

## Semester - II

### Professional English - II

Unit : I - Making Comparisons.

#### 1) Professional emails.

A formal email is used when conducting business with a new associate or executive, sending a professional inquiry, or corresponding about a job.

Steps for Writing Professional emails.

- 1) Start with a meaningful subject line.
- 2) Address them appropriately.
- 3) Keep the email concise and to the point.
- 4) Make it easy to read.
- 5) Do not use slang.
- 6) Be kind and thankful.
- 7) Be charismatic.
- 8) Bring up points in the previous conversation.

## Professional Email Format.

Subject Line : UX Research Contract Opportunity

↳ ① Subject Line.

Hello Amal,

↳ ② Salutation.

I hope this message finds you well. I am reaching out today because I am managing an application redesign project here at Zoho Company and seeking UX research contractor to help analyze several sets of usability testing data.

↳ ③ Body.

This is a three-month project beginning February 1st, and we estimate it will take roughly 15 hours per week. All work can be completed remotely, but you're welcome to use our workspace.

↳ ③ Body.

Please let me know if you're interested in this project and we can set up some time to discuss the details further. I look forward to hearing from you.

↳ (4) Closing.

Sincerely,  
Alan Goto

User Experience Director. → (5) Signature.

## 2) Compare and Contrast Essay

Compare and Contrast means looking for similarities and differences between two things, which can see nicely in a Venn diagram. Compare and Contrast is a rhetorical style that discusses the similarities and differences of two or more things: ideas, concepts, items, places, etc....

## Compare and Contrast Essay about High School Vs College.

Many people believe college is just a continuation of high school. However, the two have distinct differences that can't be ignored when you walk onto a college campus. And, it isn't just that newfound freedom. Examine the similarities and differences of college vs. high school by looking at the structure, teaching style and grading.

In high school, the structure is easy to see. Most students have followed it for at least the last 8 years leading up to high school. Students spend about 6 hours a day or 30 hours a week learning various subjects in structured time increments. To make sure everyone attends, buses use them to school.

Additionally, teachers use a lecture style with textbooks and notes on a chalkboard. Students ask questions during lectures and take notes. Most of the time, the lecture follows the textbook.

While college does have a structure, it's very different from the high school example. Students follow a schedule, but it is a schedule of their own choosing. Rather than 6 hours a day in class, full-time college students spend 12 to 18 hours per week attending classes. The school year follows a semester or quarter system that covers fall, winter, spring and summer.

In addition, when it comes to teaching styles, college professors aren't going to go by the book. While books supplement learning, their

lectures are full of interactive materials, illustrations, personal experience, and their own expertise in the subject. Rather than giving all the information, teachers expect students to find it on their own through research assignments and homework. And if students have questions, it's their responsibility to seek teachers out.

Lastly, professors expect students to apply their knowledge, so when it comes to grading, it is more based on a student's ability to apply this knowledge to unique situations. And, tests can make or break grades. Some professors test this knowledge only a few times through semester tests. Failing a test could mean failing the course. High School and college are both institutions of higher education using classes and

and grade structures. However, that is where the similarities end. The structure, teaching methods, and grading styles are completely different between these two institutions.

### 3) Mixed Tenses.

Mixed tenses occur when the verbs in a sentence are in more than one tense.

Eg: I ran yesterday and I will run tomorrow.

\* Present Tense.

\* Past Tense.

\* Future Tense.

#### Simple Present Tense.

It is used to denote scientific facts, universal truths and work done on daily basis.

Eg: S + V1 + s/es + Obj.

She writes a letter.

## Present Continuous Tense.

It is used to express an action taking place at the time of speaking.

Eg: Sub + is/am/are + V<sub>1</sub> + ing + Obj.

She is writing a letter.

## Present Perfect Tense.

It is used to show an action that started in the past and has finished.

Eg: Sub + has/have + V<sub>3</sub> + Obj.

She has written a letter.

## Present Perfect Continuous Tense.

This tense shows the action which started in the past and is still continuing.

Eg: Sub + has/have + been + V<sub>1</sub> + ing

She has been writing a letter.<sup>+ Obj.</sup>



## Past Tense.

A tense expressing an action that has happened or a state that previously existed.

## Simple Past Tense.

An action completed in the past.

Eg: Sub + V<sub>2</sub> + Obj

She wrote a letter.

## Past Continuous Tense.

An action going on at some time in the past.

Eg: Sub + was/were + V<sub>1</sub> + ing + Obj.

She was writing a letter.

## Past Perfect Tense.

The past perfect is used to show the action that took place earlier.

Eg: Sub + had + V<sub>3</sub> + Obj.

She had written a letter.

## Past Perfect Continuous Tense.

An action that began before a certain point in the past and continued up to some time in past.

Eg: Sub + had been + V<sub>1</sub> + ing + Obj.

She had been writing a letter.

## Future Tense.

The moment of speaking or writing is called as future tense.

### Simple Future Tense.

This tense tells us about an action which has not occurred yet and will occur after saying or in future.

Eg: Sub + will/shall + Verb + Obj.

