

UNIT - IV

CONDUCT OF MEETING

1) AGENDA

- Agenda is a list of matters that are to be discussed in a meeting.
- It is an outline of what the meeting will address.
- It is distributed to the attendees a day or two before meeting.
- It is usually prepared by the Secretary & Chairperson

EXAMPLE

→ NOKIA MOBILES

A meeting of regional managers of Nokia mobiles will be held on Monday, May 29, 2022 in the head office City Delhi at 11:00 am

Purpose of meeting: 1) Salary structure of employees

- 2) Energy crises
- 3) Improvement in service
- 4) launching New products.

2) NOTICE

Notice is a formal means of communication to announce or display information to a specific group of people

format of Notice

Name of organisation / office issuing
Notice

Date:

NOTICE
Heading

Body of NOTICE

Signature

Name

Designation

Requirements of Notice

- 1) Should be in passive voice
- 2) presented within a box
- 3) word limit: 40-50
- 4) Information given must be clear
- 5) should not cause misunderstanding or confusion.
- 6) Catchy, appealing - Attract attention at once
- 7) Bold letters, catchy slogans, striking words
- 8) No personal pronouns
- 9) Short but grammatically accurate sentences.

3) MEETING NOTES OR NOTES

Meeting notes are the key points of information written during a meeting

Good meeting notes help in remembering important details from a meeting and any tasks that needs to be completed.

Difference B/w Meeting Minutes & Notes

Meeting minutes are a more formal report of the meeting

Meeting notes are short hand, less formal documentation

4) OFFICE MEMORANDUM

A memorandum is a document typically used for communication within an organisation.

Memorandum can be as formal as a business letter & to present a report.

Uses of Memorandum

- To give information to someone
- To issue an instruction
- To request for help
- To give suggestions

TEMPLATE of OFFICE MEMO

To : Mr. _____
From : Mr. _____
Subject : Retirement Get Together
Date : 12 April, 2022

Body of MEMO

- Types of Memo :
- ① Persuasive Memo
 - ② Directive memo
 - ③ Technical Memo

5) OFFICE ORDERS

- An office order containing directions or instructions which are complied with by the person receiving the order.

- It is a means of downward communication.

→ It carries a stamp of authority & employees below.

- It is used to communicate matters concerning -
- Posting
 - Promotion
 - Transfer
 - Suspension
 - Termination of services
 - Granting / withholding certain privileges
 - Disciplinary proceedings
 - Refusing leave to an employee

Essentials of office orders

- 1) Order must be precise
- 2) Should be written in very simple words
- 3) Should be correct, short & to the point
- 4) must contain specific instructions or directions
- 5) Must be authentic & duly signed

Example:

XYZ Pvt Ltd
B-9 Gombiagarh
Lucknow -

Ref 2022/2
1.6.22

OFFICE ORDER

The proposal for charge in menu has been accepted

for
(Personnel manager)

6 PRESS RELEASE

A press release or news release is a public relations tool that is used to make suggestions to journalists, editors, bloggers or other thought leaders.

Writing a Press Release

▷ Headline

It provides headline & if needed then also give headline

▷ Dateline

Mention the date, month & year of publishing press release

▷ Introduction

Brief & useful information about your organization, it is core business, function & processes.

- Writing A Good PRESS RELEASE

- What is this about?

- What is the actual News?
- When does this event happen?
- Need of this news
- How is this happening?

Example

Press Release
of June 2022

Nestle announces global launch of
a new range of Starbucks products
to enjoy at home

Nestle today announced the launch of
a new range of coffee products
under the Starbucks brand to
be available globally. The new
range of 24 products including whole
bean, E, roast bean, E, roast E,
ground.

Press Release source

BUSINESS LETTER WRITING

Business letter it is a letter written in formal language, used when writing from one business organisation.

