
UNIT 2 COMPANY PROFILES/JOBS AND RESPONSIBILITIES

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2.0 OBJECTIVES

It is important to know about business organizations, their growth and development, their products and services as well as their achievements. Similarly, it is also useful to read about entrepreneurs who have done well and received widespread recognition. As you will discover, many of them started out small and have had their share of struggle.

In this unit you will learn about:

- business organizations;
- entrepreneurs;
- how to ask relevant questions;
- correct word order in sentences;
- business collocations;
- how to write profiles of business people and companies;
- learning about jobs and responsibilities;
- understand departments and functions;
- write job profiles;
- look at language describing jobs and responsibilities; and
- practicing action verbs that describe jobs and job functions.

2.1 WARM UP – BUSINESS ORGANIZATIONS

Many business organizations establish the identity of their brands with the help of slogans. For example ‘Just do it’ brings Nike to mind immediately, just as ‘Hamara Bajaj’ immediately conjures up in our mind the image of the Bajaj scooter.

Activity 1

Can you name the companies to which these slogans belong?

- i) Let's Go!
- ii) Taste the Thunder
- iii) The Complete Man
- iv) The Taste of India

2.2 READING: FAMOUS ENTREPRENEURS

Before we begin to look at business organizations let's understand who an entrepreneur is.

Can you write out the definition of an entrepreneur by making use of the clues given in the box? You may add your own information to the definition.

makes money	runs business	starts a business	
takes risks	owns a business	takes initiative	uses money

Now read this definition and match it with what you have written.

An entrepreneur is someone who starts and operates a new venture. Being in business or being an entrepreneur is about taking risks and confronting challenges. Hence an entrepreneur must have the ability to face new challenges and take risks.

Entrepreneurs can build new companies. They can also rejuvenate existing companies through buyouts and turnarounds. They can also build new companies inside existing companies, which can be called corporate entrepreneurship.

The will to spot opportunities and take risks in order to realize them is part of a person's overall makeup, which is partly innate and partly a product of his/her upbringing. The best way to learn how to be an entrepreneur is to work at the side of a successful one.

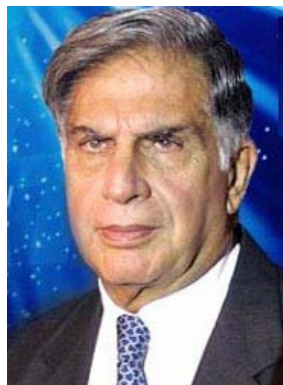
Good entrepreneurs know how to squeeze as much as possible out of limited amounts of cash.

Ratan Tata, the Chairperson of the Tata Group

Now read this profile of one of the leading entrepreneurs of India and answer the questions that follow:

One of the most well-known and respected industrialists in India is, Ratan Tata, the Chairperson of the Tata Group. He was born on December 28, 1937, in Mumbai where he did his schooling.

He graduated with a degree in Architecture and Structural Engineering from Cornell University and joined his family business. He was sent to Jamshedpur to work at Tata Steel. He was appointed the Director-in-Charge of The National Radio and Electronics Company Limited (Nelco) in 1971 and was successful in turning Nelco around.



In 1981, he became the Chairperson of Tata Industries and was instrumental in ushering in a wide array of reforms. It was under his stewardship that Tata Consultancy Services went public and Tata Motors was listed in the New York Stock Exchange.

He was awarded the Padma Bhushan by the Government of India in January 2000. He serves on the boards of several leading organizations, both in the public as well as the private sector in India. He is a member of the International Investment Council set up by the President of South Africa and serves on the programme board of the Bill and Melinda Gates Foundation's India AIDS initiative.

He is credited with leading the Tata's successful bid for Corus - an Anglo - Dutch steel and aluminum producer, which was acquired by Tata Sons for an estimated £6.7 billion in January 2007.

Mr. Ratan N. Tata is also instrumental in the manufacturing of 'NANO', 'The People's Car' from Tata Motors. This development signifies a first for the global automobile industry, the People's Car which brings the comfort and safety of a car within the reach of thousands of families.

Mr. Ratan Tata retired from all executive responsibility in the Tata Group on December 28th 2013 which was also his 75th birthday.

Check Your Progress 1

1) Answer the following questions:

- i) Pick out the example that shows Ratan Tata's ability to change the fortune of a company.

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- ii) What does the profile tell us about his international standing?

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- iii) What does the text tell us about his association with community service?

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- 2) Complete the following statement using your own words:
Ratan Tata's major achievement in the automobile sector is:

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- 3) What do these expressions mean?

- i) turn something around
ii) was instrumental in
iii) under his stewardship
iv) credited with
v) within the reach of

Business Sectors

Activity 2

This subsection details the Tata group's operations according to the seven business sectors that its companies function in. Read through these details and match them with suitable headings given in the box.

