Iqra national university

Name   Rafiullah

ID No   15440

Paper business communication

Mam Wajeeha Usman

BBA 3rd semester

Q1: write your cover letter in response to an advertisement for the position of marketing manager in a company?

Ans:

Rafiullah

Rafiullah

033367774954

Rafi.khan@gmail.com

H#112,st#4,secf/2,ph6

Dear hiring manager,

23/6/2020

Iam a native english speaker with a solid backround in the project management and marketing.iam experienced and passionate in my field and would be my thrilled to join the marketing team at AGS company. I would hereby like to apply for the marketing manager position.

Currently I work at OSAKA, an international import and export company,where iam the head of all marketing department. My field of action is going from the administration of the data base with dynamics CRM through all the operational marketing campaign. Part of mission is to generate qualifield leads for the sale department and iam incharge of our dagital marketing strategy running by some ppc campaigns. The website is under my supervision and deloped with word press.i also monitor and analyze our website matrics with google analytics.

I also worked for an insurance company "careco.private". where my mission was to create all the marketing materials for the sales department including booklets ,broochures ,as well as manage the website .In particular I was responsible for creating and patching new marketing campaigns to the sales department based on my analyze of company's results and trends. An important part of mission at "careco.priavte" was the campaign administration in our CRM.In addition, I created and managed the internet website for the sales team at this company. From this post now iam now proficient with photoshop,mocups and indesign. I believe my prior experience working in key marketing roles for multiple companies will enable me to play a valuable role for your company.

I have attached my resume , gaving you an idea of my past achievements as well as my future potential for joining as a significant contributor.additionally im happy to provide my references.

Thank you for taking the time to consider me as a candidate. I look forward to hearing back and potentially meeting you in person.

Sincerely

Rafiullah

Q 2. Write a brief notes on each of the following elements of a business report. What information you would find in each section?

(a) Introduction

(b) Body of the report

(c) Conclusions

Ans:

Introduction:

Begin the body of your report with an introduction that presents the purpose and scope of the report. Any background information or research necessary for understanding the rest of the report should be presented here.

Body of the report:

Identify primary sections of the body of the report with appropriate headings. These sections will cover the central content of the report, whether you are reporting on a current problem, a potential solution or some other subject of interest to your audience. Compliment this material, where appropriate, with illustrations and tables as well as with research and sources.

Conclusion:

At the end of the body of the report, present your concluding ideas and arguments in the "Conclusions" section. If appropriate, state your "Recommendations" as well, indicating the course of action you suggest in light of your arguments in the body of the report .

Q3. What do you mean by Resume? What exactly should you put on your Resume, and what should you leave out?

Ans:

Your resume is one of the most important documents in a job search. The goal of your resume is to quickly help employers learn who you are and whether your skills and experiences match the position you're applying for.

Although each resume will differ depending on education, professional history, industry and position, there are a few key sections you might include on your resume. In this guide, we'll outline what to include on a resume you use for job applications. For inspiration on what to include on a resume, it might be helpful to look at examples of resumes in your position or industry.

What to include on a resume
While you may decide to add, remove or alter sections depending on your application, here are a few most common resume sections:

1. Name and contact information
At a minimum, your contact information section should include your name, phone number and email address. Depending on the type of job you're applying for, you might also include a link to an online portfolio or professional website.

An example contact information section might look like this:

Rafi ullah
Hayatabad peshawar 03336777494
Rafi.kh@.com • Rafi.portfolio.com

A common practice is to use your name as the title of the page, formatted so that employers can easily identify your name and contact information first.

2. Resume summary or objective

Your resume summary or objective should be a short, one to two sentence section that briefly explains who you are and why you're qualified. Carefully review the job posting for clues on which of your technical and soft skills will be most important and relevant.Resume summaries and objectives are slightly different, and you should choose to include one or both depending on your background and the position you're seeking. A resume summary will describe your work experience, while a resume objective will state your short-term goals.A summary is good if you have at least some work experience that can be quickly summarized. An objective statement, however, is better suited for those who have recently graduated from high school or college, or who otherwise have limited job experience.

Your resume summary could say:

"Thoughtful construction laborer with over 5 years' experience helping manage teams toward successful and safe completion of housing projects."

Your resume objective could say:

"Recent graduate eagerly looking to expand construction labor experience with a growing contractor.

3. Education:

The resume education center is helpful for employers who require a certain degree, certificate or level of experience. You should include your most recent and relevant education based on your level of experience.

