

# **National Diploma In English**

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தேசிய ஆங்கில டிப்ளோமா

# **22**

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## 22ம் நூலிற்கான அறிமுகம்

24 புத்தகங்கள் கொண்டதான பாடநெறியில் இது இருபத்தியிரண்டாவதாகும். கடந்த புத்தகங்களை போன்று இதிலும் ஆங்கில மூலமான கணினிக்கற்கைகளில் முக்கியமான இலத்திரனியல் வர்த்தகம் பற்றி பார்க்க உள்ளோம்.

## E-COMMERCE

### Commerce

Before we get into a complete discussion of e-commerce, it is helpful to have a good mental image of plain old commerce first. If you understand commerce, then e-commerce is an easy extension.

Merriam-Webster's Collegiate Dictionary defines commerce as follows:

com.merce n [MF, fr. L commercium, fr. com- + merc-, merx merchandise] (1537) 1: social intercourse: interchange of ideas, opinions, or sentiments 2: the exchange or buying and selling of commodities on a large scale involving transportation from place to place

We tend to be interested in the second definition

So commerce is, quite simply, the exchange of goods and services, usually for money. We see commerce all around us in millions of different forms. When you buy something at a grocery store or at Wal-mart you are participating in commerce. In the same way, if you cart half of your possessions onto your front lawn for a yard sale, you are participating in commerce from a different angle. If you go to work each day for a company that produces a product, that is yet another link in the chain of commerce. When you think about commerce in these different ways, you instinctively recognize several different roles:

**Buyers** - these are people with money who want to purchase a good or service.

**Sellers** - these are the people who offer goods and services to buyers. Sellers are generally recognized in two different forms: retailers who sell directly to consumers and wholesalers or distributors who sell to retailers and other businesses.

**Producers** - these are the people who create the products and services that sellers offer to buyers. A producer is always, by necessity, a seller as well. The producer sells the products produced to wholesalers, retailers or directly to the consumer.

You can see that at this high level, commerce is a fairly simple concept! Whether it is something as simple as a person making and selling popcorn on a street corner or as complex as a contractor delivering a space shuttle to NASA, all of commerce at its simplest level relies on buyers, sellers and producers.

## **The Elements of Commerce**

When you get down to the actual elements of commerce and commercial transactions, things get slightly more complicated because you have to deal with the details. However, these details boil down to a finite number of steps. The following list highlights all of the elements of a typical commerce activity. In this case, the activity is the sale of some product by a retailer to a customer:

If you would like to sell something to a customer, at the very core of the matter is the something itself. You must have a product or service to offer. The product can be anything from pins to flights. You may get your products directly from a producer, or you might go through a distributor to get them, or you may produce the products yourself.

You must also have a place from which to sell your products. Place can sometimes be very ephemeral - for example a phone number might be the place. If you are a customer in need of a back rub, if you call "Judy's Backrubs, Inc." on the telephone to order a back rub, and if Judy shows up at your office to give you a backrub, then the phone number is the place where you purchased this service. For most physical products we tend to think of the place as a store or shop of some sort. But if you think about it a bit more you realize that the place for any traditional mail order company is the combination of an ad or a catalog and a phone number or a mail box.

You need to figure out a way to get people to come to your place. This process is known as marketing. If no one knows that your place exists, you will never sell anything. Locating your place in a busy shopping center is one way to get traffic. Sending out a mail order catalog is another. There is also advertising, word of mouth and even the guy in a chicken suit who stands by the road waving at passing cars! You need a way to accept orders. At Wal-mart this is handled by the check out line. In a mail order company the orders come in by mail or phone and are processed by employees of the company.

You also need a way to accept money. If you are at Wal-mart you know that you can use cash, check or credit cards to pay for products. Business-to-business transactions often use purchase orders. Many businesses do not require you to pay for the product or service at the time of delivery, and some products and services are delivered continuously (water, power, phone and pagers are like this). That gets into the whole area of billing and collections.



You need a way to deliver the product or service, often known as fulfillment. At a store like Wal-mart fulfillment is automatic. The customer picks up the item of desire, pays for it and walks out the door. In mail-order businesses the item is packaged and mailed. Large items must be loaded onto trucks or trains and shipped.

Sometimes customers do not like what they buy, so you need a way to accept returns. You may or may not charge certain fees for returns, and you may or may not require the customer to get authorization before returning anything.

Sometimes a product breaks, so you need a way to honor warranty claims. For retailers this part of the transaction is often handled by the producer.

Many products today are so complicated that they require customer service and technical support departments to help customers use them. Computers are a good example of this sort of product. On-going products like cell phone service may also require on-going customer service because customers want to change the service they receive over time. Traditional items (for example, a head of lettuce), generally require less support than modern electronic items.

