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DBAR-103

Business Communication Skills

Business Communication Skills



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ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)



PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!



Business Communication Skills

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BBAR-103/DBAR-103

Business Communication Skills

BLOCK-1 BASICS OF BUSINESS COMMUNICATION AND GENERAL ENGLISH

UNIT 1

INTRODUCTION TO COMMUNICATION

UNIT 2

TYPE OF COMMUNICATION

UNIT 3

GENERAL ENGLISH

UNIT 4

READING COMPREHENSION

BLOCK 1 : Basics of Business Communication and General English

Block Introduction

Communication is one of the most important aspects of the human being as a social animal. The human being is the only animal on this planet which can communicate in many ways as well as for many different purposes. The basic instincts of human being include curiosity, education, invention, innovation and the purpose of passing it on to the next generations. This involves the concept of education, relationship, society, etc. This block enables the student to understand the basic concepts of communication. The process, objectives, types of communication are necessary to understand the complexities of communication. One of the basic tools of communication is language. Because the English language is more prevalent in today's era, a section of the basics of English Grammar is included. The student will also learn to read and comprehend English.

Block Objectives

The student will learn...

- ...to define communication
- ...to know and to understand the process of communication
- ...to know the purposes of communication.
- ...to be aware of the types of communication.
- ...to learn the basic concepts of English Grammar.
- ...to comprehend passages in written English.

Block Structure

Unit 1: Introduction to Communication

Unit 2: Type of Communication

Unit 3: General English

Unit 4: Reading Comprehension



INTRODUCTION TO COMMUNICATION

UNIT STRUCTURE :

1.0 Learning Objectives

1.1 Introduction

1.2 Definition of Communication

1.3 Process of Communication

1.4 Objectives of Communication

1.4.1 Knowledge

1.4.2 Advice

1.4.3 Motivation

1.4.4 Information

1.4.5 Raising morale

1.4.6 Order

1.4.7 Counselling

1.4.8 Persuasion

1.4.9 Suggestion

1.4.10 Request

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1.4.14 Report

1.4.15 Instruction

1.5 Let us sum up

1.6 Answers for Check Your Progress

1.7 Glossary

1.8 Assignment

1.9 Activities

1.10 Case Study

1.11 Further Reading

1.0 Learning Objectives:

The student will get to...

1. Define communication
2. Understand the process of communication
3. Know and understand the objectives of communication.

1.1 Introduction:

For understanding any concept, it is necessary to understand the ‘What’, ‘How’ and ‘Why’ of it. Thus, defining the term ‘communication’ is the first step while dealing with the unit, answering the question ‘What?’. There are many definitions available but a few simple ones are provided here. There could be many other possible definitions too. After understanding the definitions, we need to look at the ‘How?’ – How communication works. For this, understanding the process of communication is important. The process of communication begins with the idea being generated in the mind of the sender and ends with the receiver of the communicated message giving feedback. After that, the ‘Why?’ – why is communication needed – is explained using the various objectives of communication.

1.2 Definition of Communication

The term Communication is derived from the Latin word “Communicare” which means to impart, to participate, to share or to make common. Hence literally, communication refers to sharing a common idea or establishing a common understanding with someone.

The concept of communication would be clearer if we carefully examine some of the definitions presented by great authorities as under:

“Communication is the process by which information is transmitted between the individuals and/or organizations so that an understanding response results.”
- **Peter Little**

“Communication is the process of passing information and understanding from one person to another.”
- **Keith Devis**

“Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.”
- **W. H. Newman and C. F. Summer Jr.**

“Communication is any means by which thought is transferred from one person to another person.”
- **Chappel and Read**

A careful analysis of above definitions helps us to conclude that communication is an exchange of information, ideas and emotions with the help of words, letters, symbols or messages which bring about common understanding and response. If such communication takes place among the members of the same or different business organizations to attain organizational goals, it is called business communication.

Check your progress 1:

1. Communication is an exchange of:
 - a. Ideas
 - b. Information
 - c. Feelings
 - d. All of the above

1.3 Process of Communication

The process of communication comprises transmission of sender's ideas to the receiver and the receiver's reaction to the sender in the form of feedback. The main stages involved in the communication process are:

1) Generation of an Idea or Thought: -

The process of communication begins when an idea, thought, feeling or a piece of information arises in the mind of the communicator and he wants to transfer it to someone.

2) Encoding: -

When an idea is generated in the mind of a communicator they put that idea in suitable symbols or signs, such as words, letters, signals, sounds, gestures, pictures, etc., representing the idea for its transmission. Such a process is called encoding.

3) Channel and Media: -

The communicator conveys the message originated by encoding to the receiver through suitable media and channel. The words 'channel' and 'medium' are often used interchangeably. However, in some cases, they are different. For example, a letter is a medium and the mail service is the channel, telephonic talk is a medium and telecommunication system is the channel, speech is the medium and air carrying sound waves is the channel.

4) Receiver: -

This stage is where the receiver receives the encoded thought or message.

5) Decoding: -

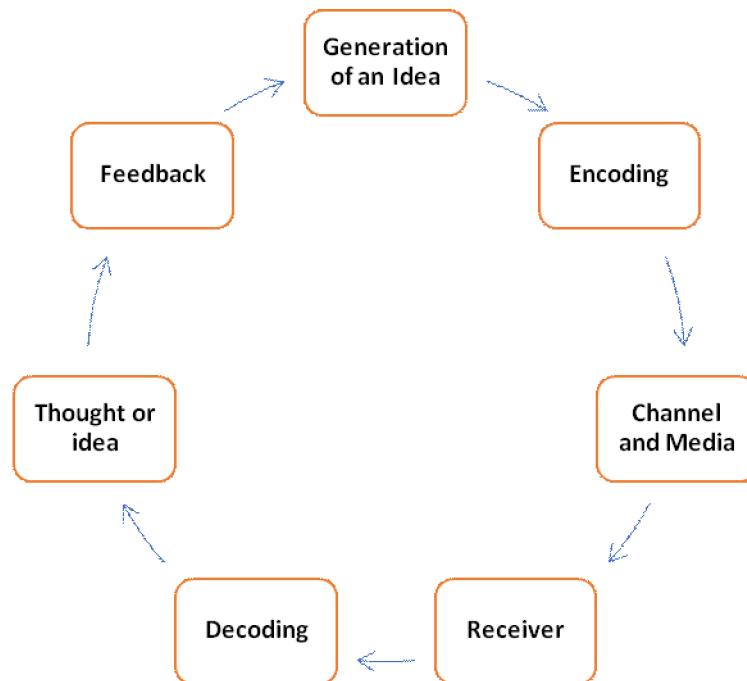
On receiving the message the receiver interprets it by translating the signs and symbols into thoughts or ideas. The process of understanding the message by the receiver through the translation of symbols or signals into ideas is called decoding.

6) Thought or idea: -

The decoding of the message by the receiver will generate thought in his/her mind and initiate feedback or a response.

7) Feedback: -

The receiver decodes, interprets and understands the message fully or partially and conveys the response to the communicator through some channel of communication. This process is called feedback.



Check your progress 2:

1. Putting an idea in the form of words or signals is called:
 - a. Generation of idea
 - b. Encoding
 - c. Decoding
 - d. Feedback
2. The part that completes the first cycle of the process of communication is:
 - a. Medium
 - b. Encoding
 - c. Understanding
 - d. Feedback

1.4 Objectives of communication

- | | | |
|----------------|-------------------|-----------------|
| 1. Knowledge | 2. Advice | 3. Motivation |
| 4. Information | 5. Raising morale | 6. Order |
| 7. Counselling | 8. Persuasion | 9. Suggestion |
| 10. Request | 11. Appeal | 12. Complaint |
| 13. Warning | 14. Report | 15. Instruction |

Knowledge

All over the world, communication is the only means through which literacy is imparted. Knowledge, whether it is in terms of science, religions, history, geography, languages, etc. can be given through communication only.

Advice

Advice refers to the opinion offered to change the approach of behaviours of another person. It may be related to work or personal matter. Modern busi-

ness activities have become complex necessitating expert advice in matters relating to taxation, technology, finance, marketing, public relations etc. Even superiors have to advise their subordinates. Hence seeking advice may flow horizontally or downward. Advice is more effective if it is oral, face-to-face, informal and confidential.

Motivation

Motivation provides the people with the inner urge to make sincere efforts and canalize their activities towards organizational goals. In a business organization, the seniors try to direct the efforts of the subordinates towards the set goals. Allowing participation in the decision-making process of an organization can motivate the subordinates.

Information

To transmit or to receive information about a fact is one of the important objectives of business communication. The management needs accurate and precise information about the various aspects to perform its functions in an efficient manner. Such information may be from within the organization such as labour absenteeism, stock of goods, sales targets achieved, working capital position and so on or it may be from outside such as consumers responses to its products and policies, availability of raw material and finance, market trends, latest developments in science and technology, changes in government, etc.

Even workers need information about the changes in management policies and plan, activities and development within the organization and outside the organization. Such information is circulated within the organization through formal and informal channels. The information, however, should be accurate and from a reliable source.

Raising morale

Morale refers to the mental health of an individual arising out of courage, confidence and a positive attitude. It is the individual and collective spirit. High morale enhances the level of efficiency of employees. People who feel good about themselves and their organisation are highly motivated. On the other hand low morale results in poor performance. To keep the morale of the employees at a high level the organization should follow an open communication climate. There must be consultations with the employees on proposed changes and assurances of job security before bringing about major changes. The upward communication must be encouraged.

Order

An order is a directive to a subordinate to do something in a particular manner. It is an authoritative communication. It is a downward communication from superiors to subordinates. It may be written or oral, general or specific. It must be clear and complete, capable of being executed and generally in a friendly tone.

Counselling

Counselling is another important objective of business communication. Counselling is organized and specialised form of advice. It is objective and impersonal and generally sought from a person of greater skill and knowledge. Counselling differs from advice in the following respects

- Advice has a personal touch while counselling is impersonal
- Advice is generally un-sought and unwelcome while counselling is eagerly sought for.

Many large business houses with the concern for employee welfare and human resource development have their counselling departments, which do the counselling to the employees not only on work matters but also on personal and domestic matters. For effective counselling, proper two-way communication is necessary.

Persuasion

Persuasion is an effort to influence views, opinions and attitudes of others and thereby mould their actions. Persuasion is an important objective of business communication. For instance, the management of a business has to persuade the employees to put in their best effort. It has to persuade the potential customers the utility of its products and services. It has to persuade financiers, government agencies, and tax authorities on different matters. Such a great deal of business communication is persuasive.

Suggestion

In business, the best ideas need not necessarily come only from top executives and advisors. The workers and lower order staff involved in the actual implementation of work are also capable of giving some creative suggestions on matters related to the working of the organization. Hence modern business communication welcomes such constructive suggestions from employees. Suggestions can be downward, upward and horizontal.

Request

Request are generally made by sub-ordinates to the higher authorities for getting some favour like a request for leave, for an increase in salary or for special training, for a festival advance etc. A request may also be made by superiors to subordinates for doing some extra work. These requests may be oral or in writing, formal or informal.

Appeal

Appeals are special requests for favour made to the higher authorities with proper reasoning. They may be made by individual or in-group or oral or written. They are in a persuasive language. An appeal is one of the important objectives of internal and external communication.

Complaint

Complaints are made when there are defects in the working system or the products obtained. They are made to set right those defects from the parties concerned. They may be oral or written. In commercial dealings, they should be written.

Warning

The warning is an advance intimation of unpleasant results, consequences and possible dangers. Warning becomes necessary when the employees don't abide by the norms or violate the rules and regulations of the organizations. Lack of regularity and punctuality, gossiping, negligence in duty, pilferage of stationery and goods are some of the instances for warning and reprimand.

Report

In big organizations, factual information is kept flowing upwards to the top management to enable them to evaluate and control the performance through proper decisions. Some reports are routine and sent in special formats at regular intervals such as a report of defective production, capacity utilization, idle labour hours, wastages of material, sales targets achieved, etc. while some reports are special reports such as market research report, report on loss by fire, survey report of a new branch to be opened etc. The report is an upward communication, which is generally in written format.

Instruction

One of the important objectives of downward business communication is instruction. Superiors instruct their subordinates from time to time about the tasks to be performed in the regular conduct of activities. These instructions are given individually or in groups. Simple instructions are given orally and if they are elaborate they are in writing. If a new job is to be undertaken or if the employee is new the instructions are in detail. Instructions are aimed at providing guidance for performing the work.

Check your progress 3:

1. In cricket, for an LBW, the bowler will _____ to the umpire:
 - a. Warn
 - b. Instruct
 - c. Appeal
 - d. Motivate
2. _____ helps to bring better results:
 - a. Warning
 - b. Motivation
 - c. Appeal
 - d. Complaint

1.5 Let us sum up:

Communication is an exchange of thoughts, ideas, feelings, facts, information, opinions and much more. The process of communication involves many stages beginning from the generation of an idea or thought, ending with feedback received by the sender. There are many objectives of communication –

the reasons why we need to communicate.

1.6 Answers to Check Your Progress:

Check your progress 1:

Answer: d

Check your progress 2:

Answer 1: b

Answer 2: d

Check your progress 3:

Answer 1: c

Answer 2: b

1.7 Glossary:

1. Instincts: A fixed pattern of behaviour as a response to something
2. Curiosity: A strong desire to know or learn something
3. Innovation: A new method or idea
4. Comprehend: Understand
5. Impart: Communicate / Pass on
6. Transmit: Communicate / Transfer
7. Gesture: A movement of part of the body, especially a hand or the head, to express an idea or meaning.
8. Interpret: Explain the meaning of something
9. Approach: The way of dealing
10. Urge: Strongly recommend or encourage
11. Canalize: Convert / convey
12. Accurate: Correct
13. Precise: Exact
14. Efficient: Achieving maximum productivity
15. Absenteeism: A practice of staying absent (generally without a strong reason)
16. Reliable: Something /Someone that can be trusted
17. Consultations: Meeting and discussing
18. Assurances: A positive declaration
19. Directive: Involving the management
20. Authoritative: Commanding
21. Sought: Try to find
22. Potential: Possible
23. Abide by: Follow
24. Negligence: Carelessness
25. Pilferage: Stealing

26. Reprimand: Rebuke / Disapprove

1.8 Assignment:

Answer in detail about the different objectives of communication.

1.9 Activities:

1. Find out other definitions of communication
 2. Find out the other origins of the word “Communication”
-

1.10 Case Study:

Design a process of communication for a mathematics teacher explaining a sum to a student.

1.11 Further Reading:

Further Readings and References

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: UNIT STRUCTURE :

- 2.0 Learning Objectives**
- 2.1 Introduction**
- 2.2 Verbal Communication**
 - 2.2.1. Oral Communication**
 - i. Advantages of Oral Communication**
 - ii. Limitations of Oral Communication**
 - 2.2.2 Written Communication**
 - i. Advantages of Written Communication**
 - ii. Limitations of Written Communication**
 - 2.2.3 Communication Through Listening and Reading**
- 2.3 Non-Verbal Communication**
 - 2.3.1 Importance of Non-Verbal Communication**
 - 2.3.2 Types of Non-Verbal Communication**
 - i. Body Language**
 - ii. Para Language**
 - iii. Time and Space Language**
 - iv. Sign Language**
 - 2.3.3 Advantages and Limitations of Non-Verbal Communication**
- 2.4 Let us sum up**
- 2.5 Answers for Check Your Progress**
- 2.6 Glossary**
- 2.7 Assignment**
- 2.8 Activities**
- 2.9 Case Study**
- 2.10 Further Reading**

2.0 Learning Objectives:

After learning the basics about communication, the student shall now move on to the types of communication. In this unit, the student shall learn about the two major types of communication – verbal and non-verbal. There are many subtypes of both and that also will be discussed here.

2.1 Introduction:

Communication has been going on since time immemorial. Even before language and letters were invented, there was good and proper communication in various ways. Even today, communication can take place without the use of words and letters. The communication that takes place using words and letters is called verbal communication and the communication taking place without the use of words is called nonverbal communication. Verbal commu-

nication can be oral or written. Similarly, there is communication through listening and reading. Non-verbal communication includes body language, paralanguage, time and space language and sign language. All of these, along with their advantages and limitations are discussed in the unit.

2.2 Verbal Communication

One of the basic forms of communication is verbal communication. Communication by the use of words and language is called verbal communication. If you want to describe some abstract concept or some past events or some complex matters you need words and language. To express your thoughts through the language you have to arrange the words into various parts of speech in proper sequences according to the rules of grammar. Then you have to transmit the message into spoken or written form and send it to the target audience.

The basic forms of verbal communication are: -

- Speaking 30%
- Listening 45%
- Writing 9%
- Reading 16%

Of these **speaking** and **writing** are used to send the message to the audience while **listening** and **reading** are used to receive the message. The various types of verbal communication can be studied under the following heads:

2.2.1. Oral Communication

Oral communication refers to communication through speech. Human is the only species gifted with speech. Human acquired oral communication skills earlier. Writing came afterwards. In our day-to-day life, we communicate orally more than in writing. Oral communication skill helps us to build and develop human relationships. Even in business houses, oral communication is used more for sending messages than written communication.

Executives spend 30% of their time in speaking. Giving instructions, conducting interviews and business talks, attending a meeting, making speeches are important activities involving oral communication in business. Without oral communication, our day-to-day life will become just lifeless.

i. Advantages of Oral Communication: -

- **It is time-saving: -**
Dictating the message, getting it typed and mailing it to the receiver takes more time. Instead, oral communication is immediate. Hence many business executives prefer to save paperwork by communicating orally.
- **It saves money: -**
Oral communication proves economical compared to written communication in many situations. A lot of stationery and executive time is

wasted when they increase the correspondence and insist on every instruction in writing.

- **It is a more effective tool of persuasion and control: -**

It lends a personal touch to communication and helps in resolving conflicts, and developing personal and friendly relations. Oral persuasion solves many of our problems. No exchange of letters can achieve what one meeting can.

- **It provides immediate feedback: -**

We get the immediate response to our oral message from the audience. The audience acknowledges the receipt of the message and provides a positive or a negative reaction to our message and seeks the clarification. In written communication such feedback is delayed hence transactions are prolonged.

- **It increases the efficiency of communication: -**

Using body language and voice modulations the speaker can convey different shades of meaning to the audience through an oral presentation and convey the message more effectively. This is not possible in written communication.

- **It is flexible: -**

In oral communication, there is a scope for the speaker to modify his message accordingly to the feedback of the audience. If the audience is not giving a response, the speaker can motivate them. If the audience is found in a confused state, the speaker can give clarification and explanation. These things are not possible in written communication.

- **It is suitable for group communication: -**

Oral communication is the most suitable mode of communication while communicating with a group at meetings, conferences, assemblies etc.

- **It promotes goodwill: -**

Informal oral communication with friends, colleagues, customers, suppliers, staff, and top executives promotes friendly relations and helps to create image and goodwill.

ii. **Limitations of Oral Communication: -**

- **Sometimes it consumes more time and money: -**

Sometimes where communicatee is at a far-off place arranging a personal meeting and discussing the matter may consume more time and money. Instead, the same matters can be settled economically through written communication.

- **Oral messages cannot be retained for a long time: -**

Hence when the messages are lengthy and complex it is better to put them in writing rather than setting orally.

- **It has no legal validity: -**
Oral messages do not have any legal validity unless they are taped and recorded in proper form.
- **It has greater chances of misunderstanding: -**
In oral communication, the speaker transmits the message without proper planning and organization of thoughts. Sometimes listener may be inattentive and may not receive the message properly. Hence there are chances of misunderstanding and confusion.
- **Not easy to fix responsibility for mistakes: -**
Oral commitments are not reliable because the people may disown the responsibility in case of problems arising out of it. People may not remain firm with their words. Hence, it becomes difficult to fix responsibility for mistakes in communication for problems arising wherefrom.
- **It cannot be referred in future: -**
Generally, oral communication is not recorded in any form hence it cannot be referred in future for any purpose.

Check Your Progress 1:

1. _____ communication has a legal validity:
 - a. Written
 - b. Oral
 - c. No
2. _____ communication is more time saving:
 - a. Written
 - b. Oral
 - c. No

2.2.2. Written Communication

In written communication, the transmitter of an idea encodes it in the form of a written message and send it to the audience through a proper channel. Written communication includes letters, circulars, memos, telegrams, reports, fax, books, e-mail and so on. Everything that is transmitted in written form falls in this category of communication. The oral presentation comes to us naturally and spontaneously but writing comes after serious practice and a careful organization of thoughts. The writing skills have been evolved through a long history of man's attempt to communicate and to keep a record of communication. For this purpose, every language has evolved its own rules of grammar. In writing these rules have to be strictly followed. If you are dealing with a complex message of lasting significance, you will probably want to put it in writing.

- i. **Advantages of Written Communication: -**
 - **It is accurate and precise: -**
Generally, the communicator takes great care in preparing a written

message. The communicator gives serious thought to plan and organize the message so that it effectively conveys his ideas to the target audience. While oral communication is personal the written communication rises above the personal level, especially in business organizations where precision is the law. Hence it is more accurate and precise.

- **It creates a permanent record: -**

Written communication results in a permanent record of the organization, which is useful for future reference. Past records prove beneficial in formulating new policies and solving future problems. In the absence of such past records (like accounting information, legal agreements, etc.) a great confusion and chaos will be created in the working of business organizations.

- **It creates legal evidence: -**

Written records are acceptable as legal evidence in case of any disputes in the court of law. Hence business executives insist that even if some deals are settled orally, they should be confirmed in writing.

- **It has wide access: -**

Written communication has wide access. It helps to communicate a large and scattered audience through mass mailing or e-mail at a reasonable cost and with great speed. Thus the new schemes or changes in prices of products can be informed to thousands of customers simultaneously through circular letters and e-mail.

- **It promotes the goodwill of the organization: -**

Prompt and efficient written communication with the various parties concerned with the business promotes the goodwill of the organization.

- **It helps to fix responsibilities: -**

The communication in writing is preserved hence it helps to assign responsibilities. The people may go back on words spoken but not on their words in writing. Hence in case of future complication, you can detect the person responsible based on written records.

ii. **Limitations of Written Communication: -**

- **It is expensive: -**

Written communication consumes the valuable time of business executives and it also involves the stationery, postage, typing etc. hence it proves expensive.

- **It is time consuming: -**

Written communication consumes a lot of time in preparations of the message, typing it, then mailing it through proper channel. Instead, oral communication either face-to-face or through telephone gives fast results.

- **It is inflexible: -**
If the audience has doubts in the written message the immediate clarification cannot be had. Even the communicator cannot mould his message according to need, of the situation as in case of oral communication. Hence it is rigid compared to oral communication.
- **No immediate feedback: -**
The response of the audience to the written communication is received very late compared to oral communication. It is, therefore, time-consuming.
- **It creates huge paperwork and files: -**
Emphasis on written communication creates mountains of papers and file, which require large space and custody houses. Electronic modes of written communication, however, solved this problem to some extent. Electronic preservation of records through floppies and discs has reduced the paperwork to a great extent.

