PURPOSE OF LETTER : inform. congratulate enquire To make an adjustment.

To sell a product, service or scheme.

To apply for a job COURTESY RECEIVER MEN Profession * WOMEN. Martial Status is unknown MYA. 'OY' MS Married Profession Meners Finn

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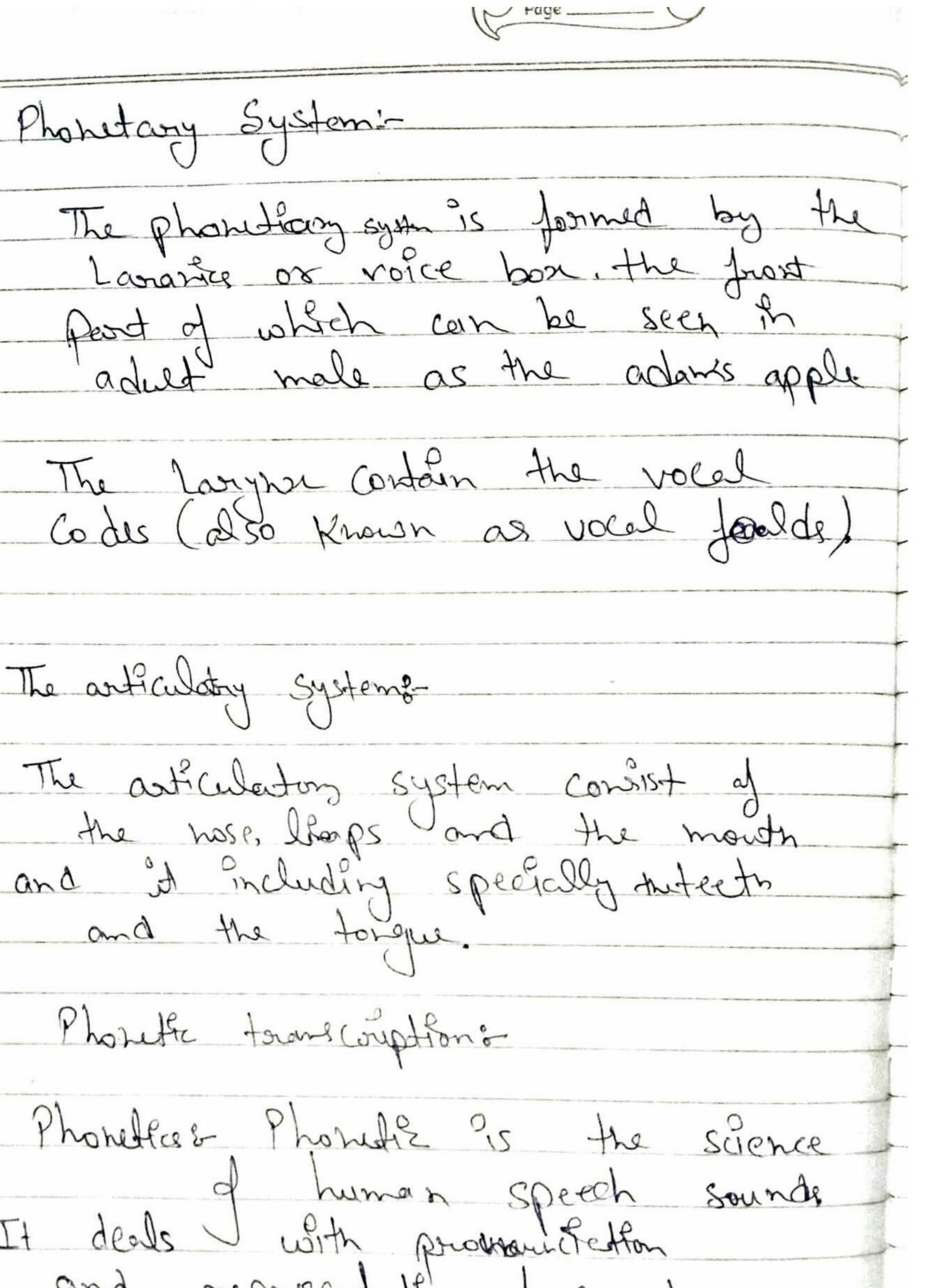
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Page No. 09
Date