The elements of an education section should include:

1. Name of your school
2. Location of your school
3. The degree you obtained (if applicable)
4. Your field of study
5. Graduation year (if applicable)
6. Your GPA (Note: You may not want to include this if it's not above 3.4)
7. Any relevant honors or academic recognition, coursework, activities or other achievements obtained during your education

Consider only listing educational experiences as they make sense for your career experience. As such, high school graduates should list their high school information, but

college graduates need not list their high school. However, once you have a post-secondary degree of any kind, you should always list that and any other post-secondary educational experiences in your education section.

4. professional history:

Also called your "experience" or "professional history" section, this is an opportunity to showcase value you've brought to former employers. Here, you should list all of your most relevant work experiences, beginning with your most recent job. You should focus on your experiences from the last 10 to 15 years. For example, if you've been working as a marketing professional for the 11 years, you can leave off jobs from earlier in your life that may not be relevant to the position you're currently seeking.

Your employment history should include the name of the employer, your job title, years of employment, and a few bullet points with your strongest, most relevant accomplishments. Lead with strong action verb and follow with an accomplishment rather than a task. Employers are interested in what you've achieved, not just tasks you've done. When possible, use numbers to measure your success.

things to leave off your resume:

Writing a resume is often more difficult than you might expect. Deciding what to include or not include can be frustrating, and many job seekers opt to err on the side of oversharing. However, an overstuffed resume may actually land you a place in the reject pile.

Hobbies:

While it's true that most employers take things like personality or cultural fit into consideration during the hiring process, they're not looking for that kind of information on your resume. When reviewing resumes, employers are only looking for one thing: whether the applicant is qualified to perform the functions of the open position.

Irrelevant work experience:

To many job seekers, a resume is little more than a comprehensive list of work experience. However, just because it's work experience doesn't necessarily mean it belongs on your resume."Granted, if you are applying for your first job, stuff your [resume] with as much experience as you possibly can – it will show determination and a work ethic, which will obviously count in your favor," says Pritchard. "However, if you're applying for a high-ranking professional job in your mid-30s, the people reviewing your resume will not care that you worked at Burger King when you were 17. Unless you were made deputy manager or achieved something that is directly relevant to the job you're applying for, it's probably time you removed jobs you had for six months when you were at college."All employers want to see on your resume is information that is clearly related to the position they're trying to fill. A detailed list of every job you've ever had will just make it more difficult for employers to locate the relevant information – and may inadvertently put up a red flag for hiring managers.

Too much education information:

Education is a big part of your first resume, and any degrees or relevant certifications will always merit inclusion. However, as you accrue more real-world work experience, education should take up less space on your resume.Additionally, unless you're still in school or just recently graduated, it may be time to remove your GPA from your resume. The experience and knowledge you gained in the workforce will be much more appealing to employers than outdated academic achievements.

Q4. Highlight the main and key elements of business proposal?

Title page:
This includes basic information, like your company's name and contact information, your company logo, your client's name and contact information, the date, and a title. It makes the proposal look neat, organized, and well put together.

A cover letter:

You wouldn't walk up to your potential client and dive into project specifics without introducing yourself, would you?A cover letter is that introduction. Include a one-liner about your company, brief background information about how your company came to be, and a short overview of what makes your company better than the rest.Make it friendly and encourage your reader to reach out with any questions. Close it with a thank you and a signature.

Table of contents:
Unless your proposal is very, very brief, include a table of contents in outline form. It helps the reader know what they can expect to find in the document. And by sending it electronically, you can create a clickable table of contents, so that your potential client can easily revisit sections without having to navigate through multiple pages.

Proposal:

This section outlines the solution that you're suggesting. Describe the anticipated outcome of the project and general timeframe. Also, address the client's needs and let them know you're the one for the

Monitoring:

It is important to regularly maintain marketing activity for maximum growth. We will continually monitor each channel and will respond to any questions, comments, and posts within a two hour time period. Two hours will allow us to confirm that accurate information is relayed back to the person asking.

Agreement and CTA:

This is where the "by signing below you agree to" lingo comes in. What exactly does your potential client's signature on this document mean? You can also include a friendly prompt, somewhat similar to what you included at the end of your cover letter (think language like "feel free to contact us with any questions and we look forward to working with you"). Add your signature boxes, and you're done!

Terms and conditions:

This is where you specify the duration of the agreement, reiterate the overall timetable for completion, specify payment dates and types, when and how the proposal can be amended, etc. Essentially, it's an overview of what you and the client are promising by agreeing to the proposal. This section will likely be standard among most of the proposals your company sends, so store it in a content library to simplify the process of dropping it into your future templates.