- i) _____: Enterprises in the fields of software, telecommunications and industrial automation.
ii) _____: Operations in automobiles and auto components.
iii) _____: Leaders in this business sector, with operations in steel and composites.
iv) _____: Widespread interests in the hospitality business, as also in insurance, realty, financial and other services.
v) _____: A significant player in power generation and is also involved in the oil and gas segment.
vi) _____: One of the largest producers of soda ash in the world. Additionally, they have interests in fertilizers and in the pharmaceuticals business.

Materials	Information Systems and Communications		
Services	Chemicals	Engineering	Energy

2.3 LISTENING — BUSINESS ORGANIZATIONS

Listen to an interview with one of the senior directors of BHEL who answers some questions on BHEL being asked by a journalist who works for a business journal. Listen to the interview (Tape script 1) and answer the questions given below:

Check Your Progress 2

- 1) What is the full form of PSU?
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- 2) How many PSUs does the director mention?
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- 3) Fill up these gaps with appropriate dates and figures.
 - i) BHEL manufactures over.....products.
 - ii) It was founded in the
 - iii) It has manufacturing divisions.
 - iv) It exports its products to overcountries.
 - v) The BHEL has installed equipment for over of power generation.

Check Your Progress 3

You will now listen to the profile of Kiran Mazumdar Shaw, a leading lady entrepreneur of India. Listen to the profile (Tape script 2) and complete the blanks.

Kiran Mazumdar Shaw is
1 _____ of
Biocon Ltd., India's biggest biotechnology
company. In 2004, she became India's richest
woman.



Kiran Mazumdar Shaw was born on March
23, 1953 in Bangalore. She had her schooling
at Bishop Cotton Girls School and Mount
Carmel College at Bangalore. After
completing her B.Sc. 2 _____ from
Bangalore University in 1973, she went to
Ballarat University in Melbourne, Australia
3 _____ as a master brewer.

Kiran Mazumdar Shaw started her professional career as trainee brewer in Carlton
and United Beverages in 1974. In 1978, she joined as 4 _____ with
Biocon Biochemicals Limited in Ireland. In the same year, Kiran Mazumdar Shaw
5 _____ Biocon India in collaboration with Biocon Biochemicals Limited,
with a capital of Rs.10,000. She initially faced 6 _____
regarding funds for her business. Banks were hesitant to give loans to her as
biotechnology was a totally new field at that point of time and she was a woman
entrepreneur, which was a rare phenomenon.

Biocon's initial operation was to 7 _____ from papaya. Under Kiran
Mazumdar Shaw's stewardship Biocon transformed from an industrial enzymes
company to an integrated biopharmaceutical company with strategic research
initiatives. Today, Biocon is recognized as India's 8 _____

_____.

Kiran Mazumdar Shaw is the recipient of 9 _____ awards. These include
ET Businesswoman of the Year, Best Woman Entrepreneur, Model Employer, Ernst

& Young's Entrepreneur of the Year Award for Life Sciences and Healthcare, Leading Exporter, Outstanding Citizen, Technology Pioneer, etc. The Government of India also felicitated her 10 _____ (1989) and Padma Bhushan (2005).

2.4 GRAMMAR: WH-QUESTIONS

There are basically two types of questions: **open and close**. The open questions are those which can potentially have an infinite number of answers. For example, to the question:

When did you arrive?

The listener can reply: 'just now/ yesterday / on Monday / a few minutes ago / around 8.30 pm.....' i.e. the number of possible answers is really open. The number of possible answers is limited in the case of close questions. There are only two answers possible to the question.

Are you coming with me?

You can reply by saying *yes* or *no*.

Such questions are therefore frequently called *yes-no questions*.

We cannot answer a question like – *When did you arrive?* by saying *yes* or *no*. These questions demand some new information. Since they generally begin with a *wh* – word, they are called *wh* – questions or open ended questions. *Wh* – words include *who, what, which, when, where, how, why, whom, and whose*.

Questions with *where, when, why*, etc. normally have the same word order as *yes/no* questions.

We put *am/are/is/was/were* or another **auxiliary verb** (*have, will, can, etc.*) before the **subject**.

If there is no other auxiliary verb, we use *do/does/did* + *infinitive* (without *to*).

Statement: He likes his job.

Question: Why does he like his job?

Statement: I came here to learn English.

Question: Why did you come here (NOT ~~Why you came here?~~)

Profile of another leading Indian entrepreneur

Azim Premji

Azim Premji is Chairperson of Wipro Technologies, one of the largest software companies in India. He is an icon among Indian businessmen and his success story is a source of inspiration to a number of budding entrepreneurs.

Born on July 24, 1945, Azim Hashim Premji was studying Electrical Engineering from Stanford University, USA when due to the sudden demise of his father; he was called upon to handle the family business. Azim Premji took over the reins of the family business in 1966 at the age of 21.



After his father's demise, at the first annual general meeting of the company, a shareholder doubted Premji's ability to handle business at such a young age and publicly advised him to sell his shareholding and give it to a more mature management. This spurred Azim Premji and made him all the more determined to make Wipro a success story. And the rest is history.

