



BACHELOR OF COMPUTER APPLICATIONS (B.C.A) I SEMESTER BUSINESS COMMUNICATION

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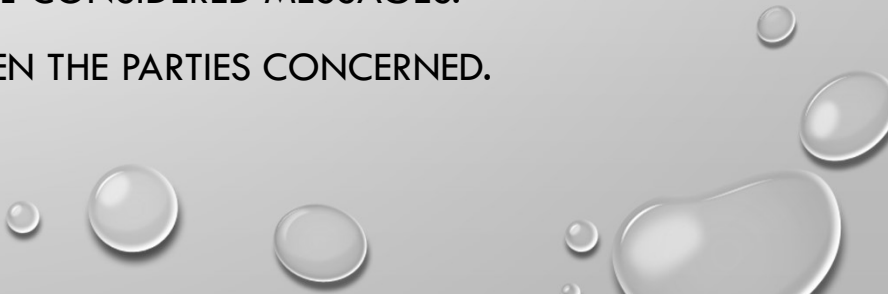
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UNIT – IV


BUSINESS LETTERS & REPORTS



WHAT IS BUSINESS LETTER ?

- IT IS A LETTER WRITTEN IN FORMAL LANGUAGE, USED WHEN WRITING FROM ONE BUSINESS ORGANIZATION TO ANOTHER, OR FOR CORRESPONDENCE BETWEEN SUCH ORGANIZATIONS AND THEIR CUSTOMERS, CLIENTS AND OTHER EXTERNAL PARTIES.
 - THEY ARE USED FOR DIFFERENT PURPOSES; LIKE PLACING ORDERS, MAKING INQUIRIES', MAKING CREDIT REQUEST, REQUESTING CLAIMS AND ADJUSTMENT, TO APOLOGIZE FOR A WRONG OR SIMPLY TO CONVEY GOODWILL. ETC.
 - EVEN TODAY, THEY ARE VERY USEFUL BECAUSE IT PRODUCES A PERMANENT RECORD, THEY ARE CONFIDENTIAL, FORMAL AND DELIVERS PERSUASIVE, WELL-CONSIDERED MESSAGES.
 - STYLE OF LETTER DEPENDS ON THE RELATIONSHIP BETWEEN THE PARTIES CONCERNED.
- 

A BUSINESS LETTER

Letterhead → 
Circle Corp

Date → March 26, 2013

21 Jump Street
New York, NY 1001
T (555) 123-4567
F (555) 123-7654
Uowen@circlecorp.com
www.circlecorp.com

Trenz Pruca
President
Square Corp
4321 First Street
New York, NY 10001

Recipient Address ←

RE: Strategic Alliance **Reference Line** ←

Dear Trenz: **Salutation** ←

Thank you for taking the time to sit down and speak with me about a potential strategic alliance. Circle Corp and Square Corp have been bitter rivals over the years. However, as you agreed during our meeting, there are many opportunities for our two firms to work together. I strongly believe my firm can help Square Corp grow by leaps and bounds.

Body →

As promised, I have attached a business plan that outlines how our strategic alliance would work. Please look over the details and give me a call at (555) 123-4567. I look forward to hearing from you.

Sincerely yours, **Closure** ←

U.N. Owen
President **Signature and Title** ←

Enclosure: Strategic Alliance Plan **Enclosure** ←




TYPES OF BUSINESS LETTERS

- INQUIRY
 - ORDER
 - REFUSAL
 - ACCEPTANCE
 - COMPLAINTS, CLAIMS
 - SETTLEMENT
 - AGENCY
 - SALES LETTERS
- 




NEUTRAL NEWS LETTERS

- **OPENING:** MENTION THE BEST NEWS OR SUMMARISE THE MAIN
 - IDEA.
 - **MIDDLE:** EXPLANATIONS, DETAILS, READER BENEFITS, BACKGROUND.
 - **END:** USE GOODWILL ENDING.
 - POSITIVE FRIENDLY, CLEAR STATEMENT OF ACTION DESIRED, MOTIVATION TO ACTION, WILLINGNESS TO HELP FURTHER, APPRECIATION.
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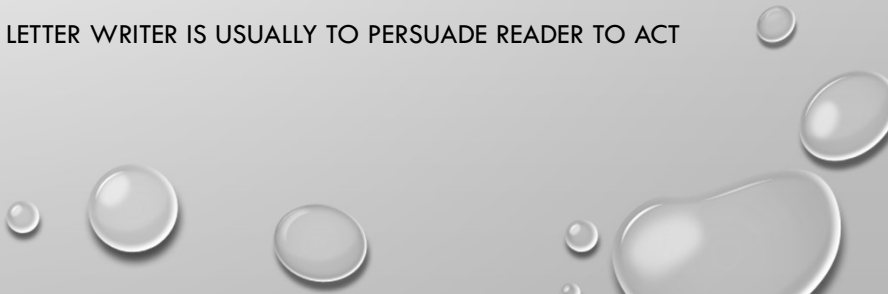


