

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT

UNIT 2

LISTENING

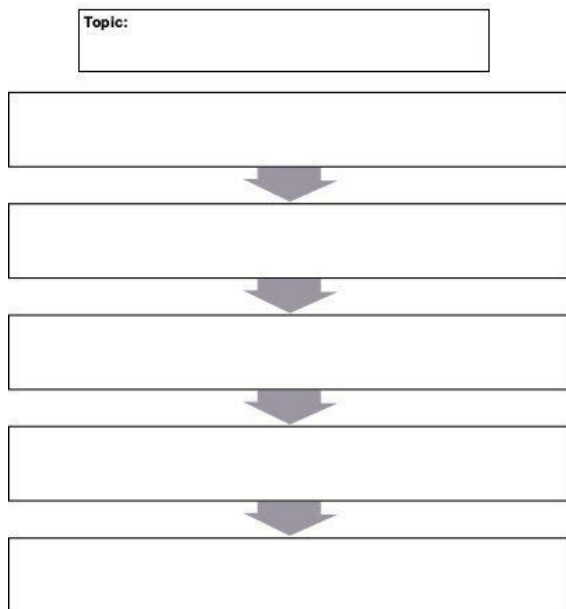
Human Resource Process

Listen to the passage and draw a flow chart.

Human Resource (HR) Processes are vital to materialize the objectives of the organization. To derive the best benefits from the employees HR follows several steps in equipping the human resource pool.

HR has to advertise the vacancy in print/electronic medium after analyzing job description of the position required. After careful scrutiny of the applications, appropriate candidates are asked to undergo selection processes. Then selected candidates are inducted into the organization. At the time of induction process organization's goal and the expected performance from the persons are explained. Training is given to them and its outcome is evaluated. The performance of the employees is monitored and confirmed whether the necessary skill is acquired. Finally, the appraisal of the performance is followed by suitable reward strategies and remuneration.

Hint: Here is a model flowchart. Customize it according to your requirements.



SPEAKING

Pre-task

Fill in the blanks with the appropriate words. (**handsome, pleasant, decided, unaffected, good-looking**)

“Mr. Bingley was _____ and gentlemanlike; he had a _____ countenance, and easy, _____ manners. His sisters were fine women, with an air of _____ fashion. His brother-in-law, Mr. Hurst, merely looked the gentleman; but his friend Mr. Darcy soon drew the attention of the room by his fine, tall person, _____ features, noble mien, and the report which was in general circulation within five minutes after his entrance, of his having ten thousand a year. The gentlemen pronounced him to be a fine figure of a man, the ladies declared he was much handsomer than Mr. Bingley...”

[Attribution: <http://www.gutenberg.org/files/1342/1342-h/1342-h.htm>]

The above passage has described the features of Mr. Bingley. As a student of Business, you will have to describe products that you either design, manufacture, buy or sell.

Product description: In order to describe a product in a manner that it will sell you need to:

- Address your target audience directly and personally
- Highlight the benefits of each feature
- Provide detailed, specific and technical descriptions (do not use general words such as “This is an excellent product”)
- If your product is really the best you have to establish why by providing more facts
- Appeal the imagination of the target audience by explaining how they will feel when using the product
- Include stories when selling your product so that the target audience will not know that they are being sold something
- Use sensory words that appeal to the sense of sight, hearing, smell, taste and touch
- Product reviews should be included to convince the target audience

[Attribution: <https://www.shopify.in/blog/8211159-9-simple-ways-to-write-product-descriptions-that-sell#:~:text=A%20product%20description%20is%20the,they're%20compelled%20to%20buy>]

- A. Imagine you are developing an app that will help to monitor and track the academic progress of students. Give a name for the app. Describe its features to the marketing manager. Perform the role play in the class.

B. Imagine you are using WhatsApp to explain the features of a proposed product which is a mobile. Mention the following details:

- Name of the product
- Target audience
- Specific details of the product
- Compare it with existing product and state why it stands better
- Explain how they will feel while using the product
- Think of a story that can connect the product with the audience
- Use sensory words to describe the product
- Include a product review

Send a WhatsApp message to your friend in the class explaining the above points. Students will take turns in describing the content received from their friend.

