
UNIT 18: VOICE MAIL, VIDEO CONFERENCING AND CONFERENCE FALLS

Structure

- 18.0 Objectives
- 18.1 Introduction
- 18.2 Reading I: Conference Calls
- 18.3 Reading II: Video Conferencing
- 18.4 Reading III: Voice Mail and Answering Machine
- 18.5 Listening: Dealing with Voice Mail
- 18.6 Using Visual Aids
- 18.7 Let Us Sum Up
- 18.8 Answers to Check Your Progress
- 18.9 Terminal Questions

18.0 OBJECTIVES

After reading this unit you should be able to:

- prepare for and conduct a conference call;
- learn conference call etiquette;
- analyse interactive call techniques;
- prepare for a video conference;
- describe the precautions need to be taken during a video conference;
- differentiate between an ordinary answering machine and voice mail;
- state the advantages of voice mail and
- leave a message on voice mail and to respond to a voice mail message.

18.1 Introduction

In this era of globalization, information technology is playing a very important role in bringing different stakeholders in the corporate sector closer. A number of such devices have been developed through which a person can take to several persons at a time. Not only this, they can video chat, i.e. they can see each other while talking. Thus, conference calls, video conferencing, voice mail etc. have become an integral part of the secretariat of an organization. These facilities not only enhance the efficiency of the office persons, but also give fillip to business transactions. In view of this, it is imperative to be familiar with these modern devices and know the nuances involved therein. In this unit, you will read about these techniques in detail.

18.2 READING I: CONFERENCE CALLS

A telephone call in which a person can talk to several people at the same time is called a conference call. It is of two types: a person talks and other called people listen only, on the other called participants can also speak.

For conference calls, a specialized service provider is involved who maintains the conference bridge, or who provides the phone numbers and PIN Codes that participants dial to join the conference call. It is possible to record question and answer details and also to meeting a particular participant.

In business enterprises, it has become common to talk to the remote parties, both internally and outside the company through conference calls. It is used for client meetings, sales presentations, team meetings, project presentations and updates. It makes workers more productive as they are not required to go out of the offices for meetings.

Before we make a conference call, it is important to keep certain important factors in mind. These include having clear agenda, appropriate technical setup, conference call etiquette and so on.

Agenda

- Have an agenda that includes goals, participant expectations and timing if appropriate.
- An hour on a teleconference generally cannot accomplish quite as much as an hour of face-to-face interaction, so it is important to plan accordingly.
- If you expect active participation from all participants, consider the impact of volume of comments on time available when determining the number of agenda items. On a 10 person call with the expectation that everyone comments on each agenda item, and their comments range from 1-3 minutes, that means you can accommodate 1-2 agenda items in an hour.
- Decide on the roles of each participant plays. The meeting chair does not have to be the same person who is looking after the call facilitation duties.
- Ask participants to review the agenda prior to the call.
- If a critical issue is to be discussed, consider scheduling short phone segments. It is hard to stay on the phone for a full day.

Technical Set Up

- Send all participants the dial in number and pass-codes (if any) needed. Be clear to participants if you are offering a toll free number or if they are responsible for long distance costs. With international groups, make sure your number includes the international country code. Have a backup plan for potential technology failure.
- Consider arrangements for hearing impaired participants (ITY, simultaneous transcription in a chat room, etc.).

Scheduling and Preparation

- Consider participant availability just as you would for any other meeting.
- Consider time zones when scheduling. Communicate local time or how to calculate local time when sending meeting announcement.
- Distribute supporting documents/files well before the call starts. Inform participants if they have to have a file or website open on their computer desktop.
- Have an attendance list with name, email and phone number in case you need to contact an individual before, during or after the call.

Starting the Call and Facilitating It

- As the facilitator, it is helpful to log on early and be the first online (5-15 minutes). Greet and know who is online.
- If appropriate, ask early arrivals to greet subsequent arrivals as a team building activity.
- Establish the protocol of announcing one's name when taking a turn speaking.
- Find out if there are any individual time constraints ("I have to leave early") and adjust accordingly. This is particularly important if you need the input or participation of the person leaving early to achieve the goals of the call.
- If the group gets off the agenda, refocus but take note of the side issue for later attention.
- Break up long stretches of one speaker.
- When appropriate, go "around to circle" for inclusive participation.
- Consider "breakout sessions" where pairs get off the main call, call each other, interact and call back on to the phone bridge.
- For decision-making processes, restate or repeat key issues.
- If your participants can be online at the same time they are on the phone, consider web-based collaboration tools to create shared electronic notes, flip charts, etc. Sometimes allowing "side chats" or "chat breakouts" can increase participant engagement.
- Generally, the larger the group, the more direct your facilitation needs to be to keep a small number of people from dominating the call.
- During the call, stop and ask for feedback.
- Share leadership duties to help less engaged people become more involved in the call. Ask individuals to "lead" sections of the agenda.
- Assign people different roles - note taker, timekeeper, "keeper" of unanswered questions, etc.

General Call Etiquette

- Call from a quiet location.
- If you use a cell phone, put on mute when not talking.
- Avoid speakerphones or if using speakerphones, use the mute button.
- Use quality headsets for good sound quality.
- Avoid low quality cordless phones as they sometimes create a buzzing background sound.
- Avoid paper rustling.
- Caution with multitasking - some is unavoidable, but remind people about attention and occasionally call on participants who are silent if they have anything to say.
- Anyone who is leaving or returning must announce.
- On long calls, offer breaks and quick stretches' - remember we are more than just ears.
- Speak clearly. Slow down if you are a 'fast talker'. Be aware of the impact of accents and slow down accordingly. Be enthusiastic and use a tone appropriate to the group. The first impression is important.