You find all of these elements in any traditional mail order company. Whether the company is selling books, consumer products, information in the form of reports and papers, or services, all of these elements come into play.

In an e-commerce sales channel you find all of these elements as well, but they change slightly. You must have the following elements to conduct e-commerce:

A product

A place to sell the product - in the e-commerce case a web site displays the products in some way and acts as the place

A way to get people to come to your web site

A way to accept orders - normally an on-line form of some sort

A way to accept money - normally a merchant account handling credit card payments. This piece requires a secure ordering page and a connection to a bank. Or you may use more traditional billing techniques either on-line or through the mail.

A fulfillment facility to ship products to customers (often outsource-able). In the case of software and information, however, fulfillment can occur over the Web through a file download mechanism.

A way to accept returns

A way to handle warrantee claims if necessary

A way to provide customer service (often through email, on-line forms, on-line knowledge bases and FAQs, etc.)

In addition, there is often a strong desire to integrate other business functions or practices into the e-commerce offering. An extremely simple example — you might want to be able to show the customer the exact status of an order.

## The Lure of E-commerce

The following list summarizes what might be called the “lure of e-commerce”:

**Lower transaction costs** - if an e-commerce site is implemented well, the web can significantly lower both order-taking costs up front and customer service costs after the sale by automating processes.

**Larger purchases per transaction** - Amazon offers a feature that no normal store offers. When you read the description of a book, you also can see “what other people who ordered this book also purchased”. That is, you can see the related books that people are actually buying. Because of features like these it is common for people to buy more books than they might buy at a normal bookstore.

**Integration into the business cycle** - A Web site that is well-integrated into the business cycle can offer customers more information than previously available. For example, if Dell tracks each computer through the manufacturing and shipping process, customers can see exactly where their order is at any time. This is what FedEx did when they introduced on-line package tracking - FedEx made far more information available to the customer.

People can shop in different ways. Traditional mail order companies introduced the concept of shopping from home in your pajamas, and e-commerce offers this same luxury. New features that web sites offer include:

- The ability to build an order over several days
- The ability to configure products and see actual prices
- The ability to easily build complicated custom orders
- The ability to compare prices between multiple vendors easily
- The ability to search large catalogs easily

**Larger catalogs** - A company can build a catalog on the web that would never fit in an ordinary mailbox. For example, Amazon sells 3,000,000 books. Imagine trying to fit all of the information available in Amazon's database into a paper catalog! Improved customer interactions - With automated tools it is possible to interact with a customer in richer ways at virtually no cost. For example, the customer might get an email when the order is confirmed, when the order is shipped and after the order arrives. A happy customer is more likely to purchase something else from the company. It is these sorts of advantages that create the buzz that surrounds e-commerce right now.



There is one final point for e-commerce that needs to be made. E-commerce allows people to create completely new business models. In a mail order company there is a high cost to printing and mailing catalogs that often end up in the trash. There is also a high cost in staffing the order-taking department that answers the phone. In e-commerce both the catalog distribution cost and the order taking cost fall toward zero. That means that it may be possible to offer products at a lower price, or to offer products that could not be offered before because of the change in cost dynamics.

However, it is important to point out that the impact of e-commerce only goes so far. Mail order sales channels offer many of these same advantages, but that does not stop your town from having a mall. The mall has social and entertainment aspects that attract people, and at the mall you can touch the product and take delivery instantly. E-commerce cannot offer any of these features. The mall is not going to go away anytime soon...

### **Easy and Hard Aspects of E-commerce**

The things that are hard about e-commerce include:

- Getting traffic to come to your web site
  - Getting traffic to return to your web site a second time
  - Differentiating yourself from the competition
  - Getting people to buy something from your web site. Having people look at your site is one thing. Getting them to actually type in their credit card numbers is another.
  - Integrating an e-commerce web site with existing business data (if applicable)
- There are so many web sites, and it is so easy to create a new e-commerce web site, that getting people to look at yours is the biggest problem.

The things that are easy about e-commerce, especially for small businesses and individuals, include:

- Creating the web site
  - Taking the orders
  - Accepting payment
- There are innumerable companies that will help you build and put up your electronic store.

## Building an E-commerce Site

The things you need to keep in mind when thinking about building an e-commerce site include:

**Suppliers** - this is no different from the concern that any normal store or mail order company has. Without good suppliers you cannot offer products.

**Your price point** - a big part of e-commerce is the fact that price comparisons are extremely easy for the consumer. Your price point is important in a transparent market.

**Customer relations** - E-commerce offers a variety of different ways to relate to your customer. E-mail, FAQs, knowledge bases, forums, chat rooms... Integrating these features into your e-commerce offering helps you differentiate yourself from the competition.

**The back end:** fulfillment, returns, customer service - These processes make or break any retail establishment. They define, in a big way, your relationship with your customer.