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	U
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	duplicate library card and also ensured that
	You are, therefore requested to issue me a duplicate library cand and also ensured that no book is issued on that card in future.
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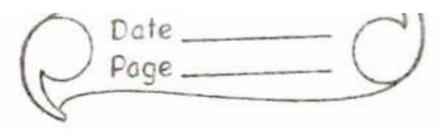
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aboutmers mornage comme to turn hu with temanta uses Know From this marriage



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voice s types of sentence spo

The pitch of own voice falls on the tohic syllable. We use falling tone in ordinary sentences or condinary statements. fuestion statement, polite expression, greetings we use a rising tone en polite questione. Condétable en priesson, polite requel. Disnet question. je talling-Risting Tone (V) There is a charge in the pitch from high to low. The symbol (v) is used here to indicate a sise and fall of tone.

The eyes one hat here's The eyes and hert have is a unique tony Peroduce by Ruekin Bond, It gne a glimpee of the working the hind of a blind man. It is a human wedness that we want to hide our defeats from one our mater. The strong to elights on Ruskin Bond's understanding human might. The experience of a blind man may be different from the especianu of there who Can sees in the stoony or belind men uses sitting in a comparations da town on his foomey foun He has been alone in the comportant up to Rohang and then a blind gial entered and sittled hergelf there The blind mein Couldn't see but heared i her entering en the compositionent. The girls parents gave the some he neer very sensithe to

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The grad got down of leaving behind the pay

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passenger whether the gard kept long havn or Showed being the how passenger shown his guestion al didn't hatte her have He told the blind non the he wer much about her eyes which were very beautiful
but of he use as she was

completely bland. He caked the
blind man "Didfirst you hather?"

the end of the stony is very
appealing who the sworders come to
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blind, but each thought of
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had her had eye side. A resume is an abstract on selective record of ones proffessional and educational achievement others terms like curricular vitae and bio-dates were often used synonymously for susume.

Essentiale for susume wereting to

- 1) Good resume às associtéen in accordance to the purpose
- 1) It should analyse well the audience.
- 3) It must boung Proto light the visitue of compplicant.

 (4) It should be workten in simple term.

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EIt should be well wouthen, divided into short pareigner phs.

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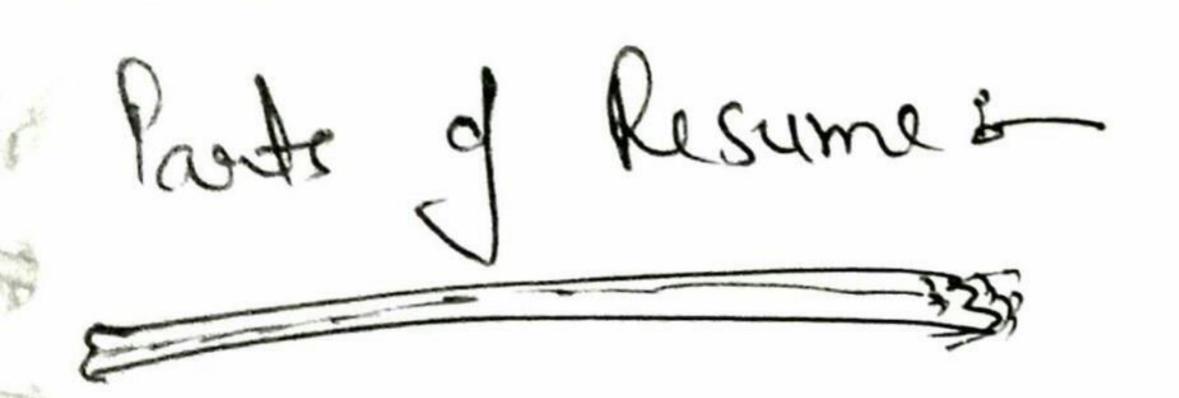
e It should be type wontten

It should provide complete relevant Enformeten of

appli Cants.