Types of Business Letters

- 1) Cover letters: Sent with a package, repair or other item.
The purpose of a cover letter is to describe what is enclosed & provide a description of what the receiver should do with it.
- 2) Thank You letters: These are great for networking & relationship building.
- 3) Complaint letters: The key to these types of letters is to demonstrate that you are displeased without being extremely angry.
- 4) Adjustment letters: This is a response to a complaint letter. The purpose is to provide solutions for the complaint made.
- 5) Bad News letter: Being direct is valued in business, but writing, but while writing business letters, it is best to break the bad news in a softer way.
- 6) Acknowledgement letters: These are meant to acknowledge that the item is received, or that you are aware of a fact or an error.
- 7) Memos: These are often used to spread important news & directives inside a company.
- 8) Congratulatory letters: for sending congratulations & positive feedback.
- 9) Response letters: for explaining how a request was taken into consideration & fulfilled.
- 10) Sales letter: These are attractive letters to gain readers attention & it continues to explain the benefits of whatever you are selling.
- 11) Resignation letters: for giving notice that you are leaving a position.

12) Grievance letter: A formal letter made by employees to make a formal complaint to their employer

13) For application letter

14) Salary increment letter

15) Quotation letter

Functions and needs of a business letter

(a) Promotional Functions: Business organisations have to grow and enlarge, improving the quality of their products, by producing new products and providing better services. The customers have to be kept informed through letters these developments. Business organisations have to expand their market by tapping new areas. All round expansion is possible only if the organisation keeps all the people concerned well informed through letters that promote sales and service.

(b) Informational Functions: Business letters provide valuable data about earlier policies, transactions and all other activities of the organisation. Modern business cannot depend on memory as in olden days. Letters are ready references if they are available. New policies can be evolved by studying the earlier ones. It is not only essential to maintain good correspondence but also more essential to make them be available in the files.

(c) Legal Functions: Business letters can provide evidence in legal disputes, if any, that occur in a transaction. They are useful as legal documents in quotations and offers.

(d) Goodwill Functions: Business letters promote goodwill among parties transacting business. They build a good rapport between parties in a business transaction.

LAYOUT OF LETTER

Sender's Address

The writer's complete postal address has to be mentioned at the beginning of the letter on the left-hand side of the paper. This lets the receiver know where you wrote the letter from.

Date

The date is written just below the sender's address, and it lets the recipient know when exactly the letter was written. The date may be written in any of the following ways:

4th July 2005

July 4, 2005

4/6/2005

[4-6-2005](#)

4.6.2005

Greeting or Salutation

The Salutation depends on the relationship between the sender and the receiver.

To members of your family and friends, it could be Dear Father, My Dearest Friend, Dear Uncle, Dear Diana, etc.

To Business people or any officer of higher rank, it could be Dear Sir, Dear Sirs, Sir/Ma'am, etc.

Body of the Letter

The message that you want to convey is stated in the body of the letter. The style, however, depends on the type of letter you are writing. The style of a friendly letter differs completely from that of a business letter or an official letter, but there are certain points that apply to both formal letters and informal letters.

Generally, when you draft the body of your letter, see to that you divide it into short paragraphs, according to the change in the subject matter. Use simple and direct language that is easy to comprehend. Put down all your points in a logical order. Mind your punctuation; incorrect punctuation will alter the meaning of the sentence completely.

Subscription

The subscription helps you end the letter in a polite and courteous manner. The subscriptions change according to the type of letter you are writing. It can be written as Yours faithfully, Yours lovingly, Yours sincerely, With love, etc.

Signature

The signature or the name of the writer should be written just before the subscription.

REPORT WRITING

A report is a short document written for a particular purpose or audience. It usually sets out and analyses a problem often recommended for future purposes.

Requirements for the precise form of the report depend on the department and organization.

Major Types of Reports

While the most common type of reports corresponds to the ones we read in newspapers and magazines, there are other kinds of reports that are curated for business or research purposes. Here are the major forms of report writing which you must know about:

1. Newspaper or Magazine Reports

The main purpose of newspaper or magazine reports is to cover a particular event or happening.

2. Non-Fiction Newspaper or Magazine "Book" Report (Teaching With a Mountain View) | Middle school reading, Teaching writing, Reading classroom

3. Business Reports

Business reports aim to analyze a situation or case study by implementing business theories and suggest improvements accordingly.

