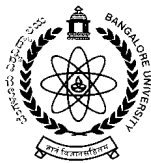


# PERCEPTIONS - IV

*General English Course Book & Comprehension*

## IV Semester B.Com. / B.B.A.

*and other courses  
coming under the  
Faculty of Commerce and Management*



**Prasaranga**

**BANGALORE UNIVERSITY**

*Jnanabharathi, Bengaluru – 560 056*

## Publisher's Note

The General English Text Book **PERCEPTIONS-IV** for Fourth Semester Degree B.Com./BBA and other courses coming under the Faculty of Commerce & Management has a diverse collection of stories, poems and fiction. They address different themes and core issues of today's world. Specific texts have been selected to cultivate reading and writing habits among the learners. They also aim at developing critical and creative thinking. These texts provide ample space for the learner to explore linguistic competence and literary sensibilities. They also instill human values.

I thank the members of the BOS, Chairperson and the members of the Text Book Committee and the Chief Editor who have made commendable efforts in creating such a Text Book.

I thank the Hon'ble Vice Chancellor for his guidance and practical support in bringing out this book.

I am extremely thankful to the Registrar, Bangalore University for extending his wholehearted co-operation and support.

I also thank the Staff of Prasaranga and Printing Press for the support in bringing out the book so neatly within the stipulated time.

**Dr. B. Gangadhar**

*Director, Prasaranga and Printing Press*

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Bengaluru - 560 056

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## **Foreword**

The General English text book for IV Semester B.Com./B.B.A. and other courses coming under the Faculty of Commerce and Management has been designed with the dual objective of inducing literary sensibility and developing linguistic skills in students. Both of these have been combined in a single text instead of two separate texts. This may prove a little economical to students.

I congratulate the textbook committee on its efforts in the selection of the literary pieces and preparation of the material for grammar and usage. I thank the Director of Prasaranga and Printing Press, the Assistant Director of Prasaranga and their personnel for bringing out the textbook neatly and in time.

I hope the text will motivate the teachers and students to make the best use of it and develop literary sensibility as well as linguistic skills.

**Prof. Venugopal K. R.**  
*Vice-Chancellor*

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## Preface

The course book of General English for IV Semester B.Com./B.B.A. and other courses coming under the Faculty of Commerce and Management ushers the learners into a pleasant literary world that presents an array of stories, poems and prose pieces which envelope such relevant issues as feministic sensibility, ecological concern, worldly wisdom, not to mention the undertones of humour and love. A committed learning of these may help enrich culture and literary sensibility in students. So is the case with grammar and usage and the entailing exercises which are intended to strengthen the linguistic skills of students and make them confident to use English, the significance of which in a student's career can hardly be overemphasised.

The Textbook Committee has spared no efforts in selecting suitable literary pieces, giving a brief introduction as a brainstorm, preparing the required glossary, suggesting further reading and setting exhaustive questions on the selected pieces. The Committee has worked no less to introduce useful topics of grammar and comprehension which will, when properly used, enhance the student's linguistic skills.

I hope that students will make use of this text through the able guidance of their teachers and equip themselves better for their career challenges..

**Dr. K. S. Vaishali**

*Editor & Chairperson, Department of English,  
Bangalore University*

## Note to the Teacher

Perceptions - IV, the text on hand, is, evidently for IV Semester B.Com./B.B.A. and other courses coming under the Faculty of Commerce and Management. The text comprises –

- a. 7 literary pieces of different genres
- b. English grammar and composition

A skeletal structure of the question paper has also been provided at the end as a pointer to paper setters and teachers while focusing on the examination.

The literary pieces are from an assortment of poetry, prose and fiction. Every lesson begins with a pre-reading section called brainstorming, followed by a brief introduction to the author of the piece. Glossary has been provided for the difficult words and this is not exhaustive. The teacher concerned may have to prepare it according to the needs of the class. The questions given at the end have been classified as 'Short answer', 'Paragraph' and 'Essay Type' based on the scope of the question and the length of the expected answer and the pattern of the question paper. The suggested reading is on broad similarity between the themes and may not be very close. However, they do add to the perception and may be handy in explaining the dimensions.

Instead of a separate text for grammar, the topics have been integrated into the text itself. The topics have been graded on their complexity and the nature of dealing with them.