Linking words: Linking words help you to connect ideas and sentences when you describe the process.

The table below gives a list of connectives and their functions.

Functions	Connectives
Addition	And, also, besides, furthermore, too, moreover, then, equally important, another
Comparison	Like,, in the same manner, as so, similarly
Contrast	But, in contrast, conversely, however, still, nevertheless, yet, on the other hand, on the contrary, or, in spite of this, actually, in fact
Order or sequence	First, second, (etc.), finally, next, then, to begin with, after, before, as soon as, in the end, gradually
Results	As a result, so, accordingly, consequently, thus, since, therefore, for this reason, because of this
Results	As a result, so, accordingly, consequently, thus, since, therefore, for this reason, because of this
Purpose	For this purpose, with this in mind, for this reason
to signal an example or emphasize	For example, to illustrate, for instance, to be specific, such as, especially
to summarize or conclude	In summary, to sum up, to repeat, briefly, in short, finally, on the whole, therefore, as I have said, in conclusion, as you can see

(www.ieltsypodcast.com)

C. Fill in the blanks with suitable linkers given in the box.

In spite of, finally, before, yet, on the other hand, but, as, because, unlike, although

1. The train had left _____ I reached the station.
2. I had an umbrella, _____ I got wet.
3. _____ of the rain, they went on a picnic.
4. _____ the matter was settled.
5. Ravi loves football, _____ his brother loves cricket.
6. Rama is short tempered _____ her mother.
7. Jancy is sick, she still goes to college.
8. I met the doctor _____ suggested by my friend.
9. He missed the flight _____ he came late.
10. Joe went to the theatre _____ couldn't get the ticket.

READING

There are three different styles of reading academic texts:

Skimming – A quick reading of the text to get a general impression of the author's main argument, themes or ideas.

Scanning – Reading to get specific information from the text.

In-depth Reading – Reading to gain deeper meaning and comprehension of a text.

Warm up Activity:

Discuss the following questions:

What does a cashless transaction mean?

How are online transactions carried out?

What is your opinion on digital transactions?

Can India reduce its dependence on cash?

Skimming: Skimming and scanning are reading techniques that browse through the key words to comprehend the meaning of the content. Skimming refers to quick reading to get the general idea or summary of a text. Skimming focuses in grabbing the main idea of a given text. Non-fluent readers will not be able to determine essential versus nonessential information effectively as they cannot read fast and comprehend. Skimming is a technique which helps one to decide if the text is interesting and should one go in depth for gaining required information. Skimming focuses in getting the gist of the content.

A. Skimming: Digital Transaction

The following are the topic areas of each paragraph. Read the passage and identify the topic of each paragraph and write the number next to it. An example is given for (1)

1. Digital Transaction Defined
2. Benefits of digital transaction
3. Digital India programme
4. Future scope of Digital transactions
5. Digital Payment Method
6. Barriers in Digital transactions



(_____ 1 _____) Digital transactions can be broadly termed as online or automated transactions that take place between people and organizations—without the use of paper. Our nation is making ardent efforts to move towards a cashless transaction economy by minimizing the use of physical cash.

(_____) Digital Wallets are supporting the drive to cashless society in enabling the user to store his card information in the mobile wallets or digital payment apps to make cashless payment in an encoded format to allow secure payments. One can also add money to a mobile wallet and use the same to make payments and purchase goods and services. This eliminates the need to use credit/debit cards or remember the CVV or 4-digit pin.

(_____) The main intent to build a cashless society is that it improves the ease of conducting digital transactions for an individual and reduces the risks and costs of handling cash at the individual level. Moreover, digital payment means through internet banking, a most widely used payment method increases accountability and transaction eliminating several risks in business.

(_____) There are still many roadblocks for a smooth switch over to cashless economy in India. Firstly, many people cannot access the rural bank because of the distance. Besides, low literacy rate hinders the accessibility of banking services. Another major problem is non-availability of required technology. A large section of people dread cashless transactions because there is no law against the theft of data security.

