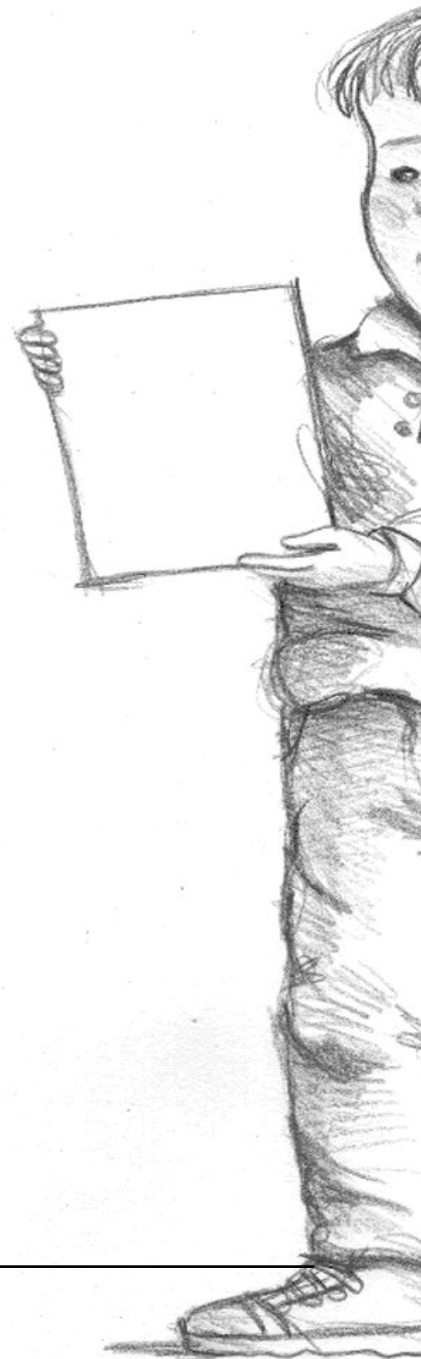


UNIT – 4

BUSINESS LETTERS AND REPORTS



- **Business Letters and Reports**
- **Media Management**
- **Group Communication**
- **Meeting Documentation**

OUTLINE

- *Introduction to business letters*
- *Types of Business Letters*
- *Writing routine and persuasive letters*
- *Positive and Negative messages Writing Reports*
Purpose, Kinds and Objectives of reports
Organization & Preparing reports
- *short and long reports*
- *Writing Proposals: Structure & preparation*
- *Writing memos*

INTRODUCTION

- *Communication through exchange of letters is known as CORRESPONDENCE.*
- *Correspondence can be 'Personal' or 'Business Correspondence'.*
- *A business writes and receives letters from customers and suppliers in normal course of business.*

Definition:

- *Business Letter may be defined as a means through which views are expressed and ideas or information is communicated in the process of business activities.*

MEANING:

- *Business Letters refers to all kinds of letters that are used in conducting different types of business transaction with the outside world.*

NEED FOR BUSINESS LETTER

- *Acts as representative*
- *Provides information*
- *Provides value*
- *For future reference*
- *Provides goodwill*
- *To propose ideas*
- *Provides enlargement to business*

FUNCTIONS OF BUSINESS LETTERS

- *Promotional functions*
- *Informational functions*
- *Legal functions*
- *Good will functions*

STANDARD PARTS AND STRUCTURE OF BUSINESS LETTER

1) LETTER HEAD

2) DATE

3) INSIDE NAME AND ADDRESS

4) SALUTATION

5) SUBJECT LINE

5) MESSAGE

6) COMPLIMENTARY CLOSURE

**7) SIGNATURE AND
DESIGNATION**

8) COPY NOTATION

9) POST SCRIPT
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1. Heading/Letter Head

This includes organization's Name, Full address telephone no., fax and E-mail.

e.g.

Hi. Tech Graphics

513, Circular Road

Bangalore – 560001.

“Serving your needs since-1990”

Phone:- 080—2345963

E-mail – sale@tech.com

2. Date

This includes date, month and the year, which can be written as:-

American format: - June 3, 2009.

British Format: - 3 June, 2009.

3. Inside Address

This part is identify the receipt (To whom letter is been v includes Name of a person/post in an organization or sp department, street address or post box no. city and stat along with postal code.

e.g.

The General Manager
Lion Industries Limited
East Patel Nagar
Andheri- East.
Mumbai - 400001

4. Salutation.

It you do not know specific name the salutations would be:-

Dear sir/ Dear Madam.

Dear Colleagues,

To All Sales Reps.

To Whom It May Concern:

Dear students.

If you do not know gender, salutation would be as:-

Dear B.M. Patel

Dear Sheetal Sharma.

If you know the First/Last Name, Salutations would be as:-

Dear Mr. Gupta

Dear Ashok

It you are writing to a higher authority level, salutation will be as:

Respected sir/Madam

Respected Principle sir.

5. Subject Line

This element lets the recipient know at a glance what a letter deals about.

e.g.