The information orequired at a resume. It has usually been The At coveringed in charanological ander which helps

the employens to find information, they had.



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what is the hidden meening of magi as finish on what is the Significance of the 49the of the story the gift of margin? The woord may's means the three wiseman from the east who brought offerings to the material Jesus. They were the baembers of pension pricetly coefe. There is a strong in the Bible that these there wise man from the east, guided by a bridestern, reached forth bethelab where the Savious of manking was books. They offered their near gift to the infant infant Jesue when he was on a manger in a catalshed. Since then the tradition of girling christmer gift the Stanted The title of Ocherry's story is the 'Grift of the Maeji,. Ey you want to Judge the orelevant of the 19the, we have to go to the mean story. The story survelves around 2im and Della. The wife and husband lone Cach other passonately. Each wants to give a charmed gift to other but the problem before that is there francial Gusis. The stoom begins with della country money which she had saved for her husband. Saved for buying a chaisther gift for her husband. But BA Cents is an amount too small to buy a gift. She cut off her long beautiful hair furtize and bought a plat num phob chair for her husband gald weath. and be 29m on the other hand sold he weath to buy a pain of comb for her wife's beautifu hour. Appointly its seeme that these two forlish lover have unwisely Sacrificed for each other their governot possession. But when viewed analytheally, it becomes clear that their savi free do not go weater like the may! they have gift to each other. O. Henry Says that they two one the wiseet among those who offere gift to each other. tour love where The incident shows that theirs is the lovers believe en sacrifice. Thue, the title of this story is quite a ppropriet 13-02-202c

Enploitation]

How did 29m and Della en press Heir Jone

2°m and Dalla love each other passontly it is the charishmen eve and both the heaband and the write are arxformed by give a chartenes gift to each other. 2°m was hat such whather he were poor.

He sold his gold weath which was his pound possession in order to graise some money in which he could buy a gift for his winge. Della also sold her large here and got 20 dellars. She bought a plantinum this for her husband's weeten. Their grifts were weller for each other for a while. But this giving and generify gift helped them to express their and generify gift helped them to express their

love to cach other.

Job Applications

application letters which are submitted along with resume are called application letter.

The purpose of such application & letter is to let book the reader what is sent, why it is sent and how can be benefit the Senden by reading it.

En wick lines for preparing Job applications!

- * Avoid repetition since the time of needer is very preclous
- * Avoid sie durdant phoiases. . Dike to whom It may concern.
- * Be specific
- * Include your convert salary

Types of Job opplication:

- 1 Solicited application letter: Application letter worlden in susponse to announce on advertise post is known as the Solicited opplication letter.
- (Onsalicited application letter:-

Application Idden worther in suspoke to un announced on un adventise post " called as un solicited application Out ten

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Business letters orefore to any worlten Communication that begine with Salutation and end with Signeture. the contents of business letters here professivel in hadwe tisto sucally Business letters were sent thorough postal modes on cowiews, although the indernet is orcifiedly changing the usery of business Communication.

Poinciples of worlsten bui

Wordten bieness communication is on effective means of undring in touch with who are separated by distance wouldten Communited : become indéspensible since we want to Keep worthen sucord of what we sould, to whom and on what topke.

A written must follow the following step-while writing a businer letter.

Oplanning @ worlting 3 Revising @ Editing

* Impardant fender of om effettre busines letters

Business letton are important part of any profushue Job. Some important feature of a good bushing latter are borevity, clarity, accuracy, politeress, Consideration of the addonssee.

Basic letter format on form of business letterist of Black format:

The this format all the Clements such as date, Salutation Paragraph all start for from the left hand maryin.

Be modified block formation of block and indented format.

