sir,

Thank you for your letter dated requesting for a demonstration of our photocopier. You kindly let us know the date and time convenient to

you. Our sales representative and the Technical Assistant will come and explain all the features and present a demonstration also.

Thanking you,

Yours truly,

4. SEEKING DEALERSHIP OF A PARTICULAR PRODUCT :

Dear student,

Any growing business flourishes on marketing. Yet it is not possible for every company to open branches at all the places where it has markets. Thus it has to depend on dealers and agents. For this both the parties concerned have to depend upon correspondence to keep each other informed and apprised about the market. The dealers have to deal with the agents. They provide the agents with the market feedback, hence they have an important place in business hierarchy. I am giving you some samples below to tell you how such letters are to be drafted.

SAMPLE LETTERS :

1. General Application for Dealership :

Dear Sir,

We shall be glad if you could consider our application to act as whole-sale dealers for the marketing of your Refrigerators. Our reputation in the Electronic Business is quite established and we are already dealers for Samsung and Whirlpool Refrigerators. We anticipate no problem for settling the terms and conditions, proposed from your side.

Thanking you,

Yours truly,

2. Appointment of Local Dealer/s :

Dear Sir,

We are pleased to inform you that our Directors have approved your application for dealership of our Refrigerators with effect from dated

Kindly go through the terms and conditions sent separately and return them duly signed. On receiving the same, we shall send you the consignment.

Thanking you,

Yours truly,

3. Acceptance of Dealership :

Dear Sir,

We thank you for your letter dated ... with copies of your standard form of agreement and are happy to convey our acceptance of terms and conditions cited in. We have also received your catalogue. We thank you

for the same. We shall be waiting to hear from you the possible date/s for the dispatch of our consignments.

Thanking you,

Yours Truly,

Dear Student,

Sometimes the supplier before giving the dealership asks for References. I am giving below some sample letters of this kind.

SAMPLE LETTERS :

1. Supplier's Request for References :

Dear Sir,

We are pleased to receive your application seeking dealership of our goods. We shall be pleased to enter into business dealings with you. According to our terms and conditions for assigning dealership, we need to consider credit terms. We would be pleased if you could kindly send us the trade references. As soon as we hear from the Referees, we shall dispatch the goods. Your order is under processing.

With best wishes.

Yours truly,

2. References Supplied by the Dealer :

Dear Sir,

We thank you for your letter of dated ... and are happy to inform you that we have been dealing with Messers Oriental Construction Company for the last ten years. Our bankers, ICICI Banks, Chotti Baradari, Patiala can also be referred for this purpose.

With best wishes.

Truly yours,

Dear Student,

In these two lessons, L.No. 5 and L.No. 6, we have discussed how business letters have to be written. While summing up we shall once again bring to your notice the important points you have to keep in mind while drafting a business letter. A business letter brings on record a transaction which is more or less permanent, so while drafting a business letter:

- Be careful
- Be natural
- Use simple words
- Use short words and phrases
- Avoid meaningless expressions
- Avoid outdated vocabulary

- Avoid jargons and cliches
- Be grammatically accurate
- Use correct spellings
- Be formal, but polite

And when you plan to write a letter, keep the following points in mind

:

- Identify your goal - what do you want to achieve.
- Keep the personality of the Reader of your letter in mind.
(And use language accordingly)
- Put all the facts you want to highlight systematically and

logically

- Be careful about the format of the letter.

I am once again giving below the layout

Head

Department of

Distance Education

Punjabi University,

Patiala - 147 002.

Oct. 4, 2010

The Manager,
University Publication Bureau,
Panjab University,
Chandigarh.

Dear Sir,

Subject

First paragraph

Second paragraph

.....

Third paragraph

Thanking you,

Yours Truly,

Head (DE)

Dear Student,

I hope you have by now come to understand how a business letter has to be drafted. Attempt the letters given in the Response Sheets and send these to us.

LESSON NO.: 1.3

CLASSIFIED ADVERTISEMENTS**Introduction**

Revolutionary inventions in the field of science have changed the face of the world. The enormous globe has shrunk into a small international village. Time has been conquered; distances have disappeared. People and places can be reached within no time. But the spectacular scientific inventions have also affected our lives adversely. Personal contacts are dwindling; social relations are diminishing. Impersonality and anonymity reign supreme. Television has confined us to our homes. Social cohesiveness has weakened. Despite this growing trend for withdrawal, men have to communicate with each other for one reason or the other. They have to seek and disseminate information. Audio and audiovisual aids like radio and television and print media like newspapers and journals are available for reaching the target groups among the population. And these media are being used extensively for advertisements.

Advertisements are presentations and pronouncements which are designed to attract public attention. Advertising is needed extensively to promote the sale of products. Improved levels of sale bring greater profits for the producers. The modern media of mass communication have produced an enormous increase in the amount of commercial propaganda. In commercial advertisements the purpose is to inform and persuade people for buying goods and services.

Sometimes, however, advertising is not used for selling. For instance, it can be used as a means of improving attendance at a social gathering, for inviting matrimonial proposals. It can also be used for advertising job vacancies or floating tenders. Sometimes the purpose of a classified advertisement is an attempt to encourage desirable codes of behavior, e.g., fire prevention, road safety, cleanliness, saving energy, promotion of literacy or communal harmony or some other social services.

Advertisements, and especially advertisements have become indispensable. But we should never forget that they are also very expensive. Hence great care should be taken in drafting and presenting the advertisements. Only then can the classified advertisement be effective and

persuasive. Given below are some of the suggestions which can strengthen the appeal and effectiveness of the advertisements.

1. The Target Audience :

All advertisements are not meant for all people. Those who insert special advertisements in the print media want to reach a special group of people or a special section or class of the society. This can be achieved only when you take into consideration factors like age group, sex, educational qualification, social status and financial position.

2. The Language :

Language plays an important role in the classified advertisements. It sets the goal, the purpose and aim of the language. Since detailed descriptions are avoided in advertisement, effort should be made to be precise and to the point. Words should be chosen carefully. A good advertiser must have a sufficient fund of active vocabulary. Secondly, grammatically complete sentences are not required in an advertisement. Telegraphic language should be used. Incomplete does not mean that effectiveness should be ignored for the sake of economy. The advertisement must attract and persuade the target groups. This can be achieved by a selective and effective use of language. Apart from the language, the print type, photographs, diagrams, cartoons are also used to make the advertisements more persuasive.

Since limited space is available for advertisements and funds are limited, presentation should be done carefully. Here deft employment of language is suggested. The following points may be kept in mind while drafting an advertisement.

- (i) Complete sentences should not be used.
- (ii) Incomplete sentences and phrases are always preferred.
- (iii) Often subjects and verbs are also not required. In other words it can be said that advertisements use not literary but telegraphical language.
- (iv) Adjectives are not used excessively in advertisements. The students are advised against excessive deployment of adjectives for such an exercise often kills the aim and appeal of the advertisement and makes it pompous and ludicrous.
- (v) Special vocabulary must be used for special purposes.
- (vi) Emotional words must never be used for scientific or commercial advertisements.