When you think about e-commerce, you may also want to consider these other desirable capabilities:

- Gift-sending

- Affiliate programs

- Special Discounts

- Repeat buyer programs

- Seasonal or periodic sales

The reason why you want to keep these things in mind is because they are all difficult unless your e-commerce software supports them. If the software does support them, they are trivial.

### Affiliate Programs

A big part of today's e-commerce landscape is the affiliate program (also known as associate programs). This area was pioneered by Amazon. Amazon allows anyone to set up a specialty book store. When people buy books from the specialty store, the person who owns the specialty bookstore gets a commission (up to 15% of the book's list price) from Amazon. The affiliate program gives Amazon great exposure because hundreds of thousands of specialty bookstores popped up all over the web. Therefore this model is now copied by thousands of e-commerce sites. If you are setting up an e-commerce site you will want to consider an affiliate program as one way to get exposure. BeFree and Link Share are two companies that help e-commerce sites set up affiliate programs.



A relatively new twist on affiliate programs is the CPC Link (CPC=Cost Per Click), also known as affiliate links or click-thru links. You put a link on your site and the company pays you when someone clicks on the link. A typical payment ranges from Rs2.00 to Rs.80.00 cents per click. Affiliate links represent the middle ground between banner ads and commission-based affiliate programs. With banner ads, the advertiser takes all the risk — if no one clicks on the banner then the advertiser wastes money. Commission-based affiliate programs place all the risk on the web-site. If the web site sends a bunch of people to the affiliate e-commerce site but no one buys anything, then it has no value for the web site. In CPC links, both sides share risks and rewards equally. You may want to consider setting up this sort of affiliate program to gain exposure for your e-commerce site.

### பயிற்சி 1

1. Write in detail : e-commerce
2. What are the elements of e-commerce
3. How to set up e-commerce
4. What are the advantages and disadvantages of e-commerce

### பயிற்சி 2

கீழே உள்ள வசனங்களை எழுதி அவற்றிற்கு தரப்பட்டுள்ள அர்த்தங்களையும் எழுதுக

Raani, I met Ramanan last week. ராணி நான் ரமணனை கடந்த வாரம் சந்தித்தேன். Is it? How was he? How did you meet him? அப்படியா? அவன் எப்படி இருந்தான்? நீ எப்படி அவனை சந்தித்தாய்?

It was something surprising. He had been invited to our company get-together. அது ஒரு ஆச்சரியம். அவன் எங்கள் நிறுவன ஒன்றுகூடலுக்கு அழைக்கப்பட்டிருந்தான். He gave a speech there. அவன் அங்கே பேசினான்.

Oh good. Did he meet you personally? ஓ, நல்லது. அவன் உன்னை தனியாக சந்தித்தானா?

Yes. When he saw me he recognized me and came to me. ஆம். அவன் என்னை பார்த்த போது என்னை அடையாளம் கண்டு என்னிடம் வந்தான்

Oh interesting. What did he speak to you? ஓ ஆசையாக இருக்கிறது. அவன் உன்னிடம் என்ன கதைத்தான்.

He did not speak much. But it was nice meeting him. அவன் அதிகம் பேசவில்லை அவரை சந்தித்தது மகிழ்ச்சியாக இருந்தது.

Excuse me. Is the market in walking distance? மன்னிக்கவும். சந்தை நடை தூரத்தில் இருக்கிறதா?

No. It is quite far. You better go by bus. You can also take an auto. இல்லை அது அதிகத் தொலைவு. நீங்கள் பேருந்தில் போவது நல்லது. நீங்கள் ஆட்டோவும் எடுக்கமுடியும்.

Is the auto stand nearby? ஆட்டோ நிறுத்தும் இடம் அருகில் இருக்கிறதா?

Yes. It is in the other side. ஆம் இது அடுத்த பக்கத்தில் இருக்கிறது.

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Have you all finished writing? How about Suresh? நீங்கள் எல்லாரும் எழுதி முடித்து விட்டீர்களா? சுரேஷ் எப்படி?

No madam. I don't have a pencil. இல்லை. என்னிடம் பென்சில் இல்லை.

Why don't you take from someone? நீ ஏன் யாரிடமிருந்து எடுக்கவில்லை?

Rajan, why don't you give him a pencil? ராஜன். நீ ஏன் அவனுக்கு ஒரு பென்சிலை கொடுக்கக்கூடாது?

Sorry madam. I don't have a spare pencil. மன்னிக்கவும். என்னிடம் மேலதிக பென்சில் இல்லை.

How about Mani? மணி எப்படி?

I have a spare pencil. I will give him madam நான் மேலதிகமாக பென்சில் வைத்திருக்கிறேன். நான் அவனுக்கு கொடுப்பேன்.

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Vinoth, why don't you pay attention? வினேத். நீ ஏன் கவனிக்கவில்லை?