(_____) However, in order to bridge the gap, the Reserve Bank of India (RBI) for Payment and Settlement Systems in India released a vision document to provide safe, secure, accessible and affordable e-payment systems. To achieve these, it will focus on four strategic initiatives such as responsive regulation, robust infrastructure, effective supervision and customer-centricity.

(_____) With the phenomenal rise in easy-to-use payment methods like UPI and Aadhaar-linked payments, India has begun its journey towards cashless economy. With the help of infrastructure development in rural India, the possibility of switching over to digital transaction is not a distant dream.

Scanning : Scanning a text means looking through it quickly to find specific information. Scanning is commonly used in everyday life, for example when looking for a definition of a

particular scientific term. It requires that readers be able to comprehend words quickly, they are looking for important information and not aiming at understanding the nitty-gritty of the idea. Scanning requires you to look for a particular word or phrase. When scanning, the person is looking for a specific piece of information, be it key terms, dates, or times—for example, when you are looking for a travel or a trip you will focus on availability of the trains as per your requirement.

B. Pair Work: The Story of Infosys: The following sentences are in jumbled order. Arrange the sentences in the right order and make a brief presentation to your partner.



N.R. Narayana Murthy



1. Narayana Murthy was not born with a silver spoon in his mouth; in fact, he had to work extremely hard to reach the top.
2. The house that Murthy and Sudha bought with a loan became the first Infosys office.
3. He strongly felt that he was meant for it and that this was the right time too, he was very passionate about creating good quality software, but the problem was that he didn't have the money.
4. Having that sorted, on a morning of January 1981, Murthy and his six colleagues started Infosys in 1981.
5. An excerpt from Sudha Murthy's reminiscences, the wife of Infosys founder N R Narayana Murthy.
6. So Sudha gave without this knowledge. Murthy had a dream, and no money. Murthy and his six colleagues started Infosys in 1981.
7. Now around the early 70's, he went on to start his first entrepreneurial venture – Softronics, a software consulting firm.
8. N R Narayan Murthy is one of India's pioneers when it comes to tech, business, and entrepreneurship.
9. Those days, Murthy wanted to do something with his life, but he had no money.
10. After about a year and a half the Softronics sadly tanked and they were forced to shut it down.

Read the text carefully and answer the questions given below.

Over the years, advertising has evolved into a major industry that goes beyond informing to



persuading and influencing the consumers. They are psychological tool which influences people to buy a product. Undoubtedly, advertisements and consumer culture have become a part of our lives today causing a significant and measurable effect on consumer cognitions, emotions, and behaviors. Needless to say, advertising has given rise to negative attributes like creating class consciousness, materialism, and other

value factors that are not market de facto. We have become trapped in the web of advertising where products like brands of beer and cigarette take over our minds, doing away with our core family values. Unethical advertising can occur in subtle ways that are difficult to establish as complete deception. Advertisement for building an effective defense against misleading advertisements not only strict supervisions on media are required, but also necessary education should be provided to develop more critical judgment among media consumers.

In general, an advertisement that uses deceiving information in the form of false claims, inaccurate affiliations or company influence to make their consumers to buy their product is called misleading advertisement. These misleading ads can lead to customer disappointment, change of purchase trends of the consumer and also creating a false hype, which could lead to trust issues on the product. Unethical advertisements have always been a major issue to the society and its people. In the growing business competition worldwide, marketing and advertisements have become a major weapon in boosting sales across companies. Besides, millions of rupees are getting spent by companies across nations and worldwide to attract customers to buy their services and product. The increasing grievances reported every day from misguided customers through these fake promotions has now raised grave concern and has led to take appropriate measures against those advertisers. In such instances, the alertness of the consumer is vital in distinguishing false and misleading information that form the content of advertisements.

C. Answer the following questions:

1) What should be the objective of an advertisement?

- a) to manipulate consumers
- b) to entertain consumers
- c) to inform consumers
- d) none of the above

2) What are the impacts of false advertisement on consumers?

- a) positive impact

- b) negative impact
- c) physiological impact
- d) none of the above

3) In what ways have advertisers influence our actions?

- a) materialism
- b) commercialism
- c) professionalism
- d) none of the above

4) What does the phrase “trapped in the web” of advertising mean?