Interactive Techniques

- **Brainstorming** – In this technique, you ask participants to note down other's contributions to a brainstorm. After the brainstorming period is done, ask people to comment on the words people chose to express their ideas. Help the group look for convergence and divergence around the creative process.
- **Telephone Break Out Techniques** - Pair up participants in advance and share a phone list. During the call, assign a task to the pairs, have the pairs get off the main call and work for 10 minutes and return to the main number at a stated time to report/debrief the activity.
- **"Just Three Words"** - Phone comments can drag on, especially for large groups. The technique is to do a round of comments from everyone on the call with the constraint that they can only use three words in their response. For example, at the end of the call you might say "what three words describe your experience of today's call?" The notes from these exercises can then be later reviewed and observed for similarities, differences and patterns.
- **"The Clock"** - "The clock" can be used on conference calls to help people get and keep a sense of place and participation in a disembodied conference call. It can be used with structured online chats as well. Ask everyone to draw a circle on a piece of paper and mark the hours like a clock. Then, each person is assigned a spot on the "clock" as they join the group. So the first person is 1 o'clock, the second 2, etc. If there are more than twelve, start adding 1:30, 2:30 etc. Use this initially to create a speaking sequence for introductions, and then use it to ensure that everyone speaks. Participants can make notations by names and use it as a visual tool to match names/voices/input. If you are doing multiple rounds of "speaking" vary the "starting position" on the clock.
- **Location Maps** - For widely distributed groups that meet regularly create a map with pictures of the participants near their location on the map. Distribute to the group or publish on a web page.
- **Side Conversations** - If someone wants to comment directly to a previous speaker, they can use that person's name to focus their attention. "Supriya, I am not sure I agree with that approach" Closure.
- Take minutes and use for follow up. Distribute them as soon as possible after the meeting and highlight follow up steps and responsibilities. Recap meeting or next steps as appropriate.
- Offer opportunity for final/closing comments. End the call promptly, and clearly.

Check your progress A

1. Mark the following statements as **True** or **False**:

- (i) To accomplish the same task, you need more time for a conference call than you do for a face-to-face conference. _____
- (ii) All participants should review the agenda before the call. _____
- (iii) Participants need to be told beforehand if you are offering a toll free number or if they are responsible for long distance call costs. _____
- (iv) It is not possible for hearing-impaired people to participate in such conferences. _____
- (v) You can distribute supporting documents/files at the start of the call. _____
- (vi) To keep track of who said what, establish the protocol of announcing one's name when taking a turn speaking. _____
- (vii) Using people's names is a quick way of getting their attention during the call. _____
- (viii) Never stop and ask for feedback during the call, it wastes time. _____

2. Drawing from your understanding of the text, complete the following sentences in your own words.

- (i) Considering the fact that there is always a chance of technology failure, however good your arrangements for the conference, you must always
.....
- (ii) Consider time zones when scheduling a conference with people
.....
- (iii)to help less engaged people to get more involved.
- (iv) The "Just three words" technique helps to
.....
- (v) to all participants before ending the call.
- (vi) Feedback or evaluation is necessary

18.3 READING 11: VIDEO CONFERENCING

A videoconference is a form of telecommunication which simultaneously allows two or more locations to interact via two-way audiovisual transmissions. It helps people sitting at different sites to come together for a meeting. This meeting may be between two people, each in his/her private office, or it may involve several sites with more than one person in large rooms at different sites. These sites may be anywhere in the world. It helps share not just ideas in a discussion, but also documents, and information displayed on the computer or on a whiteboard.

The Need for Planning

Some amount of planning needs to be done for a video conference, though there is nothing really complicated about it, and it would generally take the same amount of time as it would for a face-to-face meeting or a telephone conversation. Some key things to note are given below:

- Make a note of the number of people and locations participating in the video conference.

- Make an agenda to circulate among all participants before the meeting. Mail this to all other sites too.
- See that lighting is appropriate. Diffused lighting is preferred so that light is evenly distributed and shadows are minimized. Draw drapes or blinds to cover windows.
- Ensure that chair placements are such that all participants are visible in the camera's field of view. A U or V shaped arrangement, facing the camera, is usually the most suitable.
- It is advisable for participants to wear neutral colours as bright colours and complex patterns can be distracting.
- Call each location 15-19 minutes prior to the scheduled start time to make sure you are all connected.
- Do a test call before the meeting to ensure that lighting, chair placements and microphone placements are all optimal.
- See that all participants are seated before the session begins to avoid going in and out during the call.

During the Call

The planning is all done, but for the video conference to go off smoothly, there are a few precautions to be kept in mind during the talk.

- While in a video conference, as in any meeting, avoid side talking, walking in and out of the room, typing, or doing any other work that distracts or causes sound disturbance.
- If more than two sites are participating, it is advisable that sites that are not talking mute their microphones so as to minimize disruption due to noise.
- Remember that there is a short time delay in video conferencing. This is why it is important to leave a longer pause between two speakers than in a face-to-face or telephonic conversation. Wait till the other person has clearly finished before you continue the conversation.
- Always make a verbal response, as visual ones, like nodding or shaking the head may go unnoticed.

Check your progress B

1. Which of the following statements are **True** or **False** ?

- | | |
|---|-------|
| (i) Video conferencing can only be done with people in the same city. | _____ |
| (ii) One can use visual aids like image and data on the computer during video conferencing. | _____ |
| (iii) It is better to be dressed in sober, pastel colours during video conference. | _____ |
| (iv) During the conference it is best that the participants sit around a round table. | _____ |
| (v) The party that is not speaking should mute the microphone. | _____ |

3. What according to you are the advantages of video conferencing?

.....
.....
.....

18.4 READING III: VOICE MAIL AND ANSWERING MACHINE

The Advantages of Voice Mail

Often when you telephone somebody, you may hear a recorded voice informing you of the person's inability to take your call, and asking you to leave your message after a beep. This is what we call the voice mail service, though in some cases it may still be the old answering machine. While earlier people used only the answering machine to leave messages, the voice mail, which is far more sophisticated and with many more functions, is fast replacing the traditional answering machine.

Basically, whereas the user had to be physically present near the machine to retrieve messages from the answering machine, the voice mail allows you to listen to your messages from anywhere using a central number that lets you access your account. Voice mail offers many communication advantages over the answering machine, apart from the ability for users to check their messages remotely. Voice mail users can easily save, delete and archive messages, again using simple keypad entries. Voice mail systems often also incorporate caller ID features, such as the number from which the message originated, as well as the date and time of the call. In some cases, users can then choose to instantly reply to a message, especially if the person who left the message has a voice mail box on the same system as the recipient.

Leaving a voice mail message is a simple task. Just remember to keep it short and succinct. Be prepared to leave a message, do not fumble, stutter or repeat unnecessarily, and speak clearly. Leave out the parts that are not so important, they can be brought up when you have the opportunity to speak to the concerned person. Do not repeat, but you may need to spell out difficult words, especially proper nouns that the listener may not be familiar with. If you need to leave an address for mailing, remember to add the postal pin code. Keep the listener's perspective in mind while leaving the message, especially if you are making a sales call.