The note given here, the brainstorming section, the glossary or suggested reading are all merely indicative by nature and their use depends on the teacher's potential and preparation.

This has been an outcome of the collective effort of all the Members of the Committee who have slogged day and night, have spared even their weekends and holidays to bring it out. They deserve our acknowledgement. We thank all the authorities of the University, BOS and the officials concerned for making this possible.

***Textbook Committee***

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## CHAPTER – 1

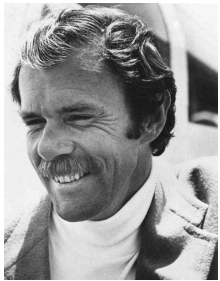
### JONATHAN LIVINGSTON SEAGULL

- *Richard Bach*

#### Brainstorming

- Do you follow the calling of your heart and make your own rules?
- Do you get special pleasure out of doing something well, even if it means only for yourself?
- Do you feel that there is more to this living than doing what everyone else does?

#### About the Author



**Richard David Bach** born on 23<sup>rd</sup> June 1936 is an American novelist and pilot. *Jonathan Livingston Seagull* is a novella written in 1970. He has written several books of fiction such as *A Gift of Wings* (1974), *Illusions: The Adventure of a Reluctant Messiah* (1977), and non-fiction related to flying. Majority of his works are about flying that shows his

great passion for it. Most of Bach's books have been semi-autobiographical, using actual events from his life as well as fiction to illustrate his philosophy. Bach's books espouse his philosophy that our physical limits and mortality are mere appearance.

#### Summary

The novella, *Jonathan Livingston Seagull*, is a story of a seagull's journey who aspires to fly faster and higher than any other seagull. Trying to be different from the Flock and in the desire of flying faster and higher, Jonathan is banished from the

Flock while the Flock adheres to the coastlines and the fishing liners. From this point, his spiritual journey begins.

The novella has been divided into three parts. The first part deals with Jonathan's recognition of himself to be able to fly faster, higher and lower than any other seagull of his Flock. After achieving one goal, he goes for the second. However, his Flock, as well as his mother, wants him to be a normal seagull. Yet, something was motivating Jonathan from within to be more than a normal, typical gull. He recognizes his potential to accomplish more and he wishes to fly above the clouds recklessly. Eventually, his Flock casts him out because of his unusual adventures, deeming him an outcast.

At the end of part one, Jonathan, meets a pair of tanned seagulls. They take him to a place where all the other seagulls practice flying like him. All of them introduce themselves as his brothers, together flying off into the sky that is "perfect dark".

Jonathan, in the second part of the novella, believes himself to be in heaven by realizing that he is flying more easily and higher than ever before. He lands with the other gulls on the beach when his companions leave him. There he meets Sullivan, a magnificent gull. Later Jonathan works with this magnificent gull who teaches him lessons in spirituality along with flying. Sullivan tells Jonathan that he is a "one in a million birds" and explains to him how the birds arrived at the beach. Eventually, Jonathan meets Elder Gull, Chiang.

The idea that whenever you seek something, the thing comes to you, is best explored in the novella. When Jonathan seeks a teacher, the teacher is there for him; whenever Jonathan attempts to do something new and is ready for it, it arrives – be it his opportunity to work without the Flock or his need for a spiritual teacher.

In the third part of the novella, Jonathan starts teaching Fletcher Seagull, accepting him as his student. While having their flying lessons, some outcast seagulls also join them. He reassures his students to fly back to their Flock's beach, realizing that he must go back to his Flock. Ultimately, the Flock that abandoned him earlier, starts searching for him so as to learn from Jonathan and his student Fletcher. Both of them display their skills and gradually the Flock members start taking part in the lessons. Jonathan, however, goes too far in encouraging Fletcher to fly too high and too fast that results in Fletcher crashing into a cliff, yet he does not die. Shocked, the Flock considers Jonathan a devil and attempts to kill him.

After the misadventures, both Jonathan and Fletcher argue on love and conclude that to see the good in everyone is real love. Jonathan disappears after realizing that he is no longer needed as a teacher and lets Fletcher continue his work. The physical and spiritual growth of Jonathan is evident in the novella that enables him to forgive the Flock that abandoned him and also leave behind a wise seagull in his place.