ESSENTIALS OF EFFECTIVE CORRESPONDENCE

- **CLARITY:** THE MESSAGE OF THE LETTER MUST BE CLEAR AT THE FIRST READING. THE INFORMATION EXPLOSION OF TODAY TAKES UP SO MUCH OF EVERYONE'S TIME; A LETTER THAT TAKES VERY LITTLE TIME TO BE READ AND UNDERSTOOD IS APPRECIATED.
 - **CONCISENESS:** CONCISENESS MEANS USING AS FEW WORDS AS POSSIBLE WITHOUT SACRIFICING CLARITY OR COURTESY. CONCISENESS CAN BE ACHIEVED BY:
 - LEAVING OUT UNNECESSARY WORDS.
 - LEAVING OUT UNNECESSARY DETAILS
 - REDUCING UNIMPORTANT IDEAS TO PHRASES OR EVEN SINGLE WORDS.
 - **COURTESY:** COURTESY IS CONSIDERATION FOR OTHER PEOPLE'S FEELING. IT IS SEEN IN AN INDIVIDUAL'S BEHAVIORS WITH OTHERS. A WELL MANNERED AND COURTEOUS PERSON IS MARKED NOT ONLY BY HIS CONSIDERATION FOR OTHERS BUT ALSO BY AN ACTIVE CULTIVATION OF GOOD FEELING WITH OTHERS.
 - **CORRECTNESS:** A LETTER MUST BE CORRECT IN EVERY RESPECT:
 - IN GRAMMAR SPELLING AND USE OF LANGUAGE.
 - IN APPEARANCE AND FORM OF LAYOUT.
 - IN THE INFORMATION IT CONVEYS WRONG OR INCOMPLETE INFORMATION IS THE MOST HARMFUL THING IN LETTER
- 




PURPOSE OF WRITING BUSINESS LETTERS

- WHEN YOU COMPOSE LETTER, CONSIDER THESE POINTS:
 - WHAT AM I WRITING ABOUT? DO I HAVE ALL THE NECESSARY INFORMATION? IN WHICH ORDER SHOULD I PRESENT IT?
 - WHO AM I WRITING TO, WHAT ARE THEIR NEEDS? HOW MUCH DO THEY KNOW ABOUT THE SUBJECT OF MY LETTER?
 - WHAT AM I TRYING TO ACHIEVE ? WHAT ARE OBSTACLES IN MY READER'S MIND THAT I OVERCOME - COST, PREJUDICE, BOREDOM?
 - WHY SHOULD THE PERSON I AM WRITING TO WANT MY PRODUCT OR SERVICE? HOW CAN I SEIZE HIS OR HER ATTENTION? WHAT WILL INTEREST HIM OR HER?
 - WHERE AND WHEN WILL MY LETTER BE READ?
 - AM I USING SHORT WORDS, SHORT SENTENCES AND SHORT PARAGRAPHS? THEY WILL MAKE THE LETTER EASIER TO READ AND UNDERSTAND.
 - AM I CONSIDERING SPELLING, GRAMMAR AND PUNCTUATION?
 - HAVE I FINISHED MY LETTER BY ASKING FOR ACTION? THE REAL JOB OF A BUSINESS LETTER WRITER IS USUALLY TO PERSUADE READER TO ACT
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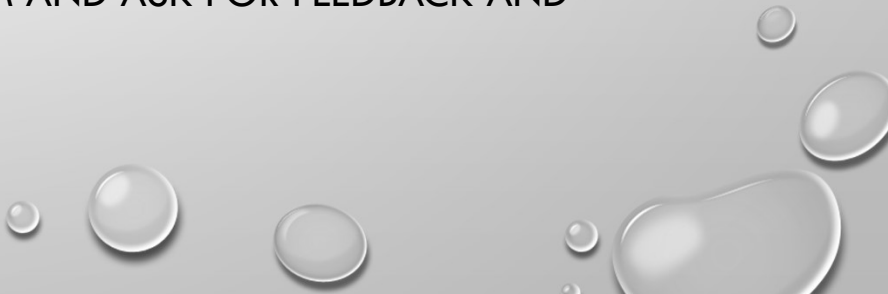


WHAT IS REPORT ?

