

## **RESUME WRITING DEFINITION AND MEANING**

"Resume writing" means the process of creating a document, called a resume, that summarizes a person's professional background, skills, and accomplishments, typically used to apply for jobs by highlighting relevant experiences and qualifications to potential employers.

A resume is a formal document that a job applicant creates to itemize their qualifications for a position. A resume is usually accompanied by a customized cover letter in which the applicant expresses an interest in a specific job or company and draws attention to the most relevant specifics on the resume.

### **The 5 Essential Parts of a Good Resume**

1. A clearly stated **job objective**
2. The **highlights of qualifications**
3. A presentation of directly **relevant skills and experience**
4. A chronological **work history**
5. A listing of relevant **education and training**

### **Things to Avoid in Your Resume**

- False Information
- Personal Data (Age, weight, health, race, religion, marital or family status)
- Your social security number
- A photograph of yourself
- A statement that you will take any job available
- Any shortcoming, weak areas, or any difficulties you have experienced in certain job
- Past salary, wages or salary requirement
- Reason for leaving previous jobs
- Your lack of a job

- First person singular (I, Me, My, Mine)
- References. Add the statement "Reference available upon request". Prepare a separate sheet listing your references and bring it to your interview
- Don't print of both sides of the paper

### **The Benefits of Sending a Follow-Up Message**

An effective thank-you note does more than just express your appreciation. It helps you make the case for your candidacy and gives you another chance to impress the hiring manager. A Robert Half survey reported that 58% of hiring managers thought thank-you messages were somewhat helpful, and 22% said they were very helpful.

To get started on your note, review examples of follow-up emails and letters. Then, customize your message to reflect your goals.

### **Tips for Writing a Follow-Up Email or Letter**

- **Consider Sending an Email:** If time is of the essence, send your follow-up letter via email, with your name and "thank you" in the subject line of the message. If you do send an email, be sure to do so within 24 hours of the job interview.<sup>2</sup>
- **Express Your Enthusiasm:** Emphasize your enthusiasm for the job. This is your final chance to tell the employer that you believe you are a good fit for the position with their organization.
- **Include Anything You Forgot:** If you forgot to share an important related experience or some other valuable piece of information, this is a good place to do so. You might also clarify anything from the interview if you feel you did not make a strong first impression in the interview.
- **Proofread and Edit:** Whether you send the note by mail or by email, be sure to read through the message carefully before sending it. You are still trying to make a strong impression, so a professional, well-written letter is key, and typos or a misspelled name will hurt your chances. If you choose to send an email, send a test message to yourself first to make sure the formatting holds up.

### **REPORT WRITING: KINDS, PURPOSES**

**Report writing** is a formal style of writing elaborately on a topic. The tone of a report is always formal. The important section to focus on is the target audience. For example – report writing about a school event, report writing about a business case, etc. Let us briefly discuss the different kinds of reports.

All your facts and information presented in the report not only have to be bias-free, but they also have to be 100% correct. Proof-reading and fact-checking is always what you do as a thumb rule before submitting a report.

Reports are written with much analysis. The purpose of report writing is essential to inform the reader about a topic, minus one's opinion on the topic. It's simply a portrayal of facts, as it is. Even if one gives inferences, solid analysis, charts, tables and data is provided. Mostly it is specified by the person who's asked for the report whether they would like your take or not if that is the case.

## **IMPORTANCE OF REPORT WRITING**

Before you start writing a report, it's important to understand the significance of the report. It's also crucial to research independently instead of relying on data and trends available on the internet, besides structuring the report properly. Here's why:

### **1. Decision-Making Tool**

Organizations require a considerable amount of data and information on specific topics, scenarios, and situations. Managers and decision-makers often use business reports and research papers as information sources to make important business decisions and reach solutions.

### **2. Evaluation**

Another reason that adds to the significance of report writing is that it is a collection of evaluated information.

Different types of activities by different departments define an organization. Think of the departments your organization has—development, sales, distribution, marketing, HR, and more. Each department follows defined processes and protocols that require many small and large activities on a daily basis.

It is impossible for the management to keep an eye on the different activities in each department.