She will write a letter.

### Future Continuous Tense.

It is used to express an ongoing or continued action in future.

Eg: Sub + will/shall + be + V + ing + Obj.

She will be writing a letter.

## Future Perfect Tense.

It is used to express an action which will happen/occur in future and will be completed by a certain time in future.

Eg: Sub + will/shall + Have + V + Obj.  
She will have written a letter.

## Future Perfect Continuous Tense.

It is used to talk about actions that will commence at a fix time in future and will continue for some time in future.

Eg: Sub + will/shall + have been + v +  
  ing + Obj.  
She will have been writing a  
  letter.

#### 4) Prepositional Phrases.

A Prepositional phrase is a group of words containing a preposition, a noun or pronoun object of the preposition, and any modifiers of the object.

Eg: in, on, at, for, from, by, of, with, to.  
Phrase

A Phrase is a group of words that doesn't have the Subject Verb combination.

\* A Prepositional phrase is a Phrase that start with a preposition and it followed by the object of the preposition.

\* A Preposition and object of the preposition or words that modify the object.

\* A Prepositional phrase acts as a following in the sentence.

\* Adjective.

\* Adverb.

Example:

1) The guy in the blue shirt is my friend.

Preposition - in.

Phrase - shirt.

modifiers - the, blue.

2) The book under the table was gifted to me last week.

Preposition - under.

Phrase - table.

modifiers - the.

3) A message from her will make his day.

Preposition - from.

Phrase - her.

4) She will meet me after the class.

Preposition - after.

Phrase - class.

Modifiers - the.

5) Contextual Meaning of Words.

It is depending on the context, or surrounding words, phrases, and paragraphs of the writing.

Contextual is how the word "read" can have two different meanings depending upon what words are around it.

Eg.:-

1) Ram is a brilliant business man.  
(Intelligent)

2) The painting was full of brilliant colours.  
(colouryfull)

## Worksheet

- 1) I like bright colours. (Colourful, strong)
- 2) Ram gave me a bright smile. (Cheerful)
- 3) Sindhu is a bright student. (Intelligent)
- 4) Yamuna has bright ideas. (Brilliant)
- 5) This young player has a bright future. (Successful)
- 6) We took rest in a bright room.  
(full of light)

Unit : ii - Expressing Causal Relations  
in Speaking and Writing.

1) Active Voice and Passive Voice.

\* The Verb is expressed in  
active voice or in passive voice.

For Eg: Raja writes a letter. (Active)

\* A letter is written by  
Raja. (Passive)

\* The above two sentences  
express the same meaning in a  
different way. In the first sentence  
the form of the Verb shows that  
the person denoted by the subject  
does something.

\* In the second sentence  
the Verb shows something is done  
to the person or thing denoted by  
the subject.



## Present Tense

### Active Voice

### Passive Voice

- 1) I write a letter. 1) A letter is written by me.
- 2) He reads a book. 2) A book is read by him.
- 3) Ravi follows me. 3) I am followed by Ravi.

## Present Continuous

### Active Voice

### Passive Voice

- 1) I am painting a picture. 1) A picture is being painted by me.
- 2) Is she singing a song? 2) Is a song being sung by her?

## Present Perfect

### Active Voice

### Passive Voice

- 1) I have completed the work. 1) The work has been completed by me.
- 2) Has he invited you? 2) Have you been invited by him?

## Past Tense

### Active Voice

1) Ravi wrote a letter.

2) The dog killed a cat.

### Passive Voice

1) A letter was written by Ravi.

2) A cat was killed by the dog.

## Past Continuous

### Active Voice

1) I was writing a letter.

2) We were playing a game.

3) What was she doing?

### Passive Voice

1) A letter was being written by me.

2) A game was being played by us.

3) What was being done by her?

## Past Perfect

### Active Voice

1) He had already seen the film.

### Passive Voice

1) The film had already been seen by him.

1) She had never read this book before.

2) This book had never been read by her before.

3) Had they seen us before?

③ Had we been seen by them before?

Future Tense.

Active Voice.

Passive Voice.

1) The teacher will scold the students.

① The students will be scolded by the teacher.

2) My mother will look after you.

② You will be looked after by my mother.

Future Perfect.

Active Voice.

Passive Voice.

1) He will have posted the letter.

① The letter will have been posted by him.

2) You will have won a prize.

② A prize will have been won by you.

## 2) Infinitives

An infinitive is made up of "to + Verb" and is also used as a subject or object in a sentence, though much less commonly as a subject.

Examples:

\* We all want to watch a movie this weekend.

\* To write her novel in peace and quiet was all she wanted.

\* We offered to give them a ride home.

\* I intend to finish my paper early.

### 3) Gerunds.

A gerund is a Verb in "-ing" form that is used as a noun. It becomes the subject or object of a sentence.

Eg: \* I enjoy leaking on the weekend.

\* Studying is important.

\* We discussed not attending the concert.

List of Verbs that are commonly followed by gerunds:

Enjoy - Suggest.

Quit - Finish.