Subject: - Information regarding inspection.

6. Message

The Main part of business letter, which informs reader about the message.

The first part will have general introduction to the subject. Second part deals with main matter and last part will include closing.

7. Complimentary Close :-

This element is a single word or phase as:-

Yours Faithfully,

Yours sincerely,

Yours sincerely/Kind Regards,

Respectfully

Yours/yours obediently,

8. Copy Notation

This indicates who is receiving a courtesy (CC) or complimentary copy. Some companies indicate copies made on a photocopier (PC) or may use recipients are listed in the order of rank or alphabetical order.

CC: Charles Mathew

PC: Lena Madan

C: Rahul Bhatt

9. Post Script

Letters may also bear postscripts i.e. after thought to the letter, to the message that require emphasis or personal notes. Postscript is usually last item in any letter and may be preceded by P.S or PS or nothing at all. Second thought will be written as P.S.S.

Try to avoid postscript as they convey an impression of poor planning.

e.g.

PS :- please instruct your office to give prior information in case of not supplying water on a particular day.

DO IT YOURSELF

- Write a letter to

**Mr.Bharat Patel
Mahajan publication house
Gandhi road
Ahmadabad- 380014.**

**Requesting them to send the latest catalog
price list of Management books.**

DO IT YOURSELF

- Write a letter to

**Mr. Prem Nair
Manager
Canara Bank
Bangalore- 001.**

**Requesting him to send the accounts statement
your accounts by providing your accounts details.**

Steps:-

- Identify your purpose
- Analyze your audience
- Collect data to support
- Organize your message.

Essentials of Effective Business Letters

- Keep readers interest in mind
- Tone should be correct
- Be sincere
- To the point
- Be consistent
- Use concrete words
- Persuasion
- Conciseness
- Salesmanship
- Positive and pleasant approach

Writing Routine Letter

- Letters neither please nor displease but are received with interest are known as 'routine letters'.
- Routine letter is further classified into two types,

1) Routine claim letter

2) Routine Orders letter

1) Routine claim letter

- A claim is a demand or request for some which one has a right to have.
- For example: Refund, Payment for dama replacement, exchange and so on

2) Routine orders letter

- Routine order letters are normally used to place the order for goods and services and the idea is written in the beginning and the details are given later.

Persuasive Letters/ Persuasive Mes

- Persuasion is used when we suspect the reader will not be ordinarily interested in the message and the action to be taken.
- In such cases, the writer uses the device of starting from something unexpected or unknown.

The persuasive pattern involves following sequence of ideas;

1. The opening sentence : persuasive letter catches the readers attention by saying one of these words,
 - ✓ A statement of fact
 - ✓ A remedial measure to a problem
 - ✓ A special product or scheme or product feature

Continued...

- 2) The middle section of the persuasive letter gives detail of the product, scheme or whatever is going to be promoted.
- 3) After arousing the reader's interest, the proposal request.
- 4) The last paragraph tells about the reminder to reader about the specific benefit.

WRITING MEMO

- Memos are frequently written to the people within the organization / office to communicate routine matters.
- A memorandum often referred as memo, is a form used by a person known to the receiver personally.
- Therefore, it is less formal in tone and does not have formal elements such as the salutation, subscription, greetings or even signature at the end.

FORMAT OF MEMO

From.....

Subject.....

To.....

Date.....

Alternatively, it can have the following format

To _____

Date _____

From _____

Subject _____

HOW TO WRITE A MEMO

- A memo addresses the subject under the discussion immediately.
- Its normally written in the friendly note.

for example:

“every Saturday morning all supervisors in plant must meet and report on the clean of their individual shop floors. All reports be submitted by afternoon.”

Uses / Functions of Memo

- To provide information
- To issue an instruction
- To convey a policy decision
- To offer suggestions
- To record / report an agreement

THE ORIGINAL MEMO

TYC

May 12, 2008

To : Lab Personnel

From : Sushil Kumar

Subject: Final Report requirements

Beginning Monday, December 19, all our final report must indicate:

- 1. Test Results**
 - 2. Dimensions in metric terms**
 - 3. Photos in proper order**
 - 4. The distribution list**
 - 5. Complete formulas**
-

DO IT YOURSELF

Assume that you are the manager of ABC company Ltd, write a memo to all your employees regarding misuse of office telephones.

DO IT YOURSELF

Assume that you are Mr. Sanjay, Managing Director of “Connect Telecom” (a cellular company), write a letter “persuasive letter” to your customer about introduction of your tariff plans.

DO IT YOURSELF

1. Imagine that you are the sales manager of a shoe manufacturing firm that supplies various department stores. A regular customer of yours enquires about a particular model of shoe which is not in stock.

write a persuasive letter offering an alternative model as your objective is not to lose the customer.

DO IT YOURSELF

2. Issue a memo to your employee, Mr. Arora, regarding his late reporting to work in your organization, Technosoft solution, after several repeated oral warnings.

You are Mr. Das MD of ABC Ltd.