



Class: TY BSc

Subject : Business Communication

Subject Code: PUSASQF 501

Chapter: Unit 3 - Chapter 1

Chapter Name: Application letter, Resume & References

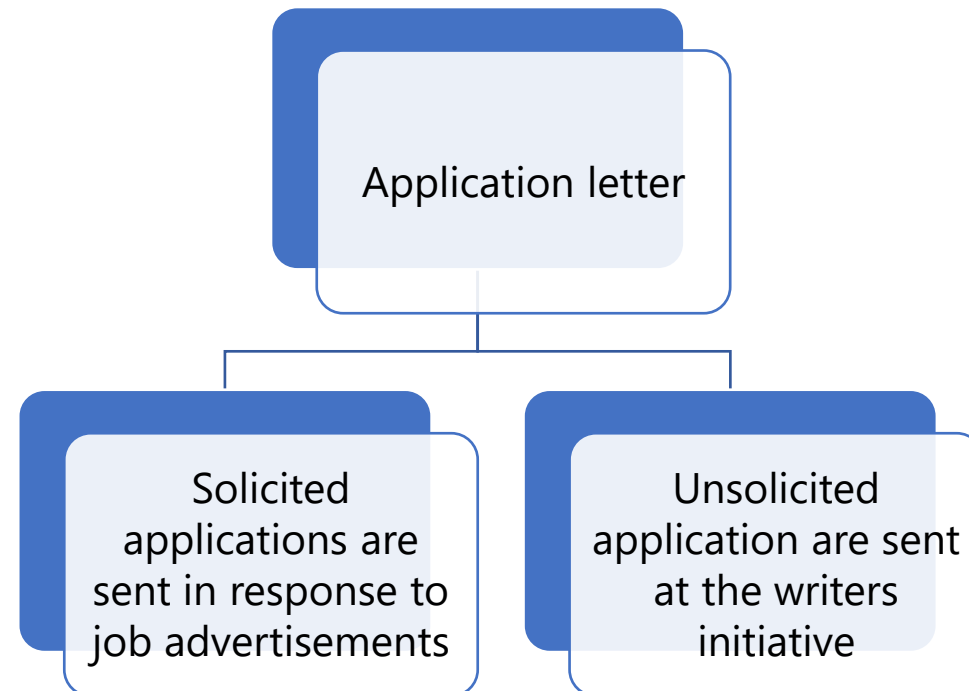
Today's Agenda

1. Application letter
 - Structure of the application
 - General hints
2. Resume
 - Contents of Resume
 - Tips for preparing an impressive resume
3. References
 - Points to be considered while writing to a referee