Discuss - Stop.

Think - Recommend.

Mind - Put off.

Eg:

\* She quit worrying about punctuation.

#### 4) Writing Response to Complaints.

When responding to a customer complaint, it's important to do three specific things: Respond specifically to the issues brought up by the customer. Provide a specific apology that acknowledges any mistakes on your end. State exactly what you intend to do make it right.

To,

Mr. Samuel Jackson,  
234, Nice Road,  
Hyderabad.

26/04/2022

Subject: Response to a Complaint.

Dear Sir/Madam,

I am deeply apologetic for the problems you are facing regarding the mobile product complaint. We never intend to provide any sort of issues, but somehow, you being our customer, you had to face the issues.

I assure you that, your issues will be surely looked out and you will get special care under the provided circumstances. One of our senior attendants will be looking over your issues. Please give us a chance to show us our best service. I assure you, that we will not at all disappoint you.

I will be obliged to have an acknowledgement from your side on receiving this letter.

Thanking You,

M. Sabika,

### 5) Word Formation (Noun-Verb-Adj-Adv).

Word Formation means forming new words to add up to our language. The English Language has a genius for the formation of expressive compound words. Common examples include Sun-stroke, pick-pocket, elbow-room, land-lord, humming-bird, etc., ... The two parts of a compound word are usually separated by a hyphen.



Verb	Noun	Adjective	Adverb
act	action	active	actively
care	care	careful	carefully
clear	clarity	clear	clearly
create	creation	creative	creatively
hate	hatred	hateful	hatefully
justify	justification	justifiable	justifiably
madden	madness	mad	madly
protect	protection	protective	protectively
quicken	quickness	quick	quickly
rely	reliability	reliable	reliably
sadden	sadness	sad	sadly
secure	security	secured	securely
speed	speed	speedy	speedily

## Worksheet

- 1) They were unable to pay the rent.  
(Able).
- 2) Life is just like a painting. Many things make it colourful and meaningful. (meaning).
- 3) Inactive people do not get enough exercise to stay healthy. (active).
- 4) He has an impressive record of achievement. (impressful).
- 5) Active people do not get enough exercise to stay healthy. (Activeness).

## Adverbs

An adverb is a word that tells us more about a Verb. It "qualifies" or "modifies" a Verb.

→ Alice smiled sweetly.

→ Those mangoes were very sweet.

→ He spoke quite loudly.

## Kinds of Adverbs

### 1) Adverb of Time

Time adverbs cannot be used in the present perfect, instead the past indefinite is used for them.

Eg: I met him yesterday.

### 2) Adverbs of Frequency

They are the adverbs that tell us how often an action takes place. Examples are often, always,

once, never, again, seldom, frequently, etc.,...

→ The Delhi Police is always with you.

### 3) Adverbs of Place.

They are the adverbs that tell us where an action takes place. Examples are: here, there, up, down, everywhere, out, in, etc.,...

→ Please sit here.

### 4) Adverbs of manner.

They are the adverbs that tell us how an action takes place or in what manner. Examples are: quickly, carefully, sweetly, clearly, bravely, beautifully, well, fast, etc.,...

→ They helped us cheerfully.

5) Adverbs of Degree and quality.

They are the adverbs that tell us how much or to what degree or to what extent.

Eg: Shamita is Very beautiful.

6) Adverbs of Reason.

They are the adverbs that tell us why an action takes place.

Eg: Consequently, therefore, hence.

→ It consequently has four vertices and six edges.

7) Adverbs of affirmation or negation.

They are the adverbs that tell us whether an action is done or not.

Eg: Surely, certainly, not probably, etc,...

\* He is a fool indeed.

\* I was not playing.

### 8) Interrogative Adverbs.

Adverbs that are used for asking questions are called interrogative adverbs.

Eg : when, where, how, why, etc.,...

→ when will you go to New York?

### 9) Relative Adverbs.

A relative pronoun is a type of pronoun that often introduces dependent clauses in sentences. They also can stand alone as the subject or object of a sentence.

Eg : who, whoever, whom, that, which, when, where and whose.

→ where are you going?

Unit - III Problem Solving

1) Letter to the Editor.

A letter to the editor is a message you write to a newspaper or other publication to share your view on a current issue you feel is important in your community, state or country.

Letter to the Editor on Social Problems.

46, Madanpur Khadar,  
New Delhi - 76

25 July, 2022

The Editor,  
Hindustan Times,  
New Delhi.

Subject: Need for a public campaign  
to clean Yamuna river.

Dear Editor,

I am Shilpa S, a member of NGO Sargam. I am writing to you in order to highlight the declining situation of the river Yamuna.

The City of Delhi is getting polluted water from the Yamuna river. The residents are being blamed for this. They pollute the river with muck, dirt and garbage. The river water is filled with waste materials, plastic, bacteria and chemicals. It is not in good condition for consumption.

The public has been trying for a Water Treatment Plant. Still, the authorities have not responded to the continual requests.



Therefore, I request you to highlight the issue in your newspaper and generate public interest. We all have to come forward to set up the plant in the area.