Where are you looking at? நீ எங்கே பார்த்துக்கொண்டிருக்கிறாய்?

Somebody is standing there. அங்கே யாரோ நின்றன்கொண்டு இருக்கிறார்கள்.

Who is that? அது யார்?

Kirupa's father. He is waiting for Kirupa. கிருபாவின் அப்பா. அவர் கிருபாவிற்காக காத்துக்கொண்டு இருக்கிறார்.

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Mahesh, are you coming to library? மகேஷ். நீ நூலகத்திற்கு வருகிறாயா?

No. It is time for school. I have to go to school now. இல்லை. பாடசாலைக்கு செல்ல நேரமாகிவிட்டது. நான் பாடசாலைக்கு இப்போது போக வேண்டியிருக்கிறது.

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Karuna, the results have been released. Arun had done well in English. கருணா. பரீட்சை மறுமொழி வெளியிடப்பட்டு இருக்கிறது. அருண் ஆங்கிலத்தில் நன்றாக செய்ததிருந்தான்.

Good. What has he got in English? நல்லது. அவன் ஆங்கிலத்திற்கு என்ன பெற்று இருக்கிறான்?

He has got distinction in English. அவன் ஆங்கிலத்தில் சிறப்புத்தேர்ச்சி பெற்றுள்ளான்.



What are you worried about? நீ எதைப்பற்றி கவலைப்படுகிறாய்?  
I am worried about my exams. நான் என்னுடைய பரீட்சையைப்பற்றிக் கவலைப்பட்டு இருக்கிறேன்.  
Why? What happened? ஏன்? என்ன நடந்தது?  
I'm feeling feverish. I am not able to study now. எனக்கு காய்ச்சல் இருப்பது போல் காணப்படுகிறது. நான் இப்போது படிக்க இயலாமாய் இருக்கவில்லை.  
Don't worry. Take some rest. It will be ok. கவலைப்படவேண்டாம். ஓய்வு எடு. இது சரியாகி விடும்.

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How is your fever now? உன்னுடைய காய்ச்சல் எப்படி இருக்கிறது?  
My fever is down. But I feel like vomiting. என் காய்ச்சல் குறைந்து இருக்கிறது. ஆனால் எனக்கு வாந்தி வருகிற மாதிரி உணர்கிறேன்.  
What did you eat? நீ என்ன சாப்பிட்டாய்?  
I did not eat anything. I had a tea only. நான் ஒன்றும் சாப்பிடவில்லை. நான் ஒரு தேனீர் மட்டும் குடித்தேன்.  
No. You should eat something. I will get you some biscuits. இல்லை. நீ ஏதாவது சாப்பிட வேண்டும். நான் உனக்கு சில பிஸ்கட் தருவேன்.

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Moorthy met with an accident. முர்த்தி ஒரு விபத்தில் சிக்கினான்.  
Oh God. What happened to him? ஓ.. கடவுளே. அவனுக்கு என்ன நடந்தது?  
He was badly hurt. He was in the ICU yesterday. அவனுக்கு பயங்கர காயம் ஏற்பட்டது. அவன் நேற்று அவசர சிகிச்சைப்பிரிவில் இருந்தான்.  
How is he now? What do the doctors say? அவன் இப்போது எப்படி இருக்கிறான்? வைத்தியர்கள் என்ன சொல்கிறார்கள்?  
Now he is out of danger. அவன் இப்பொழுது அபாயகட்டத்தில் இல்லை.  
Today he has been brought to the normal ward. இன்று அவன் சாதாரண பிரிவுக்கு கொண்டுவரப்பட்டிருக்கிறான்.

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Where is Raja? He was also absent yesterday. ராஜா எங்கே? அவனும் கூட நேற்று வரவில்லை.  
He was not well yesterday. நேற்று அவன் உடல் நலம் கெட்டிருந்தது.  
How is he today? அவன் இன்று எப்படி இருக்கிறான்?  
His fever is down today. But he feels like vomiting. He did not eat anything. அவனுடைய காய்ச்சல் இன்னு குறைந்து விட்டது. ஆனால் அவன் சத்தி வருகிறமாதிரி உணர்கிறான். அவன் எதுவும் சாப்பிடவில்லை.  
Ask him to eat something. Also he should be encouraged. அவனை சாப்பிடச் சொல்லி கேள். அத்தோடு அவன் உற்சாகமளிக்கப்படவும் வேண்டும்.  
Yes. He is fed up with his illness. ஆம். அவன் அவனுடைய நோயுடன் சலிப்படைந்து இருக்கிறான்.