One important thing to keep in mind while leaving a voice message is the need to maintain data security. You do not ever leave any information regarding somebody's invoice number, any figures such as the amount, or even credit card, passport or driving license details, if they are available to you. All of this information is regarded as sensitive data and falls under data protection acts in most countries.

Check your progress C

1. List the advantages of voice mail over the answering machine.

.....
.....

-
2. What are things one must keep in mind while leaving a message on somebody's machine?
-
.....
.....

18.5 LISTENING: DEALING WITH VOICE MAIL

Reading III outlined some points to keep in mind while leaving a voice mail message. You now have the opportunity to practice these with the following two exercises, one of which requires you to assess messages left, and the other needs you to prepare your own.

Listen to two voice mail messages from the audio recording reproduced below and do a comparative evaluation based on the qualities they should have, as outlined in the reading passage above. Add any more that you might think of. Which of the two voice mails, according to you, has these and which does not?

Listening 1:

A sales person calling a management consultant: (The person speaking does not sound very confident and pauses a lot).

Hello Mr. Dua. This is Ravi Khare. I am a senior consultant with Powersoft. We are India's largest provider for audio, web and videoconferencing services. We have several multinational clients and also have a presence in several western countries. I.. .er. ..I basically wanted to... err ... introduce myself to you.

Please call me when you have some time. I would like to discuss with you regarding your video conferences, because I have some ideas which I am sure you would like to use.

Sir, my number is 9991112345. Once again, this is Ravi Khare from Powersoft. You can also check out our website at www.powersoft.com. I will look forward to hearing from you.

Listening 2:

Another sales person calling the same management consultant: (The person speaks clearly and confidently).

Hello, Mr. Dua. This is Lalit Kumar from Telecon Services. We are a US based web and video conferencing concern. Sir I have learnt that your consultations are chiefly over teleconferences. I would like to discuss a few ideas for these that we have used very successfully with some of our corporate clients.

I could come over and meet you at any time that is convenient for you. My number is 9001423516. I will try getting back to you again later as well.

A comparative evaluation

- i. The first message is longer than it should be, with unnecessary repetitions; the second one is short and to the point.
- ii. The speaker is not here to sell himself / herself but the product, so the person in (1) need not have given his designation. It unnecessarily increases the length of the message and sounds as if he is showing off and trying to impress the listener.
- iii. The same goes for his information about his firm being the 'largest provider in India'. The person in (2) only says that it is a multinational.
- iv. Both refer to his video conferencing needs, so both seem to have done some homework on the client, but (2) states this much more clearly.
- v. The person in (1) fumbles and repeats himself, whereas the one in (2) speaks clearly and confidently, with no repetitions.
- vi. It seems the speaker in (1) is more concerned about talking about his firm, whereas the one in (2) is more concerned about fulfilling the client's needs. His message is clearly client-centric, as opposed to (1) which centers round his own firm.

18.6 VISUAL AIDS

Visual aids are the items that are displayed during a presentation to emphasize a particular point or event. For example, the marketing personnel of a company gives a presentation to the management about the performance of their product vis-a-vis similar products of other manufacturers in the market. If he simply speaks about the relative sales of the products, it will not be so impressive. But, if he displays a bar diagram (Figure 18.1) showing relative sales of the products, it will make his point more eye-catching and impressive. Thus visual aids are after often used to emphasize specific features to make audience understand a point more clearly, to create curiosity and enthusiasm so that it leaves a lasting impression on the audience.



Figure 18.1: Bar diagram showing relative sales of different products

Visual aids are of different types, such as graphs, charts, photographs, line sketches, video clips, etc. The selection of a particular type of visual aids depends on the purpose. Earlier, overhead projectors or slide projectors were used for presentation which had very little possibilities of displaying visual aids. But now, Power Point developed by Microsoft has

become the most common way of presentation and it has unlimited possibilities of including visual aids in the presentation. Thus visual aids are used to:

- Make a point memorable.
- Summarise the results.
- Make the audience understand a point more easily.
- Highlight certain events or effects.
- Arouse the interest of the audience about a certain point.