Thanking You,

Yours Sincerely,

Shilpa. S,  
Member Sangam.

## 2) Checklists.

- \* Check list ensures a systematic process of activities.

- \* It is essential to prepare a check list before an individual attempts to perform certain tasks without any difficulties.

- \* Activities - like applying for a passport, degree certificate from a

university, college admission, attending an interview, etc,...

\* The interrogative form (Yes or No type questions) should be used.

\* Yes/No boxes should be provided for each question.

\* The questions should begin with the auxiliary such as is, are, do, does, has and have.

\* Auxiliaries should be followed by the "Subject".

Write a Check list of Eight points to be observed by a student before leaving for Study holidays.

Study Holidays.	Yes	No.
-----------------	-----	-----

1) Do I know the examination

time-table?

- 2) Do I know the date of the issue of the hall ticket?
- 3) Have I taken the photocopies of the University question papers?
- 4) Have I collected necessary materials and books for preparation?
- 5) Have I taken the contact numbers of friends and staff?
- 6) Have I paid the laboratory and library dues?
- 7) Have I taken appropriate clothing?
- 8) Have I looked my hostel room?
- 9) Have I taken my cell phones and charger?

### 3) Problem Solution Essay

Problem - Solution essays serve an important role. These essays inform readers about problems and suggest actions that could be taken to remedy these problems.

Write a "Essay on Problem Solution  
"Poverty."

Poverty is defined as the general scarcity of any material possession or money. It is a multi-dimensional concept and encompasses the social, political and economic status of an individual. The concept of poverty is dynamic and it may differ in each society. For example, in India, a person is considered as poor if he earns below 47 INR in

an urban city, whereas not having a mobile phone is a sign of poverty in U.K. Poverty in the society arises from the difference in the income and opportunity. Just and equitable policies can be helpful in uplifting the standards of the poor in the society.

Almost half the world that is over three billion people lives on a marginal income of less than \$2.50 per day. The marginal income makes survival impossible; it is insufficient to cover for the basic necessity of food, clothing and shelter. One of the measures that can be adapted to encounter poverty is food security. Inadequate food forces people to desperate measures, if the government

can design policies to provide food in minimum prices to the poor, it can give them an opportunity to use their income to provide for the other basic necessity.

Another measure to fight poverty is by generating more employment. The people beyond the poverty line are uneducated and make up for the unskilled labor population of the country. Both public and private investments can be helpful in generating more employment for the population of the unskilled labor. Another policy that can be adopted is to provide a minimal training to teach some skills to the labor and make them employable.

Poverty makes people suffer psychologically. The difference in the opportunities and income that they witness around themselves makes a psychological impact on the poor. The government should focus on their health and wellbeing. Providing for the health and medical facility at the minimal cost to the poor section of the section helps in fighting poverty.

Fighting poverty is difficult as the poor cause poverty. They do not adapt to the opportunity that comes to them and often prefer not to work. They rather follow the antisocial ways of raising money than being employed. The thought process of the poor makes it difficult for the policies to help them out of their situation.

#### 4) Error Correction.

Error Correction is the process of detecting errors in transmitted messages and reconstructing the original error-free data.

- 1) a) we stock a full range of general hardwares.
- b) we stock a full range of general hardware.
- 2) a) The teacher gives information.
- b) The teacher gives informations.
- 3) a) Thirty lakhs are a big sum.
- b) Thirty lakhs is a big sum.
- 4) a) He bought two dozen apples.
- b) He bought two dozens apples.
- 5) a) My trouser is dirty.
- b) My trousers are dirty.



## 5) If Conditional Clauses.

A group of words which forms part of a sentence, and contains a subject and a predicate, is called a clause.

Eg: I prefer the later train, which leaves at three o'clock.

Close the door when you go out.

\* An independent clause expresses a complete thought and can stand alone in a sentence.

\* An Subordinate clause does not express a complete thought and cannot stand alone.

There are four conditions in the usage.

1) Zero Conditional.

2) First Conditional.

3) Second Conditional.

4) Third Conditional.

Type	If clause	Main Clause
Type 1	Present tense (V1)	Present tense
Type 2	Present tense (V1)	will + main Verb (V1)
Type 3	Past tense (V2)	would + main Verb (V1)
Type 4	Past Perfect (had + V3)	Would + have + V3

### Zero Conditional.

\* Zero Conditional is used for things that are always true. (habitual action, universal truth)

(If + Subject + V1, ... Subject + V1)

\* If I travel continuously, I get a headache. (Personal)

\* If he has any problems, he goes to temple.

\* If dogs see a cat, they usually chase it.

\* If the sun goes down, it gets dark.

## First Conditional (Real Possibility)

\* Use the first conditional when we talk about real and possible situations.

(If + Subject + V1..., Subject + V1)

\* If it rains, I will stay at home.

\* If they ask me, I will lend them some money.

\* If he works hard, he will pass the exam.

## Second Conditional

\* It is used to talk about "unreal" or impossible things.

\* (If + Subject + V2... Subject + would + V1)

\* If they won the match, they would go to the next.