Check Your Progress 2:

1. Written Communication creates a _____ record:
 - a. Temporary
 - b. Permanent
 - c. Useless
2. A lot of paperwork is needed for _____ communication:
 - a. Written
 - b. Oral
 - c. No

2.2.3. Communication through Listening and Reading

Effective communication is a two-way process. For effectively imparting our ideas, we should possess speaking or writing skills. But for receiving the message properly we should also possess listening and reading skills. Business executives spend 45% of their working time in listening and 16% on reading.

The most critical aspect of listening and reading process is interpretation and evaluation of ideas received. While absorbing the message you must decide what is important and remember the main idea, which is most important.

Check Your Progress 3

1. Listening and Reading are skills to _____ the message properly
 - a. Receive
 - b. Send
 - c. Generate

2.3 Non-Verbal Communication

Nonverbal communication is the most basic form of communication. Our ancestors communicated with one another by using their bodies. They gritted their teeth to show anger, they smiled and touched one another to indicate affection. Although we have come a long way since those primitive times, we still use nonverbal cues to express superiority, dependence, dislike, respect, love and other feelings.

2.3.1. Importance of Non-Verbal Communication

Though the nonverbal communication is unstructured and spontaneous it creates more impact than verbal communication. The research has shown that nonverbal communication accounts for 93% of our total communication. The importance of nonverbal communication is for 2 reasons

- Reliability
- Efficiency

2.3.2. Types of Non-Verbal Communication

i. Body Language

Body language is a very important factor in oral communication. Facial expressions, postures, gestures, hand movements all supplement the speech of the speaker. Most of our body language is involuntary or unconscious, yet it makes a powerful impact on the listener. The study of body motion as related to speech is called kinesics.

Facial expressions: -

Facial expression is an obvious communicative factor. The feeling or the thought in our mind influences most of us, by the action or the reaction whether it is anger or happiness, sadness or frown and all these feelings are depicted by facial expressions.

Posture: -

It is not easy to define posture but putting it in general words posture means how we carry ourselves. The way we stand, the way we sit, the way we lean, the way we hold our body are the deciding factors for body language.

Gestures: -

The way we move our hands, head and our body in general in support of the words that we speak are called gestures. Gestures are closely related to the person's behaviour and personality and are different with every human being.

Eye contact: -

The most important aspect of body language is eye contact. It is almost impossible to define eye behaviour but even though it is very explicit to understand. Eye contact is important during conversations too.

Overall appearance: -

Overall appearance comprises clothing, sense of environment and energy level with which the conversation is executed. A confident and sensible person takes care of all these and uses all the accessories to emphasise the body language.

ii. Paralanguage

The word paralanguage is related to oral communication and the word paragraph is related to written communication. Actually, if we try to find out the etymology of these two words paralanguage would find itself farther in the past than the word paragraph, logically keeping in mind that the oral communication developed far earlier than written communication. If we look at a written material, around 300 words, and if the entire passage is not paragraphed then it seems difficult to read, we will not be able to differentiate the topic and idea changes in the entire passage and we will have difficulty in comprehending it at a stretch.

In the same fashion if oral verbal delivery is without breaks, pauses, non-fluencies, and gestures we will find the entire delivery difficult to comprehend and there may be a communication gap because of the lack of paralanguage.

We find the concept very much related to verbal communication but it is a part of non-verbal communication. Para means “like”. Hence, paralanguage is “like a language”. It is non-verbal because it does not consist of words. But it is close to verbal communication because it shows how words are spoken or utterances made. In this way, we can say that as verbal communication is related to the ‘what’ part of the language, paralanguage is related to the ‘how’ part of the language. On careful observation, we find that every speaker uses various signs and signals during a speech delivered and many of the signs used by the speaker become his/her trait, his/her trademark. We may recognize the person by listening to his/her speech, or delivery of ideas with special intonations and his/her style. This is because of his unique PARALANGUAGE.

VOICE:

Voice is the first signal that we use or receive. It tells us so much about the speaker’s gender, background, education, training and temperament. If you are more observant, you will find different types of voices like, clear, musical, cultivated, pleasant, and unpleasant and so on.

PITCH VARIATION: -

Most of us introduce wide variations in pitch while speaking. These variations are necessary to catch the listener’s attention and to keep the listener interested in us.

SPEAKING SPEED: -

Many people wrongly believe that speaking at high speed proves fluency. But observations prove that communicating at high speed is less effective. Generally, we have different speed in our delivery on different occasions and as far as our teaching profession is concerned, we must speedup at easier topics and must slow down at difficult messages. In case of speedy delivery and a difficult message, the audience will hear it rather than listen to it and will not be able to comprehend it.

PAUSE: -

We cannot and should not keep on speaking without pausing. Pauses allow the audience to comprehend the idea or the message you have delivered before it and make them ready to accept a concurrent idea, which follows the pause. But pauses must be at the right place and of limited duration. Incorrect use of pauses may create problems and may result in the loss of attention and polarization.

VOLUME VARIATION: -

Our speech should be loud enough to be audible to the audience, not too loud to put them away. Monitoring our speech volume in context to the different messages during our speech enlivens our idea and the idea is put through the audience's psyche.

NON-FLUENCIES: -

This is one of the most important parts of paralanguage concept. Consciously or pre-conscious in nature we all adhere to this, in some fashion or the other, during our speech delivery. Utterances like 'oh', 'um', 'you know', 'ok', 'look at it', 'think', etc. are known as non-fluencies. They give the speaker breathing time and the audience time to think over what has been said and after comprehending that they become ready for the next to follow. Careful and judicious usage of these non-fluencies will add to the fluency of the speaker but it becomes a barrier when it is too frequent and at irrelevant places in the speech delivery.

WORD STRESS: -

I would like to start this topic by giving an example:

Are you satisfied with this **orientation**?

Are you satisfied with **this** orientation?

Are you **satisfied** with this orientation?

Are **you** satisfied with this orientation?

Proper word stress stands crucial importance and enables the speaker to change the meaning of the sentence every time they use it.

In the same fashion looking at the micro-level, stress and emphasis on the syllables of words change its function in the sentence. For example: '**con**-vict'(noun), 'con-**vict**'(verb), '**re**-cord'(noun), 're-**cord**'(verb).

But in our regular day to day life interaction we do not give importance to the aspect but if deliberately executed, this habit can improve the language, its understanding and culture our voice.

iii. Time and Space Language

Our use of times is a very subtle non-verbal communication. The time given to listen and speak to people creates a sense of self-esteem in them. Time is such an important factor that if a communicator misses the appropriate time for conversation it becomes very difficult to get another opportunity for the same conversation. The efficiency in the usage of time during communication and conversation by a person or organization defines the efficiency of the person or the organization.

Space language is associated with the idea or the intellect, which makes the conversation and communication effective. If the communicator is communicating with 1 person and if and if the same communicator at some other time is communicating with 15 people his/her sense of space he at some other time is communicating with 15 people his sense of space management in communicating must be subtle enough to understand the volume variation, body language, etc. How one maintains the space between the listener and the speaker indicates the relations between them.

Thus time and space language are important non-verbal communication.

iv. Sign Language

From time immemorial man has been using sign language for communication. Sign language has two forms

Visual Signs

Colours: -

Colour is an important effective sign of communication. Colours are silent communicators of different ideas. We use colours to enliven a dull environment. Traffic signals are based on colour. Colours also symbolize moods; they are also used for identification.

Pictures: -

Pictorial presentation is the most suitable mode for mass communication. Paintings and engravings found on the walls of ancient races and temples convey us a lot of information about the tribes, races, rules of the past. Hence pictures are an effective form of non-verbal communication.

Graphics: -

Graphs and charts are the efficient means of conveying statistical information to a layman. Even a common man can judge the overall situation and understand the relationship between charts. However, such charts and graphs should be prepared skillfully and properly labelled.

Posters: -

A poster is a combination of pictures and words. The use of words is minimum. They help in public education. They effectively persuade matters like AIDS awareness and many other such concepts.

Signs and Signals: -

A sign is a mark used to represent mathematical calculations. Several other signs are used worldwide, eg: the danger sign by the skull and bones.

Audio Signs

They are symbols perceived by ears. Mankind has used sound signals since the beginning of civilization. Ancient people to convey the information using different drum bits. Even today we use different alarm signals such as fire alarm, casualty alarm. Machine breakdown and many such day-to-day life sound signals.

2.3.3. Advantages and Limitations of Non-verbal Communication

Non-verbal methods have an almost instant effect because of quicker grasp by the receiver. It takes less time to see a colour or picture and to hear a horn or bell than to read and understand words and sentences. This quality of speed is convenient and response makes nonverbal methods extremely useful in many situations.

For illiterate people, the best possible mode of communication is nonverbal communication.

As nonverbal communication has advantages, it has limitations also. Complex communications cannot be described in nonverbal communication. It cannot be used as constitutional proofs.

Check Your Progress 4

1. Body Language is an important type of
 - a. Oral Communication
 - b. Written Communication
 - c. Non-Verbal Communication
2. Red colour is a sign for _____
 - a. Danger
 - b. Love
 - c. Both of the above
 - d. None of the above

2.4 Let us sum up

Communication is a complex process. This unit has enveloped all the types of communication which are integral elements of communication. A single type of communication is not very effective for a longer message. There are advantages and limitations of each type of communication and the message should be conveyed keeping all these things in mind.

2.5 Answers for Check Your Progress

Check Your Progress 1:

1. A
2. B

Check Your Progress 2:

1. B
2. A

Check Your Progress 3:

1. A

Check Your Progress 4:

1. C
2. C

2.6 Glossary

1. Immemorial: Since a long time
2. Conflict: Struggle / Misunderstanding
3. Persuasion: Coax
4. Prolong: Extend
5. Communicatee: The person who communicates
6. Precision: Exactness
7. Prompt: Quick
8. Rigid: Stiff
9. Emphasis: Stress
10. Grit: Rub
11. Involuntary: Reflex
12. Explicit: Obvious
13. Pitch: The property of sound that varies with variation in the frequency of vibration
14. Polarization: Separation
15. Judicious: Thoughtful

2.7 Assignment

1. Mention the advantages and disadvantages of oral communication
2. Mention the advantages and disadvantages of written communication

2.8 Activities

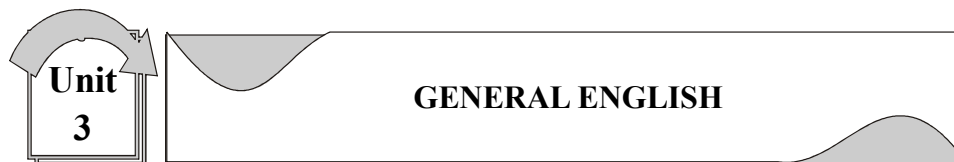
1. Compile a list of non-verbal gestures used in day to day communication. E.g. Waving the hand to communicate 'hi'.

2.9 Case Study

1. Compile the list of non-verbal communications used by a child until he/she learns to speak.

2.10 Further Readings and References

1. Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON
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3. Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON
4. Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON
5. Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers



: UNIT STRUCTURE :

- 3.0 Learning Objectives**
- 3.1 Introduction**
- 3.2 Parts of Speech**
- 3.3 Some Important Aspects**
 - 3.3.1 Noun
 - 3.3.2 Pronoun
 - 3.3.3 Adjective
 - 3.3.4 Verb
 - 3.3.5 Adverb
 - 3.3.6 Preposition
 - 3.3.7 Conjunction
- 3.4 Use of Articles**
- 3.5 Let Us SumUp**
- 3.6 Answers for Check Your Progress**
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- 3.11 Further Readings**

3.0 Learning Objectives

After learning this unit, you will be able to understand:

- Definitions of all Parts of Speech.
- Identification of various parts of speech.
- Proper use of various parts of speech in oral and written communication.
- Use of articles.

3.1 Introduction

Communication is the heart and soul of the human experience. The process of communication mainly includes speaking, listening and writing. Therefore, we cannot really separate communication skills from language or language learning. Nobody actually learns grammar to learn his/ her first language (mother tongue). It is a natural phenomenon that we start speaking what everyone speaks around us. We gradually develop a better sense of understanding with the passage of time. Though we do not study grammar of our first language to use it for daily speaking, when we need to polish our first language, we have to study its grammar.

However, the real problem comes up when we are exposed to a new language. When it comes to learning a new language like English, we need to study its grammar, which we are not used to or we are not exposed to. Hence, the fear. The importance of grammar cannot be neglected and before we do that, we need to understand what grammar is.

Grammar is the study of words and the ways words work together. An invisible force guides us as we put words together into sentences; and that force is grammar. Any person who communicates using a particular language is consciously or unconsciously aware of the grammar of that language.

To speak in a clearer and more effective manner, we need to study grammar. If you wish to communicate with others in an artful, expert manner, you need to have a clear understanding of the basics of grammar. In this unit, we will take a look at such basics of English grammar.

3.2 Parts of Speech

The words that form sentences are categorized into classes according to the function that they perform. These classes of words are known as Parts of Speech. In English, we have eight parts of speech: noun, pronoun, adjective, verb, adverb, preposition, conjunction and interjection. In this chapter, we shall first give their definitions and then discuss some important aspects of these classes of words.

Definitions:

Noun: A noun is generally the name of a person, place or thing, e.g. Shrutu, boy, aluminium, happiness, etc.

Pronoun: A pronoun is a word that replaces a noun in a sentence e.g.: He, you, it, me, your, his, her, our, himself

Adjective: An adjective is a word that qualifies (describes or determines) a noun or pronoun e.g. an Indian scientist, a tall boy, the blue sky, some milk, much trouble, two huts, many birds, my book, his house etc.

Verb: A verb is a word that expresses action or being (a state) e.g: Ram went to the laboratory.

It is dark outside.

Verbs are chief vehicles of our actions, thoughts and feelings. Without verbs, there can be no real communication.

Adverb: An adverb is a word that qualifies a verb, an adjective or another adverb

e.g. Mohan runs fast (Here the word 'fast' qualifies the verb, 'run'.)

Sir Jagdish Chandra Bose was a very great scientist. (In this sentence the word 'very' qualifies the adjective, 'great'.)

She sings really well. (Here the word really qualifies the adverb, 'well'.)

Adverbs are generally formed by adding “-ly” to an adjective, e.g. absolutely, clearly

Preposition: A preposition is a word that shows the relation of a noun or pronoun to some other word in the sentence. Given below are few examples:

He lives in Delhi.

There is a small temple on the top of the mountain.

He travels by air.

He is fond of music.

We have not met for a week.

How far is Delhi from Agra ?

Between us there is no secret.

Certain words are followed by particular prepositions. It is, therefore, necessary to familiarise yourself with the right use of prepositions after nouns, verbs, adjectives, etc.

Conjunction: A conjunction is a word that joins words, clauses or sentences together as shown below:

Ram and Rattan are brothers.

He is intelligent but not careful.

Sunil took medicine so he recovered faster.

Interjection: An interjection is that part of the sentence that expresses intense emotions.e.g.

Wow! We have won the game.

Alas! He died so young.

Hush! Even walls have ears.

Check your progress 1

1. A is that part of the sentence that expresses some sudden feeling or emotion.
 - c. Preposition
 - d. Adverb
 - a. Interjection
 - b. Conjunction

3.3 Some Important Aspects

3.3.1 Noun

Types of nouns:

- **Proper Nouns:** Proper nouns are nouns that refer to specific entities. Proper nouns are capitalized like China, Jaya and Nagpur to show their distinction from common nouns.
- **Common Nouns:** Common nouns refer to general, unspecific categories of things, whereas Nebraska is a proper noun because it indicates a spe-

cific country. The word country itself is a common noun because it can refer to any country in the world. Other examples are boy, flower, parrot.

- **Countable Nouns:** These nouns include names of people, places-things that we can count as one, two, three and so on. They can occur in both single and plural forms. We can add determiners like many, most, more, several before these nouns.

For example, the noun bike is countable noun. Consider the following sentence:

There is a bike in that garage.

In this example, the word bike is singular as it refers to one bike that is now in a particular garage.

However, bike can also occur in the plural form. There are six broken bikes in that garage.

- **Uncountable Nouns or Mass Nouns:** Conversely, some nouns are not countable and are called uncountable nouns or mass nouns. For example, the word water is an uncountable noun.

That lake is full of water.

However, we cannot say, „There are many waters in the lake.“

Other examples include wood, sand, milk, air, freedom and intelligence.

- **Collective Nouns:** They are names of collections. They are not the names of the individuals in a collection. The collections may be of people, animals or other living things, places or things. Examples of countable nouns include: bunch, herd, flock.
- **Concrete Nouns:** Concrete nouns are names of things that can be touched, smelled, seen, felt or tasted. Perfume, table, dog, Maria, salt and wool are all examples of concrete nouns.
- **Abstract Nouns:** More intangible, theoretical concepts and ideas are described with abstract nouns. Concepts like freedom, love, power and patriotism are all examples of abstract nouns.

3.3.2 Pronoun

Types of Pronouns

- **Personal:** These pronouns function as noun equivalents within the structure of a sentence (subject, direct object, indirect object, subject complement, object of a preposition). Either singular or plural, they distinguish between the individual speaking (first person- I, me, we, us), the individual spoken to (second person- you) and the individual spoken about (third person- he, she, it, her, him, they, and them). Note: Personal pronouns can also be possessive, meaning they show ownership. These include, (but are not limited to), words such as his, hers, ours, yours.
- **Demonstrative:** These identify specific individuals and/or things and may also serve as the subject of the verb/ verbs. There are four demonstrative pronouns: this, that, these and those.
- **Indefinite:** These do not indicate specific individuals or things and there

are quite a few indefinite pronouns, including but not limited to anybody, something, anything, someone, none, each, more, most.

- **Intensive:** These are used to emphasize a particular noun or another pronoun, e.g. you, himself, themselves, itself etc.
- **Interrogative:** These are used to introduce questions and include who, what, whose, whom and which.
- **Relative:** These introduce dependent (subordinate) clauses and include who, whose, which and that.

3.3.3 Adjectives

Types of Adjectives

- **Descriptive Adjective**

These show the kind or quality of a person or thing. Examples:

1. New York is a large city.
2. He is a dishonest man.
3. The stupid crow tried to sing.

Adjectives of Quality answer the question: Of what kind?

- **Adjectives of Quantity**

These show how much of a thing is meant.

Examples:

1. I ate some rice.
2. He has little intelligence.
3. Take great care of your health.
4. He showed much patience.
5. He has lost all his wealth.

Adjectives of Quantity answer the question: How much?

- **Numeral Adjective**

These show how many people or things are meant or in what order a person or thing stands.

Examples:

1. The hand has five fingers.
2. Most boys like cricket.
3. Sunday is the first day of the week.
4. There are no pictures in this book.
5. Here are some ripe mangoes.

Adjectives of Number answer the question: How many?

- **Demonstrative Adjective**

These point out which person or thing is meant.

Examples:

That boy is clever.

These mangoes are sour. I hate such things.

It will be noticed that this and that are used with singular nouns, while these and those are used with plural nouns.

- **Interrogative Adjective**

What, which and whose are interrogative adjectives when they are used with nouns to ask questions.

Examples:

What type of a man is he? Whose book is this?

Which way shall we go?

Essentials of Grammar

Grammar Basics

3.3.4 Verb

Types of verbs

- **Regular Verbs**

A verb is said to be regular when it forms the past tense by adding 'ed' to the present or 'd' if the verb ends in 'e'.

Examples: talk, inform, study

- **Irregular Verbs**

A verb is said to be irregular when its past tense does not end in 'ed'.

Examples: speak, go, come

- **Transitive Verbs**

A transitive verb is one, the action of which passes over to some object, as "I struck the table." Here the action of striking affected the object able, hence struck is a transitive verb.

Examples: learn, read, and write

- **Intransitive Verbs**

An intransitive verb is one in which the action remains with the subject, as "I walk," "I sit" or "I run". Many intransitive verbs, however, can be used transitively; thus, in "I walk the horse", walk is transitive.

Examples: laugh, run, speak

3.3.5 Adverb

Types of adverbs:

- **Adverb of Manner**

These adverbs answer the question how? This adverb usually comes after the direct object or if there is no direct object, after the verb. Examples:

She speaks Italian very well.

He works hard.

You must drive your car cautiously.

- **Adverb of Place**

These adverbs answer the question where? This adverb usually comes after the object, otherwise after the verb. Examples:

We saw you there.

We were sitting here.

We looked everywhere.

Note: somewhere, anywhere follow the same rules as some and any:

Have you seen my glasses anywhere?

I'm sure I left them somewhere.

I can't find the many where.

- **Adverb of Time**

These answer the question when? This adverb usually comes either at the very beginning or at the end of the sentence. Examples:

Afterwards we decided to go by car. I've done that journey before.

Note : Yet and still: yet should be placed at the end of the sentence. Still should be placed before the verb, except with the verb 'to be' when it comes after.

We haven't started yet.

He still wears old-fashioned clothes.

She is still a student.

- **Adverb of Frequency**

These answer the question how many times? This adverb comes after the verb 'to be'. Example:

She is never dishonest.

It sometimes comes before simple tenses of all other verbs. Example:

They sometimes spend the whole of Sunday fishing.

It sometimes comes after the first auxiliary in a tense consisting of more than one verb:

I have always wondered how they did that.

I can never go without food for days.

Note : With 'used to' and 'have', the frequency adverb is usually placed in front:

Wenever used to look forward to the school holidays.

He always has trouble with his old car.

- **Adverb of Degree**

These answer the question to what extent?

This adverb can modify an adverb or an adjective and comes before the word it modifies:

The bottle is almost full, nearly empty.

They should be able to pass their exams quite easily.

The following adverbs of degree can also modify verbs: almost, nearly, quite, hardly, scarcely, barely and just

They follow the same pattern as frequency adverbs in terms of where they are placed:

I generally understand.

We had almost reached the house when it began to rain. I am just beginning a new recipe.

3.3.6 Preposition

Types of prepositions:

- **Preposition of place:** These prepositions indicate relationships with regard to place and use location related terms such as around, at and between.
- **Preposition of direction:** These prepositions indicate relationships with regard to direction. They show where a subject is headed, such as under, along and towards.
- **Preposition of time:** These prepositions indicate relationships with regard to time. Examples are after, until and during.

3.3.7 Conjunction

Types of conjunctions:

- **Coordinate conjunctions:** These join similar words, phrases or clauses to each other. In English the main coordinate conjunctions are for, and, nor, but, or, yet and so (FANBOYS).
- **Sub-ordinating conjunctions:** These join a sub-ordinate clause to a main clause. Examples include since, because, although.