- IT IS A STUDY OF FACTS & INFORMATION
 - BASED ON OBSERVATION AND ANALYSIS
 - IT HELPS THE MANAGEMENT IN AN ORGANIZATION FOR MAKING PLANS & SOLVING ISSUES IN THE ORGANIZATION
 - IT IS AN OUTCOME OF AN ANY EVENT
- 




STEPS TO WRITE EFFECTIVE REPORT

- DETERMINE THE OBJECTIVE OF THE REPORT, I.E., IDENTIFY THE PROBLEM
 - COLLECT THE REQUIRED MATERIAL (FACTS) FOR THE REPORT
 - STUDY AND EXAMINE THE FACTS GATHERED
 - PLAN THE FACTS FOR THE REPORT
 - PREPARE AN OUTLINE FOR THE REPORT, I.E., DRAFT THE REPORT
 - DISTRIBUTE THE DRAFT REPORT TO THE ADVISORY TEAM AND ASK FOR FEEDBACK AND RECOMMENDATIONS
- 



FEATURE OF EFFECTIVE REPORT

- IT HAS A CLEAR THOUGHTS
 - IT IS COMPLETE & SELF-EXPLANATORY
 - IT IS COMPREHENSIVE BUT COMPACT
 - IT IS ACCURATE IN ALL ASPECTS
 - IT HAS SUITABLE FORMAT FOR READERS
 - IT SUPPORT FACTS & IS FACTUAL
 - IT HAS AN IMPERSONAL STYLE
- 

STRUCTURE OF A REPORT



- **Title**



- **Table Of Content**



- **glossary**



- **Acknowledgements**



- **Abstract**



- **Introduction**



- **Body**




- **Conclusion**



- **Bibliography**



EXCERCISE

- DISCUSS THE IMPORTANCE OF APPEARANCE IN A BUSINESS LETTER. HOW WOULD YOU ENSURE THAT YOUR LETTER MAKES A FAVOURABLE VISUAL IMPRESSION?
 - WRITE A SHORT NOTE ON THE STATIONERY REQUIRED FOR LETTER WRITING.
 - WHAT DO YOU MEAN BY BUSINESS LETTERS? EXPLAIN THE PLANNING PHASE OF BUSINESS LETTER.
 - WHAT DO YOU MEAN BY DRAFT EDITING? WHAT ARE THE POINTS TO BE CONSIDERED WHILE EDITING?
 - GIVE THE GUIDELINES OF EFFECTIVE WRITING.
- 

REFERENCE BOOKS

- 1) BUSINESS COMMUNICATION – K.K.SINHA – GALGOTIA PUBLISHING COMPANY, NEW DELHI.
- 2) MEDIA AND COMMUNICATION MANAGEMENT – C.S. RAYUDU – HIKALAYA PUBLISHING HOUSE, BOMBAY.
- 3) ESSENTIALS OF BUSINESS COMMUNICATION – RAJENDRA PAL AND J.S. KORLHALLI- SULTAN CHAND & SONS, NEW DELHI.
- 4) BUSINESS COMMUNICATION (PRINCIPLES, METHODS AND TECHNIQUES) NIRMAL SINGH – DEEP & DEEP PUBLICATIONS PVT. LTD, DELHI.
- 5) BUSINESS COMMUNICATION – DR.S.V.KADVEKAR, PRIN.DR.C.N.RAWAL AND PROF.RAVINDRA KOTHAVADE- DIAMOND PUBLICATIONS, PUNE.
- 6) BUSINESS CORRESPONDENCE AND REPORT WRITING – R.C. SHARMA, KRISHNA MOHAN – TATA MCGRAW-HILL PUBLISHING COMPANY LIMITED, NEW DELHI.
- 7) COMMUNICATE TO WIN – RICHARD DENNY – KOGAN PAGE INDIA PRIVATE LIMITED, NEW DELHI.
- 8) MODERN BUSINESS CORRESPONDENCE – L.GARTSIDE – THE ENGLISH LANGUAGE BOOK SOCIETY AND MACDONALD AND EVANS LTD.
- 9) BUSINESS COMMUNICATION – M.BALASUBRAHMANYAN –VANI EDUCATION BOOKS.
- 10) CREATING A SUCCESSFUL CV –SIMON HOWARD – DORLING KINDERSLEY.

DECLARATION

“THE CONTENT IS EXCLUSIVELY MEANT FOR ACADEMIC PURPOSE AND FOR ENHANCING TEACHING AND LEARNING. ANY OTHER USE FOR ECONOMIC/COMMERCIAL PURPOSE IS STRICTLY PROHIBITED. THE USERS OF THE CONTENT SHALL NOT DISTRIBUTE, DISSEMINATE OR SHARE IT WITH ANYONE ELSE AND ITS USE IS RESTRICTED TO ADVANCEMENT OF INDIVIDUAL KNOWLEDGE. THE INFORMATION PROVIDED IN THIS E-CONTENT IS AUTHENTIC AND BEST AS PER KNOWLEDGE”.

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THANK YOU