\* If I finished the work, I would be happy.

## Third Conditional.

- \* we talk about a condition in the past that did not happen. The third conditional is like a dream with no possibility of the dream coming true.
- \* (If + Subject + had + V3..., Subject + would have + V3).
- \* If I had met my friend, I would have gone with him to the beach.
- \* If I had been free yesterday, I would have invited my friend.
- \* If I had not fallen sick, I would have performed well.

## 6) Compound words.

A Compound word is a union of two or more words, either with or without a hyphen. Compound words are formed when two or more words are joined together to create a new word that has an entirely new meaning. For example, "Sun" and "flower" are two different words, but when fused together, they form another word, Sunflower.

Sea + food = Seafood

Ice + Cream = Icecream

Swimming + Pool = Swimmingpool

Bus + Stop = Busstop

Living + Room = Livingroom

Noun + Noun.

\* Mercury is existing noun and  
Thermometer is also existing noun.

Noun + Verb - Sleep walk.

Verb + Noun - Walking stick.

Adjective + Noun - Dark room.

Noun + Gerund - Jewellery making.

Gerund + Noun - Running Commentary.

Worksheets.

- 1) Animal behaviour - The behaviour of an animal.
- 2) Aluminium Extraction - The extraction of aluminium.
- 3) Battery Value - Value of a battery.
- 4) Car Battery - Battery of a car.
- 5) Carbon dioxide - Dioxide of carbon.

i) Word Completion.

\* Word Completion is the act or process of completing his completion of graduate school.

\* The quality or state of being complete her second novel is near completion.

Worksheets.

i) I prefer to live outside the city in a \_\_\_\_\_ area.

We are being \_\_\_\_\_ to keep

## Unit - iv Reporting of Events and Research.

### 1) Writing Recommendations.

Recommendations are commonly used in technical and general areas. This task of writing recommendations is very essential for technocrats who have to offer their valuable guidelines frequently to carry out tasks effectively.

Some useful expressions for making recommendations are:

- 1) May I suggest?
- 2) It is recommended.
- 3) It is suggested.
- 4) It is advised.
- 5) It is important.
- 6) It is necessary to.
- 7) It is imperative.
- 8) You should.
- 9) It would likely to be.



10) Need to be/have to be, etc,...

Sample - 1

write a set of Recommendations to Control Air Pollution.

1) Air pollution can be controlled by keeping the factories and mills away from residential areas.

2) Planting of trees helps in keeping the air clean.

3) A Substitute to diesel should be found.

4) Licenses to polluting industries should be revoked.

5) Emission Standards should be enforced.

6) Rules and regulations should be framed to effectively control air pollution.

7) People should be educated about the importance of preservation of our health and protection of plant and animal life.

8) Pollution from industry and power generation can be controlled by electrostatic precipitators which reduce smoke and dust.

9) Gaseous pollutants of industry and power station can be removed by differential solubility of gases in water.

### Report

A Report is a statement describing what has happened or describing a state of affairs. It gives an account of what is seen, heard or observed. The word "Report" is derived from the Latin word "reportare" which means to carry back. It is a

detailed examination of a situation or problem, of action taken, or of the findings of an investigation. It is written in a clear informative way, often drawing conclusions, making recommendations, and suggesting course of action.

Purpose of the Report.

Reports can be broadly classified into three heads like Progress reports, Survey reports and Feasibility reports. These reports are based on the time of action like present, past and future.

Progress reports - an action in progress.

Survey reports - an action that was over.

Feasibility reports - an action dealing with the future.

The reports can be in any of the following formats.

Sample - 1

Write a report on fire accident in a factory:

From

17/03/2018

M. Ravi Kumar

The Safety Engineer

Vijay Motor Company Ltd

Chennai - 08.

To

The Managing Director

Vijay Motor Company Ltd

Chennai - 08.

Respected Sir,

Sub: A report on fire accident in factory - reg.

With reference to your intimation dated on 13 March 2018, a detailed study has been made on the fire accident that took place on the 10<sup>th</sup> of this month in our factory.

On the above mentioned date, a huge fire had broken out around 11 a.m. in our Welding Department. It spread so quickly that it consumed fairly a large number of tools and spare parts. Above all, Mr. Murugan, Our chief welder was also badly hurt. Luckily he was the only person working at that time as the other workers had gone for tea break. Immediately, fire men were summoned and they stopped the fire after battling for about half-an-hour. Mr. Murugan

was hospitalized and he is now recovering fast.

Under investigation, it is found that the fire broke out because of a short circuit in the main line. As Mr. Murugan had been welding at that time, the fire spread quickly. In addition, the wires had worn out and needed replacement. All these had resulting in the devastating fire. The total loss is estimated to be nearly Rs. 1,50,000. To avoid such mishaps in the future, it is recommended that,

\* Wires should be replaced and checked at regular intervals.

\* Enough fire extinguishers must be kept ready.

\* Automatic fire extinguishing sprays can be installed.

If all these measures are taken, definitely such accidents can be prevented in future.