### **3. Professional Improvements**

During the annual appraisal cycle, your manager will ask you to write reports to explain your position, level of work, and performance.

If you have ever wondered how your manager decided to promote your colleague and not you, the answer may lie in his well-presented report.

### **4. Quick Source For Problem-Solving**

There's no denying that managers require accurate information on various topics to make quick decisions. Often due to urgency, managers only rely on business reports as an authentic source of

information. Almost every employee would have witnessed a situation that needed the manager's attention urgently. Reports come in handy during such situations.

## **PURPOSES/OBJECTIVES**

- **Transmitting Information:**

Business report is very important for transmitting information from one person to another or from one level to another. Although a manager can personally collect required information in a small scale enterprise, it is not possible in the context of a large scale organization. In the latter case, the managers rely on reports for obtaining necessary information.

- **Interpretation and Explanation of event:**

Report provides interpretation and explanation of information. As a result, readers can easily understand it.

- **Making decisions:**

A report is the basic management tool for making decisions. The job of a manager is nothing but making decisions. Reports supply necessary information to managers to solve problems.

- **Communication with external stakeholders:**

In addition to internal use, reports also communicate information to the external stakeholders like shareholders, creditors, customers, suppliers, government officials and various regulatory agencies. In the absence of formal business report, such stakeholders would remain at dark about the organizations.

- **Development of information base:**

Reports also contribute to the development of information based in organization. It develops an information base in two ways. Firstly, day to day information is recorded permanently for writing reports. Secondly, the written reports are preserved for future reference. In these ways, reports help in developing an honest and sound information base.

- **Developing labor-management relationship:**

Reports also help to improve labor-management relationship particularly, in large organizations. In a large organization, there is little opportunity of direct communication between top-level management and employees. In this case, report is used as mechanism of keeping both sides informed about each other and improving their relationships.

- **Controlling:**

Controlling is the final function of management. It ensures whether the actual performance meets the standard. In order to perform the managerial function of controlling, report serves as a yardstick. It supplies necessary information to impose controlling mechanism.

- **Recommending actions:**

Reports not only supply information but also recommend natural actions or solutions to the problem. When someone is given the charge of investigating a complex problem and suggesting an appropriate remedy, the investigator usually submits a report to the concerned manager.

## **KINDS OF REPORTS**

- **Long Report and Short Reports:**

These kinds of reports are quite clear, as the name suggests. A two-page report or sometimes referred to as a memorandum is short, and a thirty-page report is absolutely long. But what makes a clear division of short reports or long reports? Well, usually, notice that longer reports are generally written in a formal manner.

- **Internal and External Reports:**

As the name suggests, an internal report stays within a certain organization or group of people. In the case of office settings, internal reports are for within the organization.

We prepare external reports, such as a news report in the newspaper about an incident or the annual reports of companies for distribution outside the organization. We call these as public reports.

- **Vertical and Lateral Reports:**

This is about the hierarchy of the reports' ultimate target. If the report is for your management or for your mentees, it's a vertical report. Wherever a direction of upwards or downwards comes into motion, we call it a vertical report.

Lateral reports, on the other hand, assist in coordination in the organization. A report traveling between units of the same organization level (for example, a report among the administration and finance departments) is lateral.

- **Periodic Reports:**

Periodic reports are sent out on regularly pre-scheduled dates. In most cases, their direction is upward and serves as management control. Some, like annual reports, is not vertical but is a Government mandate to be periodic in nature.

That is why we have annual or quarterly or half-yearly reports. If they are this frequent, it only makes sense to pre-set the structure of these reports and just fill in the data every period. That's exactly what happens in most cases too.

- **Formal and Informal Reports:**

Formal reports are meticulously structured. They focus on objectivity and organization, contain deeper detail, and the writer must write them in a style that eliminates factors like personal pronouns.

Informal reports are usually short messages with free-flowing, casual use of language. We generally describe the internal report/memorandum as an informal report. For example, a report among your peers, or a report for your small group or team, etc.

- **Informational and Analytical Reports:**

Informational reports (attendance reports, annual budget reports, monthly financial reports, and such) carry objective information from one area of an organization to maybe a larger system.

Analytical reports (scientific research, feasibility reports, and employee appraisals) show attempts to solve actual problems. These analytical reports usually require suggestions at the end.