When Azim Premji occupied the hot seat, Wipro dealt in hydrogenated cooking fats and later diversified to bakery fats, ethnic ingredient based toiletries, hair care soaps, baby toiletries, lighting products and hydraulic cylinders. Thereafter Premji made a focused shift from soaps to software.

Under Azim Premji's leadership, Wipro has metamorphosed from Rs.70 million company in hydrogenated cooking fats to a pioneer in providing integrated business, technology and process solutions on a global delivery platform. Today, Wipro Technologies is the largest independent R&D service provider in the world.

Azim Premji has several achievements to his credit. In 2000, Asiaweek magazine, voted Premji among the 20 most powerful men in the world. Azim Premji was among the 50 richest people in the world from 2001 to 2003 listed by Forbes. In April 2004, Times Magazine rated him among the 100 most influential people in the world. He is also among the richest Indians for the past several years. In 2005, Government of India honoured Azim Premji with Padma Bhushan.

Check Your Progress 4

- 1) After reading the profile of Azim Premji frame questions with the interrogatives below. The first one is done for you.
 - i) Who is Azim Premji?
 - ii) When born?
 - iii) Whatat the age of 21?
 - iv) Whyleave Stanford University?
 - v) In which year.....take over the family business?
 - vi) What first annual general meeting of the company?
 - vii) HowAzim Premji react to his criticism?
 - viii) What products when Azim Premji took over?
 - ix) Which product from soaps?
 - x) In Wipro a pioneer?
 - xi) WhenAzim Premji listed by Forbes?
 - xii) What honour 2005?
- 2) Now look at these answers to the above questions. Each sentence has jumbled words. Put the words in right order to get the correct answer.
 - i) Chairperson the is Azim Premji of Wipro Technologies.
 - ii) was he on July 24, 1945 born.
 - iii) age at the of he took the 21 reins of his family business.
 - iv) He sudden Stanford University father because of the left demise over of his.
 - v) over he business 1966 took the family in.

- vi) after the first general At meeting he took annual over, sell he was to his management shareholding advised to a mature.
- vii) criticism he to the with determination to Wipro reacted successful make.
- viii) Azim Premji dealt took When over in cooking hydrogenated Wipro fats.
- ix) focused Premji made a to soaps software from shift.
- x) providing is a in integrated Wipro pioneer business, technology global and delivery process solutions on a platform.
- xi) Azim Premji was by from 2001 listed to 2003 Forbes.
- xii) honoured he India was with the Bhushan by the Padma Government of in 2005.

2.5 VOCABULARY–BUSINESS ORGANIZATIONS

Check Your Progress 5

In the course of this unit you have read and heard text about business organizations as well as entrepreneurs. Several important business collocations were used to do this. Match the words in column A with appropriate collocations in column B.

A	B
private	story
focused	initiatives
well	known
power	entrepreneurs
success	generation
influential	services
research	shift
budding	people
prestigious	sector
engineering	awards

Activity 3

Look at the three key words in the left column and make as many partnerships as you can by combining them with the words in the right column. Some of the words in column B can be combined with more than one key word from column A.

A	B	Partnership
Business	organizations forces campaign strategies prospects plan activities	
Market	studies budget agency survey	

Advertising	project needs medium penetration segment share potential price operations risk expansion	
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Activity 4

Now insert the key words in the appropriate blanks below:

- i) Break into
- ii) Set up
- iii) Launch

2.6 WRITING - BUSINESS ORGANIZATIONS

Check Your Progress 6

- 1) Make use of the given points to write the Company profile of Bombay Dyeing. Compare your profile with the sample answer.
 - i) Bombay Dyeing is part of the Wadia Group
 - ii) textile industry set up on August 23, 1879
 - iii) one of India's largest producers of textiles
 - iv) daily production at Bombay Dyeing exceeds 300,000 meters of fabrics
 - v) 600 plus exclusive shops all over the country
 - vi) exports to countries such as USA, countries in the European Union, Australia and New Zealand
 - vii) sales turnover is equally divided between National and International markets
 - viii) Bombay Dyeing also deals in chemicals.
- 2) Interview one person you know who is an entrepreneur and write out her/his profile.

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- 3) Also visit a website on the internet and read the company profile of any company that you are interested in working for. Write why you want to work for that company.

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2.7 WARM UP – JOBS AND RESPONSIBILITIES

Activity 5

Complete these sentences by inserting the names of appropriate departments.

- i) I look after recruitment in my company. I work in the _____.
- ii) It is my responsibility to see that the standard of our goods is maintained. I'm from _____.
- iii) If the customers are not happy with our goods they complain to me. I'm in _____.
- iv) I do the planning for launching new goods in the market. I work in _____.

Check your answers with the 'Answers Section'.

As you can see, in an office different people are given different jobs and responsibilities according to their expertise in the area, educational qualifications or experience.