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How are you getting on in your business? இப்பொழுது உன் தொழில் எப்படி போகிறது? I am doing well. Business was dull last month. நான் நன்றாக செய்கிறேன். வியாபாரம் போன மாதம் மந்தமாக (குறைவாக) இருந்தது.  
Why? What happened? ஏன்? என்ன நடந்தது?  
It is a seasonal business. It is normally dull in December. இது ஒரு காலப்பகுதி வியாபாரம். இது வழக்கமாக மார்கழி மாதத்தில் மந்தமாக இருக்கும்.

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How old are you? உங்கள் வயதென்ன?

I have just completed twenty. நான் இப்பொழுதுதான் இருபது முடித்திருக்கிறேன்

Are you married? நீ திருமணம் ஆனவரா?

No. I am a bachelor. இல்லை நான் திருமணமாகாதவர்.

What is your father? உங்கள் தகப்பனார் என்ன (தொழில்) செய்கிறார்?

My father is a teacher. என்னுடைய அப்பா ஒரு ஆசிரியர்.

How many brothers are you? நீங்கள் எத்தனை சகோதரர்கள்?

We are five. one elder brother and three younger brothers. நாங்கள் ஐந்து பேர். ஒரு முத்த சகோதரன் மூன்று இளைய சகோதரர்கள்.

How many sisters do you have? உங்களுக்கு எத்தனை சகோதரிகள்?

I have two sisters. எனக்கு இரண்டு சகோதரிகள்.

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Was there any phone call for me? எனக்கு ஏதாவது போன் வந்ததா?

Yes. There were two calls. One from Ratha and the other from one Mr.Suresh ஆம். இரண்டு அழைப்புகள் வந்தன. ஒன்று ராதாவிடம் இருந்து. அடுத்தது சுரேஸ் என்று ஒருவரிடம் இருந்து.

Did they leave any message? அவர்கள் ஏதாவது செய்தி தந்திருந்தார்களா?

Ratha asked you to call her back tonight and Mr.Suresh said that he will come here on saturday. ராதா இன்றிரவு தனக்கு போன்செய்யும்படி கேட்டிருந்தார். சுரேஸ் என்பவர் இந்த சனிக்கிழமை தான் இங்கு வருவதாக சொன்னார்.

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Can you bring my book tomorrow? நீங்கள் என்னுடைய புத்தகத்தை நாளைக்கு கொண்டுவரமுடியுமா?

No. I will not come tomorrow. இல்லை, நான் நாளைக்கு வரமாட்டேன்.

Why? Are you going anywhere? ஏன்? நீங்கள் எங்கேயாவது போகிறீர்களா?

Yes. I have to go to Jaffna. நான் யாழ்ப்பாணத்திற்கு போகவேண்டியிருக்கிறது.

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When are you going to Jaffna? எப்போது யாழ்ப்பாணத்திற்கு போகிறாய்?

Tonight. I will take the night train to Vavuniya. இன்று இரவு. நான் வவுனியாவிற்கு இரவுப்புகைவண்டி எடுப்பேன்.

Have you bought the ticket? நீங்கள் டிக்கெட் வாங்கி விட்டீர்களா?

No. I will have to get it at the station. இல்லை, நான் இதை நிலையத்தில் எடுக்கவேண்டி இருக்கும்.

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How are you going to the party? How can I meet you there? எப்படி நீ விருந்துக்கு போகிறாய்? எப்படி நான் அங்கே உன்னை சந்திக்க முடியும்?  
I will wait for you at the bus stop. We will go together. நான் அந்த பேருந்து நிலையத்தில் உனக்காக காத்து நிற்பேன். நாம் சேர்ந்து போவோம்.

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What time does the movie start? என்ன நேரம் சினிமா ஆரம்பமாகிறது?  
The movie starts at 5.30. சினிமா 5.30 க்கு ஆரம்பமாகிறது.  
Time is 5 now. Can we go on time? இப்போது 5 மணி. நாங்கள் நேரத்திற்கு போக முடியுமா?  
It is only 10 minutes walk from here. If we start in another 20 minutes, we will reach on time. இங்கே இருந்து 10 நிமிட நடைதான் அடுத்த 20 நிமிடத்தில் வெளிக்கிட்டால் நாம் சரியான நேரத்திற்குப் போய் சேருவோம்.

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How far is the market from here? சந்தை இங்கிருந்து எவ்வளவு தூரத்தில் இருக்கிறது?  
It is only a ten-minutes walk. நடந்தால் பத்தே நிமிடத்தொலைவு.  
Will there be any bus now. இப்போ ஏதாவது பேருந்து இருக்கிறதா?  
No. If you want, you can take an auto. There is an auto stand in the other side. இல்லை, உங்களுக்கு வேண்டும் என்றால். நீங்கள் ஆட்டோ எடுக்க முடியும். அடுத்த பக்கத்தில் ஒரு ஆட்டோ நிறுத்தும் இடம் இருக்கிறது.