4. Technical Reports

The main purpose of the technical report is to provide an empirical explanation of research-based material. Technical report writing is generally carried out by a researcher for scientific journals or product development and presentation etc.

Organisation/ structure/ layout/ format of a report

The structure of a report depends on the type of report and the requirements of the assignment. While reports can use their own unique structure, most follow this basic template:

Executive summary: Just like an abstract in an academic paper, an executive summary is a standalone section that summarizes the findings in your report so readers know what to expect. These are mostly for official reports and less so for school reports.

Introduction: Setting up the body of the report, your introduction explains the overall topic that you're about to discuss, with your thesis statement and any need-to-know background information before you get into your own findings.

Body: The body of the report explains all your major discoveries, broken up into headings and subheadings. The body makes up the majority of the entire report; whereas the introduction and conclusion are just a few paragraphs each, the body can go on for pages.

Conclusion: The conclusion is where you bring together all the information in your report and come to a definitive interpretation or judgment. This is usually where the author inputs their own personal opinions or inferences.

Report Writing Techniques and tips

These report writing techniques will save you time and make sure that what you write is relevant. There are five writing tips followed by five language tips.

1. Write your executive summary and table of contents at the end

This means that the section headings and page numbers will be consistent. The executive summary is much easier to write if you have already written the rest.

2. Focus on the objective

Make sure you understand the purpose of your report and who you're writing it for. If you're writing a report as part of your university course, read the brief carefully and refer back to it so that everything you write and include is relevant.

3. Plan before you start writing

Gather all your research and relevant information. You might need to interview people, do some background reading or carry out experiments.

Decide on a structure for your report. How are you going to organise the information you have into sections? How can you divide these sections into headings and sub-headings?

4. Use a clear layout

Make your report look more readable and inviting. Here are some ways to help you do this:

Use headings and sub-headings to break up the text. Remember to number these consistently. Here are two alternatives:

Section 1

Sub-section 1(a), 1(b)

Sub-sub-section 1 (a) (i), 1 (a) (ii); 1 (b) (i), 1 (b), (ii)

Or:

Section 1

Sub-section 1.1, 1.2

Sub-sub-section 1.1.1, 1.1.2; 1.2.1, 1.2.2

5. Edit and proof read!

Here's a check list of what you should ask yourself before submitting your report:

- Is it free of grammatical mistakes, concise and easy to read?
- Do the sections follow on logically from each other?
- Is each point supported with evidence or data?
- Are the conclusions and recommendations persuasive?
- Are all the sources correctly referenced?

6. Keep sentences short and simple

Include only one main idea in each sentence, with extra information in following sentences, introduced by a appropriate linking word (see below). Avoid writing long sentences with lots of sub-clauses which will make it difficult for your reader to follow you. Aim for sentences which are no longer than 15-20 words.

7. Use linking words

Words and phrases like "Therefore", "However", "For this reason", etc help your reader follow your ideas. For a complete list of linking words (and examples of their use) check out our page on linking words.

8. Use everyday English

Explain jargon or technical language (if you're writing for a non-technical audience) and include these terms in a glossary.

9. Keep an eye on punctuation

Correct punctuation helps your reader move more easily through your report. If you're not sure on when to use commas or semi-colons (for example), check out our punctuation guide.

Possible Problems Encountered in Report Writing

- 1)Unknown Format
2. Unorganized Information
- 3)Poor English Skills-Grammar -Spelling
- 4) Out of Topic
- 5) Lack of data/raw material
- 6)Report not written in details

Proposed solutions

- 1)search the report format/search through the books
- 2)Drafting/Planning
- 3)Attending English course training class/
reading English newspaper,magazines, story books etc./listening to English songs
- 4)Reviewing/Drafting
- 5)Gathering info from different parties/
departments such as Services dept.,Sales & Marketing dept., Finance dept, Manufacturing dept. etc.
- 6)Elaborating the key points/keywords in the report-linked to the specific paragraphs.