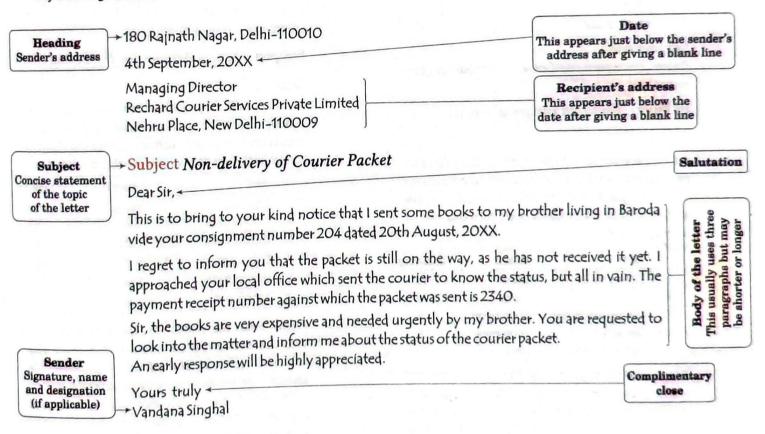
This format is a frintene of block and indented format.

A. Business Letters

These include letters of enquiry/asking for information, replying to letters received, placing orders and sending acknowledgement, cancelling orders.

Sample Business Letter

You had sent some books through Rechard Courier Services Private Limited, New Delhi, to your brother living in Baroda. After a week your brother reported that he had not received the books. The local office of the company does not have any satisfactory answer to your verbal complaint. Write a letter to the Managing Director, Rechard Courier Services Private Limited, New Delhi, stating the facts and asking for immediate action. You are Vandana Singhal /Avinash Pandey of 180 Rajnath Nagar, Delhi.

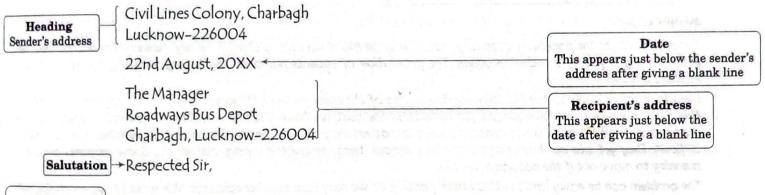


B. Official Letters

These includes letters of complaint, making enquiries and making request and appeals.

Sample Official Letter

Write a letter to the Manager of a local bus depot pointing out that there are very few buses plying on your route in the morning and these are invariably late, causing great inconvenience to the daily passengers.



Subject Concise statement of the topic of the letter

Subject Very Few Buses Plying to Krishna Nagar

I wish to draw your attention towards the frequency of buses from Charbagh to Krishna Nagar between 6.30 am and 10:00 am. The buses plying on this route are highly irregular, causing great inconvenience to the daily commuters. I travel by bus numbers 470 and 471 from Charbagh to Alambagh, but I have to spend hours waiting for a bus. Often I am late for work and I have to take a taxi, which is beyond my means. Because of this irregularity, the buses are overcrowded and do not even stop. Considering the fact that this is a highly populated area, more buses should be plied on this route, at least during the peak hours in the morning and evening. If possible, please ply more limited buses or point to point buses on this route for the convenience of the daily commuters, who are already harassed. Please look into the matter and take appropriate action without further delay.

Body of the letter
This usually uses three
paragraphs but may
be shorter or longer

Sender Signature, name and designation (if applicable) Thanking you Yours faithfully ∫ Neelam Yadav

Complimentary

C. Letters to the Editor

Letters to the editor of a newspaper or magazine form an important part of the paper. Such letters voice the opinion of the people and provide them a platform to express their agreement, disagreement or reaction to the news and views contained in the newspaper.

These letters can also raise issues of social, political and economic interest and generally center around public reactions. They provide a forum to the readers to express their strong feelings and reactions to local, national and international issues.

Salient Features

- (i) Format Same as that of the business letter
- (ii) The Receiver's Address The Editor, (ABC newspaper) XYZ (city)
- (iii) Salutation Sir/Madam

Sample Letter to the Editor

Wrire a letter to the editor of 'The Hindustan Times' New Delhi, about water shortage in your colony. You are a Pandit.

