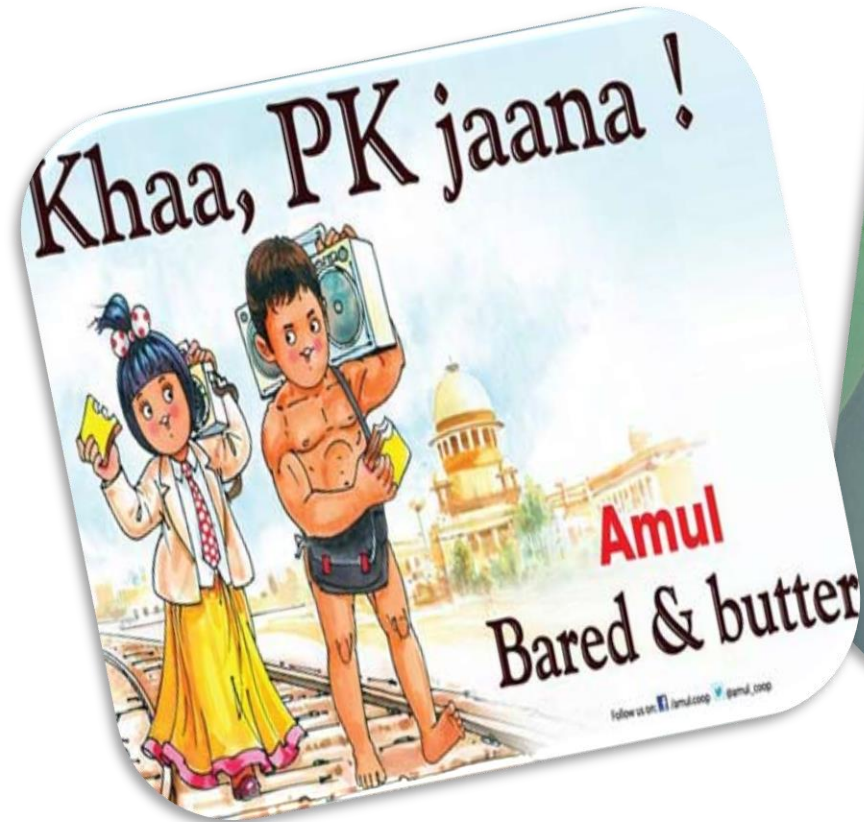


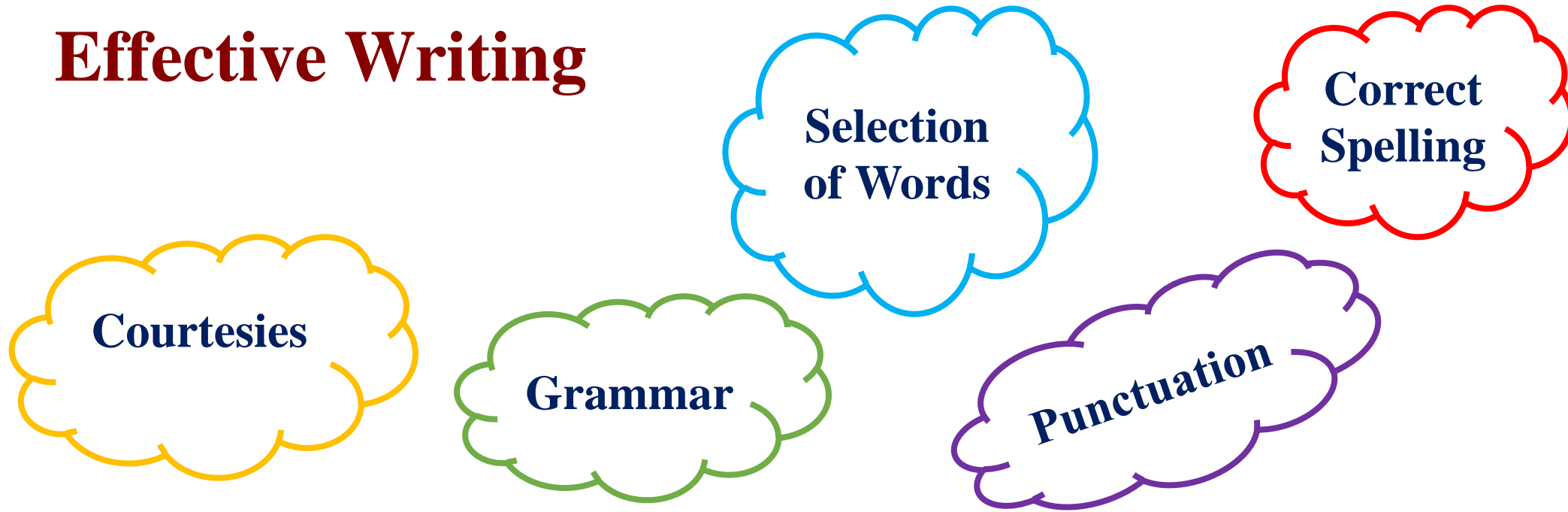
Module VII

English for Banking and Industries

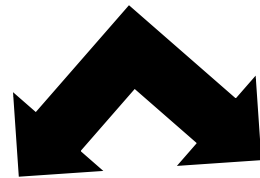


Effective Communication

Effective Writing



Skilled Communicator



Good Manager Team Leader

An orange trapezoidal shape with a thin white border, tilted slightly to the right.