Check your progress 2

1. Demonstrative: These pronouns function as noun equivalents within the structure of a sentence.
 - a. True
 - b. False
2. indicate relationships with regard to place and use location related terms such as around, at and between.
 - a. Preposition of place
 - b. Preposition of direction
 - c. Preposition of time

3. answer the question how?
 - a. Adverb of Manner
 - b. Adverb of Degree
 - c. Adverb of Time
 - d. Adverb of Place
4. comes after the verb 'tobe'.
 - a. Adverb of Frequency
 - b. Adverb of Manner
 - c. Adverb of Place
 - d. Adverb of Degree
5. A regular verb ends with the suffix
 - a. -er
 - b. -ent
 - c. -ed
 - d. -ough
6. The wood has intricate carvings. Intricate is a
 - a. Verb
 - b. Pronoun
 - c. Preposition
 - d. Adjective
7. Saturday is the last day of the week. The word last is a
 - a. IntensivePronoun
 - b. Interrogative
 - c. NumeralAdjective
 - d. Verb
8. Interrogative and Intensive are types of:
 - a. Adjective
 - b. Verbs
 - c. Adverbs
 - d. Pronouns
9. is a form of Abstract noun:
 - a. Book
 - b. cup
 - c. Happiness
 - d. Phone

3.4 Use of Articles

What is an article? An article is an adjective. Like adjectives, the function of articles is to modify nouns.

English has two articles: “the” and a/an. “The” refers to specific or particular nouns; a/an is used to modify non-specific or non-particular nouns. We call the the definite article and a/an the indefinite article.

the = definite article a/an = indefinite article

For example, if we say, “Let’s read the novel,” we mean a specific novel.. If we say, “Let’s read a novel,” we mean any novel rather than a specific novel.

Here “The” is used to refer to a specific member of a group. For example, “I just saw the most popular film of the year.” There are many films running in the theatres, but only one particular movie is the most popular. Therefore, we use the.

A/an is used to refer to a non-specific or non-particular member of the group. For example: I would like to have an ice- cream. . Here, we are not talking about a specific ice- cream. We are talking about any ice-cream. I do not have a specific one in mind.

Let us look at each kind of article a little more closely.

Indefinite Articles: a and an

“A” and “an” signal that the noun modified is indefinite, referring to any member of a group. Fore xample:

- My daughter wants a Barbie for Christmas: This refers to any Barbie. We do not know which Barbie because the child hasn’t selected the Barbie yet.
- Can someone please call a cop: This refers to any cop. We do not need a specific cop; we need the one available..
- When I was at the wildlife sanctuary, I saw a tiger! Here, we are talking about a single, non-specific thing, in this case a tiger. There are probably several tigers at the wildlife sanctuary, but there is only one tiger that we are talking about here.

Remember, using a or an depends on the sound that the next word begins with. So,

- a + singular noun beginning with a consonant: a girl; a pen; a flute; a guitar; a dog
- an + singular noun beginning with a vowel: an estate; an eagle; an orange; an idiot; an ostrich
- a + singular noun beginning with a consonant sound: a user (sounds like ‘yoo-zer,’ i.e. begins with a consonant ‘y’ sound, so ‘a’ is used); a uni-verse
- In some cases where “h” is pronounced, such as “historical”, use an: An historic incident is worth recording.

In writing, “a historic incident” is more commonly used. Remember that this rule also applies when you use acronyms:

The Reserve Bank of India is the chief monetary organisation in India. Another case where this rule applies is when acronyms start with conso-

nant letters but have vowel sounds:

An SPCC plan (spill prevention control and counter measures plan) will help us prepare for the best and worst.

If the noun is modified by the adjective, the choice between a and an depends on the initial sound of the adjective that immediately follows the article: a broken doll; an unusual issue; a European tour (sounds like 'yer-o-pi-an,' i.e. begins with consonant 'y'sound).

Remember, that in English, the indefinite articles are used to indicate membership in a group:

- I am a doctor. (I am a member of a large group known as doctors.)
- Brian is an Englishman. (Brian is a member of the people known as English/ British.)
- Thich Naht Hanh is a practicing Buddhist. (Thich Naht Hanh is a member of the group of people known as Buddhists.)

Definite Article:

The definite article is used before both singular and plural nouns when the noun is specific or particular. This signals that the noun is definite, that it refers to a particular member of a group. For example:

The dog that bit me ran away. Here, we are talking about a specific dog, the dog that bit me.

I was happy to see the policeman who saved my cat!

Here, we are talking about a particular policeman. Even if we do not know the policeman's name, it's still a particular policeman because it is the one who saved the cat.

I saw the elephant at the zoo.

Here, we are talking about a specific noun. Probably, there is only one elephant at the zoo or the listener knows which particular elephant we are referring to (e.g. the elephant that participated in the national day parade).

The can be used with non-count nouns; alternatively, the article can be omitted entirely.

- I love to sail in the Pacific. . (This indicates a specific body of water) OR I love to sail over water. (any water)
- He spilled the water all over the floor. OR He spilled water all over the floor. (any water)

A/an can be used only with count nouns.

- I need a bottle of juice.
- I need a new glass of buttermilk.

Most of the time, you cannot say, "She wants a milk," unless you're implying, say, a bottle of milk.

Geographical use of the?

There are some specific rules for using the with geographical nouns.

Do not use the before:

• Names of most countries.	For example	: Italy, Mexico, Bolivia,
however, the United	Kingdom,	the Dominican

Republic, the Philippines, the United States of America, the Netherlands etc.

- Names of cities, towns or states: Pune, Las Vegas, London
- Names of streets: Main Street
- Names of lakes and bays: Lake Victoria, Lake Erie except with a group of lakes like the Great Lakes
- Names of mountains: Mount Everest, Mount Fuji, Mount Titlis except with ranges of mountains like the Himalayas or unusual names like the Matter horn
- Names of continents America, Australia
- Names of islands (Easter Island,) except with island chains like the Aleutians, the Carribeans or the Canary Islands

Do use the before:

- Names of rivers, oceans and seas: the Ganges, the Pacific
- Points on the globe: the Equator, the South Pole
- Geographical areas: the Far East, the West
- Deserts, forests, gulfs and peninsulas: the Sahara desert, the Gulf of Mexico, the Black Forest, the Iberian Peninsula

Omission of Articles

Some common types of nouns that do not take an article are:

- Names of languages and nationalities: French, Chinese, Russian, English, Spanish, (unless you are referring to the population of the nation: The Spanish are known for their warm hospitality.)
- Names of sports: football, volleyball, hockey Names of academic subjects: geography, history, chemistry.

Check your progress 3

1. An article is an adjective. Like adjectives, the function of articles is to modify nouns.
 - a. True
 - b. False
2. The indefinite article is used before both singular and plural nouns when the noun is specific or particular.
 - a. True
 - b. False
3. A/ an is
 - a. definite article
 - b. Noun

- c. indefinite article
- d. transitive verb

3.5 Let Us Sum Up

In this unit we have learnt that English Grammar comprises of Noun, Pronoun, Adjectives, Verb, Adverb, Preposition, Conjunction and Interjection. It is seen that there are different types of Noun such as Proper Noun, Common Noun, Countable Noun, Uncountable Noun, Collective Noun, Concrete Noun and Abstract Noun.

This unit elaborates about different types of Pronouns like Personal, Demonstrative, Indefinite, Intensive, Interrogative and Relative. Also we see that adjectives such as Descriptive, Quantity, Numeral, Demonstrative and Interrogative are well explained with examples.

Part from these Verbs such as Regular, Irregular, Transitive and Intransitive are shown with illustrative examples. There are many types of Adverbs like Adverb of Manner, Adverb of Place, Adverb of Time, Adverb of Frequency and Adverb of Degree which shows explanation along with examples for better understanding.

Prepositions like prepositions of place, direction and time are explained in such a manner that students will find better to understand. It is seen that there are certain details on articles which shows an adjective that modifies nouns.

3.6 Answers for Check Your Progress

Check your progress1

Answers: (1-a)

Check your progress2

Answers: (1-b), (2-a), (3-a), (4-a), (5-c), (6-d), (7-c), (8-d), (9-c),

Check your progress3

Answers: (1-a), (2-b), (3-a)

3.7 Glossary

1. **Active verb** - A verb that describes the action of the grammatical subject of the sentence.
2. **Passive verb** - A verb that describes action done to the grammatical subject of the sentence.
3. **Parts of Speech** - These shows traditional 8 types of grammar parts.
4. **Articles**-A, an, and, the.
5. **Interjection** - It is a word in the sentence which expresses some sudden feeling or emotion.
6. **Conjunction** - It is a word other than a relative pronoun or adverb, which joins words, clauses or sentences.

3.8 Assignment

What are the basic rules to remember when using articles in English?

3.9 Activities

Explain various types of prepositions with examples

3.10 Case Study

Read one small paragraph from a newspaper and analyse the various parts of speech used in the same.

3.11 Further Readings

1. Business Communication, Sinha K.K.
2. Communication today Creative Skill, Ray, Reuben, 2001, Himalaya PublicationHouse.
3. Hand Book Business communication skills, Chrisse Wrought, 2004, Jaico Publishing House.



: UNIT STRUCTURE :

4.0 Learning Objectives

4.1 Introduction

4.2 Paragraph Writing

4.2.1 Paragraph Development by Examples

4.2.2 Paragraph Development by Comparison

4.2.3 Paragraph Development by Contrast

4.2.4 Paragraph Development by Definition

4.2.5 Paragraph Development by Classification

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4.4 Let Us Sum Up

4.5 Answers For Check Your Progress

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4.8 Activities

4.9 Case Study

4.10 Further Readings

4.0 Learning Objectives

After learning this unit, you will be able to understand:

- Basic techniques of writing paragraphs.
- Various ways of developing paragraphs.
- Examples of paragraphs.
- Importance of comprehension.

4.1 Introduction

Whenever one wants to impart information to someone in writing, it needs to be segregated in paragraphs. You can imagine how boring a text will read and look if it runs in just one lengthy paragraph, page after page. Would you be interested in even reading it, forget understanding and assimilating knowledge? Certainly not. Dividing the text into smaller sections, called paragraphs, makes it easy to see and digest. A reader can read one chunk and assimilate the information given therein quickly. Then he can move on to the next chunk and make connections

between the two paragraphs. Therefore, it is essential to learn to write paragraphs before you learn to write anything longer. A paragraph is generally concentrated around one singular idea and includes all the important or basic details related to that idea.

This unit gives you some tips on how to construct paragraphs. We will also see what the basic types of paragraph are.

4.2 Paragraph Writing

The three basic requirements of a paragraph are:

1. Unity
 2. Coherence
 3. Adequate development
1. **Unity:** The most striking feature of a paragraph is its unity, i.e. the discussion or description of a singular theme, subject or topic termed as the topic of the paragraph. Every sentence in a paragraph is closely connected with this theme. Usually this theme or central idea is stated in a sentence in a paragraph. This sentence is called the topic sentence. All the remaining sentences of the paragraph contribute and relate to this topic sentence in some way. In fact, while editing a paragraph, any sentence that does not relate to the topic sentence should be edited or deleted. Thus, writing a well-defined topic sentence is the first step to writing a good paragraph. This topic sentence is the first sentence of a paragraph. Very rarely, in a narrative paragraph, for example, the topic sentence can be placed at the end of the paragraph.
 2. **Coherence:** A true paragraph is not just a set of sentences put together but sentences that are interlinked with each other. This interlinking provides coherence to the paragraph. There are four significant devices to achieve this quality: pronouns, repetition of key words and phrases, synonyms and connectives. As stated earlier, coherence comes through the connection between sentences and their ultimate relationship with the topic sentence. The points need to be related to each other and then to the theme if you want to write a coherent paragraph.
 3. **Adequate Development:** To contribute to the unity of the paragraph, the entire paragraph should emerge from or lead to the topic sentence. The points stated in the topic sentence must be developed one by one in an orderly style. How to go about explaining or describing the main idea is the writer's choice. You can write a paragraph about computers by classifying them, by outlining their uses or by showing their effects on our lives. And all those paragraphs would be correct, in terms of development. In short, there are various techniques used to develop a paragraph. Some commonly used techniques are outlined here. The list is followed by an example of each type, where the topic sentence is underlined.

Examples

- Comparison
- Contrast

- Definition
- Classification
- Space and time
- Process description
- Cause and effect
- Generalization

4.2.1 Paragraph Development by Examples

Meaning: The topic sentence states the theme and then the theme is explained using some examples. Infact,the examples work as explanation or description here.

Sample:

Science has helped us get rid of many sicknesses of the mind and the body. For example, advancements in the field of psychology have enabled effective cures for many mental ailments like claustrophobia, schizophrenia, etc. Similarly, many other discoveries in science have made it possible to cure terrible diseases such as malaria, small pox, pneumonia and tuberculosis.

4.2.2 Paragraph Development by Comparison

Meaning: The topic sentence states the two items that are compared and the basis of comparing them which are then explained in one or two sentences each to complete the paragraph.

Sample:

It is interesting to note that India and China have quite a few things in common, the most important being population and culture. If China was number one in terms of the size of population for a long time, India was number two. Both the countries, therefore, have a huge pool of labour and manpower to boast of. Furthermore, the governments of both the nations have taken timely steps to curb the uncontrollable growth of population. The second similarity between India and China is the culture that forms the backbone of the society there. Both nations are proud of the very prosperous and rich heritage and history of its civilization. They are both examples of unit in diversity, owing to the size of the land. Thus, India and China are very similar to each other in terms of population and culture.

4.2.3 Paragraph Development by Contrast

Meaning: The topic sentence states the two items that are contrasted on some grounds. These bases are then explained in one or two sentences each to complete the paragraph.

Sample:

Though both are pet animals, dogs and cats differ a lot in terms of habits, maintenance and loyalty. A dog can be much easily trained to do certain activities and there have been instances of dogs being great companions to sightless individuals. However, training a cat is difficult, almost impossible. In turn, cats cost you less because they do not need extensive training, accessories and specialized

food. Dogs, on the other hand, need only specific accessories and food, increasing the cost of maintenance. Further, loyalty is another factor that differentiates the two. Dogs are undoubtedly more loyal than cats. Cats are more loyal to the household or the place than to the owners. Thus, whether to pet a dog or a cat depends on how you respond to these three and many more factors that compare dogs and cats.

4.2.4 Paragraph Development by Definition

Meaning: A definition paragraph describes, explains or defines a term by way of explanation.

Sample:

The word interview is derived from interview, meaning sight between. It is a meeting between two persons with a specific purpose. It may be defined as any purposeful interpersonal communication involving two individuals. In terms of structure and format, interviewing is, therefore, a more formal form of dyadic communication. However, an interview situation may consist of one interviewee and several interviewers and vice versa.

4.2.5 Paragraph Development by Classification

Meaning: This paragraph tries to explain a concept by showing how it is classified into various types and subtypes. A detailed description of each type is not required; just mentioning on what basis it is classified is sufficient.

Sample:

Students in a class can be categorised based on their behaviour in the class. Majority of students fall in the average category. They understand the teacher and what she teaches partly and they are very well aware of their limitations. However, one can find excellent artists within this class. Then there is the second category of will-be-better students who have brains but who are simply lazy. They understand and digest the material faster than the average students. But that's that.

They do not want to take the knowledge ahead and practise and revise. However, they can put their understanding in practise or application much easily. The last category is that of bright students who are exceptional in everything they do. When one teaches them something, they understand almost immediately. They also retain the knowledge and apply it in all situations quickly. Despite these categories, a good teacher has to disseminate knowledge equally efficiently to all the students in her class.

4.2.6 Paragraph Development by Space and Time

Meaning: This paragraph demonstrates development through spatial relationship in a limited area. Ideas are organised based on space or spatial relationships with or without reference to time.

Sample:

What attracted me to my new weekend home is its location. It is located on the last end of a road winding up a small hillock. It sits wonderfully on a huge plot surrounded by tall oak trees. In fact, I own the entire plot! When I stand on the porch and look ahead of me, I see a lush green plateau full of shrubbery. Over

the plateau stretch endless blue heavens, through which I can glimpse at the masters of the skies at times. On my left hand is the final end of the road that leads me directly into another hillock. I have not yet ventured up that hillock! Within my house, I can step inside the door to be surrounded by four cozy capacious rooms, all attached with small terraces. Needless to say, I have made all the necessary arrangements for a weekend stay in my cottage. Once inside, I feel as if I am disconnected from the humdrum of my urban life, situated almost above my entire community. What else does one need to recharge himself?

4.2.7 Paragraph Development by Process Description

Meaning: This paragraph shows how something is done or something happens. Thus, you need to include various steps in this paragraph. The steps should be logically explained so that the reader sees clearly how you reach the end of the process.

Sample:

Making pancakes is so simple; I cannot understand why most women dread it. The process can be explained in three simple steps. Make a batter out of floor-whole-wheat flour, if you are diet conscious; one or two eggs, depending on your choice; salt and pepper. In case you want to make them little sweet, you can add some honey or brown sugar. The batter should be of pouring consistency. Let it stand for half an hour. Place a small bowlful mixture on a hotplate and add little olive oil as seasoning. On medium heat, a pancake will cook in a couple minutes. The colour will change to slightly shiny; that's how you know it is cooked. Roast from both sides and remove directly onto a plate. Serve this with salsa sauce or just plain tomato ketchup.

4.2.8 Paragraph Development by Cause and Effect

Meaning: This paragraph shows how something is a result of a cause. This type also deals with many causes of a single effect or one cause leading to many effects. You need to show the cause-effect relationship in a logical fashion in this type.

Sample:

Parental divorce can lead to various problems in children, the most important effects being a sense of insecurity and inability to form stable relationships as adults. Children of divorced parents always feel that something is lacking in their lives. They compare themselves to other children from complete homes and relate that to a secured existence. Then they believe their life or home is incomplete, therefore vulnerable to attacks. This leads to a tremendous sense of insecurity in these children. Secondly, children who witness the breakdown of parental relationship cannot believe that any two people can survive together amicably. As children, their parents are their idols. If their idols cannot live together peacefully, how can any adults do that? This results into their belief that they are themselves incapable of entering into any kind of relationship, especially a stable one. These are the most disastrous effects of parental divorce in children.

4.2.9 Paragraph Development by Generalisation

Meaning: Paragraph development by generalization is like that by examples, but only to an extent. Examples are used in both to support the stated view-

point. In this type, however, the generalisation arrives as a conclusion, based on several examples given as facts or opinions. The reader has to see the conclusion as a logical possibility.

Sample:

How to spend vacations is a huge issue facing many children every year. Most of the times, activities designed and planned by parents are scarcely enjoyed by children. Especially for working mothers, holidays usually mean trouble, even if they cannot admit it openly. When children grow up, however, they try to make themselves comfortable because they are able to take care of themselves. Some find a hobby class or a camp that interests them. Some decide to visit friends or relatives and want to be away from parents for some time. Those who are slightly older can even visit outstation relatives and enjoy themselves. For younger children, however, parental decisions can prove most helpful. They are usually in an experimental age and like everything like drawing, dance, music and clay modelling. Children of all ages, however, admit that they to spend at least some time at home, just lazing around having fun with parents. Therefore, all parents believe taking time off and spending with children is the most ideal vacation for both parties.

Check your progress 1

1. Paragraph development by Space and Time is like that by examples, but only to an extent.
 - a. True
 - b. False
2. The topic sentence states the two items that are contrasted on some grounds. These bases are then explained in one or two sentences each to complete the paragraph.
 - a. True
 - b. False
3. Under Paragraph Development by Space and Time, Ideas are organised based on space or spatial relationships with or without reference to time.
 - a. True
 - b. False
4. Paragraph Development by Classification doesn't try to explain a concept by showing how it is classified into various types and subtypes.
 - a. True
 - b. False

4.3 Comprehension

Comprehension means knowledge or understanding of spoken or written language. Webster's Collegiate Dictionary offers this definition: capacity of the mind to perceive and understand.

The Purpose of Reading

The purpose of reading is to connect the different ideas on the page to what you are already aware of. . If you are unaware about a subject, then comprehending the text in your mind is like pouring water into your hand. You do not retain anything much. For example, try reading these numbers:

7516324 (This is hard to read and also remember.)

751-6324 (This is easier because of chunking of numbers.)

123-4567 (This is easy because of prior knowledge of the structure of the numerical.)

Similarly, if you like a sport, reading the articles on the sports page is easy. You have a framework in your mind for reading, analysing, comprehending and storing information.

Improving Comprehension

Reading comprehension requires motivation, mental frame work for holding ideas, concentration and good study techniques. Here are some suggestions.

- **Develop a broad background:** Broaden your knowledge by reading newspapers, magazines, journals and books. Increase your interest in world events.
- **Know the structure of paragraphs:** A good writer will construct paragraphs that have a beginning, middle and end. Often, the first will give an overview that helps provide a framework for adding details. Also, look for transitional words, or paragraphs that change the topic.
- **Identify the type of reasoning:** Does the author use the cause and effect reasoning, hypothesis or model building, induction or deduction systems of thinking?
- **Anticipate and predict:** Truly smart readers always try to anticipate the author and predict future ideas and questions. If you are right, this reinforces your comprehension ability. If you are wrong, you make the adjustments quicker.
- **Look for the method of organization:** Is the material organized chronologically, logically, , spatially or hierarchically?
- **Create motivation and interest:** Preview material; ask questions; discuss the ideas in your mind with classmates. The stronger your interest, the greater is your comprehension.
- **Pay attention to supporting cues:** Study pictures, graphs and headings. Read the first and last paragraph in a chapter or the first sentence in each section.
- **Highlight, summarize and review:** Just reading a book is not enough. To develop a deeper understanding, you have to summarize and review all important ideas.
- **Build a good vocabulary:** For those with a thirst for knowledge, this is a life time project. The best way to improve vocabulary is to use a dictionary regularly. You should carry a pocket dictionary and use it to look up new words. Alternatively, you can keep a list of words to read at the end of the day. Concentrate on the prefixes, suffixes, roots, and endings.

All these tips will enhance your comprehension skills, so that whenever you are asked to reproduce the information you read, it would not be very difficult for you. One way of checking such knowledge is comprehension passages followed by questions. We will first look at some samples.

Sample Comprehension Passages with questions and solutions

Passage 1

Water

An adequate supply of Fresh water: water containing a minimum of dissolved minerals is essential to life. Without water, both plants and animals perish. We know that natural water supplies on land depend ultimately upon nature's own purification system, namely the evaporation of surface water and its subsequent precipitation as rain, sleet and snow.

In many parts of the world, dams and wells have shown how the problem of water can be solved by conserving it. There are, however, some areas with a serious shortage of water. The problem is particularly acute on the comparatively small, densely populated islands such as Hong Kong, the Bahamas and even the Channel Islands. Although rainfall on these islands is moderate, there is not enough to meet the enormous demand for fresh water. An increase in the demand for water shows how this shortage becomes a acute. There is a continuing need to

produce more to satisfy the appetite of the world's ever-growing populations and this can only be achieved by irrigating and cultivating semi-desert regions—regions where the natural rainfall is slight. A high consumption of water and of fuel per head indicates that the standard of living of a community is high. As living standards are rising in many parts of the world, so too is the demand for water.