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Why are you laughing? ஏன் சிரித்துக்கொண்டு இருக்கிறாய்?  
Just see him how he walks? அவன் எப்படி நடக்கிறான் என்று பார்?  
Don't laugh at others. If possible go and help him. மற்றவர்களை பார்த்து சிரியாதே. முடிந்தால் போய் உதவி செய்.

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Have you finished your work? நீ உன்னுடைய வேலையை முடித்து இருக்கிறியா?  
No. I want someone to help me. இல்லை. எனக்கு ஒரு நபரின் உதவி தேவை?  
Don't depend upon others. Try to do it yourself. மற்றவர்களையே நம்பி இருக்காதே. நீ அதை செய்வதற்கு முயற்சி செய்

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Why are you shouting? Don't lose your temper. நீ ஏன் சத்தம்போட்டுக்கொண்டு இருக்கிறாய்? கோபப்படாதே

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What are you doing? என்ன செய்து கொண்டு இருக்கிறாய்?  
Nothing. Do you want any help? ஒன்றும் இல்லை. உனக்கு ஏதாவது உதவி வேண்டுமா?  
No. But don't sit idle. Don't waste your time. இல்லை. ஆனால் சுமமா உட்காராதே உன்னுடைய நேரத்தை வீணாக்காதே.  
Try to make use of the time. நேரத்தை பயன்படுத்த முயற்சி செய்.

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Where are you now? நீ இப்போது எங்கே இருக்கிறாய்?  
I am in Colombo. நான் கொழும்பில் இருக்கிறேன்.  
Are you in business? நீ ஏதாவது வியாபாரம் செய்கிறாயா?  
No. I am working for a company. இல்லை. நான் ஒரு அலுவலகத்தில் வேலை செய்கிறேன்.

Where are you going now? நீ இப்போது எங்கே போய்கொண்டு இருக்கிறாய்?  
I am going to the post office. நான் தபாலகத்திற்கு போய்கொண்டு இருக்கிறேன்.  
Can you post these letters? நீ இந்தக் கடிதங்களைத் அஞ்சலிட முடியுமா?  
Sure. Give me. கண்டிப்பாக. என்னிடம் தாருங்கள்.

What is your profession? நீங்கள் என்ன தொழில் செய்கிறீர்கள்?  
I am a Doctor. நான் ஒரு வைத்தியர்.

### பயிற்சி 3

கீழே உள்ள வசனங்களை எழுதி அவற்றிற்கு தரப்பட்டுள்ள தமிழ் அர்த்தங்களையும் எழுதுக

I have been looking for mushrooms but I have not found any.  
நான் காளான்களைத் தேடிக்கொண்டிருக்கிறேன் ஆனால் ஒன்றையும் காணவில்லை  
He will not say much but he will not lend me the car again.  
அவன் அதிகமாக சொல்லமாட்டான் ஆனால் அவன் காரை மீண்டும் எனக்கு தரமாட்டான்

What an extraordinary thing! Where are you going to put it?  
எவ்வளவு அதிசயமானது ஒன்று! எங்கே அதனை போடப்போகின்றீர்கள்?

By the end of the term I will have read all twelve volumes.  
தவணை இறுதியின்போது பன்னிரண்டு பாகங்களையும் நான் வாசித்து இருப்பேன்

When you are eighteen your father will give you a computer.  
நீங்கள் பதினெட்டு வயதையடையும் போது உன்னுடைய தந்தை உன்னிடம் ஒரு கணினி தருவார்

You should not argue with your father; you should obey him.  
நீ உன் தந்தையுடன் விவாதிக்கக் கூடாது, நீ அவருக்கு கீழ்ப்படிய வேண்டும்

I'll see him tonight and I promise not to forget this time.  
நான் இன்றிரவு அவனைக் காண்பேன் நான் இம்முறை மறக்க மாட்டேன் என சத்தியம் செய்கிறேன்

If you can't turn the key try putting some oil in the lock.  
உன்னால் திறப்பைத் திருப்ப முடியாவிட்டால் பூட்டுக்கு சிறிது எண்ணெய் போட்டு முயற்சி செய்



My little son is under three so I don't have to pay for him.

என்னுடைய சிறிய மகன் மூன்று வயதுக்கு குறைவு எனவே நான் கட்டணம் செலுத்த தேவையில்லை

You might get me some aspirin when you're at the chemist's.

நீங்கள் இரசாயனவியலாளரிடம் உள்ளபோது எனக்கு கொஞ்சம் அஸ்பிரின் பெறக்கூடும்

It was Radha who opened the door to us yesterday?

நேற்று எமக்கு கதவைத் திறந்து விட்டது ராதா

I'll wait a week so that he may have time to think it over.

நான் ஒரு கிழமை தாமதிப்பேன் அதனால் அவன் அதைப்பற்றி சிந்திப்பதற்கு நேரம் பெறுவான்

You ought to go to his lectures, you might learn something.