Heading Sender's address 5th March, 20XX	This appears just below the sender address after giving a blank line
The Editor The Hindustan Times, New Delhi-110001	Recipient's address This appears just below the date after giving a blank line

Subject Concise statement of the topic of the letter

→ Subject Water Scarcity in ABC Colony

Through the columns of your esteemed newspaper I would like to draw the attention of the authorities of Ghaziabad about water scarcity in our colony. In our colony water is supplied for only ten minutes in the morning and for the same time in the evening. We have to depend on this water and those from tankers. For the rest of the day, the taps remain dry. Even the quality of water supplied is very unhygienic. Recently, there have been stray cases of water-borne diseases such as typhoid and jaundice. It is feared that they may break out in an epidemic form if the quality of water supplied is not improved. Furthermore, purchasing water daily is burning holes in our pockets. The situation is causing immense stress in all respects. Many representations have been made to the authorities, but all in vain.

We hope that the concerned authorities will take immediate steps to ensure adequate supply of good quality water.

It is suggested that the Municipal Water Corporation should provide us with connections from the main water line which has been laid hardly 200 metres away from this colony.

Sender Signature, name and designation (if applicable)

Yours sincerely ← → Ida Pandit Complimentary close

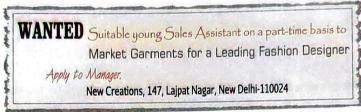
Body of the letter
This usually uses three paeagraphs but may be shorter or longer

D. Letters of Job Application

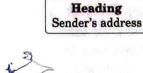
A job application has two parts. One is a covering letter and the other is the bio-data to be sent along with covering letter.

Sample Letters of Job Application

Read the following advertisement.



Write an application in response to this advertisement



23 Kunwar Kunj Balark Road, Deoria-274006 4th March, 20XX

The Manager

New Creations New Delhi-110024

Respected Sir +

Date

This appears just below the sender's address after giving a blank line

Recipient's address

This appears just below the date after giving a blank line

Subject Concise statement of the topic of the letter

Subject Application for the Post of Sales Assistant

Salutation

I read your advertisement for the post of a Sales Assistant on a part-time basis in the 'Times of India, 'dated 27th February, 20XX and I wish to apply for the same. I enclose details of my educational qualifications and experience in my bio-data. I can provide testimonials and certificates if you require them. If you consider that my application is meritorious, I am available for an interview at any time to suit your convenience.

Sender Signature, name and designation (if applicable)

Enclosures

Yours faithfully Manay Mishra

➤ Enclosed : Bio-data

Complimentary close

Body of the letter This usually uses three paragraphs but may

Bio-data

Name

Home address

Mobile

Educational qualifications

Extra qualifications

Experience

Age

Personal details

Religion Hobbies

Salary expected

Experience References Manav Mishra

23 Kunwar Kunj, Balark Road, Deoria-274006

93359XXXXX

(i) Senior Secondary School Examination with Commerce in first division

(ii) BA with Home Science in first division

Diploma in stitching and tailoring

Worked in a boutique as a saleswoman for 1 year

22 years

Excellent health

Hindu

Embroidery, stitching

₹ 3000 per month

Working for last 3 years in 'Gopal Readymade Garment House' (export house)

(i) KP Singh (Manager) PNB Deoria

(ii) SP Gupta, General Manager of Sales, Gopal Export House, Deoria

RESUME' WRITING

A resume (or curriculum vitae) is a brief summary of your abilities, education, experience, and skills. A successful résumé will review, summarize, and present your training, experience, and achievements clearly and concisely. Its main task is to convince prospective employers to contact you for an interview. Resumes are used for most jobs and are generally 1-2 pages. Curriculum vitae are used in academics and can be longer.

The resume has three major purposes:

- 1. To help you get a personal interview;
- 2. To provide the employer with reference material during the interview;
- 3. To serve as a reminder to the employer after the interview.

Types of Resumes:

- 1. Chronological Resume
- 2. Functional Resume
- 3. Combination Resume
- 4. Targeted resume

Chronological Resume: A chronological resume starts by listing your work history, with the most recent position listed first. Your jobs are listed in reverse chronological order with your current or most recent job, first. Employers typically prefer this type of resume because it's easy to see what jobs you have held and when you have worked at them. This type of resume works well for job seekers with a strong, solid work history.