3. The Media Print :

The type of the print also increases or reduces the effectiveness or

appeal of the advertisements. Readers find it difficult to read too small a type. Sometimes, it does not catch their eye also. On the other hand, too big type should also not be used because it covers a lot of space and also proves very costly. Again it appears inaesthetic. Medium print type should be preferred.

4. Diagrams, Photographs, Cartoons :

These devices serve as eye-catchers and increase the effectiveness of the advertisements. But the excessive use of these devices may also prove counter productive.

5. Choice of the Newspapers or Journal :

Preparations and presentations of a good advertisement will not serve any purpose if you fail to choose a popular and largely circulated newspaper or journal. You can reach a large number of people only through a largely circulated print media. Go in for a popular paper. Never mind the cost.

Categories of Advertisements :

Advertisements can be divided into two major categories - personal and public. Public ads must deal with commercial advertisements, employment opportunities, tender and public notices, real estate ads, court and company notices and community service hand-outs. Personal advertisements, on the other hand, cover matrimonials, births, deaths, loss or recovery of the articles, change of name etc. Given below are some of the specimens of personal ads covering different fields. The students are advised to read these ads carefully. They must note the precision and economy that has been used in giving and seeking required information.

Some Specimens of Classified Advertisements

A. Personal Advertisements

Personal advertisements too are being published in the print media. The lead among the personal ads has been taken by the matrimonial proposals. The old system of match-making through pundits, relations and friends has given way to marriages through newspapers. The matrimonial advertisements have become so popular that some newspapers are minting a lot of money.

Indians are very careful in the matter of marriages. Despite the impact of modernity, some considerations weigh heavily with the people in the matters of matrimony. Majority of such advertisements lay emphasis on caste, religious, provincial and other considerations. Some of the leading Indian newspapers feel no qualms in classifying these matrimonial

advertisements under the headings of various castes and other considerations. Secondly, some facts about the property and other assets of the bride or the bridegroom are also given with a view to drop subtle hints for dowry. Preferences is always given to beautiful girls and well-settled boys.

Matrimonial advertisements aim at giving as well as receiving some information. Telegraphic language should be used to be precise and economical. Given below are some of the specimens of the personal advertisements including matrimonials.

1. Matrimonials

(i) Mangalorean Hindu girl of India, Bombay-400001 preferably Telugu speaking graduate, employed with returnable photo to expedite 26/160 fair, seeks alliance from arrangements. educated Hindu boy settled in Bombay.

(iii) Match for Kayastha Catholic bachelor S.S.C. 32/112 Srivastava boy 31/173 graduate, well having own business. Girls willing to settle in Karwar may write. settled, own business. Father retired
(iv) Alliance invited for young and healthy Maharashtrian Photographer 31/175 B.Sc. having well established studio in Bombay. Financially sound. Expecting good looking girl, homeloving less than 25. Reply in detail with photograph.

(v) Beautiful tall educated girl for Brahmin boy 28/175/20,000 Executive in leading private sector company. Family well educated and settled, with own house in Delhi. Caste no bar.

(vii) Alliance from good looking homely educated Bengali girl for Bengali Kayastha graduate 29/170 cms settled in States.

(ix) Correspondence invited from parents of educated slim very beautiful cultured girl of 33/170 smart handsome MBA Punjabi Khatri bachelor of status family well established in own business in Bombay

and New York. Write Box D 202-K, Times
(ii) Alliance invited for Roman Catholic bachelor S.S.C. 32/112 having own business. Girls willing to settle in Karwar may write.

(vi) Alliance for Bengali boy smart intelligent 32/175/4100 well settled owns flat property from good looking working/ non-working Bengali girl of good family. Contact 685944.

(viii) Groom Maratha cultured vegetarian 33/173 highly qualified bank employee. Indore 3700/- expected bride graduate only Maharashtrian Brahmin. Contact Smita Mankame, Patrakarnagar, Pune-16.

(x) Employed girl for Punjabi Brahmin divorcee 38/170 2300. Write

personally.

2. Change of Name

- (i) I, Pipal Singh S/o Bishan Singh of V. Karamsar Dist. Ludhiana, have changed my name to Amarjit Singh. All concerned may note please.
- (ii) I, Churanji Mal s/o Ghasita Ram of V. Butela U.T. Chandigarh, have changed my name to Chairanjeet Lal. All concerned may note please.

3. Notices of Last Rites

(i)

Rasam Pagri

With profound grief and sorrow we wish to inform that Mr. Ram Rattan Karachiwale had left for his heavenly abode on Sunday, the 4th November, 2009. Prayer Meeting and Rasam Pagri shall be held on Sunday, the 11th November, 2009 at 1.00 p.m. at Sanatam, Dharam Mandir, Udham Singh Nagar, Ludhiana.

Grief Stricken :

Ram Avtar (Son)

Kunti (Daughter)

Mrs. Raj Rani (Wife)

Babu Ram (Son-in-law)

No separate Cards shall be sent.

(ii)

Antim Ardas

ਘਲੇ ਆਵੈ ਨਾਨਕਾ ਸਦੇ ਉੱਠੀ ਜਾਏ

With profound grief we wish to inform you that our son Inderjit Singh had left for his heavenly abode in a tragic car accident on Monday, the 5th November, 2007. Bhog Sri Guru Granth Sahib and Antim Ardas for the departed soul shall be held at Gurdwara Sahib, Sector 22-D, Chandigarh on 11th November at 2.00 p.m.

Grief Stricken :

Bachint Singh (Father)

Nihal Kaur (Mother)

Ranjit Singh (Brother)

Balwant Kaur (Sister)

(iii)

In Memorium

Till memory fades and life departs

You will live forever in our hearts

In everlasting memory of Kaka Dyal Singh whom the cruel hands of destiny snatched away from us on November 5th 2005.

Rattan Singh (Father)
Gulwant Singh (Brother)

Amarjit Kaur (Mother)
Kanwaljit Kaur (Sister)

4. **Lost and Found**

- (i) Lost sale deed No. 2210 dated 27.7.09 registered in favour of Mrs. Gurbir Kaur and Nishan Singh, wife and son of Brog. Sucha Singh. Whosoever finds it please contact 118, Ajit nagar, Patiala.
- (ii) Bag containing cash and jewellery found near Railway Road, Moga. Owner to contact 12, at Gali No. 8, Moga.

B. Public Advertisements

1. **Public Appointments & Situations Vacant**

(a) **National Institute of Punjab Studies Bhai Vir Singh Sahitya Sadan, Gole Market, New Delhi-I.**

Wanted : 1, Professional Assistants-2 : Post-Graduate in any discipline with Degree in Library Science for one post. Sound knowledge of computer handling in the library, data-feeding etc. For other good knowledge of Punjabi language.