2.8 READING: JOB PROFILES

Activity 6

- 1) Read these five job profiles and identify the jobs that these people do.
 - i) My primary job is to maintain law and order. I am often required to work for long hours. I need to be tough all the time. I am often overworked during festivals or public events when large numbers of people gather at public places.
 - ii) My profession is considered very venerable. I deal with young people. I am expected to prepare them for life. I must at all times be on my guard about my behavior because youngsters look up to me for guidance as well as setting an example.
 - iii) It takes long years of study and hard work to prepare for my vocation. My duty is to cure and heal people. I need to be prepared for long hours of work and can be called in to treat at any time of the day or night.
 - iv) I am an important part of the government machinery. I help in devising strategies to run the government(s), as well as to implement and execute plans made by the administration. I need to work in collaboration with the elected government/s in order to do my job.

- v) I work for the upliftment of the rural people or the marginalized or weak sections of society in bigger towns and metros. In the course of my work, I need to reach out to all kinds of people and interact with them. Hence I need to be very social, patient and sympathetic.

You can check your answers with the 'Answers Section'.

- 2) Now read another set of five profiles and state how they are different from the ones above. Name the departments where these people work.
- i) I am required to come up with new concepts of products or services or research ideas proposed by other people in the organization. My work requires patience and perseverance. I must come up with the prototype of a product and test it until it works satisfactorily.
- ii) My job is to hire and fire people. This is not easy. I need to make sure that I pick the right people for the different jobs in an organization. Once they are appointed, I must ensure that their working conditions are good and they do not have any difficulties or problems while doing their work. If they are found unsuitable for their job, I need to fire them. I also organize training programmes for the employees of my company.
- iii) I take care of finding out about market trends and how our products are likely to do in the market. For this, I need to find out about consumer tastes and preferences. Besides, I am also responsible for promoting the sales of our products.
- iv) My work requires that I travel to existing buyers and prospective ones and get orders for the company. I am usually part of a team and we distribute different regions amongst us and operate accordingly. I need to travel often.
- v) My main job is to deal with money. I keep an account of the income and expenditure of the company and advise the management on how much money we can spend in the proposed areas. I also invoice our customers and take care of the bills from our suppliers.

2.9 LISTENING – JOBS AND RESPONSIBILITIES

Check Your Progress 7

Departments: You will hear from 10 people who do different kinds of work in a company. Identify the departments that they work in (Tape script 1).

- i)
- ii)
- iii)
- iv)
- v)
- vi)
- vii)
- viii)
- ix)
- x)

Check Your Progress 8

You will hear 3 people talking about their jobs and responsibilities. Listen to them and decide what they work as (Tape script 2).

- i)
- ii)
- iii)

2.10 GRAMMAR: VERBS DESCRIBING JOB RESPONSIBILITIES

Profiling your work and job responsibilities involves stating what you do and outlining your responsibilities. The choice of appropriate verbs is of utmost importance here.

Now look at this profile of a computer operator. The verbs are highlighted for you in this profile.

Computer Operator

Job Purpose: To **input** and **extract** data quickly and accurately using a computer terminal.

Job Responsibilities:

- i) **Enter** standard documents into the computer quickly and accurately using the keyboard.
- ii) **Check** data entered for accuracy and refer any queries to supervisor or data originator.
- iii) **Select** appropriate program or software for data being entered.
- iv) **Report** any data entry problems to supervisor.

Check Your Progress 9

- 1) Now look at the profile of a Management Consultant and fill in the blanks with missing verbs. You may need phrases in some of these blanks. You may use words given below in case of difficulty. You can use one word / phrase more than once.

maintain	carry out	develop	conduct	prepare
analyze	determine	present		implement
identify				
assist				

Management Consultant

Job Profile: To analyze problems, and provide advice and guidance to a range of organizations on issues and problems relating to policies, organization, procedures and methods and to recommend appropriate actions, providing assistance with implementation where required.

Job Responsibilities:

- i) market research to identify consultancy opportunities.
- ii) presentations and proposals for prospective clients to sell consultancy projects.
- iii) client problems and make attempts to resolve it.

- iv) research, problems and potential solutions for a variety of client projects to present workable solutions or provide specialist advice to enable clients to resolve business problems.
- v) and reports setting out the findings, conclusions and recommendations arising from consultancy projects.
- vi) regular contact with the client to ensure that there is regular information about project progress.
- vii) with implementation of consultancy recommendations.
- viii) all required project and client data to ensure that full information is available for project planning, contract management and business development.
- ix) an awareness of progress in relevant field of expertise to ensure that advice given is accurate and up to date.