Functional Resume: A functional resume focuses on your skills and experience, rather than on your chronological work history. It is used most often by people who are changing careers or who have gaps in their employment history. The body of a functional resume highlights your major skill areas. Emphasis is placed on your skills, not on work experience. Job titles, dates, or name of employers may be left out. However, other sections may include a job objective, information on education, a summary of abilities, and memberships and other work-related associations. You may label the section describing your skills in a variety of ways, such as:

- Skills
- Abilities
- Accomplishments

- Experience
- Areas of Competence

Combination Resume: A combination resume lists your skills and experience first. Your employment history is listed next. With this type of resume you can highlight the skills you have that are relevant to the job you are applying for, and also provide the chronological work history that employers prefer.

- You have a steady and progressive employment history.
- You are applying for a position for which the chronological resume is expected but you also want to highlight qualifications from earlier positions.
- You are writing a targeted resume and need an effective way to match your skills to the job requirements.

Targeted Resume: A targeted resume is a resume that is customized so that it specifically highlights the experience and skills you have that are relevant to the job you are applying for. I t's well worth the effort, especially when applying for jobs that are a perfect match for your qualifications and experience.

- You know the title of the position you are interested in and have a good idea of the qualifications that will be required for entry into this position.
- You are applying in response to an employment
- advertisement.
- You are applying to a specific company.

You have several different specific career objectives and want a different resume for each one.

Resume Structure: The resume structure is important in more than one way. The ideal resume structure gives the resume a professional outlook while displaying a career-oriented attitude of the applicant. Also it influences the flow of the resume and thereby affecting its readability. Hence, constructing your resume perfectly will improve your chances of gaining that important interview call. Each applicant decides on the structure of the resume as per his strengths, capacities and the expectations of his prospective employer and hence, every resume tends to differ from the other.

A resume is divided in three sections: 1. Introduction 2. Primary Section 3. Secondary Section

1. Introduction:

As the name suggests this section introduces the document to the employer. It includes only two sub sections namely header and objectives.

Header: This includes name and contact details of the applicants. The document opens up with these details. Highlight your name in bold form in an eye catching way. Do not use numbering or bullets to write information like address, email id or telephone number.

Objectives: The objective holds the ambitions and career plans of the applicant. The employer tries to figure out the candidate's potentials, his expectations from the job and how he plans to shape up his own career with this job. The objective should be so well written that it interests the employer in knowing more about your credentials.

2. Primary Section:

This is the most important part of the resume. The employer spends maximum time reading this section and thus the contents, the look and the flow of this section has to be perfect. Adopt the reverse chronology for all the subsections. Ideally, the experience section should get more prominence and therefore should come first. Nevertheless applicants can put forth educational qualification section prior if they wish to stress on it more.

Experience: This section includes your work history with details like your designation, where you worked, the total work duration and the responsibilities you handled during your working period. Using bullet format and action words is a good way of emphasizing the work done by you within the responsibilities section. Elaborate this section wisely to bring out the best of your capacities.

Educational Qualifications: This includes the qualifications gained by you. This section should also include the name of the awarding body, year of passing and the grades scored so that the employer has better understanding of your qualifications.

Certifications: This section includes the skills and abilities acquired by attending courses, internships, workshops or training sessions etc. Certifications help you understand your area of work better by teaching you more whereas the licenses give you the authority to perform that particular work.

Achievements: This includes the awards and the accolades won by the applicant during his course of work or studies. Include a maximum of 4 achievements to avoid making it look immodest.

3. Secondary Section

Personal Details: These details help the employer in knowing you better beyond your professional status. It includes family background, marital status, age, hobbies etc. In reality, these details do not matter to the employer.

References: This includes the name and contact details of people you have worked with or studied under the guidance of. However, the practice of writing references is slowly thinning down and concluded in only one sentence, 'available upon request.' The references should always come last in the resume.

Resume Presentation

General editing and proofreading: A fresh eye can spot any mistakes you may have missed, and another reviewer may also notice when there is a better way of saying something, a clearer way to make a point. Many a time resumes are rejected by employers for misspellings.