Grade 4640-60-4600-EB-75-4900 plus other allowances as per University rules. Higher start possible for deserving candidates.

2. Research Fellows-Fellowship and other facilities as per U.G.C. rules. Candidates with required qualifications in History, Punjabi, Religion and Philosophy etc. per U.G.C. requirements should apply to the Director latest by 25.11.2007.

(b) **Hindustan Pencils Limited (Makers of Apsara & Natraj**

Pencils) Requires

Sales representatives at following Headquarters - Ambala, Karnal, Rohtak, Hissar, Faridabad, Shimla, Chandigarh, Patiala, Bathinda, Ludhiana, Jalandhar and Amritsar.

Candidate should be graduate, smart, willing to travel extensively with 1-2 years experience in sales. Fresh candidates may also apply.

Please apply with complete bio-data within 10 days along with a recent passport size photograph to :

Sales Manager,
Hindustan Pencils Limited,
81, Furniture Block,
W.H.S. Kirti Nagar,
New Delhi - 110015.

(c) Maharishi Dayanand Materniy & Gen. Hospital, Model Town, Yamunanagar.

Wanted the following staff for the hospital :-

1. Gynecologist cum Obstetrician : M.D. with good experience, 40% share in the private practice during hospital hours

+ free residence provided in the campus. (e)

2. Registrar in Medicine :
M.B.B.S. with one year house
job, minimum 6 months in
medicine.

3. Audiometary Technician :
Qualified from recognised
institution.

Salary - As allowed in Medical
College, Rohtak or negotiable.
Apply within one week.

Sd/-

Dr. M.S. Yadav

Director,

M.D.M. & Gen. Hospital

Yamuna Nagar.

**(d) Malwa Central College of
Education for Women, College
Road, Ludhiana**

Wanted a male graduate
(Qualifications relaxable in case
of ex-servicemen) candidate, (g)
between 35-40 years, for the
temporary post (leave vacancy for
few months) of Clerk-cum-Typist.
Fluency in English typing and
knowledge of accounts
essential. Grade Rs. 2950-25-
3200-30-3560-40-3800 with the
allowances permissible. Come for
personal interview on
11.11.2009 at 9.00 A.M. with (h)
application and original
testimonials of academic
qualifications and experience.
Retired Personnel (Havildar/
Naik) Clerk will be preferred.

Well Established Limited
Company requires steno-typist
(English) for Ludhiana Office,
apply within 10 days giving full
bio-data, minimum salary
acceptable with latest photo-
graph to post box No. 102,
Ludhiana.

**(f) Sri Aurobindo, International
School, Patiala, (Affiliated with
P.S.E.B.)**

Wanted trained female teachers
for English Medium School (with
fluent English) to teach
Mathematics/Science, School
Studies, Punjabi and English to
higher classes. Nursery and P.T.
teacher (male eligible) with a
good knowledge of Yoga. Salary
according to rules. Apply within
seven days.

(Mrs. Aruna Vaid)

Dey's

Requires

Medical representatives prospective
candidates should be science or
pharmacy graduates and less
than 25 years of age. Apply with
complete bio-data and passport
size photograph size photograph
to : 182/7, industrial Area,
Phase-I, Chandigarh.

Application are invited

From only convent/reputed
public school educated graduates/
trained graduates having
fluency in spoken English for
nursery, K.G. Upto Class V (i) J.B.

Modern Public School (recognised) Sector 27-A Chandigarh, (ii) M.R.A. Modern Public School, Sector-7, Panchkula. Better start for really capable/experienced hands. All applications addressed to the name of respective schools must reach the office of the Ex-servicemen preferred contact

ENGLISH (Communication Skills) governing body, M.R.A. Senior Secondary Model School, Sector 27-A, Chandigarh before November 11, 2009 President Governing Body.

Wanted Manager Gurudwara

Sector 11, Chandigarh. By service men preferred contact Secretary by 16th February, 91.

2. Educational

In the fast developing world, competition has increased a lot. People are looking for best schools, colleges, academics and tutors. The interested parties insert advertisement to inform the public about some courses or other facilities available.

1. Admission

College of Nursing Christian Medical College, Ludhiana, Pb.

- (a) Applications are invited from candidates for the following courses commencing July/August, 2009. Prospectus with Application Form may be obtained from the Principal, College of Nursing, Christian. Medical College, Ludhiana, 141008 on payment of Rs.50/ bank demand draft made out to the Christian medical College, Ludhiana.

I. General Nursing and Midwife Three Years Course : Candidates must have twelve years of

education with Science or Art subjects. The candidates should not be less than 17 years.

II. B.Sc. Degree Four Years Course of Nursing : Candidates must have passed Pre-Medical or 10+2 with English, Physics, Chemistry and Biology or an equivalent qualification recognised by Panjab University, Chandigarh.

III. M.Sc. Degree Two years Course in Nursing : Candidates must be holders of B.Sc. Nursing Post-Basic Degree or B.Sc. Nursing Degree with three years experience. Clinical Subjects : (1) Psychiatric Nursing (2) Maternal and Child Health Nursing

IV. Ophthalmic Nursing Six Months Course.

V. Operation Theatre technique Six Months Course.

VI. Neuro-Nursing Course.

VII. Cardiac Nursing Course.

For category IV, V, VI and VII candidates should be registered nurses with minimum of two years experience.

Last date for receipt of application : For Category I and II November 12, 2009 and with late fee November 17th, 2009.

For category III, V and VI November 20, 2007.

For category IV and VII November 25th, 2009.

Indian Institute of Technology Chennai Admission to three Semester M. Tech. Programme, October 2009 (With Scholarship)

(b) General : Applications in prescribed form are invited for admission to the three semester M.Tech programme offered in the departments of Aerospace Engg. Applied Mechanics (Engg. Mechanics, Industrial Tribology maintenance Engg. And Management), Chemical Engg., Civil Engg., Electric Engg. Hum. & Soc. Sci. (Industrial Management) Mech. Engg., Met. Eng. (Industrial Metallurgy), Physics (Solid State Technology), and Ocean Engg.

Minimum Qualifications for Admission :

(a) Bachelor's degree in Engg./ Technology or equivalent, or a master's Degree in Science, or a Bachelor's Degree in Architecture and

(d) Coaching :

(a) Estd. :- 1971

Ph.: 21301

Medical/Engineering Entrance Examination-2008 Batches

C.B.S.E., Punjab, Haryana, Himachal,

Medical/Engineering Colleges

(b) A valid GATE score with a minimum of overall 70 (40 for SC/ST) percentage Candidates who have appeared for GATE 2006 and are appearing for their final qualifying examinations are also eligible to apply provided they complete all their examinations including practical/viva voce not later than October 15th, 2007. A candidate admitted once for M.Tech. (with Scholarship) will not be eligible for admission with Scholarship at this/ any other Institute on the same GATE Institute on the same GATE Score. Seats are reserved for SC/ST candidates as per rules. Disciplines and areas are given in the brochure, sent along with the application forms.