These verbs express achievements or something a person does in a concise and persuasive manner. For Example:

Develop a new design

Check Your Progress 10

Now think of where and how you can use the following verbs. The clues in the box could help you. There are two sets of answers given in the 'Answers Section'. These will help you to strengthen your understanding of the meaning and usage of these verbs. The first one has been done for you.

a settlement	a scheme	your findings
a new design	sales possibilities	social service
new equipment	data	profits
an awareness programme		

- i) Introduce Introduce a scheme
- ii) Create
- iii) Present
- iv) Publicize
- v) Negotiate
- vi) Document
- vii) Volunteer
- viii) Maximize
- ix) Examine
- x) Survey

2.11 VOCABULARY – JOBS AND RESPONSIBILITIES

Activity 7

Read these profiles of women entrepreneurs in India and attempt the vocabulary exercises that follow each profile. These will not only help you to strengthen your business vocabulary but also acquaint you with the power of business women in India.

- A) Entrepreneur Dr. Kiran Mazumdar-Shaw, Chairperson and Managing Director of Biocon Ltd., who became India's richest woman in 2004 (an estimated Rs.2,100 crores), was educated at the Bishop Cotton Girls School and Mount Carmel College in Bangalore. She 1_____ Biocon India with a 2_____ of Rs.10,000 in her garage in 1978. The initial 3_____ was to extract an enzyme from papaya. Her 4_____ for loans were turned down by banks – on three counts – biotechnology was then a new word, the company lacked 5_____, and (most importantly) women 6_____ were still a rarity. Today, her company is the biggest biopharmaceutical firm in the country.

Complete the above profile by filling in the missing words. Check your answers with the 'Answers Section'.

- B) Sunita Narain, an environmentalist and political 1_____ as well as a major proponent of the Green concept of 2_____ development, was awarded the Padma Shri by the Government of India in 2005. Narain, who has been with the India-based Centre for Science and Environment since 1982, is 3_____ the director of the Centre, and the director of the Society for Environmental Communications, and publisher of the 4_____ magazine, 'Down to Earth'.

The missing words needed to complete the above profile are jumbled below. Can you sort them out and put them in the appropriate space?

tvaitcsi	tbnisauslae
rnylrucet	gtnfiorythl

- C) Naina Lal Kidwai was the first Indian woman to graduate from the Harvard Business School. Fortune magazine 1 _____ Kidwai among the World's Top 50 Corporate Women from 2000 to 2003. According to the Economic Times, she is the first woman to head the 2 _____ of a foreign bank in India (HSBC). Kidwai was awarded the Padma Shri in 2007.

Fill in the above two blanks with words, the meanings of which are given below. The first letter of the word is given to help you out.

- 1) To put into a series
- 2) Activities or business

- D) Sulajja Firodia Motwani, Joint Managing Director of Kinetic Engineering Ltd., is in-charge of the company's overall business developmental activities. She is also the Director of Kinetic Motor Company Limited and Kinetic Marketing Services Limited. A fitness freak and avid sports enthusiast, she played badminton at the national level.

The magazine 'India Today' honoured her with the title of business 'Face of the Millennium'. She was ranked among the top 25 business entrepreneurs of the country, and was also presented with the Society Young Achiever's Award for Business in 2002. The same year, she was chosen as the 'Global Leader of Tomorrow' by the World Economic Forum.

Find words/expressions in the above passage which can be substituted with these:

looks after
health conscious
lover
rewarded
rated
selected

- E) Dr. Jatinder Kaur Arora, an 1_____ from Punjab, was conferred a 2_____ for her work on 3_____ through science and technology. Dr. Arora, perhaps the first scientist to get such an award, is a doctorate in microbiology and has a brilliant 4_____. An unlikely and fairly new contender on this list, she is serving as a 5_____ in the Punjab State Council for Science and Technology at present.

Complete these word partnerships by combining the words in column A with suitable word partners in column B. Now complete the profile of Jatinder Kaur Arora by fitting these into appropriate spaces.

A	B
outstanding	record
national	development
women's	scientist
academic	director
joint	award

2.12 WRITING: JOB DESCRIPTIONS

It is important to write out job descriptions effectively because they are an important communication tool and play a significant role in the success of an organization. Poorly written employee job descriptions, on the other hand, add to workplace confusion and cause miscommunication.

Employee job descriptions are written statements that describe the duties, responsibilities, required qualifications, and reporting relationships of a particular job. Employee job descriptions clearly identify and spell out the responsibilities of a specific job. They also include information about working conditions, tools, equipment used, knowledge and skills needed, and relationships with other positions.

Job descriptions are necessary for any one who works. A job description defines a person's role and accountability. Without a job description it is not possible for a person to properly commit to, or be held accountable for, a role.

As an employee you may have or be given the opportunity to take responsibility for your job description. The process of writing job descriptions is actually quite easy and straight-forward. Many people tend to include a long list of tasks. This may be alright to begin with, but it needs refining to far fewer points – around 8-12 is the ideal.

Check Your Progress 11

If you are someone with job experience, write out your job description. If you do not have any job experience, imagine that you are working in a business organization and write a job description listing your responsibilities. Now compare your description with the one given in the ‘Answers Section’.