Some years ago, it became clear that the demand for fresh water would eventually outstrip natural supplies. This warned the engineers that while the search for the few remaining sites for reservoirs and boreholes could continue, scientists must investigate possible methods of producing fresh water from the greatest natural reservoir, these are

The first experiments imitated the natural method of desalting seawater, namely, to evaporate the water. The dissolved salts remain and only the water evaporates when seawater is heated. When salt water is cooled down to temperatures slightly below 0°C, only the water freezes to form ice. The dissolved salts remain in solution. Therefore, if the ice can be separated from the unfrozen brine, fresh water can be produced by melting the ice.

Questions:

1. What do we understand by fresh water?
→ Water containing a minimum of dissolved minerals is called fresh water.
2. Why are dams built?
→ Dams are built to conserve water.
3. Why is it necessary to irrigate and cultivate the semi-desert regions of the

world?

- It is necessary to irrigate and cultivate the semi-desert regions of the world to satisfy the needs of the ever-growing population.
- 4. What is it that indicates a high standard of living of a community?
 - A high consumption of water and of fuel per head indicates a high standard of living of a community.
- 5. What prompted the scientists to investigate possible methods of producing fresh water from these a?
 - The increasing demand for fresh water prompted the scientists to investigate possible methods of producing fresh water from these a.
- 6. What happens when salt water is cooled to temperatures below 0°C?
 - When salt water is cooled to temperatures below 0°C, only the water freezes to form ice.

Passage 2

Recent archaeological evidence indicates that European man is far older than was previously thought. And the evidence is breaking down a line of thinking called the diffusion theory. This theory suggests that civilisation, as we know it, originated in the Middle East and then slowly diffused throughout the world, including Europe. It is a theory that has been generally accepted for years. An example of this change in thinking can be provided on the Island of Malta, where some stand ruined stone temples of unknown origin. Although scientists and archaeologists were quite certain that they were built before the ancient Greeks and Romans, the general opinion was that the time gap between these temples and the age of the ancient Greeks and Romans was not great.

Now through a miraculous new process of establishing the dates of civilizations, called radio-carbon dating, we can be certain that these temples were in fact under construction before 3000 BC, i. e. before the pyramids of Egypt. In fact, it has now become certain that many of the great stone tombs dotted around Europe were built around 4000 BC and are quite the oldest buildings in existence. So the diffusion theory is being replaced by a revolution in historical thinking, which suggests that the creation of civilised objects such as stone buildings and metallurgy was not passed on to Europe by superior beings from the East, but in fact occurred spontaneously in different parts of the world.

Questions:

1. Answer as directed:

According to the older theories of civilisation, it was believed that... (Circle all correct statements.)

 - a. Civilization started in the Middle East.
 - b. Civilization started in many different parts of the world at around the same time.
 - c. The stone temples on the Island of Malta were created long before the age of the ancient Greeks and Romans.

- d. The great stone tombs of Europe were of more recent origin than the pyramids of Egypt.
- e. European man was much older than was previously thought.
2. The older belief has been challenged by (Circle all correct statements.)
 - a. The diffusion theory.
 - b. The existence of stone temples on the island of Malta.
 - c. Anun acceptable historical revolution.
 - d. A new process of dating civilization.
3. The author expresses his views... (Circle one.)
 - a. In a matter of factstyle.
 - b. In a manner full of excitement and delight.
 - c. As if he would have preferred to accept the older belief.
 - d. As if he was addressing a learned audience who opposed his views.
4. The passage contains the following points. Put them in the order in which they occur in the passage.
 - a. An example of the change in thinking
 - b. Statement about the older theory
 - c. Statement about the change in thinking and the process of establishing it
 - d. Indication of change in belief

Answer the following questions briefly:

1. What does recent archaeological evidence indicate?
2. What does the diffusion theory suggest?
3. What were scientists and archaeologists sure about?
4. What is the process by which we can establish the dates of civilizations?
5. What does the theory that has replaced the diffusion theory suggest?

Solution:

1. (a),(c)
2. (b),(d)
3. (d)
4. (b), (a), (c) , (d)

II.

1. Recent archaeological evidence indicates that the European man is far older than what he was previously considered to be.
2. The diffusion theory suggests that civilisation originated in the Middle East and slowly spread throughout the world.
3. Scientists and archaeologists were quite certain that some ruined stone temples of Malta were built before the age of ancient Greeks and Romans.
4. We can establish the dates of civilisation by a new process called radio-carbondating.

5. This theory suggests that the creation of civilised objects occurred spontaneously in different parts of the world.
(Example comprehension pieces taken from Effective English Communication)

Check Your Progress 2

1. Means knowledge or understanding of spoken or written language. Webster's Collegiate Dictionary offers this definition: capacity of the mind to perceive and understand.
 - a. Comprehension
 - b. Paragraph Writing

4.4 Let Us Sum Up

In this unit we have learnt that long text can be written in paragraphs for easy understanding. Paragraphs provide eye relief and help us to understand text better. A paragraph is a distinctive unit in all prose writings, usually marked by an indentation of the first line.

It is studied that a group of sentences dealing with one unit of thought concentrating on a particular idea. A good paragraph clarifies the meaning of this central idea or topic by elaborating, elucidating or illustrating with examples.

Further we see that paragraph contains three basic requirements as Unity, Coherence and Adequate Development. Paragraphs can be framed or written with various techniques.

It is noted that there are certain tools which can be used to develop a paragraph such as Examples, Comparison, Contrast, Definition, Classification, Space and time, Process description, Cause and effect, Generalization and Comprehension.

We see that reading a comprehension needs motivation and mental framework for holding ideas, concentration and good study techniques. To design a comprehension, you need to develop a broad background, know structure of paragraphs, find type of reasoning, anticipate and predict, consider method of organization, develop motivation and interest, attentive to supporting cues, highlight, summarize, review and further develop good vocabulary.

4.5 Answers for Check Your Progress

Check your progress1

Answers: (1-b), (2-a), (3-a), (4-b)

Check your progress2

Answers: (1-a)

4.6 Glossary

1. **Paragraph** - It is a distinctive unit in all writings, usually marked by an indentation of the first line.
2. **Writing paragraph** - It is type paragraph where you turn your ideas into sentences.

3. **Publishing Paragraphs** - It is a paragraph where you produce a final copy of your paragraph to hand in.

4.7 Assignment

Write paragraphs on the following topics:

1. Three reasons I want to pursue education
2. Different types of movies
3. The effects of alcoholism

4.8 Activities

Solve the following comprehension exercises.

Passage 1

The Bombing of Hiroshima

In Hiroshima, most of the medical facilities were in the devastated area and the larger part of them was extremely vulnerable to blast and fire; consequently casualties were heavy. 90% of the 200 to 300 physicians died or were injured. About 60 physicians were able to give medical care despite their injuries. Over 90% of the 1800 nurses were casualties. Many of the injured nurses were able to work but the shortage of trained personnel was so grave that many untrained volunteers had to be pressed into service.

In Nagasaki, most of the medical personnel were in the Medical College and the University Hospital, which were within 0.5 miles of the hypocentre and were almost completely destroyed. Of the 20 faculty members at the college, 12 died and 4 were injured; 600 of the students died and most of the rest were injured. At the University Hospital, 80% of the occupants died or were fatally injured. Nearly one-half of the medical practitioners in the city were seriously injured. Three months after the explosion, only one-half of the 240 physicians in the city prior to the bombing were working.

Almost every hospital in Hiroshima within one mile of the hypocentre was so severely damaged that it could not function as a hospital. Only three of the 45 civilian hospitals were usable. The Shima Surgical Hospital, a wood and brick building 100 feet from the hypocenter, collapsed due to blast and burned and all the occupants died. The Red Cross office building at 700 feet was severely damaged by blast and gutted by fire. The mortality was 100%. Two large army hospitals, which were built of wood and were located at about 600 yards, collapsed and burned. 4 out of 5 personnel and all the 1150 patients were reported killed. The Tata Hospital, which was partly concrete and wood and was located at 900 yards, collapsed completely. The mortality was nearly 100%.

Questions:

1. Where were most of the medical facilities in Hiroshima?
2. How many physicians were able to give medical care despite their injuries?
3. How near to the hypocentre were the medical personnel in Nagasaki?

4. What percentage of the occupants of the University Hospital died?
5. How many physicians were working in Nagasaki prior to the bombing?
6. How far from the hypocentre was the Red Cross building?
7. How many patients were killed in the two large Army Hospitals?
8. Which building was 900 yards from the hypocentre and collapsed completely?

Passages 2

Since its birth in the middle of the 19th Century, the women's rights movement has spread all over the world. In many countries, women have fought for the right to vote, work and education to the limit of their capacities, apart from the right to own and dispose of property. They have also been pressed for equal rights within marriage. The cause has initiated world governments via the United Nations, which, in 1946, set up a commission to study the worldwide status of women and recommend that the Social and Economic Council improve it. UNESCO too assists in the advancement of women by involving them in educational and cultural programmes.

In addition, a multitude of women's organizations exist in individual countries to further, at national and international levels, the eradication of remaining areas of discrimination. Through their affiliation with international feminist bodies, they are in touch with women's activities and achievements in all parts of the world.

However, with half the world's population still illiterate, there is great disparity in what has been and is still to be achieved. At one end of the scale, women's rights workers are still pressing for elementary education; at the other, for the removal of early protective legislation which is now felt to be discriminatory because it denied women certain freedoms, for example, the right to do work at night if they so choose. Nevertheless despite the fact that the women's movement has progressed unevenly and with varying success, women in general are emerging from chattel Dom and are beginning to take their place beside men as free and equal citizens.

Questions:

1. What is the aim of the women's rights movement?
2. How far has this movement succeeded in achieving its aim?
3. How is this movement being sustained?
4. Why are the women's rights workers pressing for removal of protective legislation?
5. Why is the progress of the feminist movement uneven and has affected its success?

Passage 3

The philosophers have often maintained that happiness, like beauty, is a by-product, a lovely but accidental acquisition. As the bloom appears on flowers or on the face of youth, so does bliss slip into our lives. Coming the more surely, the less it is pursued. You set out to do something, you pin your mind to the pur-

pose, and you do the job and lo! Happiness descends upon you. But you must not think about the pleasure; stick to the deed, the action and there comes the joy, a secret visitation. The nature of the deed does not matter greatly so long as your heart, brain and muscles are in the work. To hit a ball correctly or to compose a masterpiece, the process is the same. Concentrate and the mysterious felicity will follow the way to ensure happiness is not to seek it. So they say, but humanity has never believed it. Humanity is more concerned with pleasure than with happiness; it believes in a good time, which is made good by the very reason of our simple intention to enjoy. This fervour of the holiday spirit, this instinctive passion for carnival, is perhaps inarticulate but quite an unquestionable response to the grave philosopher, who resolves happiness into an accident of success or failure. The plain man, out to enjoy himself has some reason on his side, the reason of demonstrated fact. It is easy to be cynical about the gala and the fete and to discover the gloom upon the face of youth where bloom was intended, by alleging that those who seek the fugitive felicity can never catch her up. The cynic is answered by the democratic spectacle. During Dussehra, for example, people set out to be merry and are merriment really denied to them. To be all out for fun is not nearly as foolish as the philosopher deems holiday makers often put up with crowding and fatigue and perhaps never get tired. But they know what they want and they achieve it. They and not philosophers are the best judges of their own satisfaction.

Questions:

1. Which sentence in the first paragraph sums up the whole argument?
2. What is the difference between happiness and pleasure?
3. Is the author for or against holiday making?
4. In what way are the holiday makers the best judges of their own satisfaction?
5. To hit a ball correctly or to compose a masterpiece, the process is the same. Elucidate.

4.9 Case Study

Read any English newspaper and check if the paragraphs in feature articles follow the general structure discussed here. Comment on why or why not.

4.10 Further Readings

1. Business Communication, Sinha K.K.
2. Communication today Creative Skill, Ray, Reuben, 2001, Himalaya Publication House
3. Hand Book Business communication skills, Chrisse Wrought, 2004, Jaico Publishing House.

BLOCK SUMMARY

Block 1**Block Summary:**

The 4 units in Block 1 deal with different topics like introductory parts of Communication, like Definitions of Communication, Process of Communication and Objectives of Communication. The block also deals with the various types of communication like verbal communication, non-verbal communication, their sub-types, importance, advantages and limitations. This helps the learner know communication in detail and help them communicate well. The block also deals with the basics of Grammar like parts of speech and articles, and also provides various reading comprehensions for practice.

BLOCK ASSIGNMENTS:

Short Answered Questions:

- 1) Name 10 objectives of communication.
- 2) What is paralanguage?
- 3) What are definite and indefinite articles?

Long Answered Questions:

- 1) Explain the process of communication with diagram
- 2) Explain non-verbal communication with its sub-types.
- 3) What are the various parts of speech? Explain any two in detail.

Enrolment No.:

1. How many hours did you need for studying the units

Unit No.	1	2	3	4
Nos of Hrs				

2. Please give your reactions to the following items based on your reading of the block:

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Language and Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Illustration used (Diagram, tables etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Conceptual Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Check your progress Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Feed back to CYP Question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

BASICS OF BUSINESS
COMMUNICATION
AND GENERAL
ENGLISH

3. Any Other Comments

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**Dr. Babasaheb
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BBAR-103/DBAR-103

Business Communication Skills

BLOCK-2 BUSINESS LETTER WRITING AND DIALOGUE FORMATION

UNIT 1

BASICS OF LETTER WRITING

UNIT 2

HOW TO WRITE BUSINESS LETTERS

UNIT 3

TYPES OF BUSINESS LETTERS

UNIT 4

DIALOGUE WRITING

BLOCK 2 : BUSINESS LETTER WRITING AND DIALOGUE FORMATION

Block Introduction

For business, the most basic and crucial form of external and written communication is sending and receiving letters. The business letters are different from regular letters. The basics of business letter writings are discussed in the first unit, which includes the types of paper, font, envelopes and many other things. The second unit discusses the ways and procedures to write business letters. The third unit discusses the types of business letters with samples. These are generalized topics, which could be useful for the student to draft letters of various types. This block enables the student to understand the basic concepts of business letter writing. The fourth unit of the block involves dialogue writing, with sample topics giving an outlook of how the conversations can be held and taken further.

Block Objectives

The student will learn...

- ... about the basics of business letters
- ... to draft business letters.
- ...to know and to understand the types of business letters.
- ...to know and understand the things to be kept in mind while drafting a business letter.
- ...to be aware of the types of greetings and endings of communicating in English.
- ... to communicate in English.

Block Structure

Unit 1: Basics of Letter Writing

Unit 2: How to Write Business Letters

Unit 3: Types of Business Letters

Unit 4: Dialogue Writing



BASICS OF LETTER WRITING

: UNIT STRUCTURE :

- 1.0 Learning Objectives**
 - 1.1 Introduction**
 - 1.2 Physical Appearance**
 - 1.2.1 Paper**
 - i. Quality**
 - ii. Colour**
 - iii. Size**
 - iv. Continuation Sheet**
 - 1.2.2 Envelope**
 - 1.3 Structure, Design of Letter and Essential parts of Letter**
 - 1.3.1 Heading / Letterhead**
 - 1.3.2 Date**
 - 1.3.3 Reference Number**
 - 1.3.4 Personal Note**
 - 1.3.5 Inside Address**
 - 1.3.6 Attention Line**
 - 1.3.7 Salutation**
 - 1.3.8 Subject**
 - 1.3.9 Body of the Letter**
 - 1.3.10 Complimentary Close**
 - 1.3.11 Signature**
 - 1.3.12 PostScript**
 - 1.3.13 Enclosures**
 - 1.3.14 Identification Initials**
 - 1.3.15 Carbon Copy Note**
 - 1.3.16 Mailing Instruction**
 - 1.4 Principles of Effective Letter Writing**
 - 1.5 Let us sum up**
 - 1.6 Answers To Check Your Progress**
 - 1.7 Glossary**
 - 1.8 Assignment**
 - 1.9 Activities**
 - 1.10 Case Study**
 - 1.11 Further Reading**
-

1.0 Learning Objectives:

This unit deals with the basics of letter writing. A business letter is a mirror of the organization. It works like the first impression of any organization and thus there are many things to be kept in mind while drafting and sending a business letter. The unit will throw light on these aspects.

1.1 Introduction:

How would it feel if the letter that you receive is incomplete, or not properly printed or folded or sealed? Minor aspects like the quality of the paper and the selection of fonts and envelopes also play a major role in the eyes of the receiver. Also, there are a few regular and a few occasional parts of a business letter, which should be kept in mind while drafting a business letter. The principles of effective letter writing are also discussed in the unit. These are helpful in drafting a proper and effective business letter writing.

1.2 Physical Appearance:

i. Paper:

In Selection of the paper for Business letters, the following aspects should be considered.

1. Quality

- a. The paper used for a business letter should be of good quality to create a good impression.
- b. Moreover, if a poor quality paper is used, it becomes difficult to preserve it for a long time and maybe torn and tattered by repeated usage.
- c. In practical business 60 GSM to 100 GSM paper qualities are used.

2. Colour:

- a. A white paper should be preferred for business letters as the written matters stand out clearly on its facilitating reading and it suits all kinds of business letters.
- b. In modern commercial communication, some firms use tinted paper to suit their trade. If such a paper is used it should be of a light shade. Bright colours are avoided. The basic purpose of using tinted papers is for attraction.

3. Size:

- a. The standard sizes of the paper used for business letters “A4” and “Legal”.
- b. A4 is approximately 8.5 inches x 11.5 inches. While a “legal” size paper is approximately 8.5 inches x 14 inches.
- c. In no case half of the sheet is used, this gives a miserliness approach of the firm drafting the letter.

4. Continuation Sheet

- a. Sometimes a letter requires more than one page for the message. In such cases, neither the message should be continued on the reverse

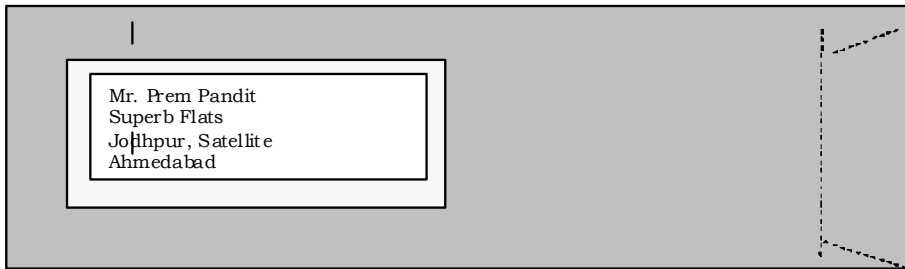
side of the paper nor a fresh letterhead is used, but the same quality blank paper is used as a continuation sheet.

- b. In every continuation sheet that is used, the name of the addresser, page number and the date is mentioned at the top of the page.

ii. Envelope

- The envelope of the business letter should be decent and attractive.
- Size of the envelope must match the size of the letter and should be as big enough to have only two folds in the letter.

Window Envelope: -



- ❖ A window envelope is used by certain firms to save the time of super-
scription that is, typing the address of the recipient once again on the
envelope.
- ❖ Window envelopes are not used for transiting confidential and impor-
tant documents as they are unsafe and the matter of the letter can be
seen through the window.

Check Your Progress 1:

1. Window Envelope is used for confidential letters:
True / False
2. Letters must preferably be printed on white paper:
True / False

b) Structure and design of Letter and essential parts of the letter.

i. Heading / Letterhead

- Every company gets the letterhead printed on a good quality paper.
- The letterhead must be printed in 1/3rd (one third) portion of the page used. In modern commercial communication maximum 1/5th (one fifth) portion of the page is used for printing the company letterhead.
- The letterhead comprises details like name of the business enterprise, nature of the business carried, all possible contact numbers, fax numbers, address for communication, e-mail address, website and logo or symbol of the business enterprise.
- Though most of the above-mentioned details are printed the letterhead should not be overloaded with details.
- It should not be used as an advertising paper.

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- In modern commercial communication, the letterheads are specially designed to depict the business and it carries the first impression of the company to the recipient.
- ii. Date:**
- It is one of the most important aspects of letter writing.
 - It should be mentioned in every business letter for future reference and date wise filing of the letter.
 - The date in the letter also helps the sender or the receiver to use it as constitutional proof.
 - According to the concept of modern commercial communication writing “Date” or “Dt.” Before writing the date is avoided, as the specified date is self-explanatory.
 - There are several styles of writing the date but only two styles of the date are popularly used in business communication.

British Style

- The British style of writing the date follows DD/MM/YY Format.
15th August, 1947. (Closed punctuation marked date)
15th August 1947 (Open punctuation marked date)

American Style

- The American style of writing the date follows MM/DD/YY Format.
August 15, 2006. (Closed punctuation marked date)
August 15 2006 (Open punctuation marked date)
- Avoid writing dates in the formats like 15 Aug 2006, 11/8/06, etc.

iii. Reference Number:

- Every company maintains a reference number for a better tracking system of the letter.
- It enables the linking of letters with past and future correspondences.
- The replier uses this reference number while replying so that the exact reference of the letter can be obtained.
- In case of failure of the usage of the reference number by the replier, it is considered as a discourteous action as it causes inconvenience on the part of the receiver to track the letter.
- Reference numbers can include the name of the company in short, the branch code, the name of the drafter, the record or the file number, letter number and any other number which the company needs to track the letter. For Example, a reference number of a company can be “**In/02/AC/MNP/087/00018**”.

iv. Personal Note:

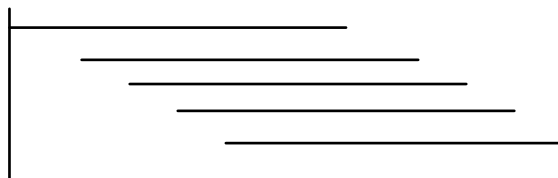
- Personal notes like confidential, urgent, immediate, personal, etc. can

be written in the letter above the inside address as well as above the outside address on the envelope.

- The addressee or his deputy should open letters bearing the instruction “confidential”, but if the letter bears the instruction “personal” the addressee only should open it. No one else is authorized to open the letter in his/her absence.
- The logic behind writing the personal note on the letter too is to prevent it from being mixed with the regular letters.