How to apply : Requests for application form and information brochure should be made along with a demand draft for Rs. 225/- drawn on State Bank of India, in favour of I.I.T. madras and two slips (5 cm x 10 cm) with applications address in CAPITAL LETTERS, to the CHAIRMAN, GATE, IIT, Chennai 600036.

Issue of Application Form commences on - October 8, 2009.

Last Date for :

Receipts of completed applications

by post - November 6, 2007

at the counter - November 8, 2007

(c) Golden Bells Public School (English Medium) 415 - Sector 35-A Chandigarh Admission open in Nursery classes only 80 seats Available Interview on 4th November, 2009 at 10.00 a.m.

50 working days	one month	15 days batch
Batch starting on 3rd & 16th Nov., 2009 3rd & 16 Dec., 2009	Batch starting on 3rd 16th & 23rd, Jan. 2nd& 9th Feb.	Starting on 9th, 16th & 23rd Jan. 2nd, 9th & 16th Feb., 2009
Book your seat in advance by sending (d) Rs.1000/- Separate hostels for boys and girls. Prospectus Rs.100/- & Rs.150/- by post.	(d) American Television Training Institute (Regd.) 34/1 Yusaf Sarai, Green park, New Delhi - 16, for colour/black & white television computer courses with maximum practical work. Rail pass facility. Phone 6866630.	(e) Become Accountant practical training including sales/income tax/provident fund/computer accounts. Contact Central Institute, Oriental Bank, First Floor, Daryaganj, Delhi - 110002 Phone - 3275279.
(b) Specialised coaching in computer Science for +2, +1, as per CBSE syllabus in 15 days. NICT (Member-CSI) 2233, 15-C, Chandigarh.		
(c) Coaching in Physics, Chemistry, Biology, Mathematics, English, III to X by expert mistress for girls only. Contact 2574 (First Floor),		

4. Real Estate :

Sale, purchase and mortgage of rural and urban land, residential and commercial plots, built shops and houses, accommodations etc. can be covered under the head of real estate. Definite information should be given. Wrong information should never be given to beguile and mislead the public. Specifications and location of the property and the approximate price must be mentioned. There is no harm in giving the special features of the property in questions. Some specimen advertisements are given below :

- 30 acres irrigated land available at reasonable rates in village Kalomajra Distt. Patiala. Contact Ram Singh 231-22-A, Chandigarh.
- 1 kanal corner plot in Randhir Singh Nagar, Ludhiana, Ripe for immediate bargain. Contact 620, Randhir Singh Nagar, Ludhiana.
- 10 merla three story built-up house 14, Punjabi Bagh, Patiala. A class construction. Owner going abroad. Contact within fifteen days.
- 500 yards industrial shed 122, New Colony, Moga with power connection. Suitable for small scale industry. Interested parties may contact.

- (e) Auction of the attached cold storage at Banur on 30st Nov., 2009 at 11.00 a.m. Contact the Sales Officer, Tehsildar's Office, Rajpura for detailed information.
- (f) Wanted 14 marla plot at Amritsar. Interested parties may correspond at 233 Sector 36-A, Chandigarh.
- (g) Wanted hotel on out-right purchase/lease at Shimla/Chail/Kasauli/Parwanoo. Contact 313, Model Town, Patiala.
- (h) Three bed rooms, attached baths; d/d, store, kitchen, car garage. Telephone facilities. Contact 8, Rajpura Colony, Patiala.
- (i) Wanted two bed-room house on rent at Jalandhar. Contact phone No. 2385623.
- (j) Furnished independent spacious room, attached bath, kitchenette, gas, cooler, fridge, telephone for a single lady executive paying guest.

5. Sale and Purchase :

Life is moving very fast. Technology is being revolutionised. Old models of vehicles, audio and audio-visual appliances, furniture, household goods and machinery prices become obsolete in no time. The rich can afford to buy new models, but the middle class people who have a craze for these things but cannot afford new models opt for used things. Sometimes they like to buy imported things. This gives a fillip to the sale/purchase business. Print media publish sale/purchase advertisements. Some specimens are given below :

- (a) Car : Brand new Maruti 800 Feb. 2003 contact 312, Punjabi Bagh, Patiala.
- (b) Matador Pick-Up van model 87. Good condition. Contact 113, Gurdev Nagar, Ludhiana.
- (c) Bajaj Chetak, model 8a. Top condition, single hand driven. Contact Gali No.9, Moga.
- (d) Three-in-one Sharp Brand new contact 650, 40-A, Chandigarh.
- (e) Kennel : Registered German Shepherd, Dobermann, Boxer, Pomeranian Labrador, Sbets, Cocker Spaniel pups. Ajit Kennel, Shastri Nagar, Ludhiana.
- (f) Steel Almirahs, Sofa Set, Dining Set, Gem fridge and Hitkari for sale. Good condition. Owner going abroad. Contact 212, Urban Estate II, Patiala.
- (g) Paper Cone/tube making plant in good condition for sale. Contact Teja Singh, 15, Dugri Road, Ludhiana.
- (h) Telephone for immediate sale. Ring 2678931, Ludhiana.
- (i) V.C.R., Vacuum Cleaner and AC, custom Paid, Contact 2575-19 C, Chandigarh.

6. Tender Notices :

Government Departments and other public institutions and Corporations float tenders for the construction purpose for the purchase articles. Tender notice with full requirements are published in the full details and conditions must be given in the notice. Some specimen tender notices are given for your perusal.

(a)

**OFFICE OF THE MUNICIPAL
COMMITTEE GOBINDGARH (PTA.)
Short Term Tender Notice**

Sealed tenders are hereby invited for the carriage of 137 M.T. Bulk Bitumen 80/100 or Packed Bitumen from Mathura Refinery (U.P.) to Mandi Gobindgarh Distt. Patiala (Punjab) from the M/s Bharat Petroleum Corporation Ltd. Mathura Refinery Gate No.9, Mathura U.P. The tenders should reach this office on or before 6.11.2009 at 3.00 p.m. The same will be opened in the presence of the authorised and approved transporters on contractors or their representatives on the same day.

The forms can be obtained from the office during working hours @ Rs.120/- per form and deposit as earnest money 5% i.e. Rs. 12500/- Time limit is one months only. The administrator reserves the right to accept or reject any tender without assigning any reason. Other terms and conditions can be seen in the office of the undersigned.

(b)**MARKFED****Tender Notice**

Sealed tenders are invited for the dismantling transportation and commissioning of Lancashire boiler 20'x' : presently at MRM Rajpura and to be commissioned at Markfed Refined oil and Allied Industries at Kapurthala. All tools and tackles material, transportation handling charges, etc. etc. will be arranged by the party. Interested parties may quote their lowest rates. The offer should accompany Demand Draft amounting to Rs. 20,000/- in favour of The Punjab State Co-operative Supply and Marketing Federation Limited Chandigarh as earnest money. Quotation complete in all respects should reach this office on or before 15.11.2007 upto 1.00 p.m. which will be opened on the same day at 3.00 p.m. in the presence of the tenderers if any M.D. Markfed has full right to accept or reject any or all quotations without assigning any reason.