- a) losing the control
- b) caught in the situation
- c) closed in the web
- d) none of the above

5) Advertisements play an integral role in _____

- a) improving sales of the product
- b) increasing the cost of the product
- c) enhancing customer relations
- d) none of the above

6) What conclusion can you draw based on the passage?

7) Give a suitable title for the above passage.

D. Focus on reading: Scanning: Read the article on **Assessing yourself and your business idea** and decide which answer best fits the space:

Four basic factors influence a successful business (1) area qualified entrepreneur, a profitable business idea, a thorough business plan, and adequate capital. Before you proceed, you should assess both your own entrepreneurial skills and the (2) of your business concept. If, it is not (3) for you and your business concept to succeed, you will not need to spend time writing a business plan and seeking financing. Many studies have been conducted and even more articles written on 'the right (4) ' for being an entrepreneur, the primary characteristics of successful business owners. Self-confidence, the aspirant believes in own ideas and abilities and (5) that belief to others. Risk-taking, the aspirant can (6) status quo, explore options and pursue opportunities. Decision-making, the aspirant has the ability to make (7) choices even in a stressful environment. Persistence, the aspirant can (8) pursue goals regardless of the energy and commitment required. Goal (9) the aspirant can envision a desired outcome, as well as plan and implement the activities required to



achieve it. Begin improvement by reading business magazines and books enrolling in educational programs and seeking out a(10) who exhibits the traits you need most.

Choose the answers from the options given below:

1. i. start- in ii.start-of iii. start- out iv. start-up
2. i. variability ii.versatility iii.availability iv.voracity
3. i.feasible ii.vincible iii.ridiculous iv. sensible
4. i.staff ii.starch iii.stretch iv.skills
5. i.carries ii. commutes iii.confers iv. conveys
6. i. abandon ii.desert iii.escape iv. renounce
7. i.predicated ii. predicted iii.prudent iv.prudish
8. i. determinedly ii.tentatively iii. provisionally iv.torturously
9. i.dominated ii.guided iii.inspired iv.oriented
- 10.i.master ii.mediator iii.mentor iv. Moderator

Vocabulary Enrichment:

Now you have learnt the traits you need to become a successful businessman. Let us work towards enhancing your vocabulary by working on Definitions and Extended Definitions.

DEFINITIONS

The word 'definition' originates from 'define', which is 'stating exactly what a thing is'. A definition has two distinct elements. First, the term should be identified as an item of a large group or category. Then its distinguishing characteristics are to be specified in such a way that no other object, device, or process should fit into the definition.

Steps to write Definitions:

1. Use of articles: A definition usually begins with an article 'a' or 'an' or 'the'.
2. State what it is – whether it is a tool or a device or a machine or a component or an instrument or a concept or an idea or a study.
3. Describe the primary use of the thing.
4. State the condition of the thing, description of the thing. etc.

Example:

1. **Dividend** – A part of a company's profits that is paid to the people who own shares in it.
2. **Dead Line** – A date on which something must be completed

3. **Memorandum** – A record of legal agreement which has not yet been formally prepared and signed
4. **Trade** – An act of buying and selling of goods and services
5. **Strategy** – A plan that is intended to achieve a particular purpose

EXERCISE: Write the definitions for the following words

1. **Invoice** -
2. **Mortgage**-
3. **Negotiate**
4. **Annuity**-
5. **Trade Mark** -

Extended Definitions

Defining a **word** can be with a synonym, a brief phrase, or a formal sentence that explains the **term** in its most basic form.

Terms are words, compound words, or multi-word expressions that are given specific meanings in specific contexts —these may deviate from the meanings the same words have in other contexts, and in everyday language.

Steps to write Extended Definitions

- Explain the word and its term.
 - Describe its **Classification, principle, and its operation.**
 - Discuss its **Cause and Effect attributes**, and its component parts.
 - **Compare and contrast**, if needed.
-

Example:

Collateral Security – This refers to an asset that a lender accepts as security for a loan, the collateral acts as a form of protection for the lender. That is, if the borrower defaults on his loan payment, the lender can seize the collateral and sell it to adjust his loan.