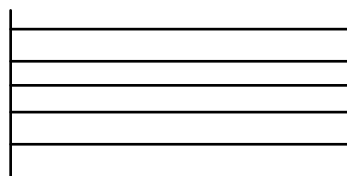
v. **Inside Address:**

- The inside address is the address of the recipient.
- The inside address is written after the date and the reference number on the left margin.
- Generally, the first line of the inside address is the post to whom the letter is addressed or sent, the second line is the name of the company which is then followed by the short address of the company.
- In certain cases, the first line of the inside address is the name of the person to whom the letter is addressed and the second line is the post of the person. This is done incase the drafter wants to have a personal approach to the letter or maintain better relationships.
- There are two styles of writing the inside address
- **British Style/Indented style**



The British style of the inside address is time-consuming.

- **American Style/Block Style**



- The American style or the block style of writing the inside address is very convenient for the typist and is preferred in business correspondences.
- A comma may or may not be used after every line of the inside address and a full stop may or may not be used after the last line.
- In case the comma and full stop are used the address is known as **closed punctuation marked inside address** and if the comma and full stop are not used it is known as **open punctuation marked inside address**.

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- In case the inside address begins with the name of the recipient, the following courtesy titles are used
- ❖ ‘Mr.’ is used for addressing a man
- ❖ ‘Ms.’ is used for addressing a woman whose marital status is not known. In modern commercial correspondences even if the marital status of a woman, to whom the correspondence is done is known, “Ms.” is used.
- ❖ “Messrs” “M/s.” is the plural form of “Mr.”. It is used to address a partnership firm with a personal name or names. Like “M/s. Desai and Bros.”, “M/s. Desai and Co.”, “M/s. Desai and sons.” “M/s. Desai and Desai”
- ❖ In Indian culture “Shri” is used for both man and woman as well, “Shriman” is used for man, “Kumari” is used for unmarried woman and “Shrimati” is used for married woman.

vi. Attention Line

- In cases when the writer wants to divert the letter to all the partners of the enterprise or several authorities of the firm, but at the same time wants special attention of a particular person or a department, he/she writes an attention line below the Inside address.
- This attention line mentions the **name** of the person or the **department** whose attention is necessary to the letter.
- The attention line is highlighted so that it is easily legible.

vii. Salutation

- Salutation is an essential part of a business letter. It is like greeting a person when you meet him/her.
- The usage of salutation avoids the abrupt beginning of the letter and at the same time, it shows courtesy to the receiver of the letter.
- The choice of the salutation is made as per the relationship with the addressee. For Example,

Form of Salutation	Suitable when the letter is addressed to
Sir, Madam,	Government officials, editors of newspapers or prominent persons in Society. (Not proper for use in business unless the letter is pertaining to repeated complaints)
Dear Sir, Dear Madam,	Businessperson (As the case may be)
Dear Sirs,	A joint-stock company or the letter is meant for several authorities in a firm.
Dear Mesdames,	An organization consisting of ladies.
Dear Mr. _____, Dear Ms. _____,	A businessperson with intimate relations.
Gentlemen,	Board of Directors or committee
Respected Sir,	Important respectable person <i>(Not suitable in routine business correspondence)</i>

- After the salutation, there should be a comma. In The U.S.A. colon is used after the salutation.

viii. Subject:

- The subject line is not a compulsory part of the business letter.
- It is written to let the reader know immediately what the message is about. Thus it helps to know the gist of the letter and helps the receiver to schedule his work on a priority basis.
- Generally, the subject line is written in the centre of the letter and is underlined. The Subject line does not have a full stop, as it is not a complete statement.
- In business correspondences, the subject line is avoided as it becomes too formal and the matter to be discussed is mentioned in the opening paragraph of the letter.

ix. Body of the Letter:

- This is the core of the business transaction.
- The body of the letter is divided into three parts. The first part is the opening of the content, introduction or reference of the previous letter. The second part onwards till the necessity of the content the business is discussed in detail. The final part is the conclusion.

x. Complimentary Close:

- The complimentary close is a courteous leave-taking.
- It is a polite way of closing the letter.
- Only the first letter of complimentary close is capital.
- At the end of the complimentary close, a comma is marked.
- The salutation and the complimentary close must agree to each other as shown below:

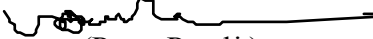
Salutations	Suitable complimentary Close	Remarks
Sir, Madam,	Yours faithfully, Or Yours obediently,	Suitable while addressing to people on a high post
Dear Sir, Dear Sirs, Dear Madam, Dear Mesdames, Dear Ladies,	Yours faithfully, Or Yours truly,	People on a high post Standard closure for business letters.
Dear Mr Prem Pandit,	Yours sincerely, Or Yours truly,	Suitable for addressing to people with intimacy.
Dear Member, Dear Customer, Dear Subscriber, Dear Reader,	Yours sincerely,	Suitable for sales and circular letters.

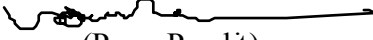
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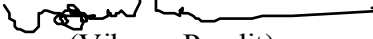
- Participle ending of the letter like “**Thanking you**” is avoided as it is grammatically incorrect and incomplete.

xi. Signature:

- Signature is one of the most important aspects of the letter without which the letter does not become constitutional proof.
- The signature is done in the following ways:

Yours faithfully,

(Prem Pandit)
Partner/Proprietor/Owner

Yours faithfully,
For,
Prem & Co.

(Prem Pandit)
Managing partner

Yours faithfully,
P.P./Per Pro.
Prem & Co.

(Vikram Pandit)
Managing partner

- The full form of P.P. is Per Procuracionem. The meaning of Per procuracionem is “**on behalf of**”
- The person who has been given the power of attorney does the P. P. sign.

xii: PostScript

- In case the drafter forgets a small point in the body of the letter, it can be added in the letter under the title P. S. after the enclosure.
- A postscript must always be signed.
- This is a facility to add a forgotten point in the letter.
- Only one postscript can be written in the letter.
- As the number of postscript increases in a letter the impression of the company drafting the letter decreases.
- Sometimes the postscript is also used to highlight an important point of the body of the letter.

xii. Enclosures:

- Often business letters carry important documents like price list, catalogues, draft, invoice, transport receipt, cheques, etc.

- In such cases, the documents sent along with the letter must be mentioned under the title “Encl” or “Enclosure” at the end of the letter on the left margin.
- All the documents should be mentioned specifically under the title enclosure.
- Enclosure avoids unnecessary transactions.
- The enclosure helps the dispatch clerk and the receiving clerk of the sender and the receiver respectively to know that the envelope contains something other than the main letter.

xiv: Identification Initials:

- The identification initial is written on the opposite side of the complimentary close.
- It identifies the person who has drafted the letter and the person who has typed the letter.
- For example, **ksb/rst** or **KSB/RST** is written.

Here Mr K. S. B____ has drafted the letter and Mr R. S. T_____
_ has typed the letter.

xv: Carbon Copy Note:

- Sometimes copies of the same letter are sent to some concerned authorities.
- In such cases, it is indicated in the letter by writing the names and addresses of such authorities just below the identification mark or enclosure.
- This information is very useful for the receiving clerk and the receiver.

xvi. Mailing Instructions:

- Mailing instructions like Airmail, Regd. A. D. etc. is typed in the centre of the letter after the letterhead as an instruction for the dispatch clerk.

Check Your Progress 2:

1. The inside address is the address of the sender.
True / False
2. The letterhead should not be overloaded with details.
True / False
3. The subject is a compulsory part of the letter.
True / False

c. Principles of Effective Letter Writing: (The Seven C's)

i) Clarity

- The writer of the letter should have clarity of the message.
- It should be chronologically sequenced and the questions or answers should be precise and simple for the reader to understand.

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ii) Conciseness

- A concise message saves the reader’s time and helps for the prompt execution of the message.
- The message of the letter should be short without avoiding clarity and simplicity at the same time it should not look curt.

iii) Courtesy

- Though modern commercial communication suggests quick and short letters, it advises the writer to be courteous at the same time. Words like “please”, “Thank you” or “We are/I am Sorry”, Etc should be used as the case be to make the receiver feel that he/she too is important for us.

iv) Consideration

- Consideration is also termed as “You Attitude”.
- Writing a letter with “you attitude” means to keep the receiver in the centre of the letter and make him/her feel that he/she is important for the sender’s business.
- You Attitude does not mean flattering the receiver, which will give a negative impression.
- But the following usages can help you attitude

We Attitude (Not preferred)	You Attitude (Preferred)
We are pleased to announce...	You will be please to know....
We achieved a sale of Rs.5,00,000 in a single day...	A retailer like you helped us to achieve such a big target.
1,00,000 T-Shirts sold every month	1,00,000 T-Shirts bought every month

v) Correctness

- The letter that you draft and sent to the party concerned may use the letter as a constitutional proof in cases of conflict.
- So the letter must contain all details that are correct and no unnecessary details or false details are mentioned to avoid problems.

vi) Completeness

- All the essential ideas pertaining to the idea or the objective of the letter has to be included.
- This avoids unnecessary transactions and confusions.

vii) Concreteness

- It should not be vague.
- For example, the writer should avoid expressions like “**please send us a few fans in a few days**”, instead it should be “**Please send us 20 fans by August 19, 2006.**”

Check Your Progress 3:

1. The paragraphs of the letter should be chronologically arranged.
True / False
2. The information in the letter can be vague.
True / False

1.5 Let us sum up

While the letters are an important form of communication, they should be properly drafted. There are many regular and occasional parts of the business letter which make them complete. Also, while drafting a business letter, the seven C's should also be kept in mind to make a good impression on the receiver. Using the information given in the unit, proper communication can be initiated through letters.

1.6 Answers To Check Your Progress

Check Your Progress 1:

1. False
2. True

Check Your Progress 2:

1. False
2. True
3. False

Check Your Progress 3:

1. True
2. False

1.7 Glossary

1. Miserliness: Stinginess
2. Constitutional: Legal
3. Discourteous: Rude / Impolite

1.8 Assignment

4. What are the seven C's of the business letter writing?
5. What are the things that should be kept in mind about the paper and envelope while sending a business letter?

1.9 Activities

1. Draft a business letter to ABC Associates, Gurukul Road, Chennai, giving detailed information about your company, which highlights the special traits of your company. Include all the aspects of the business letter writing.

1.10 Case Study

Get letterheads of various companies and observe the different ways in which they could be designed to include the maximum details uniquely.

1.11 Further Reading

Further Readings and References

- Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON
- Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.
- Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON
- Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON
- Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers

: UNIT STRUCTURE :

- 2.0 Learning Objectives**
 - 2.1 Introduction**
 - 2.2 Stages of Writing**
 - 2.3 Preparing Notes**
 - 2.4 How to Compose Business Messages**
 - 2.5 Style and Tone**
 - 2.6 Dictionary and Thesaurus Usage**
 - 2.7 Punctuation**
 - 2.8 Deleting Redundancies/Using Simple Words**
 - 2.9 Let Us Sum Up**
 - 2.10 Answers for Check Your Progress**
 - 2.11 Glossary**
 - 2.12 Assignment**
 - 2.13 Activities**
 - 2.14 Case Study**
 - 2.15 Further Readings**
-
-

2.0 Learning Objectives

After learning this unit, you will be able to understand:

- Stages of Writing
 - Preparing Notes
 - Business Messages
 - Dictionary and Thesaurus Usage
 - Importance of Simple Writing
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2.1 Introduction

Writing can be enjoyable provided the basic purpose is clear. It proves to be tedious when the very motive is hazy. In simple terms, effective business writing means getting things done. This simple target can be achieved if we write with the following two-fold purpose in mind: to inform the reader and to request him to take action. In written business communication, the expectations from the reader are high with respect to involvement. The effectiveness of the business message can be measured in terms of the speed with which the desired action is initiated and subsequent results produced.

Suppose on completion of the writing project a simple question is asked:

So what In other words, the writer asks himself the question that if this

business message was drafted and sent to the receiver, what would be its implication. What does the message hope to achieve? What is going to be its impact on the receiver? Would he be convinced about taking prompt action? Answers to such queries would automatically clear the path for further coherent and meaningful writing.

2.2 Stages of Writing

Acquiring the ability to write in a logical, coherent manner requires a lot in terms of preparation. It can almost be compared to making a presentation where the key mantra is rehearse, rehearse and rehearse, prior to the final appearance. This ensures perfection with regular practice.

Effective Business Communication

The three stages in the writing process are:

- (a) Pre drafting
- (b) Drafting
- (c) Post drafting.

On most occasions, problems arise because of the improper assignment of time for the three stages of business writing. Maximum amount of time is spent on writing the draft and minimum time is spent on revising the material.. The schematic pattern observed for writing is mostly as follows:

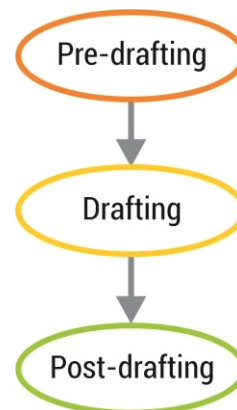


Fig 1.1 Stages of Writing

1. **Pre-drafting:** This is the preparatory stage in which you are supposed to collect information that you feel is relevant to the given topic. For this, you need to know the purpose of your writing. At this stage, it is best not to evaluate the material; just gather and move on to the next step.
2. **Drafting:** This is the time for selection. As you start writing and organizing details, you are expected to remove anything that seems irrelevant or unnecessary, in short you need to separate the wheat from the chaff. . There may be details you do not want to include at that point. Now keep the selected details sequentially.
3. **Post drafting:** This is actually the most important stage- organization of the loose data. What sequence should you use for the information you have chosen? What comes first and why? Some logical rearrangement and your draft are ready.

Within the framework suggested, the task of the writer is simplified if he identifies the following steps prior to commencing work:

1. Define the problem
2. Gather material
3. Organise material
4. Revise
5. Complete the task

1. Define the problem: For meaningful writing, there should be a proper definition of the problem and clarity of purpose. Writing could aim at persuading, informing, regulating or collaborating. Depending on each motive, the style of writing would change because each motive also determines specific level of reader's participation. In order to persuade, for example, one has to write very forcefully and logically. The style should be logically fool proof and so convincing that in the end, the reader is compelled to think in the way the writer wants or at least reflect on the points that the writer has penned down long after he has finished reading it.

It is also essential to check the relevancy of the issue within the contemporary set up. The style will also be determined accordingly.

2. Gather material: Once you know what your topic for and motive behind writing is, you need to start collecting relevant material for writing. You need to use various sources for obtaining information. You can go through the internal reports and details at an organisational office or records. You can also collect the information from outside sources like newspapers and the internet. Libraries are a great source of information collection. Interviewing people can also be a direct source of gathering information.

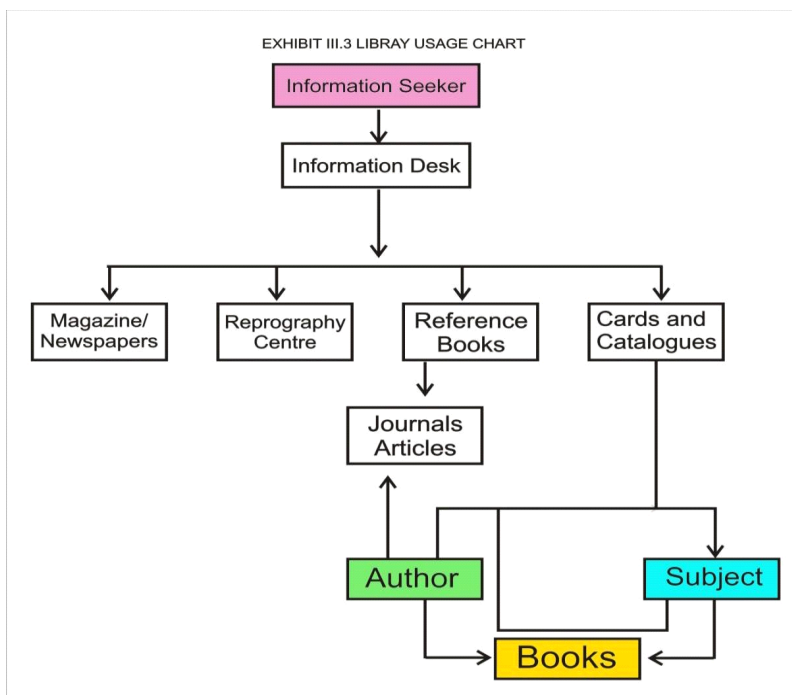


Fig 1.2 Library Usage Chart

3. **Organise the material:** The material gathered through research can now be put together in a shape. Once again, the order depends upon the purpose of your writing. Most of the times, one collects a lot of material; unfortunately, some of it might be redundant. Therefore, going through the material and locating the relevant details is very important in this stage. However, donot discard any research material gathered because they can save time when you are preparing for your next write- up. Keep it secured for future reference; nothing goes waste.

When you come to the drafting the paragraph, do not pay too much attention to grammar. Just arrange the information according to your motive and main idea. At this point, it is important to follow the logical flow of writing rather than correcting the grammatical errors. Your mind cannot workon logical flow as well as grammatical correctness simultaneously. Therefore, it is best to leave the correction of the written communication for the final stage of revision.

4. **Revise the text:** Though you shouldnot spend time on correcting grammatical errors at the previous stage, you need to devote most of your time to revising the organised draft. You will now pay attention to errors in content flow, logic and grammar. It is advisable to take a short break before this stage and return to writing with a fresh mind after five to ten minutes. With a fresh perspective, it is easier to notice errors.
5. **Finish thetext:** Even after revision, you need to give finishing touches to the draft in this stage. You need to look at the finer aspects of formatting, spacing and textual errors. The draft needs careful reading for working on these niceties, even if you have read and re-read it several times before reaching here.

Check your progress 1

1. This is the preparatory stage in which you are supposed to collect information that you feel is relevant to the given topic.
 - a. Pre-drafting
 - b. Drafting
2. The material gathered through research can now be put together in a shape.
 - a. Organise the material
 - b. Finish the text
3. The first stage of writing is:
 - a. Talking
 - b. post drafting
 - c. Pre-drafting
 - d. writing
4. When writing material must always be
 - a. organized

- b. unorganized
- c. false
- d. unbecoming

2.3 Preparing Notes

Preparing notes is a difficult and time consuming process that requires great concentration. If notes were to be prepared in a systematic manner, they would necessarily follow a five-step process:

1. Read the text carefully.
2. Select the key words in the passage or words that communicate the main idea.
3. Construct a sentence that captures the essence of the paragraph or state it in brief, i.e. without verbs or conjunctions. The process can be expedited. For the opening statement you have to carefully study the essence of the writing research for key words.. If the statement needs to be copied, as it contains the original, care should be exercised at the time of copying it, so that there are no punctuation or spelling errors.
4. Note down the page number.
5. Note down the bibliographical details.

Points (4) and (5) are essential because the reader may wish to refer to the original for cross verification.

Notes can be prepared in the following manner:

Preparing Notes

Name of Author: Page No.	Name of Book Publishers: Place of Publication:
1. Goal-oriented communication	Communication is of two types: transaction oriented and relationship oriented. The former is goal oriented.
2. Relationship oriented communication	Furthering and cementing of social relationships

If notes for letters or reports are being prepared, reference numbers are used instead of bibliographical details so that it is easy to retrieve the information when the need arises.

Check your progress 2

1. Preparing notes is not a difficult and time consuming process that requires great concentration
 - a. True
 - b. False

2.4 How to Compose Business Messages

To compose a business message sounds rather simple. Misinterpretation of messages and misunderstandings are liable to arise even between people working in the same department or occupying consecutive work stations or knowing each other pretty well. In case of oral communication the same can be immediately clarified but in case of written communication it could be dangerous for business relations. Errors of judgment and interpretation do arise if a written message is not properly formulated. Some of the basic tenets to be kept in mind are as follows:

1. Short and simple: Try to keep your business message as short and simple as possible. Avoid ornamental language whereby confusion of the core message may occur. Similarly, avoid unnecessary facts or details that simply keep the reader guessing why you included them. What the reader needs is also an important consideration. Do not offer too much or too little. Just as you keep the material at the required minimum, be careful in using technical language or terminology. Use it only when you are sure the reader belongs to the same discipline.
2. Choosing correct words: In order to frame a concise message, appropriate words should be chosen. Vocabulary used should be such that both the sender and the receiver are conversant with it. The motive behind using each word should be clear in your mind. For example, if five people were asked to respond to the word 'red', probably all of them would come up with a different answer which may well be as follows: blood, colour, passion, rose and communists. The same applies to the written word. Each word has a particular denotation, i.e. the dictionary meaning and a connotation or the meaning related to the intention of the sender. If words are chosen with care, the connotation is also correctly understood. When choosing the right words, try following these simple tips:
 - a. Understandable and simple words: Avoid heavy jargon. Use simple everyday words. Remember that definitions and technical descriptions are best used by researchers and scientists. They are not meant for everyday use of the language.
 - b. Appropriate technical words: However, when you need to describe something technical, you cannot let go of the jargon. You must call a laser printer a laser printer, even if you think all your readers cannot understand the term. You can always provide a short glossary at the end or a simple explanation in brackets when you use the term first time. This strategy, however, can only be observed if the piece of written communication is of a long nature. E.g. are port.
 - c. Concrete words: Abstract words sound very good in figurative and artistic texts. For practical purposes, concrete and tangible words are better. Avoid using. Heaven sun leashed their flood gates today. Instead, use It rained heavily today. Even confusing words such as tomorrow, day after tomorrow, soon etc. should not be used as far as

possible. Replace them with the exact date and/or time. If you cannot specify the time, you can say something like post lunch‘insteadof the very loose later‘.

- d. Verbs and nouns: In written communication, verbs and nouns should be used as they spell out a positive and concrete rendering of the statement. Adjectives and adverbs should be totally done away with the time of composing business messages unless, of course, one wishes to be extremely creative. Analyse the following statements:
- Your project was extra ordinary brilliant!
 - It’s hard these days to find competent workers like you.
 - You have made us really happy with your performance.

Statements like these are too showy. Restrict the flow of emotions by being specific and concrete and specify the content rather than the pleasure that one obtains out of one’s accomplishment. Suppose we were to rephrase the statements and write them as:

- Your project excelled in the areas of...
- Despite difficult circumstances, you were able to meet the target.
- Your dedication and sincerity is deeply appreciated.

In all the three statements, there is an objective assessment of the situation and the individual. This is brought about by a choice of well thought out words that neither express too much nor too little.

- e. Positive words: At the time of writing, negative words should be totally eliminated from the text. The writing should be both positive and polite. As the basic purpose of any writing revolves round involvement of the words and a reader, negative words can totally put him off. Ensure that words have a polite tone and statements made and used gently persuade the reader to take action. The emphasis should not be on what you have not done or what you cannot do. On the contrary, it should focus on what is completed.

Let us look at the following statement: It is next to impossible to complete the assignment today. The reader is bound to get disappointed by this statement. However, we change the sentence and write it in the following manner, without changing the original meaning: The assignment would be completed by tomorrow morning. This is much positive in tone. Do remember that the original message is not compromised here, but the method and tone of stating the same has certainly changed and made a difference to the listener. Thus, the chances of his holding a grudge against you are minimal in the second case.