### Glossary

“Chum the waters” or to make the waters muddy. In fishing vocabulary, “chum the waters” or chumming means dumping a bait or something into the waters to attract fish

- Stall - stop
- Altitude - height
- Pelican - a large gregarious water bird
- Albatross - large seabirds considered by mariners to be either bad or good omens.
- Piers - a platform on pillars projecting from the shore into the sea

- Anchovy - a small, common forage fish.
- Aerobatic Maneuvers - flight paths putting aircraft in unusual attitudes, in air shows
- Loop - A loop can be performed by rolling inverted and diving towards the ground
- A slow roll - a roll made by an airplane, in which the plane makes a complete rotation around its roll axis while keeping the aircraft flying a straight and level flight path
- Inverted Spin Recovery - A strange flight attitude being upside
- Pinwheel - a simple child's toy made of a wheel of paper or plastic curls attached at its axle to a stick by a pin.
- Squawk - make a loud harsh noise
- Grackle - a gregarious bird
- Updrafts - an upward current of air
- Snap rolls - manoeuvre in which an aircraft makes a single quick revolution about its longitudinal axis while flying horizontally
- Barrel roll - an aerobatic manoeuvre in which an aircraft follows a single turn off a spiral while rolling once about its longitudinal axis

### Short Answer Questions

1. What is dishonor and disgrace for the seagull?
2. For most gulls it is \_\_\_\_\_ which matters. (flying/eating)

3. More than anything else Jonathan Livingston Seagull loved to \_\_\_\_\_.
4. Why were Jonathan Seagull's parents dismayed?
5. Who is Jonathan's initial instructor when he arrives in the strange land?
6. Jonathan Livingston Seagull was made to stand to centre for \_\_\_\_\_  
1. shame                      2. honour
7. What were the repercussions when a seagull was centred for shame?
8. What, according to Jonathan Seagull, were the reasons for the short life of a seagull?
9. Who was Jonathan's first instructor and later friend in the new world?
10. In what ways were the thoughts of the two gulls and Jonathan's similar?
11. The name of the Elder gull is \_\_\_\_\_.
12. Why is Jonathan one in a million bird according to Sullivan?
13. What, according to Chiang, is heaven?
14. According to Chiang one didn't need faith to fly but one needed \_\_\_\_\_ to fly.
15. What compliment of Sullivan embarrassed Jonathan?
16. What were the last words of Chiang?
17. Why was Terrence Lowell Gull labelled an outcast?
18. What, according to Jonathan, was the only true law?

#### **Paragraph Answer Questions**

1. What are the simple facts of flight that the gulls usually learn?
2. Why is Jonathan banished to the Far Cliffs by an Elders' Council?

3. Describe the way in which Jonathan puts the two birds to test. What was their intention?
4. What were the lessons learnt by Jonathan in the place he thought to be heaven?
5. Discuss the conversation between Chiang and Jonathan. What are Chiang's views about heaven?
6. Describe the life of solitude of Jonathan Seagull in the Far Cliffs.
7. What do you understand about Fletcher Lynd Seagull? Why was he so bitter?
8. How does Jonathan train Fletcher?
9. What were the words of wisdom shared by Jonathan with his students on the beach?
10. Describe what happens when Chiang passes to the other world.
11. What does Jonathan believe Heaven should do in terms of limits?

#### **Essay Answer Questions**

1. What does Flying depict in this story?
2. Perfection is attained only when you know kindness and love, when you forgive and forget. Elucidate.
3. Jonathan Livingston Seagull lives within us all... Elaborate.
4. Contrast the "normal" life of the Gulls with the one Jonathan who aspires to live to have with reference to the meaning of life for the gulls.
5. Elaborate on the idea of Jonathan being a freethinker.



### Suggested Reading/Movies

- Jonathan Livingston Seagull film
- *Simply Fly* - Capt. Gopinath
- ಅಜವಾಮರ - A Kannada film

### Sources

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## CHAPTER – 2 PHOENIX OF BEAUTY

-Dr. Saumitra Chakravarty

### Brainstorming

- What is your idea of beauty?
- “Beauty lies in the eyes of the beholder” – Discuss.
- Do you know the story of the Phoenix bird?