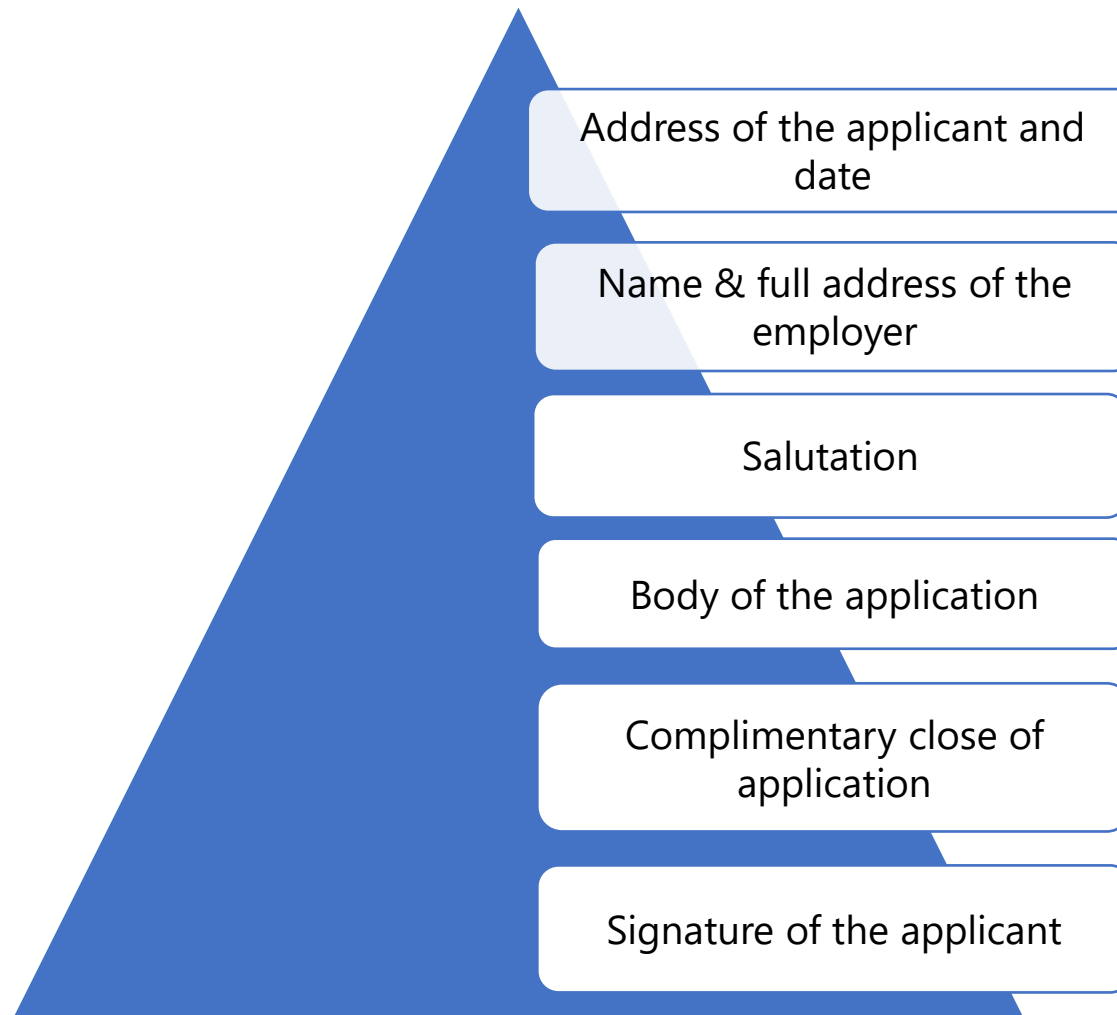
1 Application Letter



Applications are commonly invited for posts that are vacant in business or government offices. Letters of application either in response to an advertisement or in the form of a self initiated proposal are called as solicited and unsolicited letters respectively.



1.1 Structure of the application for a post



1.2 General hints for letters

- The applicant's address and telephone number are at the top right corner of the letter.
- Neat layout is necessary, modified block or semi-block form is the best.
- If the advertisement asks that the application must be written in the candidate's own handwriting, the covering letter should be neatly written in dark blue ink or ball pen.
- The letter should be addressed as indicated in the advertisement. If the letter is to be addressed to a company, the salutation is 'Sirs'. If it is to be addressed to an individual the salutation is 'Sir'. The complimentary close for an application letter is "yours faithfully".
- Original documents like certificates are never enclosed with the application. Only certified copies are enclosed. The original documents are produced at the interview.

1.2 General hints for letters

Application may begin with one or other of the following forms like:

- I would like to apply for the post of a System Administrator in your firm advertised in the "Indian Express" of March 22.
- I wish to be considered as a candidate for the post of Account Manager which, I understand, has fallen vacant in your office.
- With reference to your advertisement in the "Times of India" of 25th September 07. I offer my candidature for the post of computer operator in your office.

One of the following sentences may be added to the concluding paragraph if applicant feels so.

- I write this in the belief that my qualification and experience will merit your consideration.
- Salary is a secondary consideration to the opportunity of good career.
- I look forward to an opportunity to be with you for an interview

2 Resume



A resume is a summary presentation of person's backgrounds, employments, qualifications and intended career plan.

Purpose of Resume

1. To pass the employer's screening process (requisite educational level, year's experience etc.)
2. To provide contact information, an up-to-date address and a telephone number (A telephone number that will always be answered during business hours).

2.1 Contents of Resume



2.2 Tips for Preparing an Impressive CV

1. Always put the essential things—first arrange the information within each item with your career objective in mind.
2. Emphasize your skills, accomplishments and levels of responsibility attained.
3. Use reverse sequential order, meaning that when items are listed by date, the most recent should come first.
4. The contents of the CV should be completely accurate and honest.
5. Mention anything special that can add weightage to your candidature.
6. Use a clear font and a font size that is easy to read. The font size should not be too small or too large. The ideal font size would be 12.
7. Ideally, a CV should not be more than two or three pages. It should be shorter for fresh graduates.
8. Abbreviation should be avoided.
9. References should be provided, if required.

3 References



Who is a referee?

A referee is a person who is ready to give an undertaking for another.

Why are references needed? Discuss.

3.1 Points to be considered while writing to a referee