Similarly, you can see the difference between the following pair of messages:

You surely did mess up things last week. Now, you will have to face the music.

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I believe things went a miss last week. Probably everyone makes a mistake. Let's see how things can be sorted out.

Politeness is a good strategy to be adopted in difficult situations. Issues are sorted out amicably and cooperation is sought.

f. Correct words: Before starting the actual work, we should be very clear as to what we want to communicate. Even when translating our ideas from our native language to English, the essence of the message should be intact. The following sentence looks fine: The presenter has but little time to convey himself. If you look closely, the choice of the word himself is inappropriate because one cannot convey himself one can only convey the message. Therefore, we can restructure the sentence correctly as follows: The presenter has but little time to convey his ideas. This is an example of precision of ideas and correctness of words used.

3. Sentence structure: Once you are done with the right choice of words, the arrangement of words into sentences becomes an important factor. This arrangement gives coherence to the idea. You need to construct a simple sentence as far as possible. There should not be superfluous or extra words. We cannot write new innovations, as innovations, by definition, are new. This is only an example of how we include unnecessary details unconsciously in our sentences. The only way out of such confusions is careful reading and re-reading of the text message before sending it.

4. Paragraph construction: As you become comfortable with writing sentences the next challenge that arises is its placement in the right or sequential order, in short you need to work on writing a paragraph. Every paragraph must focus on just one central idea or two if they are closely related.

Some authors write one-liners and want to pass them off as intermittent paragraphs. They possibly want the text to look stylistically rich. However, the reader is generally confused unless the text is highly artistic in purpose and manner. Since we regard a paragraph as development of a complete idea, we cannot use just a line as a full paragraph. This simply means the idea is not developed, which develops a sense of distrust in the readers. We have discussed paragraph development earlier in this book.

The paragraphs should be further joined to one another logically; they should not be disjointed. As we have already seen, the main idea or topic is presented at the beginning. This main idea is developed using supplementary points.

5. You-viewpoint: In all types of communication, the writer should focus on giving preference to the reader. One way of achieving this is the minimal use of 'I' and the maximum use of 'you'. This way, the reader believes he is given importance and respect. He feels his opinion is equally important and hence reads the letter more positively. This

prompts him to take quick and immediate action. See the following two statements:

- a. I was very happy to learn that you had cleared your internal examination. Now I can recommend you for a promotion at the earliest.
- b. Congratulations on your successful completion of the examination. You would be happy to learn that your name can now be recommended for promotion.

It is very clear that the second one focuses on the reader, so the appreciation sounds genuine. However, the first one emphasises the writer's actions in response to what the reader did. This 'I' usage devaluates the reader's task, putting him into a negative mindset.

However, excessive use of 'you' is also not desirable. The reader can easily feel that he is being given instructions. Your writing must not appear imperative at any point, even if you are actually instructing. This balance is a delicate one and can be achieved with practise.

Check your progress 3

1. Business messages must be
 - a. lengthy
 - b. detailed
 - c. concise
 - d. informal
2. Try to keep your business message as bulky and long.
 - a. True
 - b. False
3. When writing a business message you must write in
 - a. Derogatory language
 - b. non- discriminatory language
 - c. casual language
 - d. discriminatory language
4. At the time of writing, negative words should be totally eliminated from the text.
 - a. True
 - b. False

1.5 Style and Tone

What is Tone?

“Tone in writing refers to the writer’s attitude toward the reader and the subject of the message. The overall tone of a written message affects the reader just as one’s tone of voice affects the listener in everyday exchanges.” (Ober88)

Business writers should consider the tone of their message, whether they are writing a memo, letter, report, or any type of business document. Tone is

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present in all communication activities. Ultimately, the tone of a message is a reflection of the writer and it does affect how the reader will perceive the message.

How can I make sure my messages have the appropriate tone?

The writer should consider several things when preparing to write. The following questions will help you to determine the appropriate tone for your message.

- Why am I writing this document?
- Who am I writing to and what do I want them to understand?
- What kind of tone should I use?

Why am I writing this document?

You should take time to consider the purpose of your document in order to determine how you should express the message you wish to convey. Obviously, you want the message to reach your audience and you will probably want the reader to take some action in response to your message.

When you consider the message and how you wish to express it, the tone of your message will become apparent.

Who am I writing to and what do I want them to understand?

Who is your audience? Whether it is an employer or a fellow worker, it is essential that you consider your reader before writing any document. Your message will be much more effective if you tailor the document to reach your specific audience. The message you wish to express must be written in a way that will effectively reach the reader.

The tone that you use to write the document directly affects how the reader will interpret what is said.

What kind of tone should I use?

Fortunately, you can use the same kind of tone for most business messages. "The business writer should strive for an overall tone that is confident, courteous and sincere; that uses emphasis and subordination appropriately; that contains non-discriminatory language; that stresses the "you" attitude; and that is written at an appropriate level of difficulty" (Ober 88). The only major exceptions to these guidelines are when you need to write a negative business message, such as when you deny a job offer or a customer request.

Here are some general guidelines to keep in mind when considering what kind of tone to use in your letters and how to present information in that tone:

- Be confident.
- Be courteous and sincere.
- Use appropriate emphasis and subordination.
- Use non-discriminatory language.
- Stress the benefits for the reader.
- Write at an appropriate level of difficulty.

Be Confident: You can feel confident if you have carefully prepared and are knowledgeable about the material you wish to express. The manner in which you write should assume a confident tone as well. As you prepare business documents, you want the reader to do as you ask or to accept your decision. In order to make the document effective, you must write confidently.

Consequently, a confident tone will have a persuasive effect on your audience. The reader will become more inclined to accept your position and will notice the confidence that you have. Employers are inclined to hire individuals that appear confident and sure of their abilities.

This does not mean however; that you should appear overconfident. This can easily be interpreted as arrogant or presumptuous.

For example:

Consider the following sentence:

You must agree that I am qualified for the position.

Here the writer is over confident and discourteous and is sure to leave a bad impression on his prospective employer. Hence this tone and style of writing is not recommended.

Now consider the following statement and compare it to the previous one:

My qualifications in the areas of accounting and customer service meet your job requirements.

The writing shows a certain amount of self-confidence and a less pompous attitude.

Be Courteous and Sincere

Writer builds goodwill for him or she by using at one that is polite and sincere. It is important to strive for sincerity in tone because without sincerity, politeness can sound condescending.

Consider the words and phrases you use in your document and how your reader will likely receive them. If you are respectful and honest, readers will be more willing to accept your message, even if it is negative.

For example:

You didn't read the instructions carefully, thus your system has shut down.

In case the other person is new he is likely to feel demeaned or offended.

Instead you could try using the following approach:

The system may automatically shut down if any installation errors occur.

Use Appropriate Emphasis and Subordination: You can help your readers to understand which of your ideas you consider most important by using emphasis and subordination. You can choose from a variety of strategies to emphasize an idea or to subordinate it.

To emphasize an idea, place it in a short sentence. A short and simple sentence will most effectively convey an important idea. You can provide further explanation, sufficient examples, or evidence in following sentences. To subordinate an idea, place it in a compound sentence. Read the following examples for better clarity:

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Emphasis: Smoking will no longer be permitted in the building. The committee on employee health and safety reached this decision after considering evidence from researchers and physicians on the dangers of second-hand smoke.

Subordination: The committee on employee health and safety has finished considering evidence and they have reached the decision that smoking's will no longer be permitted in the building.

Ideas placed in the first paragraph of a document or message receives the most emphasis, followed by information placed in the last paragraph. You can subordinate an idea by placing it in middle paragraphs of your message because these paragraphs receive the least emphasis.

Use the active voice to emphasize the person or thing performing an action and the passive voice to emphasize the action that is being performed.

Active: Scientists have conducted experiments to test the hypothesis.

Passive: Experiments have been conducted to test the hypothesis.

Note: In most non-scientific writing situations, the active voice is preferable to the passive for the majority of your sentences. Even in scientific writing, over use of passive voice or use of passive voice in long and complicated sentences can cause readers to lose interest or to become confused. Sentences in the active voice are generally—though not always—clearer and more direct than those in passive voice. You can recognize passive-voice expressions because the verb phrase will always include a form of be, such as am, is, was, were, are, or been. The presence of a be-verb, however, does not necessarily mean that the sentence is in passive voice. Another way to recognize passive-voice sentences is that they may include a "by the..." phrase after the verb; the agent performing the action, if named, is the object of the preposition in this phrase.

You can also emphasize and subordinate information by letting readers know how you feel about the information.

The amount of space that you devote to an idea will help convey the idea's importance to the reader. Discuss ideas that you want to emphasize in more detail than you do ideas that you want to subordinate.

The language you use to describe your ideas can also suggest how important that idea is. Use phrases such as "most important," "major," or "primary" when discussing ideas you want to emphasize and phrases such as "a minor point to consider" or "least important" to discuss ideas you want to subordinate.

Emphasis: Our primary consideration must be cost.

Subordination: A minor point to consider is appearance.

Repeating important ideas is good way to emphasize them as well. Be careful not to overuse this strategy; you will lose your readers' interest if they believe you are needlessly repeating information.

Our primary consideration must be cost - cost to purchase, cost to operate and cost to maintain.

Any information that stands out from the rest of the text will be emphasized. Bolding, underlining, CAPITALIZING, indenting and highlighting will convey emphasis to your reader. Do not use this strategy frequently or the design effect will be lost.

Use Non-discriminatory Language: Non-discriminatory language treats all people equally without using any discriminatory words, remarks, or ideas. The business writer must communicate in a way that expresses equality and respect for all individuals. Discriminatory language can come between your message and your reader. Make sure your writing is free of sexist language and free of bias based on factors like race, religion, age, gender etc.

- Use neutral job titles. Not: Chairman
But: Chair person
- Avoid demeaning or stereo typical terms.
Not: After the girls in the office receive an order, our office fills it within 24 hours.
But: When orders are received from the office, they are filled within 24 hours.
- Avoid words and phrases that unnecessarily imply gender. Not: Executives and their wives
But: Executives and their spouses
- If you do not know a reader's gender, use a non-sexist salutation. Not: Dear Gentlemen:
But: To Whom it May Concern:
- Do not use masculine pronouns.
Not: Each student must provide his own lab jacket.
But: Students must provide their own lab jackets. Or each student must provide his or her own lab jacket.

Stress the Benefits for the Reader: Write from the reader's perspective. Instead of simply writing from the perspective of what the reader can do for you, write in a way that shows what you can do for the reader. A reader will often read a document wondering "What's in it for me?" It is your job to tailor your document accordingly.

Not: I am processing your order tomorrow.

But: Your order will be available in two weeks.

Stressing reader benefits will help you to avoid sounding self-centered and uninterested.

Write at an Appropriate Level of Difficulty: It is essential that you write at an appropriate level of difficulty in order to clearly convey your message. Consider your audience and prepare your writing so that the reader will clearly understand what it is that you are saying. In other words, prepare your style

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of reading to match the reading abilities of your audience. Do not use complex passages or terms that the reader will not understand. Accordingly, do not use simple terms or insufficient examples if the reader is capable of understanding your writing. A competent writer will match the needs and abilities of their reader and find the most effective way to communicate with a particular reader.

What kind of tone should I use with a negative message?

It is especially important to consider tone when you are writing a negative message. In a negative message, such as a document that rejects a job offer or denies a request, be sure to assume a tone that is gracious and sincere. Thank the reader for their input or involvement and carefully state that you cannot comply with their wishes. Follow this response with an explanation as necessary.

It is best not to draw attention to the person performing the action that will likely displease the reader. Therefore, you may want to avoid using active voice when delivering negative messages. You might also avoid stressing the reader benefits unless there are clear benefits to the negative message. It can sound insincere to stress reader benefits in a negative message.

Not: Thank you for offering me the position as General Manager at Simon's Inc. Unfortunately, I am unable to accept the position. I did not think that the position you offered me would utilize my communication and customer-service skills to the degree that I wanted. Therefore, I have accepted a position as Assistant Director at a different company

But: Thank you for offering me the position as General Manager at Simon's Inc. I appreciate your prompt and generous offer. Unfortunately, I am unable to accept the position. I have accepted a different position that will allow me to utilize my communication and customer-service skills.

In some negative messages, you may need to address faults or issues concerning an individual. When writing messages such as this, maintain a professional tone that does not attack the individual but that makes your position on the issue clear.

For example:

Not: I do not understand why you made such discriminatory remarks.

But: Discriminatory remarks are not tolerated in this organization.

Check your progress 4

1. _____ in writing refers to the writer's attitude toward the reader and the subject of the message.
 - a. Tone
 - b. Style
2. A..... tone will have a persuasive effect on your audience.
 - a. Confident
 - b. Courteous and Sincere

2.6 Dictionary and Thesaurus Usage

A dictionary, also referred to as a lexicon or wordbook is a collection of words in one or more specific languages, often listed alphabetically, with usage information, definitions, etymologies, phonetics, pronunciations and other information or a book of words in one language with their equivalents in another, also known as a lexicon. According to Nielsen, a dictionary may be regarded as lexicographical product that is characterized by three significant features:

- It has been prepared for one or more functions
- It contains data that have been selected for the purpose of fulfilling those functions
- Its lexicographic structures link and establish relationships between the data so that they can meet the needs of users and fulfill the functions of the dictionary.

Further, each word may have multiple meanings. Some dictionaries include each separate meaning in the order of most common usage while others list definitions in historical order, with the oldest usage first.

In many languages, words can appear in many different forms, but only the underlined or unconjugated form appears as the headword in most dictionaries. Dictionaries are most commonly found in the form of a book, but some newer dictionaries, like Star Dict and the New Oxford American Dictionary are dictionary software running on PDAs or computers. There are also many online dictionaries accessible via the Internet.

Dictionaries for languages for which the pronunciation of words is not apparent from their spelling, such as the English language, and usually provides the pronunciation, often using the International Phonetic Alphabet. For example, the definition for the word dictionary might be followed by the phonemic spelling. American dictionaries, however, often use their own pronunciation spelling systems. Some on-line or electronic dictionaries, e.g. Cambridge Advanced Learners, provide recordings of words being spoken.

A thesaurus is a book that lists words grouped together according to the similarity of meaning (containing synonyms and sometimes antonyms), in contrast to a dictionary, which contains definitions and pronunciations. The largest thesaurus in the world is the Historical Thesaurus of the Oxford English Dictionary, which contains more than 920,000 words.

Although including synonyms, a thesaurus should not be taken as a complete list of all the synonyms for a particular word. The entries are also designed for drawing distinctions between similar words and assisting in choosing exactly the right word. Unlike a dictionary, a thesaurus entry does not define words

Check your progress 5

1. Avoid:

a. redundancies	b. simplification
c. politetone	d. thoughtful writing

2.7 Punctuation

Begin a writing exercise without paying heed to the use of punctuations. After having written the passage, you will find that the entire piece of written communication does not really make much sense. Correct and appropriate use of punctuation adds much to the meaning of the sentence. Some of the commonly used marks are commas, full stops, question marks, exclamation marks, quotation marks, colons, semicolons, apostrophes and dashes/hyphens.

Comma

· Use commas after introductory words, phrases or clauses that come before the main clause:

1. While I was eating, the cat scratched at the door.
2. If you are ill, you ought to see a doctor.

NOTE : You should not do the reverse of this. For example, the following two cases are wrong:

~~The cat scratched at the door, while I was eating. You ought to see a doctor, if you are ill.~~

· Use a pair of commas to separate an inserted element from the main body of the sentence. For example:

1. John and Inga, the couple from next door, are coming for dinner tonight.

You can test this by removing the a side from the sentence. If the sentence still reads correctly, you have probably used the commas as you should. In the case above, this would render: John and Inga are coming for dinner tonight.

· Do not use commas to separate essential elements of the sentence. For example:

1. Students who cheat only harm themselves.
2. The baby wearing a yellow jumpsuit is my niece.

· Use commas to set off all geographical names, items in dates (except the month and day), addresses (except the street number and name) and titles in names.

1. Birmingham, Alabama, gets its name from Birmingham, England.
2. July 22, 1959, was a momentous day in his life.

· Use a comma to shift between the main discourse and aquotation.

1. John said without emotion, I'll see you tomorrow.
2. I was able, she answered, to complete the assignment.

· Use commas if they prevent confusion:

1. To George, Harrison had been a sort of idol.

Full Stop

· The primary use of a full stop is to end a sentence.

1. We use punctuation for clarity in language.

2. She was wise in that she did not accept the promotion.
- Its second important use is for abbreviations.
1. Jesus Christ was born in c.4-6AD.
2. Mr. Jones was happy to see his wife.

Question Mark

- The question mark is a fairly easy punctuation mark to use. It has one use and one use alone. It goes at the end of a sentence, which is a question. For example:
 1. How many children will be at the party.
- You do not include a full stop when using a question mark. You also do not use a combination of question marks and exclamation marks in formal writing.
- One thing to be careful of is to not include a question mark when it is not needed:
 1. I wonder how many people will come to the party.
- While you are expressing a thought that seems to require an answer, you are doing so with a statement. This is the most common mistake made when using a question mark.

Exclamation Mark

- Use this only when issuing a command or speaking forcefully. As in the case of the question mark, do not follow this with a period and do not combine it with other punctuation marks. Only one symbol is needed. Two or three exclamation marks in a row are completely unnecessary.
 1. What a great success!
 2. Don't worry!

Quotation Marks

- Quotation marks are used to quote another person's words exactly, whether they be spoken or written. For example:
 1. John said, We are going shopping.– Here, note the capitalization of We. You should do this unless you are quoting in a run-on sentence:
 2. John said we are going shopping because they had no milk. Note the omission of the comma in this case also.
- When introducing a quotation after an independent clause, use a colon and not a comma to begin:
 1. As D. H. Nachas explains, The gestures used for greeting others differ greatly from one culture to another. (not an independent clause)
 2. D. H. Nachas explains cultural differences in greeting customs:
Touching is not a universal sign of greeting. (this is an independent clause)
- Quotation marks can also be used to denote irony or sarcasm or to note something unusual about it:

BUSINESS LETTER
WRITING AND
DIALOGUE
FORMATION

1. The great march of progress has left millions impoverished and hungry.

Colon

- A colon should be used after a complete statement in order to introduce one or more directly related ideas, such as a series of directions, a list or a quotation or other comment illustrating or explaining the statement. For example:
 1. The daily newspaper contains four sections: news, sports, entertainment and classified ads.
 2. The strategies of corporatist industrial unionism have proven ineffective: compromises and concessions have left labor in a weakened position in the new flexible economy.
- The colon is also used to separate chapter and verse from the bible (I Parlipomenon 12:30), to separate hours, minutes and seconds: 13:49:08 and as eyeballs in smiley faces.

Semicolon

- Use a semicolon to join related independent clauses in compound sentences. For example:
 1. Jim worked hard to earn his degree; consequently, he was certain to achieve a distinction.
 2. Jane overslept by three hours; she was going to be late for work again.
- The semicolon is also used to separate items in a series if the elements of the series already include commas. For example:
 1. Members of the band include Harold Rostein, clarinetist; Tony Aluppo, tuba player; and Lee Jefferson, trumpeter.

Apostrophe

The apostrophe has two main uses:

- To form possessives of nouns, e.g. students' council, women's club,
- To indicate contractions, e.g. wouldn't, can't

Dash or Hyphen Dash

- Use the dash to emphasize a point or to set off an explanatory comment; but don't overuse dashes or they will lose their impact. A dash is typically represented on a computer by two hyphens with no spaces before, after or between the hyphens.
 1. To some of you, my proposals may seem radical—even revolutionary.
- It is also used for an appositive phrase that already includes commas.
 1. The boys—Jim, John and Jeff—left the part yearly.

Hyphen

- Use a hyphen to join two or more words serving as a single adjective before a noun:
 1. Chocolate-covered peanuts
- Don't use the hyphen when the noun comes first:

1. The peanuts are chocolate covered
- Use a hyphen with compound numbers: Forty-five
- You should also use a hyphen to avoid confusion in a sentence:
 1. He had to re-sign the contract.
 2. He had to resign his job
- Use a hyphen with the prefixes ex- (meaning former), self-, all-; with the suffix -elect; between a prefix and a capitalized word; and with figures or letters:
 1. Ex-husband
 2. Self-assured
 3. Mid-September
 4. All-inclusive
 5. Mayor-elect
 6. Anti-American
 7. T-shirt
 8. Pre-CivilWar

Check your progress 6

1. Use commas after introductory words, phrases or clauses that come before the main clause.
 - a. True
 - b. False
2. Use of dash to join two or more words serving as a single adjective before a noun.
 - a. True/
 - b. False
3. The full stop indicates the sentence has just:
 - a. Begun
 - b. mid-way
 - c. been continued
 - d. ended

2.8 Deleting Redundancies/Using Simple Words

In your writing, to think twice. The use of redundant phrases in your writing is a habit worth breaking.

Here is a short list of some to look out for:

BUSINESS LETTER
WRITING AND
DIALOGUE
FORMATION

Avoid	Change to
close proximity	proximity
completely unanimous	Unanimous
consensus of opinion	Consensus
each and every	each or every
end result	result
exactly the same	the same
he/she is a person who	he/she
basic essentials	Essentials
in spite of the fact that	although
job functions	job or functions
new innovation	innovation
one and the same	the same
personal opinion	opinion
refer back	refer
summarise briefly	Summarise
surrounding circumstances	circumstances
past history	history
very unique	unique
and also	and or also

Note: Some redundancies contained in phrases have been legitimized over time and should be left alone: safe haven, hot water heater, new beginning, tuna fish, never before, and joined together and falsepretences.

Check your progress 7

1. The use of redundant phrases in your writing is a habit worth breaking.
 - a. True.
 - b. False.

2.9 Let Us Sum Up

In this unit we have learnt that there occurs three stages of writing process which are pre drafting, drafting and post drafting. It is seen that, the work of writer is to find five steps which will define a problem, gather material, organise material, completing the required material and revise before completion.

It is studied that preparing of notes is a difficult process as it uses high level of concentration. If notes are prepared in an arranged manner, then such would necessarily follows a five-step process which will cover "Short and simple, choosing correct words, Sentence structure, Paragraph construction and view point."

While drafting, writer should consider several things such as to find an appropriate style and tone for writing message. It is found that while writing anything, you sometimes require the particular word to be checked.

So we see that a dictionary is a lexicon or wordbook having collection of words in one or more specific languages in which the words are listed alphabetically according to usage information.

On the other hand, thesaurus is a book that lists words grouped together according to similarity of meaning that basically contains synonyms and antonyms.

It is seen that it is always good to review the complete document with an eye towards redundancy. The use of redundant phrases in writing is a habit worth breaking.

