

MAHARASHTRA STATE COUNCIL OF EXAMINATION, PUNE

Government Commercial Certificate Examination

4 JULY, 2018

[Time : 14-00]

(Total Marks (A) and (B) : 100)

ENGLISH SHORTHAND

(120 Words Per Minute)

(Time allowed for Transcription of (A) and (B) passages : 2 Hrs. and 20 Min.)

[A]**(Marks : 45 + 5 for note taking)**

Dear Members,

This is the 31st Annual General Meeting of the Company and it gives me pleasure to welcome you all here on this occasion. The Company has had / yet another successful year marked by substantial increase both in sales and profits. This was despite very many problems, especially the recurring shortage of raw materials and power cuts, which // I am afraid company managements must learn to live with in the for see able future. In fact it was the capacity of the management to adapt to the last changing circumstances /// which made the satisfactory results possible.

In my speech last year I made a specific reference to a few economic issues which were responsible for the current stagnation in production. //1// More particularly I had referred to shortage of power, inflation and non-availability of raw materials. I am afraid all these have become more acute during the year. Besides there / has been serious deterioration in the terms of trade as a result of extraordinarily high prices of oils and other commodities together with shortages of food and other goods. The // has now greatly emphasised the crucial importance of import substitution in addition to vigorous efforts at export promotion. In the situation in which we are placed, it is obvious that /// to former could be achieved in a relatively lesser time span than the latter and thus calls for urgent action. Your Company has made its own contribution in the direction //2// by giving great importance to research and development in the past. This has paid off handsomely and as a consequence of which the Company has been able

not only to / continuously improve the quality of its products but develop its own know-how for new products. It has also, in the process, built up a first class team of scientists // and technologists. The new Research Centre under construction, at a total cost exceeding Rs. 2 crores, is expected to be completed sometime later next year and should provide even /// better facilities for more creative effort this area.

As the progress of the various projects in hand is listed in the Director's report, I do not wish to elaborate //3// on the same here. I may state that the implementation of the projects both in India and abroad, is being done with good speed in spite of the many difficulties. /

Relations with the employees were very cordial during the year. The management is fully conscious that its skilled manpower is a most valuable asset and increasing attention is being paid // to improve their welfare. The management and all employees have given a good account of themselves and I would like to express the Board's very warm appreciation for their due /// contribution. My colleagues on the Board have been a source of constant guidance and I am grateful to them for the keen interest shown by them in the Company's development. ///4//

[An interval of two minutes]

[B]

[Marks : 45 + 5 for note taking]

Goodwill is the salesman's most valued asset and one which should be safeguarded at all times. When the young man starts on his career of selling he starts from zero. / He must earn his goodwill over a period of years. Once he has earned goodwill he finds that he gains the confidence of his customers and his work is made // easier in future selling efforts. Like everything else worth having in this world, there is only one certain way of acquiring a priceless treasure, and that is by hard work. /// Once having acquired such a treasure, hard work is still necessary to retain it. How then does a Salesman go about acquiring such a goodwill ? Here are some essential principles //1// which a salesman must follow. He must be honest and straight-forward in all business dealings. He must never make a promise which cannot be honoured. He must be punctual. He / must honour all obligations, no matter how small. He must be trustworthy, reliable and sincere in all matters. The principles mentioned above are rules of everyday life and do not // need any further emphasis. Let it be sufficient to say

that if the person who wishes to accept selling as a career, feels that he cannot follow the above mentioned principles /// then he should immediately drop all idea of entering salesmanship and seek a career for which he is best suited.

With the ever increasing commercial competition and constant search //2// for fresh markets, ambitious and far-sighted salesmen are being given opportunities which never existed before. And in this widening field of opportunity, education plays a very important part. Special / training is given now-a-days to produce competent salesman.

Every facility is given to the salesman by his company. He is treated with all the respect and consideration his position // demands. He travels in every comfort and the best hotel accommodation is provided. All that will enable him to maintain the status and dignity of the company which he represents /// is done. The salesman must never forget that he is the sole representative of the company and that the reputation of the company depends on him. His manner of approach //3// and contact must be beyond blame. He must be capable of making quick and sound decisions. His business intelligence must be equal to that of, not only the customer / but the competitor who quite possibly, may not be fair in his dealings. In other words, the salesman must be completely self-dependent and fully alive to every possible contingency. // The remuneration for this highly specialised work is usually commensurate with the education and degree of ability required. In addition there is the reward of a life full of variety /// and never ending interest. In case the salesman represents a company which has branches all over the world, he will have the opportunity of visiting many countries in the world. //4//