



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

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UNIT – V

DRAFTING OF BUSINESS LETTERS

Structure of a Business Letter

An Official letter is easily distinguished by its appearance, from a personal letter. Business letter is divided in several parts. Each and every part of business letter has its specific significance.

Heading: The heading is printed at the top. It consists of the name, the business and the address of the company.

Date: The date appears two spaces below the heading, on the right.

Reference number: The letters are recorded on dispatch register when they are delivered and serial number is put on them, so it is necessary to remember the reference number.

Attention line: This line is used only when the assignment described in letter is dealt with any specified person or personnel.

Name and address of Recipient or inside address: It is also called inside letter complete address of the recipient of letter is given here.

Structure of a Business Letter (Contd.)

Salutation: The salutation begins at the margin, two spaces below the inside address.

Subject Heading: Certain organizations mention concise subject of letter. This mode of writing subject attracts the reader and he understands the contents at a glance.

Body of the letter: It is the core portion of a letter and bears the message to be sent. The content of the letter is divided in three parts -

- (i) Opening (ii) Middle (iii) End

Complimentary close: It appears two spaces below the last line of the letter, usually in vertical line with the date. The most commonly used forms are : Yours faithfully, yours truly etc.

Signature: The complete signature includes the name of the company, Usually about six spaces are left for the actual handwritten signature.

Enclosures: Sometimes, certain other important documents like cheque, carbon copies of letters. If the documents are being attached, their reference and serial numbers should be mentioned separately in the letter.

Post Script: This is a bit of writing added to the letter after the signature; it signed again, without the complimentary close, by the same person.

ENQUIRES AND REPLIES

Enquiry letter is a kind of letter of request or a request for information about a product, service, jobs or other business information.

Enquiries and replies these letters which ask or answer question are usually brief and present no special difficulty. It consists of four steps:

- State carefully the circumstances which necessitate the inquiry.
- State any facts needed by the reader in making a complete reply.
- Ask for the information, or state the questions.
- Express gratitude for the favor requested.

EXAMPLE OF AN ENQUIRY

XYZ CLOTHING, VARANASI

15 February 2020

Distro cloud Corporation, Lucknow

Dear Sirs,

We are a boutique located in Lucknow , and we were interested in your distro cloud shirt medium size product. Therefore, we will appreciate it if you can send us a very detailed explanation of the product complete with your catalogues, price list, term, sample of design, and payment.

We would also to know if you are offering any trade discounts. If you can quote us your favorable prices, we would like to place our order as soon as possible.

We are looking foward to hearing from you soon.

Yours faithfully,
XYZ CLOTHIG

Purchase Manager

PARTS OF THE LETTER (ENQUIRY)

From the example above letter, it can be seen that parts of the inquiry letter is

Masthead (header)

Listed address, if an agency / company, at the head of the letter can also use the letterhead of the company / institution where you work and simply write the destination address of the company.

Letter dated (date); Examples of the above letter: 15 february 2013

Opener (opening)

ORDER LETTER

Order letter is written to a company for official product or service requirement. It has great number of use in every type of business.

Color World
15; New Market, Varanasi

1st September 2020

Manager,
Sales Division
National Paints Co. Ltd.
Lucknow.

Sub: Order for various paints.

Dear Sir,

Thank you for your quotation and the price list. We are glad to place our first order with you for the following items:

SL. No.	Description	Quantity	Weight	Unit	priceAmount (Tk.)
1	Enamels paint	25 Tins	100 lbs	1000	25.000
2	Synthetic paint	20 Tins	200 lbs	2000	40.000
3	White paint	10 Tins	10 lbs	500	5.000

Since the above goods are required immediately as our stock is about to exhaust very soon. We request you to send the goods through your "Motor" van as the carriage inward is supposed to be borne by you. We shall arrange payment within ten (10) days to comply with 5/10, Net 30 terms. Please send all commercial and financial documents along, with goods. We reserve the right to reject the goods if received late.

Yours faithfully,

Name of the Person
Purchase Manager,
Color world

Reply to Order Letter

Star Trading co. Ltd
Station Road, Lucknow

10th March, 2020

Purchase Manager
EYE VIEW ELECTRONICS
12, Varanasi

Dear sir,

We are pleased to inform you that we have dispatched your Ordered 500 TV sets as per your specification. Those TV sets have been manufactured with best technology and delivered through Varuna express Train having special packaging. We hope our product will meet your satisfaction.

As the credit terms are 2/20, net 40, we will appreciate proper remittance from you. For your convenience, we have sent Invoice and Railway Receipt (RR) through standard chartered Bank, station Road Branch, Lucknow. You can receive' such documents from Standard Chartered Bank, Head office, Varanasi

Â We thank you for this order and hope to be benefited with your further order-in consideration of the quality of our product, please confirm the arrival of goods sharply.

We assure you of our best services and co- operation at all times.

Yours faithfully,

Probir Roy
Sales Manager
Star Trading co Ltd.

Complaint Letter

How many times has it happened that you bought a product and it turned out to be defective? How many times did you avail a public service and were left dissatisfied? Or, did you ever notice any problematic practice taking place at a public place? What do you do in such situations? Most of the times, we do not take any action in such situations because of which the problem doesn't get the attention it deserves and hence, negligence increases.

SAMPLE

Your Address
Your City, State, ZIP Code
(Your email address, if sending via email)

Date

Name of Contact Person *(if available)*
Title *(if available)*
Company Name
Consumer Complaint Division *(if you have no specific contact)*
Street Address
City, State, ZIP Code

Dear **Contact Person or Organization Name**:

Re: ***(account number, if applicable)***

On **(date)**, I **(bought, leased, rented, or had repaired)** a **(name of the product, with serial or model number, or service performed)** at **(location and other important details of the transaction)**.