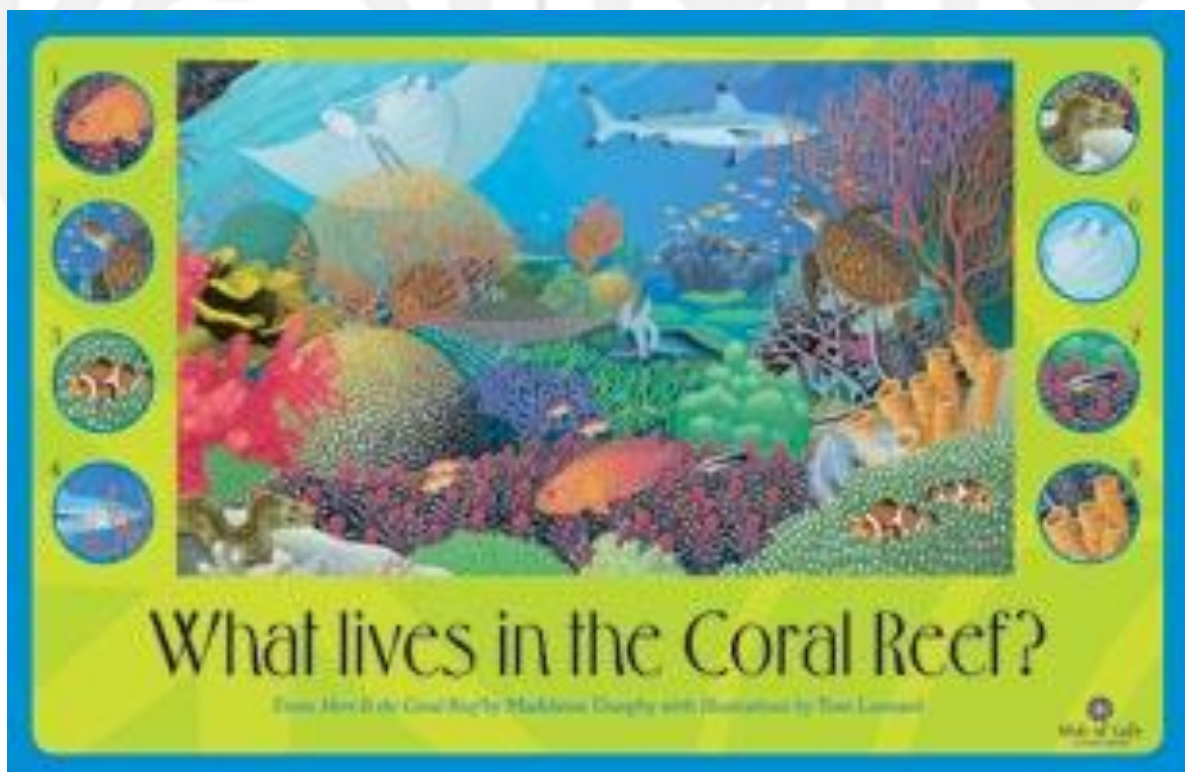
Different types of Visual Aids

Presentation Software: As mentioned earlier, Power point is the most commonly used software for presentation. It incorporates various features, such as different types and size of fonts, animation, colour combinations background shades etc, a judicious use of which can make the presentation very impressive and attractive.

Educational Poster

Presentation through posters and flip charts is also quite common, particularly in big conferences. A poster can be made attractive by using different colours for different themes. Graphs, bar diagrams and small photographs can be shown on the poster.

A sample of poster is shown in Figure 18.2.



Source: <https://www.printingforless.com>

Figure 18.2. A sample of educational poster

Educational Infographics

This is similar to poster, but different things are presented in the form of graphs, photographs, etc. and text is avoided.

A sample of infographics is shown in Figure 18.3.



Source: <https://templates.office.com>

Figure 18.3. A sample of infographics

Flip Charts

A flip chart is a large pad of paper or a stand. It is a low cost, low tech solution to recording interactive meetings and brain storming sessions. Flip charts are ideal for collecting ideas and responses from the audience.



Source: https://s3.amazonaws.com/scrumorg-blog/wp-content/uploads/2015/02/22191430/DT_1.jpg

Figure 18.4 A sample of flip chart

White Boards

White or black boards have been conventional support for explaining sequence of ideas or routines.

Paper Handouts

Handouts are also used for passing out the findings. However, it must be decided judiciously when handouts are to be passed round during the talk, given too early may cause distraction, are given too late, may not be useful, as by that time, audience might have taken unnecessary notes.

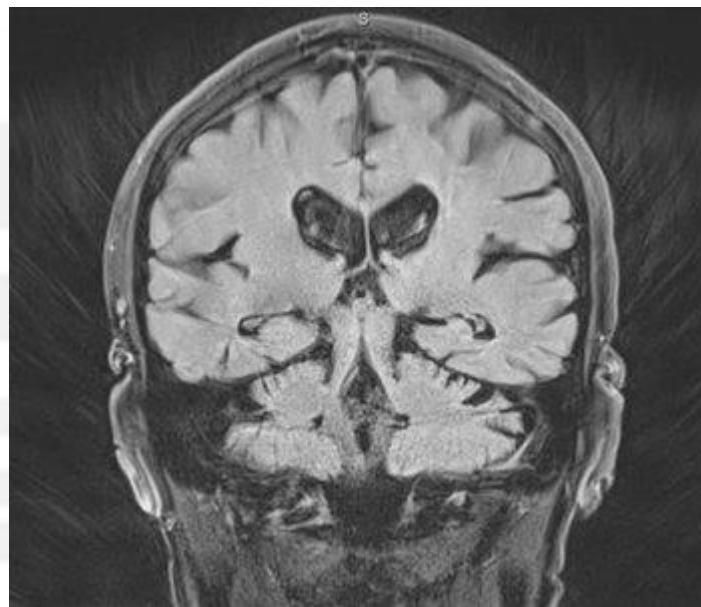
Video Clips

In recent years, showing video clips on a particular theme during talk has become quite common, as it makes a particular point lively. But it should be relevant to the talk.

Artefacts or Props

Steward in the aeroplane uses artefacts to explain the safety precautions. Thus a particular point can be more elaborately explained with the help of artefacts or props.

A sample of artefact of brain is shown in Figure 18.5



Source: <http://mriquestions.com>

Figure 18.5 Artefact of brain.

In this unit, you have learnt about the changes modern technology has brought about in how we do business. The advantages of conference calls, video conferencing and using voice mail are many. Similarly, many visual aids can be used during the presentations. Power point is the most commonly used software for presentation. It incorporates various features, such as different types and size of fonts, animation, colour combinations background shades etc, a judicious use of which can make the presentation very impressive and attractive. Some other examples of visual aids are: Educational Poster, Educational Infographics, Flip Charts, White Boards, Paper Handouts, Video Clips and Artefacts or Props. As a result of the advantages of these technologies, the world has shrunk and distances have become almost irrelevant. These technological advances are of great benefit, but we need to remember that to use any new method, one must learn to prepare for it. Because the technology is fast, preparation is paramount. The key to becoming comfortable with these aids is to learn to master them and not to get over-awed by them.

18.8 ANSWERS TO CHECK YOUR PROGRESS

A1. (i) True, (ii) True, (iii) True, (iv) False, (v) False (vi) True, (vii) True, (viii) False

- A2. (i) Considering the fact that there is always a chance of technology failure, however good your arrangements for the conference, you must always **have a backup plan.**
- (ii) Consider time zones when scheduling a conference with people **from different countries.**
- (iii) **Share leadership duties (by asking people to "lead" sections of the agenda)** to help less engaged people to get more involved.
- (iv) The "Just three words" technique helps to **get everyone's comments in a few words.**
- (v) **Offer opportunity for final/closing comments** to all participants before ending the call.
- (vi) Feedback or evaluation is necessary **to help improve subsequent calls.**

B 1. (i) False (ii) True (iii) True (iv) False (v) True

B 2. Advantages of video conferencing:

- (i) You can talk to people sitting at several sites at the same time. These sites may be in any country of the world.
- (ii) Because it is an audio visual medium, people can, share slides, documents, data or information on the white board or computer etc. even with people sitting at great distances from each other.
- (iii) It combines the advantages of face-to-face and telephonic conversation.
- (iv) It is expeditious and saves a lot of time.
- (v) It also saves a lot of money in terms of travel expense.

C1. (i) The listener need not be near the machine, she/he can listen to the message from anywhere.