- **Proposal Reports:**

These kinds of reports are like an extension to the analytical/problem-solving reports. A proposal is a document one prepares to describe how one organization can provide a solution to a problem they are facing.

There's usually always a need to prepare a report in a business set-up. The end goal is usually very solution-oriented. We call such kinds of reports as proposal reports.

- **Functional Reports:**

These kinds of reports include marketing reports, financial reports, accounting reports, and a spectrum of other reports that provide a function specifically. By and large, we can include almost all reports in most of these categories. Furthermore, we can include a single report in several kinds of reports.

**Persuasive messages** may appeal to logic or to emotions. Negative persuasive arguments illustrate the bad things that may happen if people do not follow a particular course of action or if they do the wrong thing. Positive persuasive messages, however, point out the good things that can happen if people follow a course of action or if they follow the wrong path.

### **Negative Emotional Appeals**

People use negative emotions -- fear, anxiety and disgust, for instance -- to craft negative persuasive messages. These arguments predict that something scary, disgusting or bad will happen if people don't follow a course of action or if they do the wrong thing. For example, anti-smoking messages are generally fear messages.

- **Negative Logical Messages**

Negative logical messages show that negative results will follow a certain action or inaction.

- **Negative Persuasion in Business**

In a business setting, a negative persuasive message generally threatens negative consequences as a means of motivation. For example, an evaluation for an employee with unsatisfactory job performance threatens disciplinary action, puts the person on probation or outlines negative qualities.

### **Positive Emotional Messages**

The same kinds of messages can use positive appeals. For example, a positive anti-smoking campaign would show kids doing well in school, looking healthy and happy and having lots of positive friends.

- **Positive Logical Appeals**

Positive rational messages use facts, statistics and details, but instead of emphasizing the negative effects of not acting or acting negatively, they emphasize the positive effects of action.

- **Positive Business Messages**

Positive persuasion in a business situation emphasizes positive action.

## **MEMOS**

Memorandums, or memos for short, are used in place of formal letters for internal communication. These may be used in the workplace to present information, to provide directions or reminders, or to propose an idea.

While memos are often succinct, they can be very difficult to write precisely because you need to get straight to the point to get your ideas across. A poorly written one may confuse your superiors or your colleagues, and precious time may be wasted when they prepare their own memos to seek clarification on what you wrote. This article provides some tips that you can follow to impress your colleagues with your memo writing skill.

### **Before you write**

Before you put anything on paper, consider the following first:

- **Audience.** Who are the intended recipients of your memo? Knowing your audience will not only allow you to identify who to address it to, but also determine the tone of the document you will be writing.
- **Purpose.** The purpose of the memo will also affect how you write the document. Providing a list of instructions will require a more formal and professional tone, while an announcement regarding a company outing or party may be written in a festive manner.

### **Parts of a memo**

Memo formats may differ depending on the workplace. Most, however, have the following parts:

- **Label.** Some offices require for this document to bear the label “MEMORANDUM” or “MEMO” at the top of the page so that your readers will immediately know what type of document it is. However, not all workplaces have this rule. Do make it a point to study the standard memo format followed in your office so you can adjust accordingly.
- **Heading.** The memo heading contains the following details:
  1. **To:** This is where you write down the recipients of the memo. Addressees may be colleagues (do write their full names and job titles) or units or departments within the office.
  2. **From:** Write down your name and job title
  3. **Subject:** Indicate the reason for the memo
  4. **Date:** Note the complete date

5. **Body.** Use this section to provide the pertinent details regarding the issue at hand. Try to be as specific and concise as possible.
6. **Conclusion** The conclusion is usually just 1-2 sentences long and indicates what action you are expecting from the recipient of the memo.

### **Tips to be effective at memo writing**

Below are tips you can follow to make sure that you produce memos that are consistently well-written.