### About the Author



Dr. Saumitra Chakravarty, an alumnus of Calcutta University with an Honours degree in English Literature, secured a gold medal in her Master’s and a PhD on the topic “The Search for Identity in Contemporary British Fiction”. She has taught English Literature at the undergraduate and postgraduate levels in Bangalore and guided research students. She has presented papers in several national and international seminars both in India and abroad. She has published a book of poems, *The Silent Cry* (2002), and co-authored a book of critical essays, *The Endangered Self* (2003). A book of translations of short stories of four major Bengali women writers on women’s issues is currently under publication with Oxford University Press. She is working on a second book of poems on issues related to tribal women and their habitat, some of which have already been broadcast over All India Radio.



### **The Poem**

It was the day after.  
The little bud opened  
Her eyes, looked around  
At the bier of elders  
Long-stemmed: dun petals  
Trailing weary streamers  
Across memories  
Of yesterday when they shone  
In fragrant loops  
Over the awning  
And twinkled in black braids.

She looked up  
At the young sun,  
Uttered her birth cry.  
The pall-bearers came:  
Hidden in the heap  
Of yesterday, she rode  
The weary path of death  
Her young gaze fastened

On the sun, older now  
And wiser with the wisdom  
That turns its gaze  
From the longing  
Of young eyes for life:  
The desire of innocence  
To linger in a world  
With wonder long dead;  
Beauty stretching skeletal arms  
To the sun whose first rays  
Once smiled on a new world.

Beauty dies hard; the lotus  
Raises its head  
From its bed of slime.  
Two flowers bloom,  
Splash red and yellow  
Over the dust of yesterday  
And torn strips of greed.  
White teeth flash  
In a soot-blackened face,  
Merry eyes dance  
In the hunt  
The dung heap  
Unfolds.

### **Glossary**

Phoenix – In Greek mythology, a phoenix is a long-living bird that cyclically regenerates or is otherwise born again. Associated with the Sun, a phoenix obtains new life by arising from the ashes of its predecessor. According

to some sources, the phoenix dies in a show of flames and combustion, although there are other sources that claim that the legendary bird dies and simply decomposes before being born again.

- Bier – a movable frame on which a coffin or a corpse is placed before burial/cremation/ಚಟುವಟಿಕೆ
- Dun petals – mud-colored petals
- Weary streamers – tired parts of the flower
- Fragrant loops – perfumed parts of the flower
- Awning – shade
- Pall-bearers – persons helping to carry a coffin to the funeral
- Weary path – an example of transferred epithet
- Slime – mud/filth

### Analysis of the Poem

Saumitra Chakravarty's poem "Phoenix of Beauty" is an indication of the beauty of nature emerging from the ugly. Using the metaphor of the "Lotus" flower, the poet wants to bring home the fact that beautiful things are not always found in higher places of life or nature; instead they can evolve from the lowest of places too. This concept can surprise us because we usually look at the highest places for inspiration and beauty and totally overlook the lowest places; however, the lotus flower being the most beautiful flower in the world comes from slime.

The poet begins the poem with the idea of a future. When the little bud opened to a beautiful future, all that she saw was the death of the long stems or the tired petals which were very active and shining the previous day. There is a reference to the fact that time can destroy beauty. What was beautiful yesterday should undergo changes and become ugly tomorrow and make way for

newer beautiful things. After reflecting on the destructive power of time, the bud looks at the young sun that is forever young. While she utters her birth cry, she notices the pall-bearers carrying the dead. It's a dismal picture, but it also tells her that this is the harsh truth of life. Now, after gaining this wisdom at her birth itself, the bud looks at the sun and she finds the sun very wise. The sun turns its look at the young bud that appears to be pleading for life, innocence and also for the beauty to prevail longer. But the nature/world is no longer innocent. It has experienced the harsh truths of life. The bud wishes for innocence to prevail in the world of guilt. The first rays of the sun had initially smiled on a new world, but now it no longer smiles because the inhabitants of the world have changed their attitudes towards nature.