Notice

A gray trapezoidal shape with a thin white border, tilted slightly to the right.

Agenda

A yellow trapezoidal shape with a thin white border, tilted slightly to the right.

Minutes

Notice



Prior notice to all the persons expected to attend a meeting.

Issued by a Competent Authority.

Issued well in advance so that members will be able to attend the meeting.

Simple and Formal Language

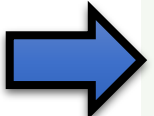
Brief and Specific

Written on a Letterhead



CenterBox Digital's Corp.
Your Trusted Digital Solution Hub

**Essential
Points**



Name of the Body / Group which is to meet

Day Date Time of the Meeting

**Place of the Meeting / Address of the Specific
Room / Hall**

Agenda of the Meeting

3224 Skinner Hollow Road, Prineville, Oregon OR 97530
541-944-3407
info@centerboxdigitals.com
centerboxdigitals.com

Mahila Mahavidyalaya, Karad

Notice with
one Agenda

Notice (To the Students)

All the students of B.A. II **are hereby informed that** the meeting regarding Online University Examination **shall be held on August 3, 2021 at 11.00 a.m. in** the Conference of the college. **All the students are requested to attend the meeting on time.**

Place : Karad

Date: July 28, 2021

Vice- Principal

Principal

**Notice
without
Agenda**

Notice

The **Tenth Meeting of the Board of Directors shall be held at 1.00 p.m. on Monday 28 the June 2021 in the Board Room.**

**Please make it convenient to attend the meeting.
Agenda is attached.**

To: All the members

Sd/ -

Secretary

Karad Marchant Cooperative Society , Karad

Notice

(All Branch Managers)

All the Branch Managers of Karad Marchant Cooperative Society , Karad are hereby informed that the 10th meeting shall be held on Tuesday, July 6, 2021 at 2.00 p.m. in the meeting hall of the Head Office at Karad. All the managers are requested to attend the meeting on time.

Place : Karad

Date : June 29, 2021

Rajshree Kamat

Chief Executive Officer

Manisha Gaonkar

Chairman

Note: The adjourned meeting due to want of quorum shall be conducted on the same date and at the same place after half an hour and no quorum shall be necessary.

Agenda of the meeting is attached herewith

Agenda

- **Issues / A list of items to be discussed in the meeting.**
 - **Issues are discussed in the meeting according to points mentioned in the Agenda.**
- **If there is only one agenda , it is mentioned in the meeting itself.**
- **If there are more items to be discussed Agenda is attached with the Notice.**
- **Agenda helps the members to attend the meeting well prepared or it gives the idea of the items to be discussed in the meeting to the members.**
 - **Agenda is written using either Infinitive Verbs or Nouns.**

Agenda of the meeting: (With an infinitive Verb)

- **To read and confirm the minutes of the previous meeting held on June 7, 2021.**
- **To appoint IT assistants for all branches.**
- **To sanction annual expenditure of the branches.**
- **To open a new branch at Malakapur.**
- **To purchase water-coolers for Kolhapur branch**
- **To consider any other subject with the permission of the Chair.**

Agenda of the meeting: (With Nouns)

- **Reading and confirming the minutes of the previous meeting held on June 7, 2021.**
- **Appointment of IT assistants for all branches.**
- **Sanction of annual expenditure of the branches.**
- **Proposal to Open a new branch at Malakapur.**
- **Purchase of water-coolers for Kolhapur branch**
- **Considering any other subject with the permission of the Chair.**

**To Appoint –
Appointment of**

**To Review –
Review of**

**To Collect –
Collection of**

**To Sale –
Sale of**

**To Purchase –
Purchase of**

**To Consider –
Consideration of**

**To register a
complaint –
Registration of
Complaint**

**To change –
Change in /
of ...**

**To increase the
membership –
Increase in the
membership**

**To cancel –
Cancellation of**

Minutes

- Minutes are written official record of the business transacted at a particular meeting.
- Maintenance of minutes is must for the business units.
- Minutes are read out in the next meeting by the Secretary.
- They are considered as read if its copy is sent to the members.
- Minutes are then approved and signed by the Chairman and Secretary as the record of the meeting.
- Minutes are a legal document and can be produced as evidence in the court of law.