Yours faithfully,  
(The Safety Engineer)

Sample of Survey Report.

As the marketing Executive of "Star Electronics", you have asked by the Managing Director to study the survey of introducing a New Smart Phone. Prepare a report of the study.

A Survey Report

On

Introduction of Mac Smart Phone

Submitted to

The Managing Director

Star Electronics Company

Chennai - 40.

By

John

The Chief Executive

25 March 2018

## Aim

The aim of the study is to find the survey of introducing a Mac Smart Phone into the market.

## Procedure

The committee attempted to find the survey of introducing a Mac Smart Phone into the market by obtaining opinions from nearly 1000 people. The questionnaire was administered to 1000 persons at random. Data regarding their age group, income and occupation were also collected. They issued sample products at no cost, requested the customers to use it and give their opinion.



## Findings.

The findings are  
The quality should be very good.  
The size should be bigger  
than the existing varieties.  
The initial price should be  
kept low.  
Attractive covers should be  
used.

## Conclusion.

Our survey proves that  
there is a good scope for marketing  
our smart phone. It has been  
found that the product will be  
received by many people.

## Recommendations.

The product can be introduced in  
various sizes.

The price tag should be reasonable.  
No compromise on quality should  
be there.

John  
(The Chief Executive)

Reported Speech.

Direct and Indirect Speech.

In technical and scientific writings, indirect speech or reported speech gains importance, especially in the report writing tasks. While transforming from direct speech to indirect speech, care should be taken to make appropriate changes in the tense forms, persons and pronouns and certain adverbials and demonstratives to show time and place.

Direct Speech: What is actually spoken by a person.

Indirect Speech: When it is reported later by someone else it becomes indirect speech.

Eg:

\* Ram said, "I am going home."  
(Direct Speech)

\* Ram said that he was going home. (Indirect Speech)

There are commonly three basic changes made to the speaker's version while changing the direct speech into indirect speech.

\* Change of Tense.

\* Change of Personal pronouns.

\* Change of Nearness of Time and Place.

# Change of Tense.

Direct Speech	Indirect Speech
1) Present tense. (write/writes).	1) Past tense. (wrote).
2) Present Continuous. (am/is/are writing).	2) Past Continuous. (was/were writing).
3) Present perfect. (has/have written).	3) Past perfect. (had written).
4) Present perfect continuous. (has/have been writing).	4) Past perfect continuous. (had been writing).
5) Past tense. (wrote).	5) Past perfect. (had written).
6) Past continuous. (was/were writing).	6) Past perfect continuous. (had been writing).
7) Past perfect. (had written).	7) No change.
8) Past perfect continuous.	8) No change.

Examples that correspond with the above rules:

1) He said, "I do my work daily."

He said that he did his work daily.

2) She said, "I am doing my work every day."

She said that he was doing his work every day.

3) The boy said, "I have done my work."

The boy said that he had done his work.

4) The boy said, "I have been doing my work on a regular basis."

The boy said that he had been doing his work on a regular basis.

5) They said, "we went to see a movie."

They said that they had gone to see a movie.

6) They said, "we were watching a movie."

They said that they had been watching a movie.

Eg:

1) Direct : He said, "I must go now."

Indirect : He said that he had to go then.

Changes of Verbs

am/is - was

are - were

has or have - had

was or were - had been

shall - should

will - would

may - might

can - could

Change of Personal pronouns

Direct - Indirect

I - He, She

My - His, Her

Myself - Himself, herself

Me - Him, her

We	-	They
Mine	-	His, hers
Us	-	Them
Our	-	Their
Ours	-	Theirs
Ourselves	-	Themselves

Change of Nearness of Time and Place

Direct	Indirect
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Now	-	Then
Here	-	There
This	-	That
These	-	Those
Ago	-	Before
Thus	-	So
This day	-	That day
This evening	-	That evening

Today - That day  
Tonight - That night.  
Tomorrow - The next day, the  
day after, the following  
day.  
Yesterday - The previous day, the  
day before.

Examples that correspond with the  
rules:

1) Direct: Ram said, "I am busy now."

Indirect: Ram said that he was  
busy then.

2) Direct: He said, "I have seen this  
person before."

Indirect: He said that he had seen  
that person before.

3) Direct: She said, "I came here  
yesterday."



Indirect: She said that she had come there the day before.

Reporting Interrogative Sentences. (Questions)

a) "Said to" is changed into "asked."

It can be changed into enquired or demanded depending on the nature of the sentence.

b) If the question in the reported speech begins with a helping Verb. i.e. is, am, are, was, were, do, does, did, may, might, can, could, will, would, must, etc.

c) If the question starts with who, whose, when, where, what, which, why, how, no conjunction is used in place of the inverted commas.

Eg: Direct: He said to me, "What are you doing?"

Indirect: He asked me what I was doing.

## Reporting Imperative Sentences (Commands, Requests, Advice).

a) The sense of order, command, advice, request, entreaty, warning, etc. are conveyed. So, said is changed into ordered, requested, advised, commanded, warned, forbade, etc.

b) Inverted commas are replaced by to

c) In the sentences of negative imperative don't or do not are substituted by not to.