(S.S. Shergill)

Sd/- Chief Manger Projects & Engg. The
Municipal Engineer, Punjab State Cooperative Supply &
Grade-I, Marketing Federation Limited, Sector
Municipal Committee, 17, Chandigarh.
Gobindgarh.

(c) Sometimes date of the submission of the tender is to be extended. Corrigendum has to be issued.

Western Coalfields Ltd.

(A Subsidiary of Coal India Limited)

Corrigendum

The due date of receiving and opening of the tender for construction of 88 Nos. M. Qtrs., 40 Nos. type 'B' and 12 Nos. 'C' type for New Dhuptala at Sasti and 8 Nos. type 'B'. 19 Nos. 'C' and 3 Nos., 'D' type quarters at Sasti in ballarpur Area (Ref. Sr. No. 1 of Tender Notice No. 17 of 90-91 dated 30.10.2009) is hereby extended upto 12.12.2009. The number of Quarters to be constructed and the value of the work thereof may be read as detailed below :

(a) **For New Dhuptala at Sasti :**

(88 No. M Qtrs. 40 'B' and 12 Nos. 'C'.

(b) For Sasti : 19 Nos. type 'C' Qtrs.

Only. Value : (a & b) Rs.105.21 lakhs.

All other terms and conditions of the original tender notes will remain unchanged informs the Chief Engineer (Civil), Western Coalfields Limited, Coal Estae, Civil Lines, Nagpur - 440001.

7. Engagements

Sometimes some information is inserted under the Engagement Column to inform the public as well as to attract the sufficient audience. Reproduced below is the engagement column of a daily for Chandigarh.

(a) **ENGAGEMENTS**

For Friday

Opening : Patient guidance service by Sewa Bharti (Regd.) in PGI address, PGI lecture hall No. 1, 4.00 p.m.

(d) Sometimes a corrigendum is issued for some changes in the terms and conditions of a tender.

Government of Andhra Pradesh

A.P. Panchayat Raj,

Engineering Department

Office of the Superintending

Engineer, (P. R.), C.R.P.

Vijayawada.

Amendment to the Tender

Notice No. 5/2006-07

Dt.15.6.2009

The following amendment is issued to the above Notice :

1. Issue of the bid documents extended up to 12.7.2009.
2. Receipt of the bid documents extended up to 13.00 p.m. on 13.7.2009 and will be opened on the same day at 13.30 hours. There is no change in the remaining items.

M.S.R.K. Chowdhary,
Superintending Engineer (P.R.)
C.P.R., Vijayawada.

Symposium : First national symposium on medicinal chemistry, meditation, the Divine Life Society, ICSSR Complex, Panjab University, Dr. 1617, Sector-7, Chandigarh.

G.S. Sidhu, former Director General of the CSIR and Secretary, Government of India to inaugurate at 9.00 a.m. **Programme :** Cultural programme by Punjab Sangeet Natak Akademi Kisan Bhawan, Sector 35-A, 5.30 p.m.

Meeting : IAS (retired) officers association, 167, Sector 8-A, 4.30. **Sankirtan :** Shree Narayan Sewa Smiti 2914, Sector 37C, 4.00 p.m.

For Saturday

Seminar : National Seminar, Punjab Sahit Academy, 'Social & Cultural Pluralism and Contemporary Creative Literature', Conference Hall, Kishan Bhawan, Sector 35, 11 a.m. **Contest :** Paper reading Contest, Government College, Sector 11, to mark Dr. Ambedkar Centenary, 11.00 a.m.

Function : Dr. Raghubir Sahay Gamriti-Ayojan, English Auditorium, Panjab University, 9.45 a.m. **Competition :** Two-day annual musical competition, Army/police/air force brass/pipe bands and opening of 2-day Rose Festival, Leisure Valley, Sector 10, 9.00 a.m.

Celebrations : To mark Baba Sahib Dr. B.R. Ambedkar birth centenary, function by North India SC/ST welfare association, Lajpat Rai Bhawan, Governor O.P. Malhotra, Mr. Baleshwar Rai to attend, 2.00 p.m. **Show :** Mime Show, Laurent decol from Marceru School, The Alliance Franchise, "Le Corbusier" Tagore Theatre, 6.30 p.m.

Bhog : Ramcharitmanas akhand path, Sanatan Dharam Mandir, Sector 40, Sector 40-A, 9 a.m.

Sometimes special advertisements are also issued.

(b)

NATIONAL DANCE FESTIVAL

8th to 14th November, 2010

Bal Bhawan, Sector 23, Chandigarh.

Programme

Date	Artist/Production	Performance
10th November	Padamshri Ammanon Madhav Chakryar and Group	Balwadham
11th November	M/s Sonal man Singh	Oddissi
12th November	Arjan Singh & party	Sassi Punnu (A Punjabi Ballet)

No Camera allowed except Press

North Zone Cultural Centre

- Headquarters Recruiting Zone, 306, Mount Road, Teynampet, madras-600018.
- Headquarters Recruiting Zone, Shillong - 793001
- Gorkha Recruiting Depot, Kunraghat, Gorakhpur - 273008 (U.P).
- Independent Recruiting Office, Gopi Nath Bazar, Delhi Cantt.
- For Dependants of displaced persons from Arkona, - Contact Project Director, Naval Air Station Arkonam.
- For Andaman & Nicobar Islands Contact INS Jarawa, Port Blair.
- For Lakshadweep & Minicoy Islands contact Naval Officer-in-Charge Lakshadweep & Minicoy Islands.
- For dependents of displaced persons from Karwar and Ankola Talukas of Karnataka.
- Contact Officer-in-Charge, Project Seabird Detachment, Karwar.

Dear Student,

There is no end to the world of classified advertisements. The space does not allow us to include all the categories of ads. Some topics are being mentioned which generally figure in the columns of the newspapers.

Specific advertisements regarding Banking, Savings, Shares, Debentures, Loans, Chitfund Companies, Computers, Books, Consultancy, Photostat, Beauty culture, Interior decorations, Boutique, tailoring, cookery, health clinics, arms and ammunition, poultry, gardening, astrology (and now computer astrology), lotteries, films and other social and cultural activities are published in the print media. You are advised to read those advertisements in the major newspapers to acquaint yourself with the format of these ads.

LESSON NO.: 1.4

RESUMÉ WRITING

Dear Student,

In this lesson, we are going to discuss what is a resumé and how a resumé is written. A few examples/samples of resumé are also given in this lesson. You should read the following discussion carefully and practise writing a few resumé on your own for various jobs you come across in newspapers.