- (ii) Messages can be saved, deleted, and archived.
 - (iii) Voice mail systems can have caller ID features like the place from which the message originated, date and time of call.
 - (iv) With the more sophisticated systems, you can instantly reply to the message.
- C2.
- a Keep it short and to the point. Leave out details.
 - b Do not fumble, stutter or repeat unnecessarily.
 - c Spell out the difficult or unusual words.
 - d If leaving a mailing address, add the postal code .
 - e If it is a sales call, focus on the prospective clients need, not your or your company's profile.
 - f Do not leave sensitive information like invoice number, amount, or details of credit cards, driving license or passport, on the voice message.

18.9 Terminal Questions

3. What is meant by a conference call? Describe important preparations made for a conference call.
4. Describe salient features of video conferencing.
5. What is voice mail? Explain important points to be followed while leaving a voice mail.
6. Discuss briefly different types of visual aids commonly used for business presentation.



ignou
THE PEOPLE'S
UNIVERSITY

UNIT 19 PREPARING FOR THE JOB MARKET

Structure

- 19.0 Objectives
- 19.1 Introduction
- 19.2 Initial Preparations
- 19.3 Evaluation of the Job Advertisement
- 19.4 Preparation of the Application Letter
- 19.5 Writing a Curriculum Vitae
- 19.6 Preparation for the Personal Interview
- 19.7 Let Us Sum Up
- 19.8 Key Words
- 19.9 Answers to Check Your Progress
- 19.10 Terminal Questions

19.0 OBJECTIVES

After studying this unit you should be able to:

- evaluate a job advertisement;
- write an application for a job;
- write your curriculum vitae and
- prepare for a personal interview.

19.1 INTRODUCTION

During the last stages of the studies, one starts looking for a suitable job with the hope that his/her hard work will eventually pay off. However, due to various reasons, job opportunities in the current situation are much reduced with the result that the competition has become very tough. There are many stages before one may succeed in getting a job of a satisfactory work profile. These stages include initial preparation, evaluation of the advertisement, preparation of the application, updating curriculum vitae, honing the skills for facing personal interview, etc. In this chain of activities, every stage has some crucial points which one should try to understand and adapt to enhance the chances of success. In this unit, you will learn how to evaluate an advertisement vis-a-vis your aptitude and qualifications, how to prepare the application for the job, how to make your CV impressive and attractive and how to prepare for the personal interview.

19.2 INITIAL PREPARATIONS

It is always better to start making initial preparations for facing job market while there is still about a year for completion of your studies. Before choosing a particular sector, think about your strengths and weaknesses. Think about what makes you unique, what type of experience or perseverance you have which puts your head and shoulders above the rest. Have you held leadership positions during graduation? Thomas J. Starka commented, “hiring committees know that such graduate students leader usually stand out. Don’t

underestimate yourself; don't think committee members won't know how hard some of those minor accomplishments were."

Some of the initial preparations are:

- (i) Browsing the websites of companies, governments and academia for placements and looking into the advertisements in the news papers and chronicles.
- (ii) Writing a cover letter.
- (iii) Updating curriculum vitae.
- (iv) Request for recommendation letters.

These steps will be discussed in the subsequent sections in detail.

19.3 EVALUATION OF THE JOB ADVERTISEMENT

The first step in preparing for the job market is to look for the advertisement which apparently offers the job you were looking for. But it is not wise to apply for every job openly without evaluating the advertisement for certain aspects which in the long run may turn out to be more important for your personal peace, growth and satisfaction than merely getting the emolument.

Some of the key points you should look in an advertisement before sending the application are the following:

1. Minimum Qualification

This part of the advertisement is most important; read it very carefully. If you have the desired degree or expect to get it soon, apply, otherwise not.

2. Preferred Qualifications

In many advertisements, besides the academic degree, some additional preferred qualifications are also desired, which depend on the nature of the job. For example, if it is a job of data analyst, the preferred qualification may be knowledge of coding and to be well-versed with the computer applications. If it is the job of a private secretary of the director of a company, the preferred qualification may be command on English language. If you meet these qualifications, you can apply. In case you do not have these qualifications at present, you can start acquiring these proficiencies for a future such openings.

3. The Company Profile

Most of the reputed companies, national as well as international, have their websites where company's profile is given. Read "About Us" page where company's mission, details of its operations are given. Here you can find glimpses of company's work culture, types of people working there and the hierarchy. It will help you understand whether you can fit in there.

4. Nature of duties and responsibilities

If given in the ad, read the duties and responsibilities of the job and evaluate whether you are prepared to take up these responsibilities. Are the working hours fixed? Does the ad mention about the duties in shifts? Are you prepared to work in second or third shifts or even on weekends?

5. Future Prospects

It is better to get yourself acquainted with the future prospects in the company. Is it a one cadre post or there are prospects of promotion to higher cadres also through internal promotion? If you are stagnant at the present post, and the post offered in the ad is of higher cadre, you may apply provided other aspects as described above suit you.

6. Compensations package and sundry benefits

Read the compensation package and other benefits, such as medical reimbursement, paid vacations, etc. What is the retirement age, pension scheme, etc.

7. Nature of job (full time, part time or contract)

Are you willing to accept a job on contract basis? Is it a full time regular job or a part time job? After knowing all these details about the job advertisement, you decide to apply.

A sample of job advertisement is shown in Figure 19.1.

THE PEOPLE'S
UNIVERSITY



Source: <https://www.pinterest.com/>

Figure 19.1 A Sample of Job Advertisement

19.4 PREPARATION OF THE APPLICATION LETTER

Usually the employees prefer to receive an application letter in response to the advertisement because it reveals glimpses of the personality of the applicant to some extent. On the other hand, a resume outlines the skills and experiences only. It is said that “the first impression is the last impression”. Through a nicely written application letter, the applicant has the chance to create his/her positive image.

A job application letter is the first document that reveals your interest in the job. It highlights the reason for applying for the job in a short and crisp manner. It is accompanied by the resume. These days, it is usually written as email and the resume is sent as attachment file.

For writing a good application, it is helpful to follow the following five steps:

1. Subject

The second line in the email is **subject**. In this line, write a “to the point”, brief and catchy line.

Examples:

“Application for marketing Manager”

“Job application for Data Analyst”

If the subject line is vague, it may end in the trash box.