Minutes must contain:

- **Name Of The Body And Nature Of The Meeting.**
- **Day, Date, Time And Place Of The Meeting.**
- **Name Of The Chairman Of The Meeting And Names Of Present Members.**
- **Names Of Absent Members**
- **Names Of Persons “ In Attendance” (E.G. Invited Officials Like Auditor, Solicitor, Etc.)**
- **Record Of All Proposals With The Names Of Proposers And Seconders , The Result Of Voting (If Any) On The Proposal And The Names Of Those Who Disagreed.**

Minutes must contain: Cont.

- **If A Proposal Is Passed By Majority, It Should Be Mentioned As A “Resolution”.**
- **Signature Of The Secretary On The Right Side. (Who Has Written The Minutes)**
- **Date Is Written On The Left Side.**
- **Condolence Resolution Is Passed Before The Confirmation Of Minutes.**
- **The Meeting Ends With Vote Of Thanks To The Chair.**

Language of Minutes:

- **Written in Simple Past Tense**
e.g. The secretary informed the members...
The meeting ended...
- **Use of Passive Voice**
e.g. The minutes of the previous meeting were read out.
The report was presented.
- **Impersonal Passive Voice**
e.g. It was resolved that...
It was decided that ...

Writing Advertisement

Print Media:

- Newspaper, Magazines, Journals, Leaflets, Brochures, Pamphlets , etc.
- Rather Expensive
- Newspapers – Leading Medium – Reaches to millions of people -- low cost

Use of Quality Papers – Colourful Advertisements – Eye-catching ,
Attention Getting Ads , Realistic Touch

Electronic Media :

- Powerful Audio – Visual Medium -- Accessible to all sections of the society
- Radio, Television, Mobiles, (Computers) Internet
- More Illustrative --- Advantage – Colour, Sound, Action and Language
- Slogan , Jingle, Rhyme Couplets : Praise Qualities of a Product

GoAir.in

— ✈ — **WE ARE HIRING
CAPTAINS** — ✈ —

DESIGNATION
Captain / Transition Captain

AGE
26 - 55 Years

KEY REQUIREMENT FOR THE POSITION
Jet Experience / Commercial Turbo Prop
Experience / Non-Commercial Military Turbo

Send your resume to
flysmart@goair.in

— ✈ — **COME BE A PART
OF OUR FLEET** — ✈ —



FLY SMART



→ **Headline**

→ **Body**

→ **Tagline**

→ **Logo**

Objectives

**Attract the
buyer**

**Rouse
Interest**

**Desire to
Buy**

**Persuade
to buy**

**Desired
Response**

Advertisements:

- ♣ **Prominently Displayed Company Logo**
- ♣ **Catchy Headline and its Prominent Display**
- ♣ **Highlighted Special Items**
- ♣ **Bulleted Sub – heading**
- ♣ **State the action you want the reader to take**
- ♣ **Eye – catching language**
- ♣ **Uniqueness**



Hindustan Unilever Limited

LUX

THANKS TO GST,
Fragrant

BEAUTIFUL SKIN NOW AT AN
IRRESISTIBLE OFFER.

Lux 4 x 100 g packs now at ~~₹104~~ ₹90



*Refers to benefit of reduction of tax rate under the GST regime. MRP (inclusive of all taxes) for 4 x 100 g = 400 g packs

L'OREAL
PARIS



REPAIR
HAIR DAMAGE
IN JUST 3 STEPS

TOTAL REPAIR <5>
THE DAMAGE EXPERT





BAJAJ-Humara Bajaj ADv jingle



"Betcha can't eat just one"



Which **MAGGI**® recipe will you try today?




Maggi
2-Minute noodles
Your Favourite Masala Taste
TRULY GOOD
Kuch achha pak raha hai





McDonald's
i'm lovin' it



PARLE
G for Genius
NOW Bigger Crispier & Tastier
Parle-G
Original Gluco® Biscuits



एअर इंडिया AIR INDIA
"Your Palace in the Sky"

NEW



WITH ALOE VERA




Surf excel
GENTLE ON HANDS
TOUGH ON STAINS

The Complete Man



SINCE 1925

Language of Advertisement

Motivating

Catchy

Persuasive

**Association
between
Quality
Mentioned and
the Product
itself**

Believable

**Evokes
Desired
Response**

**Word
Triggers**

**Rhyme,
Songs**

**Success,
Health,
Vitality,
Loveliness,
Freshness**

**Language
Rules are
not
followed**

**Telling
Phrases
are
coined**

Thank You !!