Some responsibility areas are mentioned in the box for your guidance and help:

- Communicating
- Planning and organizing
- Managing
- Monitoring and reporting
- Evaluating
- Decision making
- Financial budgeting and control
- Producing
- Maintaining / repairing
- Quality control
- Health and safety
- Creating and developing
- Using equipment

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2.13 LET US SUM UP

This unit we introduced you to some renowned Indian entrepreneurs and business organizations as well as the various business sectors that they have ventured into over the years. The grammar section shows how Wh-questions can be framed to find various details about people and develop their profile. The vocabulary section aims to enrich your word power by familiarizing you with collocations used in the business contexts.

In this unit, we also introduce you to jobs and responsibilities in an organization. It is our job description which informs us of our responsibilities in a job and makes us accountable towards it. We practiced verbs which are commonly used in this specific area. In a series of activities in the vocabulary section, we attempted to enhance your word power. The writing section gave you hints about writing your own job responsibilities.

2.14 ANSWERS

Activity 1

- | | |
|----------------|---------------|
| i) Maruti Alto | ii) Thumbs Up |
| iii) Raymonds | iv) Amul |

Check Your Progress 1

- 1)
 - i) He was successful in changing the fortunes of Nelco by making it a profit making concern, after it had been going into losses.
 - ii) He is a member of the boards of several leading organizations, both in the public as well as the private sector in India. He is also a member of the International Investment Council set up by the President of South Africa. Besides, he also acquired Corus – an Anglo-Dutch steel and aluminum producer for an estimated £6.7 billion in January 2007.
 - iii) He is associated with Bill and Melinda Gates Foundation's India AIDS initiative and is on their Board.
- 2) Ratan Tata's major achievement in the automobile sector is *the launch of Nano, a low cost people's car, which is affordable and can enable the common person to travel safely and comfortably.*
- 3)
 - i) Turn something around – to be able to make a positive or favourable change in something
 - ii) Was instrumental in – was responsible for / played a major role in
 - iii) Under his stewardship – under his leadership / guidance
 - iv) Credited with – achieve something noteworthy
 - v) Within the reach of – accessible to

Activity 2

- i) Information Systems and Communications, ii) Engineering,
- iii) Materials, iv) Services, v) Energy, vi) Chemicals

2.3 Listening (Tape script 1)

- Q. How important is BHEL as a PSU in India?
- A. Bharat Heavy Electricals Limited is the largest engineering and manufacturing enterprise in India in the energy-related/infrastructure sector.
- Q. Does it enjoy a special status as a Public Sector Enterprise?
- A. Yes, it is one of the nine large Public Sector Undertakings known as navratnas or nine jewels.

- Q. Can you tell me something about your products and services?
- A. BHEL offers over 180 products and provides systems and services to meet the needs of core sectors like: power, transmission, industry, transportation, oil and gas, non-conventional energy sources and telecommunication.
- Q. And how old is your company?
- A. It was founded in the 1950s.
- Q. How many manufacturing units does the company have?
- A. Today, BHEL has a wide-spread network comprising 14 manufacturing divisions, 8 service centres, 4 power sector regional centres, 18 regional offices, and a large number of project sites spread all over India and abroad.
- Q. How big is your international market?
- A. BHEL is one of the largest exporters of engineering products and services from India. It has established its references in around 60 countries of the world, ranging from the United States in the West to New Zealand in the Far East. Its export range include: individual products to complete power stations, turnkey contracts for power plants, EPC contracts, HV/EHV Sub-stations, O&M services for familiar technologies, specialized after-market services like Residual Life Assessment (RLA) studies and retrofitting, refurbishing and overhauling, and supplies to manufacturers and EPC contractors.
- Q. What would you say are your major achievements?
- A. We have several major achievements to our credit. To name a few, we have acquired certifications for Quality Management Systems (ISO 9001), Environmental Management Systems (ISO 14001) and Occupational Health and Safety Management Systems (OHSAS 18001). And to date we have installed equipment for over 90,000 MW of power generation.

Check Your Progress 2

- 1) Full form of PSU: Public Sector Undertaking
- 2) Nine called Navratan or nine jewels.
- 3) Appropriate dates and figures:
 - i) BHEL manufactures over **180** products.
 - ii) It was founded in the **1950s**.
 - iii) It has **14** manufacturing divisions.
 - iv) It exports its products to over **60** countries.
 - v) The BHEL has installed equipment for over **90000 MW (mega watts)** of power generation.

2.3 Listening (Tape script 2)

Kiran Mazumdar Shaw is the Chairperson and Managing Director of Biocon Ltd., India's biggest biotechnology company. In 2004, she became India's richest woman.

Kiran Mazumdar Shaw was born on March 23, 1953 in Bangalore. She had her schooling at Bishop Cotton Girls School and Mount Carmel College at Bangalore. After completing her B.Sc. in Zoology from Bangalore University in 1973, she went to Ballarat University in Melbourne, Australia and qualified as a master brewer.