Finally, the poet talks about the fact that the lotus flower, though very beautiful, has risen from the bed of slime. The new flowers have shades of red and yellow splashed across their petals making them very attractive. This bright red and yellow shines over yesterday's dirt and overshadows it. The poet moves on to human beings now from the flower. When the white teeth flash in a blackened face and the merry eyes dance in the hunt for something beautiful, the dung heap unfolds and out comes the liberated beautiful lotus bud. "The white teeth flash", "the blackened face" and "the merry eyes" describe the beauty of an individual who may be black and yet happy. The happiness of the person is a reflection of the beautiful mind. When the poet says "beauty dies hard", she means that beauty never dies; it comes back in a different form. The poet instills hope in the readers with this line.

The poem, at one level, explains the beauty of nature unfolding from the ugliest of things; and on the other level, reflects the

general attitude of people to disregard anything ugly. Even though dung is ugly and despicable, the lotus flower blooms in that slime. Like the phoenix rises from its ashes, the beautiful lotus bud rises from the dung. The poet also implies that time destroys external beauty, but will never dare touch the internal beauty. By attributing beauty to the female gender, the poet perhaps tries to emphasize the fact that the female of the species is the most beautiful in the world, in different aspects, just not the external beauty, but in their behavior and their kindness, fortitude, patience and love.

### Short Answer Questions

1. What happened “the day after”?
2. What did the little bud see around?
3. In the second stanza of the poem, the little bud looked up at the sun and uttered \_\_\_\_\_.
  - a. a death cry
  - b. her birth cry
  - c. a cry for rescue
4. What does the little bud desire for?
5. The little bud raises its head from a bed of purity. True or False?

### Paragraph Answer Questions

1. Explain the circumstances of the little bud’s arrival into this world.
2. Why does the little bud desire for innocence to prevail in the world?
3. How does the poet combine the concept of lotus and phoenix in the poem?

### Essay Answer Questions

1. Elaborate on the notion of beauty evident in the poem.
2. “A thing of beauty is a joy forever” says John Keats. Discuss this statement in the light of “Phoenix of Beauty”.

### Suggested Reading

- “Ode to a Nightingale” – John Keats
- Shakespeare’s Sonnet 18  
*“Shall I compare thee to a summer’s day?  
Thou art more lovely and more temperate.”*

### Sources

- Chakravarty, Saumitra. *The Silent Cry*. Delhi. B.R. Publishing Corporation. 2002.
- [https://www.researchgate.net/publication/28078440\\_Saumitra\\_Chakravarty\\_2002\\_The\\_Silent\\_Cry](https://www.researchgate.net/publication/28078440_Saumitra_Chakravarty_2002_The_Silent_Cry) [accessed Aug 17 2018]

## Language Activity

### REPORT WRITING

Reports are responses to specific requirements. A report discusses a topic in a structured, easy-to-follow format. Reports are divided into sections with headings and subheadings. Reports can be academic, technical or business related and feature recommendations for specific actions. Reports are written to present facts about a situation, project or process and define and analyze the issue at hand. Reports relay observations to a specific audience in a clear and concise style.

#### Preparation and Planning

First identify the audience. Report should be written and tailored to the readers' needs and expectations. When planning, ask yourself several questions to understand the objective of the report better. Some questions to consider include:

- Who are the readers?
- What is the purpose of the report and why is it needed?
- What important information has to be included in the report?

Once you identify the basics of your report, you may begin to collect supporting information, then sort and evaluate that information. The next step is to organize your information and begin putting it together in an outline. With proper planning, it will be easier to write your report and stay organized.

Types:

1. Status Report
2. Event Report
3. Survey Report

The steps are:

- Problem analysis
- Data collection
- Classification of data
- Formatting

#### Presentation and Style

Present the report in a simple and concise style that is easy to read and navigate. Readers want to be able to look through a report and get to the information they need as quickly as possible. That way a report has a greater impact on the reader. There are simple formatting styles that can be used throughout a report that will make it easy to read and look organized and presentable. For example:

- Font: Let there be consistency in the fonts used.
- Lists: Use lists whenever possible to break information into easy-to-understand points. Lists may either be numbered or bulleted.
- Headings and subheadings: You may use headings and subheadings throughout your report to identify the various topics and break the text into manageable chunks. These will help keep the report organized and can be listed in the table of contents so they can be found quickly.

There are also some writing styles to consider:

- Keep it simple. Do not try to impress, rather try to communicate. Keep the sentences short and to the point. Do not go into a lot of details unless it is needed. Make sure every word needs to be there that contributes to the purpose of the report.