Exercise : Write extended definitions for the following

1. **Liabilities**-

2. Revenue -
3. Cash flow-
4. Inventory
5. Supplychain

**smart
thinking**



Now that you are acquainted with Definitions and Extended Definitions, you can read up on definitions that you are looking for and get authentic information at websites like www.britannica.com. Though Wikipedia has a great deal of information, it cannot be considered a reliable source because it can be edited by anyone at anytime

WRITING

Source passage: **Creating a Marketing Copy**

In marketing a sale, the consumer has to be convinced in purchasing a product. This demands the need in developing a marketing copy. Therefore, writing a marketing copy is an important strategy because it elaborates the quality of a product through the product description which determines to promote or demote a sale. It should provide the required information that contributes to the making of purchase decision. It has to provoke the customer to fantasize owning the product. Obviously, it signifies their interest in the purchase of the product. Therefore, exposing the learners to the essential elements of copy writing would give a lead to develop their writing skill. First and foremost, use precise sentences, easy to read (i.e.) brevity which helps in focusing the benefits of the product. Tone of the marketing copy should be unique, based on the medium of communication, such as, social networking sites, other virtual

sites and print media. So, the six Wh's approach would help to promote the sale in marketing. For example, what are the advantages of using the product? Who can use it? How to use it? When to use it? Why is it necessary to use? Where can it be used? It is also important to feature the unique characteristics of this product in comparison to other competitors.

A paragraph with few not so lengthy sentences about the product ought to be written to attract the customer. It must persuade the customer and make them feel the void without the product, thereby, compelling them to purchase. The features of the product can be illustrated in bulleted list with visual story telling. Yet, it has to be constricted by not giving a plethora of details or too much information about the product.

For business enterprises to be profitable they need to churn out products and services that their customers will like. Getting concrete insights into the minds of customers is extremely difficult. But it is possible by leveraging the right processes and focusing on the key data points such as the customer profile. (p.100) This is done by engaging in a small research maintaining a demographic profile to know the target audience and to create an awareness of the product. It provides a better reach to promote the marketing sale. While writing, it has to be remembered that to stay connected with the consumers, second person pronouns such as "you, your and yours" has to be used. This will urge the customers to feel the proximity and personalize the copy which is a promotional strategy. Some other ways of promoting sale include: special offers and graphics or images based on the product. Thus, the product description process gives a lead to promote the product when such factors are incorporated in the marketing copy. A copywriting that covers these essentials tends to become persuasive and saleable.

Glossary:

array- a group or collection of products, often one that is large or impressive

authorization- official permission or power to do something

churn- the situation when customers stop using a particular make of goods or services or change to another

concrete- something specific and definite

Compelling Product Description- features the benefits and other aspects to promote a sale

consumer- a person who buys goods or services for one's own use

customer profile- it is a description of a customer, or a set of customers, based on the characteristics that they have in common; to know the customers' interests, skills, and desires.

demote- to move to a lower position

demographic profile- connected with basic features of a population such as description of age, gender and income

discourse- formal communication of ideas either through speech or writing

enterprise- a company or business

incorporate- to include something as part of something else

insight- to gain accurate and deep understanding

leverage- the ability to influence something; to get as much advantage or profit as possible from something that you have

Marketing Copy – unlike news writing or any other, this copy writing has a specific goal of promoting the sale of a product by its description.

plethora- excess of something or abundant the worth of a product to customers

proximity- closeness or nearness

(Source: Oxford Business English Dictionary for learners of English, 2005.)

These words may serve to enhance your vocabulary and would make you feel at ease in communicating without any obstructions.

A. Match the words in Column A with their meanings in ColumnB:

Column A		Column B
1.	capital	i.) it means the income received or generated by a company from the selling of goods or services.
2.	e-commerce	ii.) money granted by the government or an organization to help the company reduce the costs of producing goods and services to maintain its prices low.
3.	franchise	iii.) it means the total value or amount invested to start a company or business.
4.	marketing	iv.) using the internet to make business of buying and selling goods and services.
5.	retail	v.) refers to the authorization obtained from the government/company/ a group to carry out business activities in a specific way.
6.	revenues	vi.) refers to the activities involved in creating a demand for the company's products by using the aspects of promotion and advertising.
7.	subsidy	vii.) refers to the act of selling goods directly to the public.