- **Be SMART.** Memos should be SMART – Specific, Measurable, Attainable, Relevant, and Time-Bound. Be clear not only about what you want to say, but what you expect your reader to do.
- **Don't use informal language.** Memos, by their nature, need to be written in a professional manner. As such, do avoid colloquial language.
- **Be succinct.** As mentioned earlier, memos should go straight to the point. Avoid flowery language and adding unnecessary details so that your readers will know exactly what you're trying to say.
- **Present the main point within the opening paragraph.** Make it easier for your reader to understand what the memo is about by stating the gist of it within the first paragraph. Salutations are not necessary in memos.
- **Break down the memo.** If your memo is long, consider breaking it down into smaller chunks to make it easier for your readers to understand what you want to say. Consider using subheadings to break down sections of your memo. If, you want to raise several points in your memo, you use bullet points to make it easier for your readers to understand each specific issue that you will bring up.
- **Don't use emotionally-charged words or language.** Never use emotive words, even when writing about issues such as a team member's poor performance at work. Doing so will make your report seem subjective. Maintain professionalism by outlining the details using a detached but polite tone. For instance, instead of saying that a colleague shows "unprofessionalism", you can instead provide concrete examples of his/her conduct to justify your memo.
- **Proofread.** Before you release the memo, make sure that you proofread it to see if there are any factual, grammatical, or spelling errors in what you wrote. You may also want to review it to see if there is a way for you to simplify it further to make it more easily understood by your audience.

## **BUSINESS LETTER**



Business people have to communicate with the suppliers, debtors, creditors, customers and with other concerned parties to exchange information. Business letters are basically used to communicate with the above parties.

**According to Ricks and Gow, “The primary purposes of business letters are to inform, instruct, request, inquire, remit, order, advice, correct and to question.”**

**Functions or purposes of business letter are as follows:**

**1. Convey information:**

The basic purpose of any business letter is to convey information regarding business activities. Information can be transmitted through business letter to customers, suppliers, debtors, government authorities, financial institutions, bank and insurance companies and to any other parties related with the business.

**2. Conclude transaction:**

This is one of the specific purposes of business letter. To conclude in completed transactions business letters are frequently used.

**3. Creation of demand:**

Business letters especially circular letters used to create demand for new products. Circular letters can communicate many people in the same time.

**4. Creation of goodwill:**

In this electronic era messages can be sent within few seconds through electronic media but a well decorated business letter has its own importance in creation positive image of the company.

**5. Expansion of business:**

Through goodwill messages and through circular letters existing market can be expanded.

**6. Establishment of relationship:**

Another important purpose of business letter is, it helps to establish mutual relationship with the customers, suppliers and with the other interested parties.

**7. Evidence:**

Business letters are also used to maintain documentary evidence. Letters can be preserved for future reference.

### **8. To inquire:**

A business concern not only sends messages but also receive information from the outside. To run the business any firm need different types of information from outside. Through business letters firms can inquire regarding necessary matters.

### **9. Placing order:**

It is a very common purpose for using business letter. Both trading and manufacturing concerns need to place orders for finished goods or raw-materials to run the business.

### **10. Problem solving:**

In the course of business, disputes and misunderstanding may arise. Business letters play vital role in solving such misunderstandings.

## **THE PURPOSES OF BUSINESS LETTERS**

One purpose of a business letter is to update customers on company products.

Business letters can be written to employees or managers, as well as clients and prospective customers. The business letter is a formal type of communication that is usually typed on 8 1/2 by 11-inch white stationery paper. Business letters must be targeted to a specific individual or group, have a clear and concise purpose, be convincing and end with a specific objective, like a meeting date.

### **Sales Efforts**

The purpose of a business letter can include introducing customers to new products. In direct mail, a form of advertising, these letters are called sales letters. The sales letter is usually mailed with a brochure and order form. While the color brochure often features a company's products, the sales letter is designed to highlight the key benefits of the products for the consumer or business customer. All introductory or sales letters must follow the AIDA (attention, interest, desire, action) principle, according to businessballs.com. The heading or letter should grab the reader's attention, interest them enough to read it, increase their desire to own the product, and prompt them to purchase it.

### **Relationship Building**

Purposes of business letters also include apprising or thanking business associates or customers. For example, a cover letter sent with a report can apprise business associates about the contents of the report. These letters are often very short, with bullet points highlighting key topics discussed in the report. Thank you letters can be used by companies to thank customers for a recent order. The objective of the thank you letter is to build rapport with the customer, and remind them of the company's products or website. Another purpose of a business letter is to order products. This type of letter usually takes the form of a purchase order. The purchase order is a legal document between the buyer and seller that states the quantity and dollar amount of a specific order.