- Use active voice rather than passive where possible. Active voice makes the writing move smoothly and easily. For example: "Bad customer service reduces regular business" is more concise and direct than "Regular business is reduced by bad customer service."
- Good grammar and punctuation are also important. Read the report aloud and have someone proofread it for you. Remember that the computer cannot catch all the mistakes, especially with words like "red / read" or "there / their." You may even want to wait for some time after you write it to come back and look at it with fresh eyes.

### **Make the Right Impact**

Reports should be well organized and easy to follow. To achieve this, follow a structured format. How a report is presented to the reader makes not only a lasting impact but also makes the writer seem credible and the information contained in the report reliable. A finishing touch that can make a great impact on the reader is how you package the report. Always print the final report on good quality paper. You may also consider placing the report in a binder or a folder.

### ***General template of a Report***

To:

TITLE

TERMS OF REFERENCE/INTRODUCTION

This section addresses three questions:

- i. Why the report was written?
- ii. Who it was written for?
- iii. What the scope of the report is?

PROCEDURE

In this section the writer explains the procedures used or the processes involved. For example, visits to places/sites, interviews with people and so on.

FINDINGS

This is the main part of the report because it gives facts and evidence collected by following the procedures.

CONCLUSIONS

The inferences drawn from what is mentioned in the previous section are presented here.

RECOMMENDATIONS

This section is optional. If the writer has been asked to make suggestions or recommendations, they will be presented here.

Name:

Designation:

Date:

## 1. SAMPLE STATUS REPORT

### *On a Civil Engineering Project*

To:

The Chief Executive Engineer  
BBMP Head Office  
Hudson Circle, Bengaluru-02

**Title:** Status of construction of the flyover at West of Chord Road, Rajajinagara.

#### **Terms of Reference:**

On July 22, 2017, Larsen & Turbo, a construction company, entered into a contract with BBMP to construct a two way flyover at West of Chord Road, Rajajinagara, 1<sup>st</sup> Block signal at a cost of 17 crores. The construction was to begin on 1<sup>st</sup> December, 2017 and be completed by October, 2020. It was agreed that the Government would be provided interim progress reports on 15<sup>th</sup> January, 15<sup>th</sup> July and 15<sup>th</sup> December, 2018.

#### **Work completed to date:**

The construction company has completed the following jobs:

1. Survey and planning completed on 31<sup>st</sup> October.
2. The foundation work started on 15<sup>th</sup> November.
3. Pillar work completed on 15<sup>th</sup> July.

#### **Work in progress:**

Insertion of the cables began on 2<sup>nd</sup> August and the work has been going on as per the schedule.

#### **Work to be completed:**

The company has assured that they would complete the following works by 31<sup>st</sup> October:

- a) Assembling the Slabs.
- b) Concreting the road.

#### **Anticipated problems:**

As a result of the nationwide lorry strike which is a week old, the construction company anticipates problems in procuring steel in time. But efforts are being made to use their lorries overtime and get the work done in time.

But for this problem, there does not seem to be any other hitch in getting the work completed on schedule.

Name:

Designation:

Date:

## 2. SAMPLE EVENT REPORT

Such a report is about an event that takes place in a college or any other place. It begins with a dramatic note and is followed by the details of the programme or the event. It should have a proper beginning and a conclusion. The sentences should be clear and short. The details should be specific. The report should be divided into suitable paragraphs.

#### **Inauguration of Sports Activities:**

It was a memorable day in the annals of our college. Santhosh David, the most popular cricket player of our country as well as the world, had arrived as the chief guest to inaugurate the sports activities of the college for the present year. All of us were excited to receive such a star of cricket.

We had taken interest in decorating the entrance as well as the auditorium. Some of us had exhibited a collage of pictures marking the milestones of his cricket career.

The guest arrived at 10 am and he was ceremoniously welcomed by the Physical Instructor, the Sports Secretary and a few office bearers of the Association. Hundreds of us were there, indeed, to cheer him and click pictures. He was taken to the Principal's chamber for a cup of tea. He was happy to see the creative collage of his cricket career.