B. The picture given below is a sample to show the product description of a marketingcopy.




INDIA : Fusionstor Technologies Pvt. Ltd. Unit No. 1-2, Building No.5, Sector III, Millennium Business Park, Mahape, Navi Mumbai. Pin: 400 701. INDIA. Tel.: +91 (22) 41 577 577
USA : Fusionstor Technologies, Inc. #39270 Paseo Padre Pkwy #436, Fremont, CA - 94538, Tel.: +1 408 884 3731



Inova Series Unified Storage Appliance

Overview:

FusionStor **Inova** Unified Storage Appliance Series is an All-in-One Storage platform offering NAS, iSCSI (IP SAN) & Fiber SAN. **Inova** Series offers tower & rackmount Unified Storage Appliances that have been purpose-built for small-to medium sized business, remote offices and distributed enterprise users looking for enterprise-class features, high performance, easy to use and affordable to own. The **Inova** Series boasts a robust set of features like heterogeneous network/protocol support, snapshots, replication and much more.

FusionStor® **Inova** Product family are packed with advanced data protection features such as multiple RAID Levels with hot pluggable drives, user and group quotas, windows active directory, snapshots, replication, iSCSI to FC Migration* and vice versa, usb backup etc. and caters to many needs of virtualization, data storage, backup, surveillance, audio and video storage and many more.

The **Inova Unified Storage Rackmount (Models: 2400,3600,4800,7200 & 10800)** Family packs in the latest Intel Ivy Bridge E3 Series Quadcore Processor, supporting SSD, SAS & SATA drives in 8-36 hot pluggable bays scaling upto 144TB in just 4U Rackmount form factor with dual/quad Gigabit Ports and supporting optional 10G or Infiniband . The storage is powered by single/dual redundant power supplies & supports Hardware RAID Levels 0, 1, 5, 6, 10, 50 & 60 with hot spare capabilities The Inova Unified Storage Rackmount Family boasts of key features like Target & Initiator, FC to iSCSI & iSCSI to FC Migration along with other enterprise class features.

The **Inova Unified Storage Tower (Models: 400,600 & 800) Family & Inova 1200 Rackmount** comes with Intel Dual Core Atom Processor supporting SSD & SATA drives in 4-8 hot pluggable bays scaling upto 32TB in Tower form factor & upto 12TB in 1U Rackmount respectively with Dual Gigabit Ports and supports RAID Level 0,1, 5, 6 & 10 . The storage ensures best-in-class space utilization, power efficiency & advance enterprise features.

HIGHLIGHTS & BENEFITS:

- Enterprise Class reliability, fault tolerance and advanced features
- User Friendly Web-Based UI
- NFS/CIFS/SMB Shared Folders
- iSCSI & FC* support for Block data
- Multiple SnapShots
- Appliance-to-Appliance File Level Replication
- Active Directory Integration
- 10G, Fiber & Infiniband Connectivity (Optional)
- USB Backup for Data Protection & Disaster Recovery
- High Quality & High Standard Support



www.fusionstor.com

https://commons.wikimedia.org/wiki/File:Fusion_Stor_Inova_Product_Brochure_series_cover_back.jpg

Write your views on the tone of the marketing copy given above in about 50 words:

C.Fill in the blanks with suitable prepositions from the box:

during in of on at to for

Market research is conducted _____ consumer opinions regarding goods, services, and people's attitudes and beliefs. Businesses need to conduct market research _____ all stages _____ a product life cycle. It is extremely important _____ the introduction stage to reach the right market to increase the sales and during the growth stage _____ maintain the sales momentum. Market research during maturity will help in understanding the changes _____ the market to decide _____ the strategies to extend the life of the product. (p.99)

D. Attempt a description of any one of the pictures given below. You may choose either the fashionable attire on display or the array of a cosmetic item in about 150-200 words.



<https://www.needpix.com/photo/download/1298947>

<https://www.needpix.com/photo/860562>

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