Some examples of the poor or inappropriate subject lines are:

“Interested in job in your company”

“Application for job”

“CV for Job”

2. Salutation

In case name of the person is known whom the application is to be addressed to, it is always better to write the salutation as :

“Dear Mr. (Surname)/ Dear Ms. (Surname)”

If the name is not known, use

“Dear Sir/Madam”

3. First paragraph

Mention the job you are applying for and how you came to know about this (through advertisement or personal reference). In case of the advertisement, give its no., date and name of paper or name of the portal.

Example:

“This is with reference to the vacancy for the role of Marketing Manager as posted on your website (or as advertised in _____ on date _____).”

If you came to know about the vacancy through a reference, give his/her name with designation.

Example:

“I came to know about a vacancy of Marketing Manager through a member of your team Mr./Ms. (Name), (Designation).” But before writing the name, seek his/her permission.

4. Second paragraph

In this paragraph, you highlight briefly about your skills, achievements and experience relevant to the job. Here your language should be normal and not superlative.

Example:

“I completed M.Com in Accounts and Finance from Indira Gandhi National Open University in the year 2020 and received Gold Medal for securing first rank. I have 3 years’ experiences as Marketing Assistant at (Company’s name).

After going through your ad, I feel that my skills and experience are compatible with your expectations and I am sure to be able to contribute positively to your business.

In a sentence or two, mention what excites you most about the company.

Example:

“In this age of globalization, there are challenges as well as opportunities for the Marketing Manager and I am excited to face these challenges alongwith an expert team at (Company’s name).”

Here you can write a sentence or two about your achievements in the current position.

Example:

“In my current position as Marketing Assistant, I achieved remarkable growth in the sales of our products by at least 30% during the last financial year.”

5. Last paragraph

In this paragraph, you express politely your eagerness to meet the hiring officer personally and thank him/her for reviewing your application.

Example:

“I appreciate the time you have taken out to go through my application letter. I shall enjoy meeting you personally and discuss further details”

Sign off with “Thanks and Regards” or “Sincerely” followed by your full name and contact details below your name.

Some tips for the job application letters

1. Keep it concise and polite

Remember that high-ups are usually impatient and short of time. Thus, keep the letter brief, evincing your skills and politeness. It should not be your autobiography.

2. Proof reading

It is very important that your application does not have any spelling or grammatical errors because it will be your first impression which should be positive in all respects.

3. Apply well in time

Apply as soon as possible, preferably within 2-3 days of the advertisement/ posting on the website.

4. Emphasize your skills and abilities

Stress on your skills and abilities, but briefly.

5. Do not copy-paste

The letter should be prepared in originality, because copy-pasting from other documents creeps in errors often.

6. Mention contact details

Do not forget to give your contact details such as mobile number, email ID at the end.

Samples of the Job Applications Letter are given below:

Sample 1

Subject: Application for Marketing Manager

Dear Mr. XYZ,

This is with reference to the vacancy of Marketing Manager posted on your website dated 20.02.2021.

I completed MBA from Indira Gandhi National Open University, New Delhi in the year 2020 securing first rank at the national level.

During my studies, I presented a research paper on “Effect of pandemic on the sales of cosmetics” in the national webinar held on November 11, 2020 and received a medal for outstanding presentation.

I am fascinated by the phenomenal growth of your company made during the last 3 years. I have skills and expertise to contribute significantly after becoming a part of your dynamic team.

Please refer to my resume for detailed information.

I am really thankful to you for the time taken out to go through my application and would enjoy meeting you personally for further discussions.

Sincerely yours

(Your Name)

Mobile No.....

Email ID.....

Dated 4.03.2021.

Sample 2

Subject: Application for Graphic Designer.

Dear Ms. XYZ,

I came to know about a vacancy of graphic designer through a member of your team, Mr. ----
-----, Senior Assistant.

I completed my P.G. Diploma in Graphic Design from in 2017 and received gold medal for securing first rank. I have 3 years' experience as graphic designer at

During my studies, I represented my college in the All India Competition for the retail website development held at Chennai on 2.01.2017 and won the trophy. I also designed the current logo of my college. I am highly fascinated by the new concepts of digital designing by your company in the corporate sector and have a passion to work in your team. I am confident to have skills and abilities to contribute positively. Please refer to my resume for detailed information.

I express my appreciation for the time you have taken out to go through my application and would be happy to meet you personally to explain my concepts and imaginations.

Sincerely yours'

(Your Name)
Mobile No.....
Email ID.....
Dated 5.03.2021.

Sample 3

Subject: Application for Software Developer

Dear Mr.

This is with reference to the vacancy of Software Developer posted on your portal.

I completed my B.Tech. from Indira Gandhi National Open University, New Delhi in 2018 and passed with distinction scoring 82% marks.

During my studies, I actively participated in the Tech Fests and received a medal of appreciation for developing an App for traffic control in the peak hours.

I have the skills to be a part of your dynamic company and can contribute actively to the software development programmes. This is my dream of working in your team and grow further through this job role.

Please refer to my resume and i shall be happy to meet you personally to discuss further.

Thanking you,

Sincerely yours'

(Your Name)
Mobile No.....
Email ID.....
Dated 4.03.2021.

Sample 4

Subject: Application for the post of Project Manager

Dear Ms.....

I came to know about a vacancy of Project Manager in your group through Ms..... working in your company.

I did my post graduation in Social Sciences in 2020 from Indira Gandhi National Open University. As a part of the curriculum, I completed a project on "Social response to the COVID-19 pandemic". I presented these findings in a National Webinar held on 12.02.2020 and received a certificate of appreciation.

My skills match your requirements and I have the confidence of making a positive contribution to your organization.

Thank you for having gone through my application and I shall be happy to meet you personally and discuss further.

Sincerely yours'

(Your Name)
Mobile No.....
Email ID.....
Dated 6.03.2021.

Check Your Progress A

1. What is the most important point in the job advertisement one should look for?

2. What is the preferred skill for a marketing assistant?

3. What should be written in the last paragraph?

4. List three desired skills for the job of data analyser.

- -----

5. Which of the following statements are “**True or False**” ?
- The first step for preparing for the job is to send the application.
 - The application should be written in a short and crisp manner.
 - The applicant should highlight his/her skills right in the beginning.
 - Good communication skill is a preferred skill for the job of public relations officer.
 - The company should contact a data analyser for developing its portal.