The function began at 10.30 am. The programme was anchored by Ms. Meena, Joint Secretary for Sports. It began with an invocation followed by lighting the lamp as a token of inauguration. Our Physical Instructor, Ramanna introduced the guest highlighting his unique achievements, his awards and his contribution to the world of cricket. He also welcomed the guest as well as the audience. The Principal honoured him with a bouquet, a shawl, a fruit bowl and a memento.

Then the chief guest rose to speak. The auditorium was silent to listen to every word of the cricketing hero. He mentioned a few major events of his life that led him to play cricket and learn it. He thanked his cricket coach for his invaluable guidance and motivation. He explained that there were quite a number of ups and downs in his career before he could reach the peak. He ended his talk with a suggestion that we should do well in the field of our passion. He made it clear that we should not worry about the hurdles and face them with confidence. Hard work is the only way to success, he said. He sat down to a thunderous applause.

The vote of thanks was proposed by the Sports Secretary. Later all of us thronged him for photos. It was a memorable day for us and we shared our photos as well as the message with our friends.

### 3. SAMPLE SURVEY REPORT

#### MUSIC ACADEMY

To: Shankar Das, Chairman

#### REPORT ON DECLINING ATTENDANCE

##### 1. TERMS OF REFERENCE

In July you asked us to investigate the reasons for the fall in attendance at the concerts and to submit a report with recommendations by December.

##### 2. PROCEDURE

- a) The attendance figures of the previous year were obtained.
- b) Members of the academy and some others were interviewed.
- c) A questionnaire was sent to all the current members and also those who discontinued membership in the last 12 months.

##### 3. FINDINGS

- a) The attendance figures in the previous year were as follows:

First Quarter	3000
Second Quarter	2400
Third Quarter	1900
Fourth Quarter	1300

  - Majority of the members are of the opinion that the quality of music has deteriorated and that they miss the maestros of the previous era.
  - Most of the artistes who performed in the last two years actually experimented on stage in the name of innovation.



- Lack of discretion in the choice of programmes.
- Inadequate communication. Members were not informed about the last minute changes in concert schedules and also about the change in artistes sometimes.

#### 4. CONCLUSIONS

Attendance at concerts shows a noticeable decline because of dissatisfaction with the quality of music and administrative lapses in sending communication to the members and the general public. Failure to redress them may lead to a further decline in membership and might gradually erode the reputation of the Academy.

#### 5. RECOMMENDATIONS

1. The organising committee should be objective in their selection of programmes and artistes and should set aside personal preferences.
2. There should be a wide range of programmes.
3. Members should be informed of the concerts for a whole quarter and changes in them, if any, should be notified in the press immediately. This should also be followed by personal communication.
4. There should be a campaign for enrolling life members.
5. A number of schemes should be planned to attract membership.
6. The programmes should be given wider publicity.

Sunil Kumar

Madan Mohan

Sangeetha Biswas

Members, Reporting Committee.

Date:

Appendix: Questionnaire

#### Exercise

1. Imagine that you have been asked to conduct a survey as the Student Welfare Officer of your institution about the use of the library and reading room facilities and submit a report to him/her with your recommendations.

Consider the following points:

- Do students read magazines of general interest or sports / Film magazines?
- What types of books are generally issued out, text books or reference books?
- How many students refer to dictionaries, encyclopaedia or other books kept for reference only?
- Do students prefer CDs to books?
- Wherever available, do students use the internet facility more than the reference section in the library?

2. The Department of Student Welfare is concerned about the deteriorating food habits of students in the city. Imagine that you have been asked to conduct a survey and present a report. You may use the following hints:

- Preference for junk food among youth
- Fast food consumption- as a fashion statement/ increased availability
- Irregular food timings
- Effects of these food habits lead to early onset of lifestyle related diseases
- Solutions to the issue could be achieved through awareness, availability of healthy food on campuses.

3. Your college conducted an intercollegiate youth fest in the month of October. Write an event report for the college magazine using the following hints.

Inaugurals-various competitions-participation by various colleges-festive atmosphere-prize distribution- valedictory.

4. You are an officer working for PWD. You have been entrusted with the task of construction of a public library. Write a status report to The Chief Engineer by using the following hints.

Survey and planning is complete-foundation work started-delay due to heavy rains-work likely to be completed by December, 2019.