2.10 Answers for Check Your Progress

Check your progress 1

Answers: (1-a), (2-a), (3-c), (4-a)

Check your progress 2

Answers: (1-a)

Check your progress 3

Answers: (1-c), (2-b), (3-b), (4-a)

Check your progress 4

Answers: (1-a), (2-a)

Check your progress 5

Answers: (1-a)

Check your progress 6

Answers: (1-a), (2-b), (3-d),

Check your progress 7

Answers: (1-a)

2.11 Glossary

1. Tone - In writing, tone is an attitude that the writer conveys to the reader.
2. Style - In writing, style could be formal or informal.
3. Dictionaries - It is book that contain the meaning of the words.
4. Thesaurus - It shows synonyms of words that shows choice of words.

2.12 Assignment

Discuss the advantages of spending extra time in the pre drafting and post drafting stages instead of drafting stage.

2.13 Activities

How should business message be composed? What factors should be kept in mind?

2.14 Case Study

You need to collect data from a tough client. Write the stages of preparation you would undertake to ensure that the client responds favorably to you

2.15 Further Readings

1. Business Communication, Sinha K.K.
2. Business Etiquette, Kogan Page, Rogets Thesaurus Robinson, 2003, Galotia Publishers



: UNIT STRUCTURE :

- 3.0 Learning Objectives**
- 3.1 Introduction**
- 3.2 Sample Letters**
 - 3.2.1 Inquiry Letters**
 - 3.2.2 Reply Letters**
 - 3.2.3 Order Letters**
 - 3.2.4 Letters for Execution of Orders**
 - 3.2.5 Complaint Letters**
 - 3.2.6 Reply and Adjustment Letters**
 - 3.2.7 Sales Letters**
 - 3.2.8 Reminder Letters**
- 3.3 Let us sum up**
- 3.4 Answers For Check Your Progress**
- 3.5 Glossary**
- 3.6 Assignment**
- 3.7 Activities**
- 3.8 Case Study**
- 3.9 Further Reading**

3.0 Learning Objectives:

This unit deals with the basics of letter writing, providing with sample letters on various topics. The letters given here are for example purpose only, similar letters can be drafted for various topics. In this unit, the student will learn to practically apply the information and knowledge received in the previous units.

3.1 Introduction:

We have already learned in the previous units about the theoretical aspects of letter writing and the need to write proper business letters. This unit deals with the practical understanding of the business letter writing with letters given on various topics of various types.

3.2 Letter Writing

The first sample letter is written in block format and the indented format. The letters can be written in any of the two formats. However, for simplicity, all the other letters have been written in block format only. The students are also suggested to follow the same pattern.

3.2.1 Inquiry Letter

Inquiry letters are written by individuals or companies to other individuals or companies to inquire about their products or services.

i. Inquiry for Electrical goods- Indented Format

J. G. ELECTRICAL APPLIANCES

Asia Building, Opp., Driven-In Cinema,
Thaltej, Ahmedabad – 380054.

August 10, 2020.

The Sale Manager,
H.A. electrical Co. Ltd.,
Opp., Law Garden,
Ahmedabad - 380009.

Dear Sir,

Sub. :Inquiry for electrical goods.

We have a shop for electrical goods in Thaltej area for 15 years. We saw your advertisement today in “THE TIMES OF INDIA” for electrical goods. We are interested in buying the whole range of ‘KAMAL’ fans especially ceiling fans, table fans & pedestal fans from your agency.

We would like to have the latest catalogue and price list of all the above-mentioned fans. Please tell us about the discount that you give on every purchase. Please inform us about the mode of payment and the mode of transport.

Our requirement is urgent so tell us whether you can send the goods in 7 days.

If your terms and conditions are favourable, we may soon place an order with you.

Thank you.

Yours faithfully,



Manish Patel

BUSINESS LETTER
WRITING AND
DIALOGUE
FORMATION

i. Inquiry for Electrical goods Block Format

J. G. ELECTRICAL APPLIANCES
Asia Building, Opp., Driven-In Cinema,
Thaltej, Ahmedabad – 380054.

August 10, 2020.

The Sale Manager,
H.A. electrical Co. Ltd.,
Opp., Law Garden,
Ahmedabad - 380009.

Dear Sir,

Sub. : Inquiry for electrical goods.

We have a shop for electrical goods in Thaltej area for 15 years. We saw your advertisement today in “THE TIMES OF INDIA” for electrical goods. We are interested in buying the whole range of ‘KAMAL’ fans especially ceiling fans, table fans & pedestal fans from your agency.

We would like to have the latest catalogue and price list of all the above-mentioned fans. Please tell us about the discount that you give on every purchase. Please inform us about the mode of payment and the mode of transport.

Our requirement is urgent so tell us whether you can send the goods in 7 days.

If your terms and conditions are favourable, we may soon place an order with you.

Thank you.

Yours faithfully,



Manish Patel

ii. **Draft a letter asking for quotations for getting your college building painted and furnished.**

TYPES OF
BUSINESS LETTERS

S.M.M.M.M. COLLEGE OF COMMERCE

Vinayak Trust Building, Opp. City Gold Cinema,

PeddarRoad, Mumbai-400026

August 10, 2020.

The Manager,
Hello Interior Designing Agency,
123, Shah Complex, andheri,
Mumbai-400053.

Dear Sir,

Our college is planning to get its whole building painted and furnished. We have a huge building of eight floors with 72 rooms, two big halls, 2-computer labs and 8 offices. We want to make our building look more modern.

Please send us your interior designer so that he can look at our necessities. And send us the quotation with a good discount, and favourable terms and conditions.

If we find your terms and conditions favourable, we may place a large order with you. We wait for your letter.

Thank you.

Yours faithfully,



(Prem Yagnik)

(Chairman)

iii. **Write a letter of Inquiry for electronic home appliances.**

JASN HOME APPLIANCES

7, Rudra Plaza, Opp., Judges Bungalows,
Arera Hills, Bhopal-462011

August 10, 2020.

The Sales Manager,
H. A. Electrical Co. Ltd.,
Opp., Law Garden,
Bhopal-462011.

Dear Sir,

Sub. : Inquiry for Electronic Home Appliances

We have a shop for Electronic home appliances in Arera Hills area for 8 years. We saw your advertisement today in "THE TIMES OF INDIA" for home appliances. We are interested in buying the whole range of 'BRUEAN' hand blender and the push-button hand blenders from your agency.

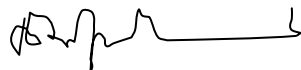
We would like to have the latest catalogue and price list of all the above-mentioned hand blenders. Please tell us about the discount that you give on every purchase. Please inform us about the mode of payment and the mode of transport.

Our requirement is urgent so tell us whether you can send the goods in 10 or 12 days.

If your terms and conditions are favourable, we may soon place an order with you.

Thank you.

Yours faithfully,



Bhavesh Patel

- iv. **Draft a letter informing about your new shop of readymade garments and inquiring about different types of Jeans, Trousers in the supplier's co.**

ROXY GARMENTS

Ghee Kanta Road, Opp. Prakash Cinema,
Ajmer, Jaipur-302006

13th August 2020

The Sales Manager,
132, Aadarsh Complex,
Raipur, Ahmedabad – 380002

Dear Sir,

We have introduced our new Readymade Garments shop on Ajmer Road, a very popular Garment area in Ahmedabad. We have a fully furnished and sophisticated shop. We want to keep the famous company's Jeans and Trousers like 'NEW PORT', 'LEVI'S', 'FLYING MACHINE', 'PARX', 'LOUIS PHILLIPE', 'ALLEN SOLLY' etc.

So please send us your price-list of different Jeans & Trousers like 'BOOT-CUT', 'SKIN TIGHT', 'NARROW CUT', 'WASHED' etc. and send us the quotations with good discount, and favourable terms and conditions so we can give you order of our necessities.

If we find your term and conditions favourable, we may place a large order with you. We wait for your letter.

Thank you.

Yours faithfully,



Dilruba
(Manager)

- v. **Draft a letter of inquiry asking for quotations to repair and paint the infrastructure of your building.**

DR. RAMANBHAI PATEL BHAVAN

Near Usamanpura crossroad, Beside Fortune Hotel,
Usamanpura, Ahmedabad - 380009.

13th August 2020.

The Manager,
Preeti Interior Designer Agency,
407, Rudra Square,
Near, Sardar Patel Stadium,
Navarangpura,
Ahmedabad - 380009.

Dear Sir,

Our 'AHMEDABAD MUNICIPAL CORPORATION' has decided to furnish & renovate the infrastructure of our office. We have two floors, which are in a huge area with 24 rooms, 2 conference halls & 1 confidential meeting room. We want to make our building look more modern.

Please send your interior designer so that he can look at our necessities. And please also send us the quotation with good discount & price of work, and favourable terms & conditions.

If we find your terms & condition favourable we may place a large order with you. Waiting for your letter.

Thank you.

Yours faithfully,



Sanket V. Patel
(P. A. to Comm.)

vi. **Write an inquiry letter to a business-man along with a request for a generous discount even on a small order.**

TYPES OF
BUSINESS LETTERS

PATEL & BROS.

26/ Om Shanti Building,
Opp., ICICI Bank, Anamdnagar,
Hyderabad-500004

27th August, 2020.

The Manager,
Good Cloth Co, ltd,
hakimpet,
Hyderabad-500014.

Dear Sir,

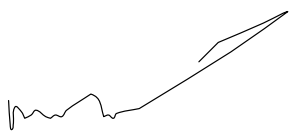
We have been regularly buying poly-cot cloth from your shop. The quality of the cloth sent by you is always good. Now, as the season has almost ended, we need very little stock of poly-cot cloth of different varieties.

I request you to send your catalogue and samples before 10th September 2019 so that we can order the goods immediately. Indeed, our size of the order will not be over 3000 meters because of the end of the season. However, we can assure you of regular seasonal orders. Given this, we expect a generous discount on cash payment.

An early reply will help me to satisfy our customers.

Thank you.

Yours faithfully,



(M. S. Patel)

vii. **Write an inquiry from an individual for an article.**

Jatin J. Hingrajiya.

B/9, Pawan Appt, Opp. Judges Bungalows,
Bodakdev, Ahmedabad – 380054.

27th August 2020.

The Manager,
Dhanraj Electronics,
Ashram Road,
Ahmedabad –380009

Dear Sir,

Please send me your description catalogue & price-list to enable me to select a 51-inch television for my personal use.

I would also like to know if you would agree to receive payment by instalments.

An early reply from your side will help me.

Thank you.

Yours faithfully,



(Jatin J. Hingrajiya)

VIII. Write an inquiry letter for AIWA Electronic instruments.

RAJA ELECTRONICS

23, Shah Complex, Vastrapur road,

Vastrapur. Ahemdabad - 380015.

TYPES OF
BUSINESS LETTERS

25thSeptember, 2020.

The Manager,

GOOD SOUND SYSTEM DEALERS

23, Rudra Plaza, Bodakdev,

Ahmedabad – 380054.

Dear Sir,

We are interested to buy AIWA electronic items from your company dealer shop. We saw your advertisement in “THE TIMES OF INDIA” today.

We would like to have the latest catalogue and price list of AIWA television series. Please tell us about your commission that you give on total purchase. Please inform us about the mode of payment, mode of transport and mode of packing.

Our requirement is urgent so we would like to know if you could send the order within ten days after the date of order.

If we find your terms and conditions favourable, we may place a large order with you. Waiting for your reply.

Thank you.

Yours faithfully,



Komal Yagnik

(Proprietor)

3.2.2. Reply letters

As the name suggests, these are the reply letters written by the individuals or companies to reply to the inquiry letters received by them.

i. Draft a letter of Reply for an inquiry of AIWA Sound System.

GOOD SOUND SYSTEM DEALERS

23, Rudra Plaza, Opp., Judges Bungalows,
Ajabpur, Deheradun-248121

27th September 2020.

Raja Electronics,
23, Shah Complex,
Defence colony,
Dehradun-248012

Dear Sir,

Sub. : Reply for an inquiry of AIWA Sound System.

We are glad and thankful that you have found interest in doing business with us.

As you have requested we are sending the latest catalogue of AIWA Sound System along with the price-list. We are a dealer of AIWA and so we have the entire model shown in the catalogue.

Our mode of payment is 30% cheque with order and 70% cash on delivery.

We transport goods by 'UTTARAKHAND TRANSPORT Co. Ltd.' after packing the systems in their original cartons and putting them in between thermocol sheets. We can supply any number of orders within ten days. We have also sent a copy of terms and conditions along with this letter.

We hope that you will find our terms and condition favourable and place a large order with us.

Thank you.

Yours faithfully,



(M. S. Patel.)

ii. Write a reply to an inquiry for getting your building painted & furnished.

TYPES OF
BUSINESS LETTERS

HELLO INTERIOR DESIGNING AGENCY

123, Agrawal Complex, sirpur,
Indore-452002.

September 2, 2020.

The Chairman,
GANESH COLLEGE OF COMMERCE
Vinayak Trust Building,
Opp, City Gold Cinema,
Rajendra Nagar,
Indore-452012.

Dear Sir,

Sub. : Reply to your Inquiry for painting & furnishing your building.

We are glad to know that you have taken interest in our interior designing company. As you have been given the reference by Mr. P. S. Yagnik who is our regular customer be will try to help & satisfy your needs completely.

As you have requested to send our interior designer, we will send him on September 10, 2020, during your college hours.

We can decide the price &the charges only after you select the quality of paint & design of furniture.

We will give you 15% discount if your painting area increases from 1,50,000 sq. feet. We assure you the best quality of work.

Thank you.

Yours faithfully,



Jaspal Bhatti
(Director)

iii. Write a reply to an inquiry for leather goods.

ITALIAN LEATHER GOODS AGENCY

14, Rani Complex, Opp., Treat Restaurant,
Baghera, Ajmer-305415.

September 2, 2020.

The Manager,
Circle P Store,
Opp. Law Garden, Dhan Mandi,
Ajmer-305001.

Dear Sir,

Sub. : Reply to your inquiry for leather goods.

We are glad to know that you have taken interest in our agency. As you have been given the reference by Mr. A. P. Chamanpura, the manager of Pantaloon store who is our regular customer, we are further eager to work with you.

As you have requested to send the list of leather goods which we have, we send the whole list of leather goods which we sell.

We can decide the price, mode of payment, mode of transport after you select the goods from our agency. We can also decide on a discount after you have selected the items. If you buy goods of Rs. 10,000, then we will give you 10% discount.

We assure you the best quality of goods.

Thank you.

Yours faithfully,



Jatin Bhagat
(Director)

3.2.3. Order forms& Order Letters

These letters are generally written after the inquiries are done. They are written to place the order for the products or services by an individual or a company.

i. Place an order with Messrs Shah & Shah Bros for Electric goods especially fans.

J. G. ELECTRICAL GOODS

Asia Trust Building,
Opp., Drive-In Cinema, sirpur,
Indore – 452002

September 7, 2020.

The Sales Manager,

M/s. Shah & Shah Bros.

123, Shah Complex, Rajendra Nagar,

Indore - 452012.

Dear Sir,

Sub. :Order for electrical goods.

We thank you for your reply dated September 5, 2019, about the electrical goods. We are placing an order with you as mentioned below.

Sr. No.	Goods	Specification	Price	Quantity
(1)	CINNI	A Size (Red)	Rs. 1200/-	50
	CEILING	B Size (Yellow)	Rs. 1000/-	50
	FANS	C Size (White)	Rs. 950/-	150
(2)	TABLE	Red, Plastic body	Rs. 1200/-	100
	FANS			

Mode of Transport: Gujarat Transport

Mode of Packing: Wooden Boxes and Cartons with bubble wrap

Mode of Payment: 30% C.W.O. 70% C.O.D.

Date of Delivery: By September 20, 2020.

As you have mentioned in your reply we are expecting 20% discount.

We hope that you will complete the order in time.

Thank you.

Yours faithfully,



Nishant Shah

(Proprietor)

ii. **Place an order with Rajdhani Electronics for electronics goods like Stereo System, Microwave ovens, and Digital Diaries.**

NIRAV HOME APPLIANCES

2, Sagar complex, Opp. Nalanda Complex,
Premchandnagar Road, Bagadganj,
Nagpur – 440008.

September 7, 2020.

The Sales Manager,
Rajdhani Electronics,
23, Sheilly complex, Jaitala,
Nagpur – 440036.

Dear Sir,

Sub. : Order for stereo systems, Microwave oven, Digital diaries.

We thank you for your reply dated September 4, 2020 about the home appliances. We are placing an order with you as mentioned below :

Sr. No.	Goods	Specification	Qty.	Price
1.	Stereo system	Sony (Grey colour) 1200 w PMPO	10	15,000
		Panasonic (Black) 900 w PMPO	8	8000
2.	Microwave	A size	4	8000
	Oven	B size	6	5000
3.	Digital	128 KB (Black colour)	5	950
	Diary	32 KB (Metallic blue colour)	7	650

Mode of Transport: MEHTA TRANSPORT CO.

Mode of Packing: Hard boxes with thermocol sheets.

Mode of Payment: 25% C.W.O., 75% C.O.D.

Date of Delivery: By September 20, 2020.

As you have mentioned in your reply, we are expecting a 15% discount.

We hope that you will complete the order in time.

Thank you.

Yours faithfully,



Pooja Dave
(Proprietor)

iii. Draft a letter to place an order to kitchen appliance on a credit basis.

TYPES OF
BUSINESS LETTERS

JASN HOME APPLIANCES

*1/2, Raju Complex, Opp. Lalit Palace,
Anandnagar, Pune – 411051.*

September 20, 2020.

The Manager,
Good Home Kitchen Appliances Agent,
123, Gupta Complex,
Ghode Gaon., Pune – 412408.

Dear Sir,

Sub. : Placing an order for kitchen appliances.

In reference to our last communication on the telephone, I hereby place an order for different kitchen appliances as under:

I once again remind you that, as we have decided, we want the goods on credit.

We require ten 'SUMMIT' red mixtures, red. We also need 20 portable hand blenders of 'BOSS' company.

Please send us the goods, latest by September 25, 2020, through 'MAHARASHTRA TRUCK TRANSPORT'. Please pack the goods in wooden boxes along with carton covering on the product.

We wait for your reply.

Thank you.

Yours faithfully,



Bhavesh Prajapati
(Proprietor)

3.2.4. Letters of Execution of Order: (Supplier)

These letters are written when the orders are executed. These letters can be of various forms and can have various reasons, like late execution or part execution of orders. There are four letters given here as examples.

- i. **Draft a letter of execution to the buyer requesting him to grant you 5 days more for the execution of the order.**

H. A. ELECTRICAL GOODS.

123, Shah Complex, Opp. Gota Garden,
Fatehgarh, Jaisalmer – 345027.

September 24, 2020.

The Manager,
J. G. Electrical Shop,
Opp. Rupali Cinema,
Mohangarh, Jaisalmer – 345033.

Dear Sir,

Sub. :Execution of order.

We received your letter for an order of 500 electric lamp shades to be sent to you by September 30, 2020.

I regret to inform you that due to the riots in Jaipur, the factory for the manufacture of Lamp-Shades is in the area of curfew. It is very difficult to get the goods in 5 days. So we cannot send the goods by September 30, 2020.

The situation in Jaipur is getting normal and is likely to settle-down by September 27, 2020. Soon after that, the production will be carried out and we will send the goods latest by October 5, 2020.

For this, we need an extension of 5 days. We hope that you will consider our situation critical and help our relationships grow better.

Thank you.

Yours faithfully,



Ashutosh Rana

(The Sales Manager)

ii. **Draft a letter of execution for asking the supplier to accept the order in part delivery.**

TYPES OF
BUSINESS LETTERS

H. A. ELECTRICAL GOODS

123, Shah Complex, Opp. Bank Of India,
Agra Chauk, Agra – 282003.

September 24, 2020.

The Manager,
J.G. Electrical Shops,
Industrial Estate,
Agra – 282006.

Dear Sir,

Sub. : Part execution of order.

We are thankful to receive your order for 500 ‘cello’ chairs, dated September 12, 2020. You have requested to deliver these goods latest by September 30, 2020.

We are sorry to inform you that right now we have only 300 chairs in stock. We have sent these 300 chairs to you by ‘AGRA TRUCK TRANSPORT’, we will dispatch the remaining chairs within 3 days, and which will reach you by October 5, 2020.

Kindly understand our condition and please bear with the inconvenience caused.

We have sent along with this the bill of the whole consignment worth Rs. 75,000.

We wait for your reply.

Thank you.

Yours faithfully,



Sanjay Shukla
(The Sales Manager)

Encl.: Bill No. 7232 worth Rs. 75000.

iii. Draft a letter of execution offering the buyer substitute goods.

**J. G. ELECTRONICS
SOUND SYSTEM SUPPLIERS**

Opp. Drive-In Cinema, Thaltej,
Ahmedabad – 3800054.

September 28, 2020.

The Manager,
Dhanraj Electronics.
Ashram Road, Navarangpura,
Ahmedabad – 380009.

Dear Sir,

We are thankful to you to place a large order of AIWA SOUND SYSTEM with us. Your order is dated September 20, 2020, for 100 AIWA SYSTEMS Model No. NAX – 603 price Rs. 12,500.

But we are sorry to inform you that presently, we do not have the stock of AIWA SYSTEM because the company has stopped the production of any electronic system for six months.

Presently we can offer SONY SOUND SYSTEM of the same quality. SONY system model No. STE – 636 price Rs. 12,750. We will be giving you a 17% discount on any order. We are also able to supply the goods as early as possible.

We wait for your reply.

Thank you.

Yours faithfully,



Chetan Das
(Proprietor)

iv. Draft a letter of execution offering either substitute goods or the same product at higher prices.

TYPES OF
BUSINESS LETTERS

RAINBOW ELECTRICALS

Ghee Kanta Road,
Near Delhi Darwaja, Shahibaug Road,
Ahmedabad – 380004.

September 28, 2020.

The Manager,
Rich Collection,
Premchandnagar Road,
Vastrapur, Ahmedabad – 380015.

Dear Sir,

We have received your order dated November 1, 2020, for 100 table fans of 'CROMPTON GREEVES'.

We are sorry to inform you that between our inquiry reply and the placement of the order by you, the company has raised the prices of these table fans by 11% because of the shortage of availability of raw materials. Now we are unable to supply the goods as stated by us in our reply.

We hereby offer 'USHA FANS' at the same price or we request you to buy 'CROMPTON FANS' at higher prices.

Your quick reply will allow us to execute the order at the earliest.

Thank you.

Yours faithfully,



Laxmi Gorbode

3.2.5 Complaint Letters

As the name suggests, these letters are of course written to complain if the products or services do not meet the requirements. They need to be answered at the earliest.

- i. **Draft a letter of complaint about defective electric fans and stating the adjustment in it.**

RAINBOW ELECTRICALS

Ghee Kanta Road, Near Delhi Darwaja,
Ashiana,
Lucknow – 226012.

September 28, 2020.