நீ அவருடைய விரிவுரைகளுக்கு செல்ல வேண்டும். நீ ஏதாவது கற்றுக்கொள்ள சூடும்

English children have to study at school till the age of 16.

ஆங்கிலேய சிறுவர்கள் 16 வயது வரை பாடசாலைகளில் படிக்க வேண்டும்

Was it necessary for you to wait a long time for your bus?

உங்களுடைய பேருந்துக்காக நீங்கள் நீண்ட நேரம் காத்திருக்க வேண்டியிருந்ததா?

We had decided to come even before we received the letter.

நாம் கடிதம் பெறுவதற்கு முன்பே வருவதற்கு தீர்மானித்திருந்தோம்

There are two umbrellas here, but neither of them is mine.

இங்கு இரண்டு குடைகள் இங்கிருக்கின்றன, ஆனால் அதில் ஒன்றும் என்னுடையதில்லை

Two wrist watches were left here. Is either of them yours?

இரண்டு கைக்கடிகாரங்கள் இங்கே விடப்பட்டுள்ளன. ஏதாவதொன்று உன்னுடையதா?

I have two violins. You are welcome to use either of them.

என்னிடம் இரண்டு வயலின்கள் உள்ளன. நீ ஏதாவதொன்றை பாவிக்கலாம்

The windows at the front of the house need to be repaired.

வீட்டின் முன்பிருக்கும் ஜன்னல்கள் திருத்தப்படவேண்டி இருக்கிறது

We knew we are not be able to return home for Christmas.

எங்களுக்கு தெரியும் நாம் கிறிஸ்துமஸிற்கு வீடு திரும்ப இயலாது என்று

Talk to Kavitha about your problems. I'm sure she can help you.

உன்னுடைய பிரச்சினைகளைப்பற்றி கவிதாவிடம் கதை. அவள் உனக்கு உதவ முடியுமென்று உறுதியாயிருக்கிறேன்

I have tried to explain but she doesn't understand English.

நான் விளங்கப்படுத்துவதற்கு முயற்சித்திருக்கிறேன். ஆனால் அவள் ஆங்கிலத்தை விளங்கிக்கொள்ளவில்லை

I'm going to Hyde Park to hear the people making speeches.

மக்கள் உரை நிகழ்த்துவதை கேட்பதற்காக நான் ஹைட் பார்க் போய்க்கொண்டு இருக்கின்றேன்

We went to a restaurant and had a very good dinner for Rs500.

நாம் ஒரு சாப்பாட்டுவிடுதிக்கு சென்று ஒரு சிறந்த இரவுணவை 500 ரூபாவுக்கு அருந்தினோம்

While he was learning to drive he had twenty-five accidents.

அவன் ஓட்டப்பழகிக்கொண்டிருந்த போது அவன் இருபத்தைந்து விபத்துக்களைச் சந்தித்தான்

He lived in Clombo for two years and then went to Kandy.

அவன் இரண்டுவருடங்களாக கொழும்பில் வசித்தான் பின் கண்டிக்கு சென்றான்

He has not smoked for two weeks. He is trying to give it up.

அவன் இரண்டு கிழமையாக புகைப்பிடிக்கவில்லை. அவன் அதை விடுவதற்கு முயற்சி செய்துகொண்டிருக்கிறான்

I did not know that you were here. Have you been here for long?

நீங்கள் இங்கே இருப்பது எனக்கு தெரியாது. நீண்ட நேரமாக இங்கே இருக்கிறீர்களா?

Will you come to the cinema with me next Wednesday?

நீ என்னுடன் அடுத்த புதன்கிழமை படத்துக்கு வருவாயா?

I shall give the children their dinner before he comes home.

அவர் வீட்டுக்கு வரமுதல் நான் குழந்தைகளுக்கு அவர்களுடைய இரவுணவு கொடுப்பேன்

#### பயிற்சி 4

கீழே உள்ள வசனங்களை எழுதி அவற்றிற்கான தமிழ் அர்த்தங்களையும் எழுதுக

Don't count on a salary increase before you actually get it.

By the end of this week my illness will have costed me Rs.1500.

He was rash enough to set off up the mountain in a thick fog

I would like to have photographed it but I had no more film.

He surprised us all by going away without saying 'Good-bye'.

I didn't like to give any advice on such a difficult matter.

Misunderstanding the question, the wrong answer was sent in.

You should open the wine about three hours before you use it.

You must not hammer nails into the walls without permission.

The workmen left red lights near the hole to warn motorists.