A resumé is a one or two page document summarizing a person's educational qualifications, work experience, professional skills etc. A resumé is sent while applying for a job and it is on the basis of this brief record that the employer assesses the candidate and calls him/her for an interview. It is through this document that the applicant impresses the employer. Its basic purpose is to secure an interview for the job. It contains a brief business or vocational history of the applicant.

Resumé writing is a kind of business writing which can be learnt through practice. There is no fixed format or style of writing a resumé. While writing a resumé you should remember that the employer knows nothing about you. It is the manner in which you present information about yourself that will generate the interest in him/her about you and he/she will be impressed to call you for an interview. Hence in preparing the resumé, you should highlight the information that you wish to emphasize and give accurate and enough information to the employer to form a favourable and suitable opinion about you. The content of the information should be appropriate enough to be considered for the position you have applied for.

Since resumé provides your personal details and a summary of your educational qualification, experience detailing the organizations where you have worked, the duration and nature of duties, the other accomplishments like awards, prizes, books and research papers published etc. it should be properly planned and carefully prepared with accurate details related to the objective of the job to be applied for. The attractive formatting and setting of it also has a considerable impression on the employer. Hence the information should be grouped properly under headings.

Since a resumé is job specific, hence for a particular job particular

details are important which need to be highlighted. You should make your resumé goal oriented and job specific. The chief characteristic of a resumé is that going by the adage “first impression is the last impression” it helps you to impress the employer and thus ‘sell’ your traits by furnishing important and unique details which stand out. It assists you in presenting skills and achievements necessary for the job.

Before beginning to work on your resumé you should make a thorough self-assessment which will help to highlight your qualities, achievements and skills to the needs of the organization/institution/company. You should sift and sieve the information and make it job specific keeping in mind the requirements of the job.

There is no fixed format for writing a resumé. However, the various headings in a resumé should include the following information.

Name and Address :

You should write full legal name, current address, permanent address, E-mail address (if any), Telephone number/contact number.

Career Objective or Career Goal :

It should be related directly to the job for which you are applying. You should write here the job title you are applying for and the field in which you are desirous to work and your aptitude related to that field.

Educational or Professional Qualifications :

While enlisting your educational and professional Qualifications you should see to it that if you have certain professional qualifications which will help you in securing this particular job, you should put them before you enlist other educational qualifications. You should also mention the name of the institute, degree, year of passing out, marks or percentage and the distinctions achieved.

Related Course Work, Special Projects, Academic Awards :

If you have done some course work or special project related to the job you are applying for, or have won an academic award in that work you must include it in your resumé and also mention your achievements and special contributions made in that field as a result of it. You should highlight and stress the work undertaken by you and the result of the work carried out. This will surely impress your employer.

Work Experience :

While preparing your resumé you should keep it in mind that if your work experience is considerably more than your educational or professional qualifications, you should put it before these qualifications or you should

put it after enlisting your academic qualifications. You should mention here :

1. Date and year of the job assignment
2. Name of the organization
3. Job title
4. Responsibilities held
5. Any significant contribution made to the institute/company/organization.

In case you do not have any work experience you can be innovative and use such headings as Language Proficiencies, Computer Competency, Special Skills, Professional Memberships and various Memberships. You can think of any number of categories and mention those which are most suitable ones for the present job and are able to create an impact.

Skills, Abilities :

While preparing a resumé you should concentrate on skills, knowledge and achievements how you would make an outstanding candidate for the post applied for. If you feel that you can state some of the acquired skills under various headings, you should write them confidently. You should list the jobs and activities or special posts that you have held and got down the skills that you have acquired in the process of the completion of the task. You should identify these skills, group these, and list these under suitable headings. These headings should be arranged in order of importance relating to your job/career goals.

Activities and Awards :

You need not state all the activities in which you have participated and the awards that you have won. You should select only those which have a direct bearing on your career goals and list them in order of importance. This section should be brief and meaningful.

References :

If the employer has asked for the references you should give the names and addresses of two or three referees who are acquainted with you and your work. However, the names of the referees should be given only when you have obtained their permission.

You can write your resumé keeping in mind all these above discussed points and headings. In brief :

1. A resumé must be brief, to the point, and accurate in facts.
2. It must convey impressively and forcefully your purpose reflecting your personality and personal characteristics.

3. It must concentrate on your strengths and abilities and factual representation of your skills.
4. It must be beautifully set out, laser printed. The special effects, however, should be avoided.
5. Finally, it must reflect your worth as a potential employee.

We are giving here three samples of resumé writing. You can devise your own format as well for preparing a resumé while applying for a specific job.

Resumé - I

(For the post of Lecturer in Commerce)

Name : Ramesh Duggal
 Date of Birth : 5th September, 1972
 Father's Name : Sh. V.K. Duggal

Educational Qualifications :

Examination	Institution	Board/University	Year of Passing	Marks Obtained
Matriculation	DAV School Ambala City	Haryana School Education Board, Bhiwani	1989	85%
10+2	-do-	-do-	1991	83%
B.Com. (Honours)	S.D. College, Ambala City	Kurukshetra University, Kurukshetra	1994	77%
M.Com.	Dept. of Commerce, K.U. Kurukshetra	Kurukshetra Univ. Kurukshetra	1996	65%
M.Phil.	-do-	-do-	1998	A grade
N E T	U G C	U G C	1999	(Cleared the Test)

At present registered for Ph.D. with Kurukshetra University, Kurukshetra.

Work Experience

Worked as Lecturer in Commerce on Adhoc basis at Govt. College, Pehowa for two sessions (2000-2001, 2001-2002).

Publications/Seminars

- Five Research Papers published in reputed journals.
- Presented papers in two National Seminars.

Awards

- Received college colour and the certificate of Excellence as the

best student from the college in 1994.

- Represented Kurukshetra University, Kurukshetra in Elocution in Inter-University Youth Festival in 1994.
- Won many prizes in acting, debate, swimming.

Language Proficiency

- Fluent in English, Hindi and Punjabi.
- Have good communication skills.

Hobbies and Interests

Reading, writing and organizing extra curricular activities.

References

1. Dr. _____
Chairman
Dept. of Commerce
Kurukshetra University, Kurukshetra.
2. Dr. _____
Principal
S.D. College, Ambala City.
3. Dr. _____
Principal
Govt. College, Pehowa

Correspondence Address

Ramesh Duggal
C/o Sh. V.K. Duggal
46, Adarsh Nagar, Ambala City.
Mobile No. : 9814819313

Date :

Signature

Resume - II

(For the Post of Asstt. Manager, Marketing)

Name : Mukesh Mittal
Date of Birth : August 20, 1970

Current Address

Mukesh Mittal
Legal Whirlpool
New Delhi.
Mobile : 9815612275

Permanent Address

Mukesh Mittal
249, Sector 15-A,
Chandigarh.
0172-2590473

Career Objective :

To apply the acquired knowledge and skills for the growth of the

Educational Qualifications :

Examination	Institute	Board/Univ.	Year of Passing	Marks Obtained
Matriculation	Victoria School Patiala	P.S.E.B. Mohali	1992	65%
10+2	-do-	-do-	1994	61%
B.A.	GCW, Patiala	Punjabi Univ. Patiala	1997	58%
M.A. (Public Administration)	Dept. of Public Administration	-do-	1999	53%

- One year Diploma in Advertising and Marketing through Y.W.C.A., Chandigarh (2001).