Eg:

1) I said to him, "Drive carefully."

I advised him to drive carefully.

2) The teacher said to the student, "Go away."

The teacher ordered the student to go away.

Note: "Let" is used to request, suggest or command.

1) She said, "Let me out."

She requested to let her out.

2) The judge said, "Let no one leave the room."

The judge ordered that no one should leave the room.

Change the following Direct Speech into Indirect Speech.

1) He said, "I saw this lady long ago."

2) I said to Ram, "Are you going to Delhi today?"

3) She said, "Hurrah! My mother has come."

# Conjunctions

Conjunctions connect words or groups of words to each other. There are four kinds of conjunctions:

Coordinating conjunctions, Correlative conjunctions, Subordinating conjunctions, and conjunctive adverbs.

## Coordinating Conjunctions

\* Coordinating conjunctions must connect the same parts of speech - two or more nouns, pronouns, verbs, adjectives, prepositions, conjunctions, phrases or clauses.

Eg: I like CSE and EEE.

\* The coordinating conjunctions are:  
and, but, or, yet, for, nor, so.

## Correlative Conjunctions.

\* Correlative conjunctions join equal elements. (parts of speech or phrases).

Eg:

Maisha not only sent a card but also visited me in the hospital.

\* The correlative conjunctions come in pairs. They are: both...and, just as,... So, not only...but also, either...or, neither...nor, whether...or.

## Subordinating Conjunctions.

\* Subordinating Conjunctions introduce adverb clauses and signal the relationship between the adverb clause and another clause, usually an independent clause.

\* I jumped when the fire alarm went off.

## Subordinating Conjunctions (Continued)

\* The Subordinating Conjunctions introduces are: after, although, as, as if, because, before, if, in order that, once, since, so that, than, though, unless, until, when, where, while.

\* Eg Sentences:

My grandmother began traveling after she sold her house.

## Conjunctive Adverbs

\* Conjunctive adverbs connect two sentences. They explain how the first sentence relates to the second.

Eg: The cider tasted bitter. However, each of us drank a tall glass of it.

# Preposition.

Preposition is a word which shows the relationship between noun or pronoun and some other words in the sentence.

## Types of Prepositions.

\* There are three main types of prepositions.

\* Prepositions of Place (are used to refer to a place where something or someone is located. They are in, on, at, under, over, below, above, across, inside, beside, between, in front of, among, against, behind etc.,...)

\* Prepositions of time (are used to show when something happened. They are in, on, at, for, by, from, since, during, till, up to, throughout, after, before, etc.,...)

\* Prepositions of direction or movement.  
(Show us to where or in which direction something moves. They are across, along, around, onto, past, towards, up, down, to, from, into, out of, through, etc.,...)

### Rules of Prepositions.

- 1) on - days of the week - My brother comes home on Monday.
- 2) in - months/seasons time of day - We are going to Chennai in April.
- 3) at - exact position show an exact time - we will meet you at the entrance.
- 4) for - Intended for purpose A certain period of time - There is a letter for you on the table.
- 5) Since - A particular time in the past - I have lived here since 2010.



to - In the direction of Until a particular  
time - We are going to Chennai tomorrow.

by - A person or thing that does  
something. - The book was translated  
by a well-known author.

of - Possession Expressing amount,  
number or a particular unit. - The  
president of the United States.

from - The place where something  
starts time, The distance between  
two places - She sent me a  
postcard from Tirunelveli.

Unit : v - The Ability to put ideas or Information Cogently.

1) Job Internship Application.

An internship application is just like any other hiring process, meaning that a recruiter will go over your resume, cover letter and decide whether you're qualified for the position.

Sample -1

[Hiring Manager's Name],

123 Company Address,

Company's city,

0123456789,

hiring.manager@gmail.com.

Dear [Mr./Ms/Mr]

I am writing to you regarding the marketing role that opened up recently.

I came across the job description on

[Website Name] and was delighted to find that my academic accomplishments meet all of the necessary requirements. I am seeking a challenging but rewarding internship, which is why I was drawn to this exciting opportunity.

As a junior marketing student at the University of Georgia, I have acquired skills in advertising, PR, product development, and market research. Currently I hold a 3.8 GPA and have been on the Dean's List every semester. While in the college of Business, I have strategically focused my coursework in the following areas:

- \* Marketing Analytics.
- \* Marketing Management.
- \* Survey Research.
- \* Strategic Internet Marketing.
- \* Integrated Marketing Communications.

Using my knowledge of the above, I designed a marketing campaign for a local pet grooming business that yielded the highest return on investment based on our given budget. The campaign was so well received that I was awarded third place in UGA's business plan competition.

I would be delighted to have an opportunity to personally interview with you. Please accept the enclosed resume and feel free to contact me at your earliest convenience. I appreciate your time and consideration.