### **Selling Incentive Sales**

The purposes of business letters can include providing sales incentives for customers. Selling incentive sales letters are used to offer rebates, coupons or special deals to long-term customers. For example, a small printing company may offer a 20 percent discount to customers who have used their services for six months or longer. An alternative would be to offer the discount to customers who spend a certain dollar amount with the printer. Companies typically use selling incentive sales letters to promote existing products.

### **Prevention/Solution**

Sometimes, a business must write a letter to acknowledge a complaint. This complaint could involve a customer service issue, damaged product or even an inaccurate shipment. Consequently, the company must write a letter to the customer that informs them what is being done to correct the error. Complaints can lead to potential legal problems. Therefore, it is important for companies to address customer complaints immediately.

### **Considerations**

Finally, a company may write a business to a "lost customer" or someone who has not purchased products for a while, according to the Austin Business Journal. Internet, mail order and retail companies that use databases often have the ability to pinpoint these customers. Subsequently, they may write to these customers and offer them a special deal. For example, a small cell phone company may send letters to customers who have cancelled their service introducing a new monthly rate that is lower than their competition.

## **10 TYPES OF BUSINESS LETTERS**

Business letters are usually sent via the U.S. Postal Service.

The term “business letters” refers to any written communication that begins with a salutation, ends with a signature and whose contents are professional in nature.

Historically, business letters were sent via postal mail or courier, although the Internet is rapidly changing the way businesses communicate. There are many standard types of business letters, and each of them has a specific focus.

### **Sales Letters**

Typical sales letters start off with a very strong statement to capture the interest of the reader. Since the purpose is to get the reader to do something, these letters include strong calls to action, detail the benefit to the reader of taking the action and include information to help the reader to act, such as including a telephone number or website link.

### **Order Letters**

Order letters are sent by consumers or businesses to a manufacturer, retailer or wholesaler to order goods or services. These letters must contain specific information such as model number, name of the product, the quantity desired and expected price. Payment is sometimes included with the letter.

### **Complaint Letters**

The words and tone you choose to use in a letter complaining to a business may be the deciding factor on whether your complaint is satisfied. Be direct but tactful and always use a professional tone if you want the company to listen to you.

### **Adjustment Letters**

An adjustment letter is normally sent in response to a claim or complaint. If the adjustment is in the customer’s favor, begin the letter with that news. If not, keep your tone factual and let the customer know that you understand the complaint.

### **Inquiry Letters**

Inquiry letters ask a question or elicit information from the recipient. When composing this type of letter, keep it clear and succinct and list exactly what information you need. Be sure to include your contact information so that it is easy for the reader to respond.

### **Follow-Up Letter**

Follow-up letters are usually sent after some type of initial communication. This could be a sales department thanking a customer for an order, a businessman reviewing the outcome of a meeting or a job seeker inquiring about the status of his application. In many cases, these letters are a combination thank-you note and sales letter.

### **Letters of Recommendation**

Prospective employers often ask job applicants for letters of recommendation before they hire them. This type of letter is usually from a previous employer or professor, and it describes the sender's relationship with and opinion of the job seeker.

### **Acknowledgment Letters**

Acknowledgment letters act as simple receipts. Businesses send them to let others know that they have received a prior communication, but action may or may not have taken place.

### **Cover Letter**

Cover letters usually accompany a package, report or other merchandise. They are used to describe what is enclosed, why it is being sent and what the recipient should do with it, if there is any action that needs to be taken. These types of letters are generally very short and succinct.

### **Letters of Resignation**

When an employee plans to leave his job, a letter of resignation is usually sent to his immediate manager giving him notice and letting him know when the last day of employment will be. In many cases, the employee also will detail his reason for leaving the company.

### **What is Report Writing ?**

**A report can be defined as a testimonial or account of some happening.** It is purely based on observation and analysis. A report gives an explanation of any circumstance. In today's corporate world, reports play a crucial role. They are a strong base for planning and control in an organization, i.e., reports give information which can be utilized by the management team in an organization for making plans and for solving complex issues in the organization.