Typing knowledge & Speed : Electronic & Manual 45-50 w.p.m.

Shorthand speed : 85 w.p.m.

Computer Competency : Can operate Computer : Word, Excel, Documents, MS Office, Package & Tally, Internet, E-mail etc.

Work Experience : Working with Agro-Tech Pvt. Ltd., Dera Bassi as Secretary to MD and assisting him in maintaining records and other office work.

Personal Traits : Diligent, punctual, keen for objective achievement and self-growth.

Salary Drawing : Rs.5000/- p.m.

Salary Expected : Rs.7000/- p.m.

Correspondence Address :

Ms Amrita Gill
Agro Tech Pvt. Ltd.
Ambala Road
Dera Bassi (Punjab).

Date :

Signature

CURRICULUM VITAE

The rising competition in the professional world has led to the changing trends in the education curriculums and systems. The 21st century has witnessed unprecedented expansion of the corporate world. Hence, professional education has become the need of the day. In this fiercely competitive world one needs to have employable skills. Moreover, one needs to be well trained in the art of persuading and convincing others as it is all about persuasion- from investing in a particular field to selling the final product. This quest for convincing others begins with writing an effective “Curriculum Vitae.” Infact, it is a package that packs one’s skills into an effective employment application and advertises your employability to people sitting on the other side of the table. It can provide the candidate with a slight edge over the other competitors as it is his/her first encounter with the employer, and thus, becomes instrumental in forming first impression about the candidate’s potential and his/her usefulness for the organization. It is a testimonial of an individual’s writing and presentation skills and helps him or her getting short-listed for the post. So, the technique of writing a good resume is a must for all the would be professionals.

After having got acquainted with the importance of curriculum vitae, it will be both imperative and necessary to discuss about its ingredients. In simple words, it is a record of candidate’s background. Formally speaking, it can be defined as a professional job-seeking document that displays a synopsis of an individual’s personal details, career objective, qualification, professional training, job-experience skills, achievements and references. An ideal resume should be clear, lucid and perfectly readable. It should have an effective design i.e. it should be designed in a manner so as to communicate the relevant information. Moreover, the resume must be altered and adapted in accordance to the job in question and the testing management, i.e. it should be flexible. On the whole, it is a summary of all the information that can interest your potential employer.

Structure of a Resume

Structure of a resume should be attractive to the eyes. It should enhance the look of a resume and appeal to the aesthetic sense. Following points should be kept in mind while writing a resume:-

- 1.) Print it on a good bond paper.
- 2.) Use 12 or 14 point type.
- 3.) Use a standard format: Times New Roman.
- 4.) A plenty of wide space will make your resume more appealing.

- 5.) Do not underline words and always remember that brevity is the soul of wit.
- 6.) Use easy but impressive language and avoid using clichés and jargon.

Body of a Resume

There isn't any normative, formal or well defined layouts of a resume. However, the common sense would demand that the body of a resume should have following parts:-

Personal Information, Position Sought, Career Objectives, Qualification, Work Experience, Skills, Hobbies and Achievements and References.

- **Personal Information:** It includes full name of the applicant, date of birth, father/mother's name, full postal address with pin code, telephone number with area code, fax number and e-mail address. There is a variation in the usage of this part. Some people place it in the beginning and others mention it at the end. Though it is always better to begin a resume by presenting information of one's own self.
- **Position Sought:** If the particular position sought is mentioned in the resume, it makes the resume target specific and gives the potential employer an enhanced sense of being important. But this part is optional and can be dispensed with.
- **Career Objective:** It is one sentence summary of your career objective. It should be compact, meaningful, and focused at the nature of the specific job sought. So, it should be altered according to the job applied for. It is one of the most important constituents of a resume. Suppose you are applying for the post of a teacher, the following can be career objective.

Career Objective: To work as a catalyst in self-realization of the students and thus be a part of the nation building process.

Suppose the same candidate applies for the post of Manager for Projects in a company, following might be the applicant's career objective.

Career Objective : To make the most judicious use of my exposure in Project Management Methodologies in challenging and competitive environment and thus help the already well esteemed company to emerge as a global leader.

- **Qualification:** This is a summary of students' academic career mentioning basic qualification required for the job. Moreover, it should highlight the training that qualifies the candidate for the job. This part should give details of the awards and recognitions related to the specific job in question. If the candidate has achieved something that speaks for his/her credentials in leadership qualities and management skills, that too must be mentioned in this part.

- **Work Experience:** All the esteemed companies assign a lot of importance to the experience in the concerned field as nothing can substitute or replace it, not even the qualification. If the candidate has an impressive track record/experience, it should be mentioned prior to educational information. Title of the position, employer's name or the name of the organization, location, dates of employment and important job profile should be categorically included. The emphasis should be on the aspects that are relevant to the job applied for. If the candidate is a fresher, he/she should mention his/her training in this section. However, what is to be kept in mind is the reverse order of presenting the information i.e. the latest job should be mentioned first and then go back in the history of the experience/internship/training.
- **Hobbies, Skills and Achievements:** This part should reveal the candidate's special skills, aptitude, hobbies. It also should impart information about extra-curricular activities liked by the candidate. Indirectly, these qualities can bridge the gap between the job and the candidate as they reflect the dynamic nature of his/her personality, which is much valued by the companies.
- **References :** This is the last but by no means the least part of a resume. It includes references from the renowned personalities in the concerned area, who are well acquainted with applicant's professional skills, moral character and other abilities. The name, address, designation and other relevant information about the person should also be mentioned.

As mentioned earlier, there are no any well defined ways of writing a resume. So, the number or serial of the parts can vary from person to person, and requirement of the job.

RESUME STYLES

There are three styles of writing resume. But there is always overlapping among the three styles. Following are the three prevailing styles of writing resume.

1.) Chronological Resume

2.) Functional Resume

3.) Combination of the Both

- 1.) **Chronological Resume:** This is a more generalized form of writing a resume. The emphasis is on educational background and experience in the field. In simple words it summarizes what you did in a timeline. It emphasizes degrees , job titles, and dates. It has become a well set or traditional form of resume writing. But the candidate should use this format when his/her experience reflects a logical preparation for the position sought. Mention your experience in a reverse chronological order .i.e. begin with the most recent.