19.5 WRITING A CURRICULUM VITAE

Curriculum Vitae (CV) in Latin means “Course of life”. It is a concise document which includes applicant’s educational qualifications professional skills, proficiency and experiences. The purpose of the CV is to show applicant’s ability to do the job efficiently.

A shorter version of CV is known as “resume”. Normally, resume is a one page summary of the qualifications and work experience, whereas CV is a longer document of 3-4 pages including qualifications, work experience, publications, names of referees, etc. Thus, the resume is formatted for the purpose of a specific job, one is applying for, whereas CV is a comprehensive overview of one’s achievements.

The sequence of sub-headings in CV should be as follows:

1. Name and contact details
2. Technical skills
3. Professional experience
4. Qualifications
5. Achievements
6. Referees
7. Interest

Let us learn about the points to be included in detail.

1. Name and contact details

- First name and family name (in bold text)
- Mobile No.
- E-mail address
- Home address with pin code
- It may also include a professional website and youtube link, if you have one.

2. Technical skills

The skills in the CV should match the skills wanted in the job advertisement.

Examples of writing technical skills in CV

Skills for public relations officer job

“During 2016-2018, demonstrated efficient communication skills to convince the customers about the benefits of health insurance policy.”

Skills for graphic designer job

“Developed current website of the company and designed the current logo of college.”, used infographics, digital printing, ad designs, networking for a number of projects.

Skills for data analyst

“Extensively used Excel, Oracle, SQL server. Often used Finereport for data visualization. Have proficiency in the programming languages, such as Python, Java.”

3. Professional experience

Most recent job experience should be written first, then follow reverse order.

- It should include the following:
- Job title
- Start date and end date
- Name of the employer
- Location

It is not necessary to list complete work history; only relevant to the job should be given. It is better to keep CV concise.

Examples:

Job: Public Relation Officer

“Jan.2018-Dec.2019, Counter Assistant at reception, XYZ,... Hotel Jaipur.”

“Managed the reception in the peak tourist season.”

Job: Marketing manager

“Jun.2019 – Feb.2020, Marketing Assistant at Air Conditioners Ltd., New Delhi, succeeded in boosting the sales by 30% within a year.”

Gaps in the work history

If there are gaps when you were not on paid work, try to show these gaps for acquiring additional skills, such as planning, hospitality, budgeting, etc.

4. Qualifications

In this section, following qualifications should be included:

- School qualification with subjects and grades
- Graduation and P.G. qualifications with subjects and grades
- Certificate and diploma
- Short work-related courses
- Work-related training
- Conferences, workshops and research papers if presented
- Online courses, if any.

All these details should be as brief as possible. The most recent qualifications should be listed first and then reverse order is followed.

5. Achievements

If you have some significant achievement, such as award or commendation, then only this section should be included in the CV. It should list:

- Awards and commendation.
- Important contribution to the companies where you worked before.

6. Referees

Some employers want only names of the referees whom they contact themselves, but others want their recommendation letters attached.

There should be at least two referees, out of which one should be preferably your current employer, manager, team leader.

It is better to have any of the following as your referee:

- Teacher or principal
- Former employer
- A renowned person in your field

Following details of the referees should be given:

First and last name

Current position

Mobile number

e-mail ID

The potential referees should be informed about including their names in your CV and name of the organization you have applied to.

7. Interests

It is optional and should be given only your interests are relevant to the job and/or may attract attention of the employer. Interests such as leadership skills, community

work, etc. may be given, but hobbies like watching TV, going out with friends, shopping, etc. should be avoided.

Following should not be included in the CV:

- a) A photograph
- b) Date of birth and age
- c) Marital status, religion
- d) Fancy fonts and designs
- e) Work experience or interests not relevant to the job
- f) Wrong details of work experience
- g) A funny e-mail address

Sample 1 CV

Ramesh Chandra Gupta

Software Engineer

321, Jawahar Nagar

New Delhi – 110068

+91 9057212160

rameshgupta@gmail.com

Technical Skills

Senior Programmer with high skills in C++ language, Oracle, Java. Developed successfully several Apps useful in social activities.

Professional Experience

Internship Data analysis at XYZ IT, Company Bangluru

2016-2018 – Group leader for data analysis at.....Pvt. Ltd., Jaipur. Developed a new analytics system that increased efficiency two times.

Qualifications

- B.Tech. in Computer Science from XYZ Technical University, Ahmedabad, Gujarat.
- Advanced Diploma in Oracle
- Completed six months training in Data analysis in Retail Business.

Achievements

Presented a paper on “New App for Retail” in a National Conference and received Gold Medal for best presentation.

Referees

Prof.

Department of Computer Sciences,
XYZ, Technical University
Ahmedabad, Gujarat
Mobile:
Email ID.....

Mr.
Head, Data Analysis Division
XYZ.. Pvt. Ltd., Jaipur
Mobile:
Email ID.....

Sample 2 CV

Ravindra Gupta

4-JA-10 Jawahar Nagar, Jaipur-302004
ravindragupta@gmail.com
Mob. 91-777 777775

Profile

Well developed management and IT skills with a flexible attitude to work. Efficient organizational skills even under challenging situations to achieve deadlines. Have a knack to take initiative and can work independently or as part of a team. Get on well with people at all levels, easily making good working relationships. Good communication skills and quick to learn new skills.

Education University

**2005-2009 THE UNIVERSITY OF
RAJASTHAN B.Tech. (Hons.)
Computer Systems Engineering. I**
achieved a grade of 9.2.

Selected Course Modules

First year

Object-Oriented
Programming.
Computer Systems.
Further Object-
Oriented
Programming.
Introduction to
Electronics.
Robotics Project.
Digital
Technologies.
Engineering

Second year

Operating Systems
and Architecture.
Microcomputer
Engineering.
Image Analysis and
Applications.
Computer
Interfacing.
Instrumentation &
Measurement
Systems.
Digital

Final year

Project on
developing new App
for traffic control.
Embedded
Computer Systems.
Product
Development.
Digital Systems
Design.
Digital Control and
Robotics.
Computer Networks

Mathematics.
Engineering
Analysis.

Implementation.
Digital Signal
Processing.

and Communication.

Group project based on control of traffic during the peak hour was developed, which was highly appreciated by the Regional Transport Office, Jaipur. Our team received a letter of appreciation.