Kiran Mazumdar Shaw started her professional career as trainee brewer in Carlton and United Beverages in 1974. In 1978, she joined as Trainee Manager with Biocon Biochemicals Limited in Ireland. In the same year, Kiran Mazumdar Shaw founded

Biocon India in collaboration with Biocon Biochemicals Limited, with a capital of Rs. 10,000. She initially faced many problems regarding funds for her business. Banks were hesitant to give loans to her as biotechnology was a totally new field at that point of time and she was a woman entrepreneur, which was a rare phenomenon.

Biocon's initial operation was to extract an enzyme from papaya. Under Kiran Mazumdar Shaw's stewardship Biocon transformed from an industrial enzymes company to an integrated biopharmaceutical company with strategic research initiatives. Today, Biocon is recognized as India's pioneering biotech enterprise.

Kiran Mazumdar Shaw is the recipient of several prestigious awards. These include ET Businesswoman of the Year, Best Woman Entrepreneur, Model Employer, Ernst & Young's Entrepreneur of the Year Award for Life Sciences and Healthcare, Leading Exporter, Outstanding Citizen, Technology Pioneer, etc. The Government of India also felicitated her with Padmashri (1989) and Padma Bhushan (2005).

Check Your Progress 3

- 1) the Chairperson and Managing Director
- 2) in Zoology
- 3) and qualified
- 4) Trainee Manager
- 5) founded
- 6) many problems
- 7) extract an enzyme
- 8) pioneering biotech enterprise
- 9) several prestigious
- 10) with Padmashri

Check Your Progress 4

- 1)
 - i) Who is Azim Premji?
 - ii) When was Azim Premji born?
 - iii) What did he do at the age of 21?
 - iv) Why did he leave Stanford University?
 - v) In which year did he take over the family business?
 - vi) What happened at the first annual general meeting of the company?
 - vii) How did Azim Premji react to his criticism?
 - viii) What products did Wipro deal with when Azim Premji took over?
 - ix) Which product did he shift to from soaps?
 - x) In which sector is Wipro a pioneer?
 - xi) When was Azim Premji listed by Forbes?
 - xii) What honour did he receive in 2005?
- 2)
 - i) Azim Premji is the Chairperson of Wipro Technologies.
 - ii) He was born on July 24, 1945.
 - iii) At the age of 21 he took over the reins of his family business.
 - iv) He left Stanford University because of the sudden demise of his father.

- v) He took over the family business in 1966.
- vii) At the first annual general meeting after he took over, he was advised to sell his shareholding to a mature management.
- viii) He reacted to the criticism with determination to make Wipro successful.
- viii) When Azim Premji took over Wipro dealt in hydrogenated cooking fats.
- ix) Premji made a focused shift to software from soaps.
- x) Wipro is a pioneer in providing integrated business, technology and process solutions on a global delivery platform.
- xi) Azim Premji was listed by Forbes from 2001 to 2003.
- xii) He was honoured with the Padma Bhushan by the Government of India in 2005.

Check Your Progress 5

	A	B
i	private	sector
ii	focused	shift
iii	well	known
iv	power	generation
v	success	story
vi	influential	people
vii	research	initiatives
viii	budding	entrepreneurs
ix	prestigious	awards
x	engineering	services

Activity 3

Business organizations, strategies, prospects, plan, activities, studies, project, needs, potential, operations, risk, expansion

Market forces, prospects, studies, survey, needs, penetration, segment, share, potential, price, operations, expansion

Advertising campaign, strategies, prospects, activities, budget, agency, survey, project, needs, medium

Activity 4

- i) Break intoa market.....
- ii) Set upa business.....
- iii) Launchan advertising campaign..

Check Your Progress 6

- 1) This is a sample answer:

Bombay Dyeing is part of the Wadia Group of Industries. Set up on August 23, 1879, it is one of India's largest producers of textiles. The daily production at Bombay Dyeing exceeds 300,000 meters of fabrics and it has a distribution chain consisting of 600 plus exclusive shops spread all over the country. The company exports to advanced countries such as USA, countries in the European Union, Australia and New Zealand, and its sales turnover is more or less equally divided

between National and International markets. Apart from textiles, Bombay Dyeing also deals in chemicals.

Activity 5

- i) Personnel Department / Human Resource Development
- ii) Quality Control, iii) Customer Relations, iv) Marketing

Activity 6

- 1) i) Policeman ii) Teacher
 iii) Doctor iv) Bureaucrat / IAS Officer
 v) Social worker
- 2) These profiles are different from the first set of profiles which concern different professions. Given below are profiles of people who work in different departments of a typical business organization.
 - i) Research and Development / R&D
 - ii) Human Resource Development / HRD/ Personnel
 - iii) Marketing
 - iv) Sales
 - v) Finance/ Accounts



2.9 Listening (tape script-1)

- i) I arrange training programmes for people working in my company.
- iii) I carry out market research to find out how our products are doing in the market.
- iv) I look after the complaints made by our customers.
- v) I make sure that goods are ready on or before the deadline.
- vi) I am responsible for making people aware of our products.
- vii) My job is to get orders for the goods sold by our company.
- viii) I look after the account work in my company.
- ix) I buy the raw materials for making our goods.
- x) I need to ensure that goods reach the customer from the warehouse of my company.
- xi) I design some of the products made by our company.