Resume Parsing Services: "Resume Parsing Systems" Computer programs, if any, actually filter through resumes utilizing key words to choose resumes that have a set percentage of and / or match the key words.

Key words from the job posting: Since a Parsing Service may be utilized, it is useful to include actual wording from the job posting within your resume.

Titles are important: Be sure that the job titles on your resume match the job position for which you are applying.

Don't use the Page Header and Footer Features: Your resume will probably not make it past the Parsing Service if you put your contact information, etc. as a header or footer. Using a page header or footer on your resume is a good way not to get noticed.

Legible and attractive: Stay with the traditional Times New Roman, Verdana, Arial, or Courier The font size for the content could be between 11 and 12 points, and for headers could be between 12 and 14. Anything smaller is difficult for some people to read; anything larger is unnecessary. The content should be in black, however for the sake of highlighting headers, one can used dark gray, and a deep navy blue color too. As for weight and size, with the computer you are able to call attention to words that highlight important elements — including your name and contact information — by sparingly using bold, italic and larger type for emphasis.

Creative white space: Much as with effective print advertising, a relatively simple, uncluttered look best projects your message. In most all cases there is elegance in simplicity, to make your unique qualities stand out on the printed page.

Final formatting: Always check the job posting requirements to be sure you are submitting your resume in the preferred format. Whether you submit your resume as an email attachment, inline in an email, or hard copy via postal mail or fax, it is important to send it in a format that is simple for the receiving end to use.

Preferred file format for email attachments: Check to see what attachment format, if any, is listed. The most commonly preferred format is Microsoft Word.

Your resume's file name: As the file name (save as name) of your resume, use your name and the position for which you are applying.

Summary: By conveying your truth in creating both the look and content of your resume, your unique skills will make it to the desk of the employer. Hopefully the interview will be the next step.

Cover Letter

The cover letter will give splendid look to your resume. The letter basically consists of a request or you can say self-recommendation on the basis of what work experience you have garnered and how and why do you think the recruiter or employer should give you preference over other candidates applying for the same post. Cover letters are short and should have the post applied for, written clearly and also from where you have come to know of the vacant position in that particular organization.

It is best to personalize the letter for maximum impact on the reader, whoever it be, whether a recruiting agency or the employer directly. You have to give factual statements of your achievements if that is your plus point. Else, you could mention what you think of the company that is making you apply for working with them and how do you think it would benefit you as well as the company with the mutual association. We anticipate that furnished information regarding the cover letter will be useful for you in creating a cover letter for your resume in an efficient way.

Cover Letters Format: A cover letter mainly consists of three paragraphs. The three paragraphs should be written separately. Each paragraph has its own importance. These three paragraphs are written in a way that you can inform about yourself, and request the employer for an interview. The three paragraphs should be precise but very clear and impressive. A cover letter should not be too descriptive, that the employer gets bored reading it. You just need to mention the skills in a short and an impressive manner to get an interview call, and thus your purpose gets solved.

Cover Letter Sample:

Your Name
Your Address with city, state, pin code
Your Contact
Number Your Email
Id Date:

To,
Name of the Employer
Name of the Organization
Address of the Organization

Dear Sir (Salutation),

First Paragraph: In the first paragraph, you need to request politely that you would like to apply for the vacancy, and you also need to mention the source from where you came to know about the job vacancy. If you are attaching your resume with the cover letter, also mention the same in this paragraph. You can mention that you are attaching the cover letter for the further reference of the employer.

Second Paragraph: In the second paragraph mention about your qualifications you possess relating to the job requirements. You should also mention the skills you possess which would be helpful in the job profile. The skills should be mentioned in such a way that the employer is impressed by your skills and qualities, and calls you for an interview. Overall, it can be said that you have to convince the employer that you are the best candidate for the job profile.

Third Paragraph: This is the final and concluding part of your cover letter. In this paragraph you need to request the employer to call you for an interview if s/he finds you fit for the profile. Mention that, if the employer wants to meet you in person to discuss about your knowledge and skills, he can revert back on the contact number or your given email id.