- 2.) **Functional Resume:** Here the emphasis is on candidate's skills and work experience that demonstrates his/her credentials; and not on educational qualification. It is useful when candidate's education and experience are not the normal route to the position applied for, or you have been changing fields frequently. Hence you highlight your skills that will be useful for the company concerned. This can be useful in private sector as the private companies are more interested in the utility or productivity of the candidate than the educational qualification.
- 3.) **Combination:** It is the judicious mixture of both the types as it combines the best features of the two. It does highlight your skills required for the job but it also provides a detailed description of the candidate's education and work experience.

Any discussion on resume writing is fruitless without proper examples, so one example of each type of the resume becomes necessary.

Chronological Resume

AMIT SHARMA

Father's Name : Sh. Harbans Sharma
Date of Birth : 19th April, 1985
Address : # 564/5, Sector-39, Noida-201301
Contact No. : 9672849382
Marital Status : Single
E-mail : amitred@yahoo.com
Nationality : Indian

➤ **Position Sought**

Project Manager in Public Relations

➤ **Career Objective**

To provide a new brand value to the name of the company by utilizing my experience as a Project Manager in Public Relations and thus help our company to scale new heights.

➤ **Qualification**

10th from C.B.S.E with 87% marks.

12th from C.B.S.E with 80% marks.

B.A. Professional from Khalsa College, Amritsar.

M.B.A. from D.A.V., Jalandhar(Specialization in H.R)

➤ **Experience**

Worked as Project Manager with A.G.C. Limited, Delhi from 21st July, 2008 to 10th November 9, 2009 .

Worked as Assistant Project Manager with Tata Consultancy , Delhi from 21st July, 2007 to 15th July 2008.

➤ **Skills**

Basic Knowledge of computer.

Formally Skilled in the field Psychological Aspects of Public Relation.(Diploma from P.U., Chandigarh)

Technical Writing Skills

➤ **Achievements**

Received the award of 'student of the year' twice during my M.B.A. at D.A.V., Jalandhar.

Given a special award for excelling in the field of customer relations by Tata Consultancy , Delhi

➤ **Activities**

Member , Business Forum of India, Delhi

Member, District Lions Club, Noida

Member, Young India, Delhi

➤ **Hobbies**

I like playing cricket and watching classic Hollywood movies.

➤ **References**

Dr. Nikhil Gupta

Principal

D.A.V. College, Jalandhar

645/3, Professor Colony, Jalandhar

Mr. Nicholas Mark

Director(Human Resources)

Tata Consultancy

#546/B, Sector 43, Noida

Date:

Place:

(Amit Sharma)

So, here was a specimen of a chronological resume and now it is the time to turn to functional resume and it is important to note that the basic facts will remain the same, only the form will change.

Functional Resume
AMIT SHARMA

Father's Name : Sh. Harbans Sharma
Date of Birth : 19th April, 1985
Address : # 564/5, Sector-39, Noida-201301
Contact No. : 9672849382
Marital Status : Single
E-mail : amitred@yahoo.com
Nationality : Indian

➤ **Position Sought**

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Member, Business Forum of India, Delhi

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➤ **Hobbies**

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➤ **Qualification**

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B.A. Professional from Khalsa College, Amritsar.

M.B.A. from D.A.V., Jalandhar(Specialization in H.R)

➤ **References**

Dr. Nikhil Gupta

Principal

D.A.V. College, Jalandhar

645/3, Professor Colony, Jalandhar

Mr. Nicholas Mark

Director(Human Resources)

Tata Consultancy

#546/B, Sector 43, Noida

Date:

Place:

(Amit Sharma)

Here too there can be many variations as some people give the personal details at the end. In that case the resume will be like this.

AMIT SHARMA

➤ **Position Sought**

Project Manager in Public Relations

➤ **Career Objective**

To provide a new brand value to the name of the company by utilizing my experience as a Project Manager in Public Relations and thus help our company to scale new heights.

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➤ **Skills**

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Formally Skilled in the field Psychological Aspects of Public Relation.(Diploma from P.U., Chandigarh)

Technical Writing Skills

➤ **Achievements**

Received the award of 'student of the year' twice during my M.B.A. at D.A.V., Jalandhar

Given a special award for excelling in the field of customer relations by Tata Consultancy, Delhi

➤ **Activities**

Member, Business Forum of India, Delhi

Member, District Lions Club, Noida

Member, Young India, Delhi

➤ **Hobbies**

I like playing cricket and watching classic Hollywood movies.

➤ **Qualification**

10th from C.B.S.E with 87% marks.

12th from C.B.S.E with 80% marks.

B.A. Professional from Khalsa College, Amritsar.

M.B.A. from D.A.V., Jalandhar(Specialization in H.R)

➤ **References**

Dr. Nikhil Gupta

Principal

D.A.V. College, Jalandhar

645/3, Professor Colony, Jalandhar

Mr. Nicholas Mark

Director(Human Resources)

Tata Consultancy

#546/B, Sector 43, Noida

➤ **Personal Information**

Father's Name	:	Sh. Harbans Sharma
Date of Birth	:	19 th April, 1985
Address	:	# 564/5, Sector-39, Noida-201301
Contact No.	:	9672849382
Marital Status	:	Single

E-mail : amitred@yahoo.com
Nationality : Indian

Date:

Place: (Amit Sharma)

Combination Resume
AMIT SHARMA

Father's Name : Sh. Harbans Sharma
Date of Birth : 19th April, 1985
Address : # 564/5, Sector-39, Noida-201301
Contact No. : 9672849382
Marital Status : Single
E-mail : amitred@yahoo.com
Nationality : Indian

➤ **Career Objective**

To provide a new brand value to the name of the company by utilizing my experience as a Project Manager in Public Relations and thus help our company to scale new heights.

➤ **Skills**

Basic Knowledge of computer.

Formally Skilled in the field Psychological Aspects of Public Relation.(Diploma from P.U., Chandigarh)

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Dr. Nikhil Gupta

Principal
D.A.V. College, Jalandhar
645/3, Professor Colony, Jalandhar

Mr. Nicholas Mark

Director(Human Resources)
Tata Consultancy
#546/B, Sector 43, Noida

Date:

Place:

(Amit Sharma)

Some Questions for Practice

1. Suppose you are Ranjeet Kaur and you are an M.Phil in English. Prepare a resume to apply for the post of a lecturer in the subject of English.
2. Suppose you are Gurpreet Kaur and applying for the job of a salesman in a company named Akaash Softwares, Delhi. Prepare a resume for that purpose.
3. Suppose you are Anand Sehgal and you have finished your graduation. Prepare a resume to apply for the job of P.O. in H.D.F.C. Bank, Patiala branch.
4. Prepare a resume to apply for a job in a call-centre.
5. Prepare a resume to apply for the job of a Sales Manager.

Suggested Reading :

For further reading students can refer to M Ashruf Rizvi's book titled Effective Technical Communication and you can also refer to Technical Communication: Principle and Practice by Meenakshi Raman.