If it's a girl she's going to be called Etheldreda.  
 He wants to make a complaint about an article in the paper.  
 If you go by train you can have quite a comfortable journey.  
 Family hotels are hotels which welcome parents and children.  
 There was a man waiting for a bus so I asked him for advice.  
 Most of the staff had been there for only a very short time.  
 I can't read Hindi so I am having the documents translated.  
 He says that he has to because his feet are different sizes.  
 As it was sunny she decided to take the children to the sea.  
 I'm afraid he's out at the moment could you ring back later?  
 Girls usually have to do quite a lot of housework.  
 When a tyre is punctured the driver has to change the wheel.  
 Following in his footsteps, we soon reached our destination.  
 As she rearranged her papers, her notes fell onto the floor.  
 Either spring or summer is a good time to visit our region.  
 Slvi's father starts drinking when he comes home from work.  
 I'll have a beer. No, on second thoughts, give me a whisky.  
 I will not fill up this form! The questions are impertinent.  
 It isn't necessary for you to call me 'Sir'; call me 'Bill'.  
 I told him to turn left and he immediately turned right!  
 There was a dock strike and the liner couldn't leave port.  
 I am wear my sunglasses today because the sun is very strong.  
 are you enjoying yourself or would you like to leave now?  
 I was still lying in the road when I saw a lorry approaching.  
 He was only just starting when I saw it, so I couldn't judge.  
 If they fall over them and hurt themselves they will sue you.  
 Are you going to leave that coil of barbed wire in the hall?  
 I expect they will be pulling down mine in a few years' time.  
 He is so angry with his sister that he will not speak to her.  
 Will you light the fire for me, please? Here are the matches.  
 Will you hold my parcels, please, while I put up my umbrella?  
 The alarm bell will go on ringing till you press this button.  
 He will not let you out till you have finished your homework.  
 I heard the door open and saw a shadow move across the floor.  
 He doesn't even bother to readletters, let alone answer them.  
 If you knew he was wrong, why didn't you say something?  
 The American said he had seen nine presidents come and go.  
 She likes her children to go to the dentist every six months.  
 You still have a lot to learn if you'll forgive my saying so.  
 Having removed all traces of his crime, he left the building.  
 Running into the room, a carpet caught her foot and she fell.  
 We had no cups but he gave us coconut shells to drink out of.  
 Some women tint their hair when it goes grey to look younger.  
 day after day passed without news, and we began to lose hope.  
 Why are you standing there with your hands in your pockets?  
 'Hands up!' said the masked man, and we all put our hands up.

I read one of his books a few years ago and didn't like it.  
 being late once is excusable but being late every day is not.  
 Candidates may not bring textbooks into the examination room.  
 When he was a child he was allowed to do exactly as he liked.  
 Railway notice: Passengers must be in possession of a ticket.  
 They have so few enemies, they are accepted wherever they go.  
 I had such a good time at the party, I did not want to leave.  
 She will buy a paper to find out what movies are being shown.  
 That must be the right answer; there is no other possibility.  
 Make sure you close all the windows before it starts to rain.  
 What did Neil Armstrong say when he first landed on the moon?  
 Tom is back to England. He has been to Italy for three weeks.  
 I get very annoyed with people who don't queue at bus stops.  
 I want to post letter but I don't want to go out in the rain.  
 It isn't necessary to buy a licence for a bicycle in England.  
 Is it necessary for you to take your dog with you everywhere?  
 I brought my passport but I did not have to show it to anyone.  
 I had my umbrella when I came out but I haven't got it now.  
 I didn't want to meet Paul so when he entered the room I left.  
 'Will you read this passage aloud, please,' said the examiner.  
 Are you going by car? If so, would you give my brother a lift?  
 By next winter they will have built four houses in that field.  
 If you want to get there before dark you should start at once.  
 I can't let you have any more money till the end of the month.  
 Why doesn't he punish his boys when they disobey him?  
 Would you be very good and forward my letters while I am away?  
 Would you be so good as to forward my letters while I am away?  
 He should have taken off his hat in the theatre, but he didn't  
 He was accused of leaking classified information to the press.  
 I regret to inform you that your application has been refused.  
 I wish my refrigerator would stop making that horrible noise.  
 Realizing that he had missed the last train, he began to walk.  
 Reading the letter a second time, the meaning becomes clearer.  
 Falling from such a height, we thought he would never survive.  
 The closure of the workshops will make a lot of men redundant.  
 He wanted the rest of the party to know which way he had gone.  
 He wanted the rest of the party to know which way he had gone.  
 did you have any difficulty getting into your flat last night?  
 He didn't like the colour of the curtains so he had them dyed.  
 His arm was broken so he had to go to hospital to have it set  
 Many of the birds in this park live here throughout the year.  
 The story was told to us by a nurse, wanting to entertain us.  
 I was able to eat two pizzas in the restaurant last night.  
 I'm not sure where I go for my holidays but I may go to Italy.  
 Debbie is 11. She is English. We can talk to her in English.



சுருதி

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வடக்கு மதுரை



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