Final year project involved development and construction of a Controller Area Network (CAN) at Malviya National Institute of Technology, Jaipur connecting all the departments. I achieved a 2:1 grade

Saint Xavier School, Jaipur

Computing and Other Skills

Work

2005 Senior Secondary Examination with Physics, Mathematics, Chemistry Secured 85 percentile of marks.

Applications: MATLAB, Or CAD Capture and Layout, Web design using Dreamweaver, MS Office.

Programming Languages: Java, C++, SQL, , TLearn,

Operating Systems: Windows Xp, Vista, Linux.

International current **driving licence**

July - Sept. 2010, Birla Software, Jaipur.
Since Oct. 2010, working at TCS, Hyderabad

Interests

While at school, I represented my school in All India Debate Competition and won the trophy. I also participated in the **Young Enterprise Scheme**. This scheme involved working in a group to manage and run a successful company and produce a viable product. The chosen product was a magazine which was demonstrated and sold at a nearby shopping centre.

Member of the Institute of Electronics and Technology (IET), Hyderabad.

19.6 PREPARATION FOR THE PERSONAL INTERVIEW

Facing a personal interview is an important part of the process of getting a job. As it will be your first face-to-face interaction with the employer, it is very important to make advance preparations for it. Following points are helpful for the preparation for the personal interview.

1. **Select a proper outfit:** A properly dressed candidate creates a positive impression on the selection committee. After selecting your outfit, make sure that it is cleaned and pressed and you have the appropriate accessories and shoes to go with it. Black shoes are considered appropriate for the interview.
2. **Greeting your interviewer:** As you enter the room, greet your interviewer(s) with a sweet smile. Doing this with proper etiquette and warmth will set the things going in the right manner.
3. **Read your CV:** Keep a few printed copies of your CV handy in case a member of the selection committee wants it. Read it carefully so that you can talk about the skills and work experiences listed in it, because the greater chances are that the interviewer will pick up an item from it and start the dialogue.
4. **Prepare for the most common questions of the interview:** You should be well prepared to answer “Tell me about yourself” and “Why do you think you would be great for this job?” types of questions. Try to be a great salesman and answer in a normal voice without any excitement or nervousness.
5. **Collect information about the company:** You should be well aware of the company profile and nature of the job you have applied for. If an opportunity arises, make a positive comment about the company and raise some intelligent question.
6. **Prepare for the salary expectation question and negotiation:** If actual salary was not mentioned in the advertisement, there will be a question “what are your expectations about the salary?” Try to be realistic while replying.
7. **Prepare your travel arrangements:** There is normally anxiety about the job interview for many reasons. Reaching the interview venue well in time may be another cause of worry, particularly if it is at an unfamiliar place or even in an entirely new city. To avoid becoming too anxious, prepare your travel plans in advance. It is very helpful if you can visit the place on the preceding day to get familiar with the route and travel time..
8. **Be aware of the day’s main news:** You should be aware of that day’s main news in the leading news papers. Furthermore, check Google News for the latest news from - and about - the organization, such as a new product or service recently launched, a new plant opened, a new CEO hired, etc.
9. **Thank before leaving:** Say a polite “Thank you” before leaving the place. If the interviewer offers, shake hand warmly.

Check your Progress B

1. Define Curriculum Vitae.

- -----

2. What is difference between CV and resume.?

3. List three skills of a graphic designer.

4. Who should be preferred as a referee?

5. Show which of the following statements are “**True** or **False**”:
(i) A photograph should be pasted in the CV
(ii) Religion should not be mentioned in the CV.
(iii) A former teacher is a preferred referee.
(iv) Knowledge of the C++ language is a desirable qualification for the marketing manager.
(v) It is better to know about the company’s profile before going for the interview.

19.7 LET US SUM UP

During the last stage of the studies, one starts looking for a suitable job with the hope that his/her hard work will eventually pay off. There are many stages before one may succeed in getting a job of a satisfactory work profile. These stages include initial preparation, evaluation of advertisement, preparation of the application, updating curriculum vitae, honing the skills for facing personal interview, etc. The first step in preparing for the job market is to look for the advertisement which apparently offers the job you were looking for. Some of the key points you should look in an advertisement before sending the application are: minimum qualifications, preferred qualifications, the company profile, nature of duties and responsibilities, future prospectus, package and nature of job. A job application letter is the first document that reveals your interest in the job. It highlights the reason for applying for the job in a short and crisp manner. A good application has five sections: subject, salutation, name of job you are applying for, your skills, achievements and experience relevant to the job. Here your language should be normal and not superlative. In the last paragraph, you should express politely your eagerness to meet the hiring officer personally and thank him/her for reviewing your application.

Curriculum Vitae (CV) is a concise document which includes applicant’s educational qualifications professional skills, proficiency and experiences. The purpose of the CV is to show applicant’s ability to do the job efficiently. A shorter version of CV is known as “resume”. Normally resume is a one page summary of the qualifications and work experience, whereas CV is a longer document of 13-14 pages including qualifications, work experience, publications, names of reference, etc.

19.8 KEY WORDS

Honing skills: Improve skills.

Comprehensive overview: A detailed description.

Infographic: An infographic is a visual representation of any kind of information or data in digital form.

Networking: It is the exchange of information and ideas among people with common profession or special interests. These days, networking is done through internet. Several popular social media platforms are: Whatsapp, Facebook, Instagram, Twitter.

Online Courses: The courses which are not face to face, instead offered via internet.

Compensation package: The salary along with other benefits that an employee receives.

Secondary benefits: Examples are health care, expenses for the children's education, leave travel concession, etc.

In a short and crisp manner: Briefly in an attractive language.

High - Ups: Persons in higher hierarchy of an organization.

19.9 ANSWERS TO CHECK YOUR PROGRESS

A	5	(i) False	(ii) True	(iii) False	(iv) True	(v) False
B	5	(i) False	(ii) True	(iii) True	(iv) False	(v) True

19.10 TERMINAL QUESTIONS/EXERCISES

1. What is meant by evaluation of the job advertisement? Describe briefly the points you would look in the advertisement.
2. Explain different points to be given in the application for a job.
3. You have completed M.B.A. Write an application to Mr. XYZ for the job of the marketing manager.
4. What is meant by curriculum vitae? Explain different parts of the CV.
5. You are data assistant in the company ABC. You want to apply for the post of the Head of the data analysis section in a company. Prepare your CV.
6. Describe various steps for the preparation of the interview.