Sincerely,

Aparna Khatri,

# Cover Letter

From

X X X

Y Y Y

Z Z Z

To

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Respected Sir,

Sub: Application for the post

of \_\_\_\_\_ -reg.

with reference to your advertisement in "The Hindu" dated \_\_\_\_\_,

I wish to apply for the post of \_\_\_\_\_ in your reputed firm. I have completed M.E in \_\_\_\_\_ at V V

College of Engineering, Anna University and I have two years of experience

in the field of \_\_\_\_\_. Having necessary qualifications and experience, I think I shall be considered for the post. I have enclosed the resume and photocopies of my certificates. If I am selected, I assure you that I will work to the entire satisfaction of my superiors. Anticipating your call for an interview where I can prove my credentials.

Thanking You.

Yours faithfully,  
( )

Enclosure: Resume and Photocopies of my certificates.

Resume

XXX

YYY

ZZZ

Email: abc@gmail.com

Mobile: 6381809227.

## Objective .

To obtain a challenging position in a growing company where I can utilize my skills and knowledge.

## Education.

Qualifications	Institutions	University Board	Year of Passing.	Marks Obtained .
M.E	v.v. College of Engineering	Anna University	2018	8.2 CGPA
B.E	v.v. College of Engineering	Anna University.	2016	7.5 CGPA
HSC	JSS Matric. Hr. Sec School. Chennai.	State Board	2012	80 %
SSLC	JSS Matric. Hr. Sec. School. Chennai	State Board.	2010	85.4 %

## Computer Skills .

- \* Language : Basic C, C++, Visual Basic, Visual Studio.
- \* Operating System : Windows XP, Vista, Windows - 7, Windows - 8.

## Areas of Interest

- \* Robotics.
- \* Design and Development.
- \* Thermodynamics.

## Work Experience

- \* Working as an Assistant Engineer in ABC Private Ltd, Chennai from 2020 onwards.
- \* Worked as a Junior Engineer in BAC Private Ltd, Mumbai from 2018 to 2019.

## Certificate Courses

- \* Passed Level 1 BEC Examination, Cambridge University, London.
- \* Diploma in Software Engineering.

## Seminar / Conference attended:

- \* Presented a paper on "Automation and Control" in the National Conference conducted by Anna University, Chennai, 2014.



\* Participated at the International  
on "Multimedia and Networking" conducted  
by ABC College of Engineering, Chennai,  
2013.

### Achievements.

\* University gold medalist in UG level.

\* Won the best project award.

\* School Second in Higher Secondary  
Examinations.

### Hobbies and Interests.

\* Playing and watching Cricket.

\* Reading books.

### Personal Details.

Father's Name : R. Selvakumari.

Date of Birth : 21/11/1992.

Age : 30.

Gender : Male/Female.

Religion : Hindu/Christian.

Marital status : Unmarried.  
Language Known : English & Tamil.  
Nationality : Indian.

References:

- 1) Dr. M. Rajan,  
Professor & Head,  
Department of Mechanical Engineering,  
Anna University, Chennai.
- 2) Mr. S. Sekar,  
The Chairman,  
ABC Private Ltd, Mumbai, Chennai.

Declaration

I hereby declare that the above mentioned details are true to the best of my knowledge.

Place : Pondicherry.

Date : 29/08/1994.

( \_\_\_\_\_ )

## Numerical Adjectives.

\* A Numerical Adjective is a number used as an adjective.

\* When a numerical expression is used as an adjective, the singular form should be used.

\* For Eg:

1) A tank with a capacity of 250 litres.  
A 250 liter capacity tank.

2) A lamp of a power of 60 watts.  
A 60 watt power lamp.

3) A lab with 30 computers.  
A 30 computer lab.

4) A walk of five Kilometers.  
A five Kilometer walk.

5) A drive for 8 hours.  
An Eight hour drive.

## Relative Clauses

The words, 'who', 'which', 'that' are called relative pronouns which introduce the clauses are called adjectival or relative clauses. These clauses do the function of the adjectives, that is, modify or qualify the nouns before them.

Eg:

\* This summer, we went to Ooty where we have a resort. (Place)

\* He lost his power when people revolted against him. (Time)

\* Nobody can understand why he declined the offer. (Reason)

Combine the Below sentences using a relative clauses:

1) This is the book. I found the

information in it.

2) I didn't recognize Mary, I talked to her.

3) People live in Scotland. They are called Scots.

4) I saw the dog in the pet shop. I decided to buy it.

5) John has plenty of spare time. He reads a lot.

### Idioms

A group of words established by usage as having a meaning not deducible from those of the individual words. (eg: over the moon, see the light).

## A List of Common idioms.

Idioms	Meaning
1) Keep your chin up	- Remain cheerful in a difficult situation.
2) In hot water	- In trouble.
3) Hit the books	- Study.
4) Piece of cake	- Very easy.
5) Break a leg	- Have good luck.
6) Spill the beans	- Tell a secret.
7) Go out on a limb	- Take a chance.
8) Tongue-tied	- Unable to think of something to say.
9) Turn the house upside down	- Search everywhere.
10) Drag one's feet	- Deliberately take too much to do something.