Unfortunately, your **(product or service)** has not performed well **(or the service was inadequate)** because **(state the problem)**. I am disappointed because **(explain the problem: for example, the product does not work properly; the service was not performed correctly; I was billed the wrong amount; something was not disclosed clearly or was misrepresented; etc.)**.

To resolve the problem, I would appreciate your **(state the specific action you want: money refunded, charge card credit, repair, exchange, etc.)**. Enclosed are copies (do not send originals) of my records **(include receipts, guarantees, warranties, canceled checks, contracts, model and serial numbers, and any other documents)**.

I look forward to your reply and a resolution to my problem and will wait until **(set a time limit)** before seeking help from a consumer protection agency or the Better Business Bureau. Please contact me at the above address or by phone at **(home and/or office numbers with area code)**.

Sincerely,

Your name

Enclosure(s)

FOLLOW UP

A follow-up letter is an important form of communication in a range of situations. After a job interview, or a great business meeting, or even after making a good business contact at a trade show, a follow-up letter is an effective means of consolidating a relationship between you and the intended recipient. It provides a platform for continued communication, and also to accent certain points discussed at the previous meeting. A well written follow-up letter, free of English grammar

Let's consider some tips to help you write a better follow-up letter in any situation:

Use a follow-up letter to re-iterate your attributes, and the positive dimensions of a new relationship for each party. If you are representing your business, you can make a short sales pitch. If you are applying for a job, remind the potential employer of your key skills.

Don't cover old ground: offer new insights to add to your appeal.

Make sure your follow-up letter is sent within 2 days of the meeting or interview; this will help keep things fresh, and promote continuity between your performance at the interview and your letter.

In your follow up letter, indicate how you want to proceed from this point.

Do not convey any negative sentiments in your follow-up letter and spelling errors, can make all the difference to your success.

SALES FOLLOW UP LETTER

A sales follow-up letter is a way of extending additional customer service to the clients of the business. A basic sales follow-up letter includes the following details:

- The date and time that the sales purchase has been made.
- The items that the client has purchased.
- The details of the transaction and the options on how the company can be of help should there be concerns that may arise from the purchase.
- A message of appreciation for the trust that the client has given to the company.

CIRCULAR LETTER

the letter that is used to circulate any special message to a huge member of audiences at the same time is known as circular letter. it is one of the cost effective means of circulating information or introducing new products to mass people. however, circular letters are not only used in business but also in social, political and personal affairs.

CHARACTERISTICS OF CIRCULARS

Wide Circulation: The most important feature of circular letter is that it circulates the message to a large number of audiences at a time. It is in fact a mass communication method. No other communication method enjoys this advantage.

Drafting Method: Drafting a circular letter follows certain method and style. the art of writing circular letter varies depending on the situations. it is written in simple language so that most of the people understand the information it contains.

Attractiveness: Another important feature of circular letter is that it is always furnished in an attractive way to that it can easily gain the attention of people information is arranged here in distinct manner.

Conciseness: A circular letter is always concise but complete. It expresses the message briefly and precisely. There is no scope of including any unnecessary information in a circular letter.

Reader's Interest: Another feature of circular letter is that it always focuses on readers interests. It explains how the readers will be benefited from the message.

Authenticity and Reliability: Offering authentic and reliable information is another characteristic of circular letter. It never pushes fake or irresponsible information to the public. authenticity of information increases the reliability of the message.

Courtesy: Courtesy is an essential principle of every business letter and circular letter is not an exception. The information is put here in courteous way so that people feel good to read it.

Universality: Circular letter is open to the people of all age groups. So, the message, language and format of circular letter should be acceptable and comprehensive to all.

Relevancy: A circular letter includes only relevant information and excludes all irrelevant or unnecessary information.

Asking for Action: Every circular letter calls for certain action from the readers. After reading the message in the circular letter the readers should be intended to do specific job like purchasing the product or telling the news to others and so on.

Specific Purpose: A circular letter is written for a specific purpose. It is not written to attain several objectives at a time.

Persuasiveness: Persuasiveness is also a feature of *circular letter*. since circular letter is written for specific objective, persuasive and convincing language should be used to motivate the readers to go for certain action.

Special Structure: Circular letter has special structure. It takes the form of letter but contains something more than a letter.

Application for Employment

An **application for employment** is a standard business document which is prepared with questions deemed relevant by an employer in order for the employer to determine the best candidate to be given the responsibility of fulfilling the work needs of the company. Most companies provide such forms to anyone upon request at which point it becomes the responsibility of the applicant to complete the form and returning it to the employer at will for consideration. The completed and returned document notifies the company of the applicants availability and desire to be employed and their qualifications and background so a determination can be made as to which candidate should be hired.

RESUME

A resume is typically sent with a cover letter, which is a document that provides additional information on your skills and experience in letter form.

Chronological resume format:

Contact Information

Resume Summary

Professional Title

Work Experience (bulk of content)

Skills

Education

Additional sections

EXERCISE

Write Short notes on:

- i) Letter – head and leading
- ii) First line of the inside address
- iii) Inside address and salutation.
- iv) Attention line and salutation.
- v) Salutation and complimentary close
- vi) Postscript
- vii) Date and reference line
- viii) Reference section.

Write a request letter to M/s Himalaya Publishing House, Mumbai to send the books useful for competitive examination.

REFERENCE

- 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.Balasubrahmanyam –Vani Education Books.
- 10) Creating a Successful CV –Simon Howard – Dorling Kindersley.

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THANK YOU