Check Your Progress 7

- i) Human Resource Development / Personnel
- ii) Marketing
- iii) After Sales / Customer Service
- iv) Production / Manufacturing
- v) Marketing
- vi) Sales
- vii) Finance

- viii) Purchase
- ix) Dispatch / Transport
- x) Research and Development/Creative Team

2.9 Listening (tape script-2)

- i) My main aim is to achieve all output targets of the company. I direct and control the factory staff to ensure that they work towards the deadlines given to them. I also need to see that workers carry out their responsibilities to the required standards. My job includes maintaining all relevant health, safety and hygiene standards at workshops. Besides, I develop all necessary policies and procedures to ensure that plant and equipment is effectively maintained to ensure maximum production efficiency.
- ii) My job is to input and extract data quickly and accurately using a computer terminal. For that I must select an appropriate program or software for data entry. I need to enter standard documents into the computer quickly and accurately using the keyboard. I also check data entered for accuracy and refer any queries to the supervisor or data originator.
- iii) Generally speaking, I study problems, and provide advice and guidance to a range of organizations on issues and problems relating to policies, organization, procedures and methods. I analyze client requirements and determine the most appropriate consultancy approach to meet these.

Check Your Progress 8

- i) Product manager
- ii) Computer operator
- iii Management consultant

Check Your Progress 9

- i) Carry out
- ii) Prepare
- iii) Identify
- iv) Carry out, analyze, identify
- v) Prepare, present
- vi) Maintain
- vii) Assist
- viii) Maintain
- ix) Develop

Check Your Progress 10

- A) i) Introduce a scheme
- ii) Create a new design
- iii) Present your findings
- iv) Publicize an awareness programme
- v) Negotiate a settlement
- vi) Document data
- vii) Volunteer to do some kind of social service
- viii) Maximize profits
- ix) Examine new equipment
- x) Survey the sales possibilities in an area

- B)
- i) **Introduced** a new method of dealing with paper wastage.
 - ii) **Created** an interior design layout for the office which improved functionality.
 - iii) **Presented** a new research project.
 - iv) **Publicized** the environmental awareness programme initiated by my company.
 - v) **Negotiated** price reduction of up to 25% with our new suppliers.
 - vi) **Documented** all news coverage of our company in the last 2 years.
 - vii) **Volunteered** to work in the home for the elderly on weekends.
 - viii) **Maximized** profits by 15% in the month of March.
 - ix) **Examined** the use of new safety equipment to minimize accidents on the production floor.
 - x) **Surveyed** a sample population of all departments to get inputs on improving the working conditions.

Activity 7

- A)
- 1) founded
 - 2) capital
 - 3) operation
 - 4) application
 - 5) assets
 - 6) entrepreneurs
- B)
- 1) activist
 - 2) sustainable
 - 3) currently
 - 4) fortnightly
- C)
- 1) listed
 - 2) operations
- D)
- 1) is in-charge of
 - 2) fitness freak
 - 3) enthusiast
 - 4) honoured
 - 5) ranked
 - 6) chosen
- E)
- 1) outstanding scientist
 - 2) national award
 - 3) women's development
 - 4) academic record
 - 5) Joint Director

The description of a Human Resource Assistant given below is to help you to understand the role and functions of this job. It is not part of his/her job description.

The Human Resources assistant assists with the administration of the day-to-day operations of the human resources functions and duties. The HR assistant carries out responsibilities in some or all of the following functional areas: departmental development, employee relations, training and development, benefits, compensation, organization development, executive administration, and employment.

This is a sample answer:

As an HR assistant I have partial responsibility for these areas:

- recruiting and staffing logistics;
- performance management and improvement tracking systems;
- employee orientation, development, and training arrangements and record keeping;
- assisting with employee relations;
- company employee communication;
- employee safety, welfare, wellness, and health reporting;
- maintaining employee files and the HR filing system;
- assisting with the day-to-day efficient operation of the HR office.

As a Human Resource Assistant I contribute to the accomplishment of Human Resource practices and objectives that will provide an employee-oriented, high performance culture that emphasizes empowerment, quality, productivity and standards, goal attainment, and the recruitment and ongoing development of an efficient workforce.

I also assist my company managers with HR issues.

Our primary objectives are:

- Safety of the workforce.
- Development of an efficient workforce.
- Development of the Human Resource department.
- Development of an employee-oriented company culture that emphasizes quality, continuous improvement, and high performance.
- Personal ongoing development.