A report discusses a particular problem in detail. It brings significant and reliable information to the limelight of top management in an organization. Hence, on the basis of such information, the management can make strong decisions. Reports are required for judging the performances of various departments in an organization.

**An effective report can be written going through the following steps-**

1. Determine the objective of the report, i.e., identify the problem.
2. Collect the required material (facts) for the report.
3. Study and examine the facts gathered.
4. Plan the facts for the report.
5. Prepare an outline for the report, i.e., draft the report.
6. Edit the drafted report.
7. Distribute the draft report to the advisory team and ask for feedback and recommendations.

**The essentials of good/effective report writing are as follows-**

1. Know your objective, i.e., be focused.
2. Analyze the niche audience, i.e., make an analysis of the target audience, the purpose for which audience requires the report, kind of data audience is looking for in the report, the implications of report reading, etc.
3. Decide the length of report.
4. Disclose correct and true information in a report.
5. Discuss all sides of the problem reasonably and impartially. Include all relevant facts in a report.

6. Concentrate on the report structure and matter. Pre-decide the report writing style. Use vivid structure of sentences.
7. The report should be neatly presented and should be carefully documented.
8. Highlight and recap the main message in a report.
9. Encourage feedback on the report from the critics. The feedback, if negative, might be useful if properly supported with reasons by the critics. The report can be modified based on such feedback.
10. Use graphs, pie-charts, etc to show the numerical data records over years.
11. Decide on the margins on a report. Ideally, the top and the side margins should be the same (minimum 1 inch broad), but the lower/bottom margins can be one and a half times as broad as others.
12. Attempt to generate reader's interest by making appropriate paragraphs, giving bold headings for each paragraph, using bullets wherever required, etc.

### **Positive Impact**

Technology has transformed the once big and far world into a tiny global village. Thanks to technology, we now have the power to communicate with anybody on the other side of the world. The points below summarize these benefits.

- *No barriers:* Communication is now easy; in case of situations when you want to convey something urgently to someone, mobiles and emails come in handy.
- *Strengthened relations:* Technology has made it easy to keep in touch with old contacts, and has also helped strengthen relationships.
- *Better solutions:* Technology has brought the world closer and promoted exchange of thoughts to find better solutions to any problem.
- *E-schools:* Services like video-conferencing has made it possible to give best education to students via expert faculty on the web.
- *Impact on relations:* Finding someone to date was never so easy, thanks to the dating and chatting websites! No one would disagree if I say – Technology is the rationale behind the success of long distance relationships. Video chats and social networking sites have played a big role in keeping people in touch.

- *Development:* Technological advancements in the modes of communication have promoted faster decision-making, and led to the development and progress of the world. Video conferencing has played a considerable role in promoting faster decision-making. Most of the businesses depend on technology for communication.

## **Negative Impact**

The most prominent negative effect of technology – the charm of the good old world is missing. The letters and lengthy face-to-face conversations have gone away, and have been replaced by texting or chatting. See the below given points for details.

- *Impact on interpersonal communication:* The current generation lacks essential interpersonal skills (the ability to express the ideas and thoughts to others face-to-face). A major reason for this tendency is increased frequency of communication through texting and chatting on websites.
- *Effect on nonverbal communication:* Technological means have also affected nonverbal communication. Lack of face-to-face interaction has reduced the nonverbal grasping power of individuals.
- *Near yet far:* Teenagers especially are always hooked to the social networking sites. They are more close to online friends, but the gap between parents and kids has increased considerably. Communication is missing, parents are not technology savvy and not used to the communication styles of their kids, and this has increased the generation gap.
- *Reduced social interactions:* Consider the socializing among people. Life has changed a lot; there are no social meetings and get-togethers (the frequency has reduced). People are more bothered about their online life rather than the real social life.
- *Has led to many addictions:* People have literally become addicted to the Internet and cell phones, and this addiction has led to many anxiety disorders. People addicted to the Internet feel lonely and isolated.
- *Malicious motives:* Many people abuse the social networking sites and communicate to unsuspecting beings pretending someone else. This tendency of people has done more harm than good.