The Manager,
Rich Collection,
Daliganj,
Lucknow – 226020.

Dear Sir,

Sub. : Complaint about defective electric fans.

We are thankful to you to execute our order very quickly for our order of 300 fans.

We are sorry to inform you that the consignment which was received by us on November 5, 2020, had in it 7 fans in defective condition. When we checked the fans, we found that four fans are not working at all and 3 other fans had only two wind-blades in each.

We request you to replace the seven fans by checked and tested fans within a week. We are sending these fans by 'Le Chalo Road lines' and request you to send tested fans through the same transport.

We hope for a quick response.

Yours faithfully,



Navin Jani

- ii. A Retailer has placed an order for readymade shirt & insists on delivery within 10 days. Write a suitable order complaint against the delay in the execution of this.

OXFORD SHIRT CENTER

1, Golden Tower, Ashram Road,
Ahmedabad – 380009.

January 10, 2020.

The Sales Manager,
Tyagraj Bros.,
Station Road, Bangalore.

Dear Sir,

Sub. : Late delivery of goods.

We are very sorry to draw your attention to the non-delivery of the shirts. We specifically mention in our order of December 10, 2020, to send the goods before January 1, 2021.

We regret to inform you that we have received neither the goods nor the letter.

The delay in our execution of the order has caused much trouble to us. We have lost profit & prestige.

Our valued customers could not buy shirts from us. They were disappointed. Please cancel our order if you cannot execute the order within 10 days from the date of the receipt of the letter.

As a businessman, you can understand the importance of time in a business transaction. Please treat this complaint as a friendly letter.

Yours faithfully,



Navneet Pathak

- iii. **M/s. Gupta & Sons have been in business with a chemical industry for 20 years but since last two business dealings, he has received bad quality of chemicals. Now he is placing an order for the same chemical again insist in the letter that the mistake is not repeated.**

M/s. GUPTA & SONS

12, Kameshwar Plaza, Kalyanpur,

Lucknow – 226022.

December 3, 2019.

The Manager,
Navrang Chemical Industry,
Sector 2/B, Sant Market,
Lucknow – 226006.

Dear Sir,

Sub. :Placing an Order.

We have been doing business for 20 years and throughout these 20 years, our business has been running smoothly.

But we are sorry to inform you that since the last two consignments the order that we were placing for polychromic chains in liquid form was of bad quality and because of this the final order that we got in our hands was of 'C' grade.

We are placing an order once again for the same product with an expectation that you will take care of the order particularly and will send us 'A' grade products.

We hope for better business the time and in future.

Yours faithfully,



Vinod Soni

(Manager)

3.2.6. Reply (Adjustment) Letter to Complaints

These letters are written as adjustments to the complaints sent by the clients. They are written in polite language and if any adjustment is possible, it is made.

- i. **Write a suitable reply to a customer who has a complaint of shortage in the weight of goods received by him.**

GIRNARTEA CENTER

1, Golden Tower, Ashram Road,
Junagadh

January 10, 2020.

The Sales Manager,
Chai and More,
Station Road, Ahmedabad

Dear Sir,

We have received your letter dated 7th January 2020 in which you have drawn our attention to the shortage of 50 kg in the consignment of tea supplied by us. Thanks for drawing our attention to this fact.

After receiving your complaint, we inquired with our packing department. We came to know that you have placed an order for 200 kg. of tea whereas we only sent 150 kg. by mistake.

Now we have dispatched off a case of tea weighing 50kg. tea by 'GUJARAT TRANSPORT CO.' today.

We apologize for the inconvenience caused to you. We assure you that now onwards you will not have any cause to write to us about your complaint.

Yours faithfully,



Mohammad Hussain

- ii. **Draft a letter from GUPTA & SONS who have received a complaint from 'JG FURNITURE MART' that their order was received late by 20 days and so they have suggested and adjustment that they want 2% discount more.**

GUPTA & SONS.

12, Kameshwar plaza,

Relief Road, Ahmedabad – 380001.

2nd December, 2020.

The Purchase Manager,
JG Furniture Mart,
Opp. Drive-In Cinema,
Thaltej, Ahmedabad – 380054.

Dear Sir,

We have received your letter dated 30th November 2020 in which you have complained about goods received late by 20 days. For that, we are very sorry.

Please accept our sincere apology and allow us to explain the cause of the delay. When we received your order, transporters were on strike. Their strike continued for 15 days. So we were not able to send your order in time.

We agree that the late delivery of the goods has resulted in a considerable loss. We agree with your proposal and grant you an additional discount of 2%. Please find herewith the Credit Note worth Rs. 1500/-.

We are sorry for the inconvenience caused to you.

Yours faithfully,



V. K. Gupta

(Sales organizer)

iii. Draft an adjustment with a negative reply for a complaint received by you for damaged antique showpieces.

TYPES OF
BUSINESS LETTERS

M/s. GUPTA & SONS

12, Kameshwar Plaza,
Relief Road, Ahmedabad – 380001.

December 3, 2020.

The Manager,
Navrang Chemical Industry,
Sector 2/B, Odhav,
Ahmedabad – 380013.

Dear Sir,

Sub. : Adjustment.

We have received your letter dated November 29, 2020, complaining about damaged antique showpieces in the last order.

But we are sorry that we will not be able to execute an adjustment because according to the terms & conditions that the buyer is responsible for the damage during transportation. As far as our side is concerned when we loaded the truck we have checked all the goods properly.

We hope that you will insist to follow the rules.

Yours faithfully,



H. S. Bhatt
(Manager)

SALES LETTER

Sales letters are generally written by companies to advertise and promote their products or services. They can be addressed to individuals or companies. They can be personalized or general. They are written in detail and in a way that catches attention. Proverbs and phrases can also be used.

i. Sales Letter for Vehicle Service



Sai Auto Care Center

92, Darabji Road, Dadar, Mumbai

☎ : 022 25985647

1st June, 2003

Dear Auto owner:

Before monsoons lash Kerala coast, make your vehicle rain-proof!

Don't wait for signs of trouble. Come in and give your automobile, it needs a rainwater servicing right now.

By doing special rainwater servicing of your vehicle at our service centre you will not only protect the steel spare parts with the help of rust-proof solution coatings but also protect its trade-in value. You can enjoy a great feeling of security every time you and your family are on a long drive. You will be confident that your automobile is not going to cause you any problems.

To ensure that your vehicle is free from seepage of rainwater in key areas and to ensure the smooth running of your vehicle in the heavy rains our expert service facilities are ready and waiting. Our mechanics are trained in the factories of automobile manufacturers; our service station is fully automated and controlled by computers. It has the latest tools and genuine spare parts. All are ready to make sure that your vehicle performs at its best. Remember, a checkup and special servicing now can easily save much of your time and huge expenses later when heavy rains start.

Drive-in immediately and hand over the enclosed concession coupon to one of our attendants for a 10% special discount.

Remember, a stitch in time saves nine!

Sincerely,

R.S.Sharma

Manager

ii. Sales Letter for Water Purifier



Himalaya Health Care Industries Ltd.

C-6 M.I.D. Industrial Estate, Thane

PH.: 022 25859746

TYPES OF
BUSINESS LETTERS

10th April, 2003

Mrs. Kaveeta Krishnamurthy,
486, Gulmohar Apartments,
Andheri East, Mumbai.

Madam,

We know how much you love and care for your lovely children and each member of your family. The results of a recent survey conducted by the Indian Medical Association have revealed that nearly sixty-two percentage of diseases caused to the people are due to unfiltered, unboiled contaminated water. This ratio is above seventy percent in metropolitan cities like Mumbai.

Boiling the water every day will be an additional botheration for you in your busy life. Moreover, it will be a costly affair considering the price rise and fuels shortage. We are, therefore, at your service to provide you with cool and pure drinking water right at your home. The research and development section of our company has designed and produced an elegant water filter-cum-cooler by name HIMALAYA COOLER AND FILTER.

HIMALAYA COOLER AND FILTER provides you cool and pure water round the clock. It has wax filters which filter the water and keeps away all impurities. The body of the filter is made up of special material which automatically reduces the temperature of water without the use of any electric power. HIMALAYA COOLER AND FILTER is the only of its kind in India which does the work of water filter at the same time cools the water. It is also approved by Indian Standard Institute for its dependable performance. It is available in three sizes to suit the requirements of small families, big families and offices. You can find prices and other details from the enclosed catalogue.

Fill up the enclosed order form, detach and mail it today (postage free). You will be eligible for a special discount of 10% on the catalogue price if you book your order before the 1st of next month.

To save you and the loving members of your family from health hazards, book your order today!

Yours caringly,

Manager

iii. Sales Letter for Watch

Time Star Watch Company
85, Homji Street, Mumbai.

1st March, 2003

Mr. Arun Chaudhary,
SPM Road, Mumbai.

Dear Sir,

To satisfy our ever-increasing wants we should make the best use of our time! We know you are a busy person making the best use of your time to realize your dreams. To maintain your schedule in a busy life you need a watch which is accurate and gorgeous.

Our TIME STAR digital wristwatch is an ultimate solution to all your time problems. TIME STAR is manufactured with the latest Swiss technology. It is fully automatic, waterproof and shockproof watch available in fifty different shapes and designs. Its price ranges between Rs.300 and Rs.1,200. The coloured pictures and other details are given in the enclosed catalogue.

If you place an order before 30th March, we offer you a special discount of 5 percent on the catalogue price. Our show-room remains open from 10 a.m. to 8 p.m. on weekdays. You are most welcome to drop in and personally select your piece. Or if you choose to order by post you can fill up an enclosed order form and mail it in a postage-free envelope enclosed.

So, be on time! Be on time!! Move with time!!! Don't waste any more time to book your order.

Yours timely,

(S.R.Kamath)

Sales Manager

For,

Time Star Watch Company

HEALTH CARE PRODUCTS (P) LTD.

15, M.G.Road, SAGAR

5th April, 2003

Madam,

Sound health of your loving family is above all, for you, in this world! It is a proven fact that consumption of oily food full of cholesterol is one of the major causes of fat, high blood pressure, strokes, heart diseases, diabetes and many such health hazards. But how can you imagine cooking without oil?

After several years of research, we have come up with an answer. SUNOIL is tastier and healthier than the rest of edible oils and at the same time, it is CHOLESTEROL FREE. You can use it freely in cooking various dishes and yet keep your family sound and healthy. SUNOIL is available in three packing options: one kg, five kgs and fifteen kgs. Not life but a healthy life is to be chiefly valued. Walk into your grocer's shop with the enclosed coupons to get your pack of SUNOIL at 25% discount.

Hurry! The offer closes on the 1st of next month.

Caringly yours,

I.M.Subhedar

Sales Manager,

v. Sales Letter for Air Conditioners.

**INDUSTRIAL
AIR CONDITIONERS**

1st April, 2020

**The Managing Director,
Allied Engineering Works P Ltd.,
Udyambag, Bangalore.**

Dear Sir,

How to move more products, win more customers and make more profit in the scorching heat of summer as well as shivering winters? Obviously, the solution lies in regulating the temperature of your office as well as factory through proper air-conditioning equipment. But many organizations were unwilling to do the air-conditioning as it was a costly proposal. To some extent, they were right in the past. But now they are wrong. Because we have come out with the most economic and cost-efficient air conditioners of different capacities. These air conditioners involve a reasonable installation cost and consume less power without sacrificing the quality of performance. We also give a guarantee of five years against all manufacturing defects. They are also bearing ISI mark for their dependable performance.

Don't waste any time to maintain the high productivity of your employees in all seasons. Go through our enclosed brochure carefully and please contact us at 0020 7865423-5. We shall send our technician to survey your office and factory and assess your requirement and advise you the suitable locations for air conditioners so that your crucial business places may be maintained at the proper temperature throughout the year.

We offer you a special discount of 10% on our catalogue prices if you confirm your order before 15th April. The transport and installation charges will be borne by us.

Do not miss this opportunity; it is a special offer.

Sincerely,

Sales Manager

Encl.: -Brochure

vi. Sales Letter for Beauty Soap

Sapna Beauty Parlour

Nala Sopara, Mumbai

TYPES OF
BUSINESS LETTERS

15th January 2020

Miss Sharmila Mortudkar

56 Rangeela Lane

Prem Nagar

Dear Madam,

Do you want to enhance the value of your personality by increasing the fairness of your skin?

Do you want to protect your skin from fungal infection, ringworm and other skin diseases?

Do you want to provide your skin with a tonic that nourishes it, makes it softer and healthier?

You need not have to do different things to satisfy all these wants. Just use our Chandan Ayurvedic Soap. Chandan Soap is the outcome of our several years of research. It is made up of medicinal herbs that penetrate deep into your skin, remove all impurities, germs and virus and nourish it. It changes the complexion of your skin and makes it fairer day-by-day. It does all these things without any side effects. It lasts longer and performs its duty in all the seasons. Many of your favourite cinestars also use it regularly.

Improve your personality by regular use of Chandan Soap. Protect your skin from diseases and make it fairer. Look more beautiful and healthy. It is available at all retail outlets.

*Don't waste any more time to look fairer, healthier and more beautiful. Hurry up!!!

Beautifully yours,

Sapna Gupta

Manager

3.2.8. Reminder Letters

These letters are written to remind an individual or a company about something important or urgent. These letters are short and to the point.

BALAJI TRADING CORPORATION

56, Station Road, Tirupati.

August 10, 2020

**Shakti Associates,
102, Main Road,
Hyderabad.**

Dear Sirs,

Please find enclosed Statement of Account upto 31st July 2020 showing a balance of Rs.28,500/- due from you as on 12th August, 2020 in respect of our Invoice Nos. 108 and 116. The duplicate copies of each of these invoices are also enclosed herewith.

An early settlement will be appreciated.

Yours faithfully,

**R.K.Venkatgiri
Credit Manager**

BALAJI TRADING CORPORATION

56, Station Road, Tirupati.

August 25, 2020

**Shakti Associates,
102, Main Road,
Hyderabad.**

Dear Sirs,

Our books of accounts show an overdue balance of Rs.28,500 in your account. We sent you a reminder in this regard on 10th August, 2020. But it seems that it has escaped your notice due to your busy schedule. We, therefore, enclose a Duplicate Statement of account and request you kindly to settle the account at the earliest and oblige.

We look forward to your prompt payment.

Yours faithfully,

**R.K.Venkatgiri
Credit Manager.**

BALAJI TRADING CORPORATION

56, Station Road, Tirupati.

TYPES OF
BUSINESS LETTERS

September 25, 2020

**Shakti Associates,
102, Main Road,
Hyderabad.**

Dear Sirs,

Our letters of 10th and 25th August, 2020 requesting the settlement of overdue balance of Rs.28,500 have remained unanswered.

The good reports we received when you opened your credit account told us that you are credit-worthy. We know that you have earned this credit rating in the market with great efforts. The community and your friends judge you by how you fulfil your promise. It is vital even to your peace of mind that you respect your words and promises.

Because your credit record means so much to you, it is hard to understand how you have permitted your account to run overdue for one month. Won't you please save your good credit record by sending us the payment today?

Yours faithfully,

**R.K.Venkatgiri
Credit Manager**

BALAJI TRADING CORPORATION

56, Station Road, Tirupati.

September 25, 2020

**Shakti Associates,
102, Main Road,
Hyderabad.**

Dear Sirs,

Every day we deal with hundreds of credit customers. More than 99 percent of them come through their obligations to pay. We mark them as "Prompt Pay" and doors to credit buying are opened to them all over town. Less than 1 percent doesn't pay right away. Of course, they sometimes have a good reason and most of them explain their good credit record to tarnish.

Somehow you have permitted your account to place your name in this last group. We don't think it belongs there. Won't you please remove it by writing us a cheque for Rs.28,500 now 45 days past due? This would place you in the group in which you belong.

Yours faithfully,

**R.K.Venkatgiri.
Credit Manager.**

September 30, 2020

Shakti Associates,

102, Main Road

Hyderabad

Dear Sirs,

Your failure to respond to any of our four letters requesting the settlement of Rs28,500/-, now 50days overdue, leaves us but no choice but to take you for court action. We sincerely want to avoid this action, for it would be unpleasant for both of us. It would be especially unpleasant for you.

For you, it would mean that you would be forced to pay not only the Rs28,500/- you owe but also the court costs. Besides, you would have to pay the lawyers too.

Also, legal action would be embarrassing to you. It produces the kind of information people talk about. Your friends could pick it up. So would other business people. Results might we be an end to your credit buying. And your credit reputation would be injured permanently.

You can avoid the effects of court action only by paying before 10th October 2020 on which day we shall turn your account over to our lawyer. Won't you please help yourself by remitting the demand draft for Rs.28,500/- by that date? It is the only way you can avoid the cost and embarrassment of going to court.

Yours faithfully,

R. K. Venkatgiri

Credit Manager

Check Your Progress

1. The complaint letters must be answered at the earliest.
 - a) True
 - b) False
 - c) Depends on the company rules.
 - d) They should not be answered at all.
2. It is better to draft the letter on _____.
 - a) Company's Letter Head
 - b) Any page
 - c) A coloured page
 - d) Lined page
3. A letter should include:

- a) A few details
 - b) All the necessary details
 - c) Unwanted details
 - d) No details
4. Mentioning the date is:
- a) Not necessary
 - b) Optional
 - c) Necessary
 - d) Unwanted
5. Scanned signature of the sender is:
- a) Necessary
 - b) Optional
 - c) Compulsory
 - d) Advisory

3.3 Let us sum up

This unit thus provides more than 30 sample letters on various topics. It ensures that the students know what type of format and language should be used while drafting the letters.

3.4 Answers For Check Your Progress

1. a) True
2. a) Company's Letter Head
3. b) All the necessary details
4. c) Necessary
5. b) Optional

3.5 Glossary

1. Brochure: Catalogue/ Booklet
2. Elegant: Stylish / Graceful

3.6 Assignment

1. You are the manager of Kabir Music Showroom, Navrangpura, Ahmedabad. You had ordered 14 musical instruments but you have received a lesser number of instruments. Draft a letter of complaint to Rhythm Musicals, Mumbai.
2. Draft a letter of adjustment to the above letter.

3.7 Activities

Study different sales letters and their types. Note down the similarities and differences.

3.8 Case Study

Visit a company/factory near you and request to see (if they provide) any letters that they have received and the replies to those letters.

3.9 Further Readings and References

- Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON
- Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.
- Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON
- Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON
- Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers



DIALOGUE WRITING

: UNIT STRUCTURE :

4.0 Learning Objectives

4.1 Introduction

4.2 Sample Dialogues

4.2.1. Dialogue between a student and a teacher

4.2.2. Dialogue between a father and a son/daughter

4.2.3. Dialogue between two friends

4.2.4. Dialogue between siblings

4.2.5. Dialogue between a customer and a shopkeeper

4.2.6. Dialogue between a husband and his wife.

4.3 Let us sum up

4.4 Answers For Check Your Progress

4.5 Glossary

4.6 Assignment

4.7 Activities

4.8 Case Study

4.9 Further Reading

4.0 Learning Objectives

Spoken communication is the first and one of the easiest type of communication. It is easier and more widely spread than the other forms of verbal communication. In this unit, there are examples given for dialogue writing. The student will learn to greet, proceed and end the verbal – oral and written communication through this unit.

4.1 Introduction

The dictionary meaning of the word dialogue is “A conversation between two persons”. This can also be treated as a conversation amongst a group of people. The spoken form of communication is generally done in almost every situation. In this unit, a few sample dialogues are given.

4.2 Sample Dialogues:

Draft a dialogue as per the situation hereunder.

4.2.1 Dialogue between a student and a teacher

Sample Discussion over arranging a fancy-dress competition

Student (S): Good morning Sir! How are you?

Teacher (T): Good morning Raj, I am good, thank you. What made you come to the staff room today?

S : Sir, I wanted to put up an idea before you, may I, please?

BUSINESS LETTER
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- T** : Sure, go on! What is it about?
- S** : Sir, as you know, we are planning our Annual Function next month. I wanted to know if we can include another interesting event in that!?
- T** : What is on your mind?
- S** : I was thinking of including a Fancy Dress Competition in it.
- T** : That is a very good idea, Raj. We can definitely work on that.
- S** : Thank you, sir! I was also thinking of keeping a theme for it.
- T** : Which theme will suit the event?
- S** : I have a few options in mind. You can give your suggestions.
- T** : What are your options?
- S** : We can go for “Our Helpers - Our Superheroes” or “Women Achievers” or “Retro theme”.
- T** : I like the concept of Our Helpers – Our Superheroes.
- S** : Yes sir! We can include doctors, nurses, pilots, police, firefighters, army and so many others.
- T** : True. Don’t forget our sweepers and cleaners, peons, drivers, security and watchmen. They are also our helpers.
- S** : Very true sir. I will make a list and get back to you by tomorrow.
- T** : Alright Raj! We will also discuss about the costumes tomorrow.
- S** : Sure sir. Thank you. Have a good day.
- T** : You too! Bye!

4.2.2 Dialogue between Father and Daughter/Son

Sample discussion over purchasing a new cell phone

- Heena:** Hi dad! Do you have a moment? I want to talk to you about something!
- Father:** Hi Heena! Why do you look so sad? Is anything troubling you?
- H** : Dad you know all my friends have a smartphone with them.
- F** : Yes, so?
- H** : Please dad, can I also get a phone?
- F** : Why do you need a phone?
- H** : Dad, a phone is a necessity these days. It has an alarm clock, camera, calendar, notes, and so many other facilities in it.
- F** : I know, my child. But we have an alarm clock in the house, you can use my Nikon Camera, there are calendars in each room, and you have so many notebooks to make notes. What do you need a smartphone for? To play games and talk with friends?
- H** : Come on dad, all these are individual items. A phone has them all in one. And not just talk with friends, I can also talk to my teachers and solve my queries. Also, with the use of the internet, studies will be easier.
- F** : And what about wasting your time playing games?

- H** : I will not play games, dad, I promise.
- F** : Alright, Heena, I also know the importance of a cell phone. Your mother and I were anyway going to get you one on your birthday.
- H** : Wow! Really? Yey! Thank you, dad! I love you so much!
- F** : I love you too, my child.
- H** : I am so happy! Which phone are you going to buy?
- F** : Now let that be a surprise. Now go and study.
- H** : Oh okay! Fine, I can wait.
- F** : Sure you can. Now go and study, I also have a lot of work to do.
- H** : Bye papa!! Thank you so much!
- F** : Bye!

4.2.3 Dialogue between two friends

Sample discussion over selecting a film to go to watch

- Ram:** Hello Lucky! How are you?
- Lucky:** Hey Ram! I am good. How about you?
- R** : I am also good. Just getting a bit bored.
- L** : Yes, me too. Let's go for a movie.
- R** : That is a very good idea. Which movies are being screened today?
- L** : For that, we need to check BookMyShow.
- R** : Do you have the application?
- L** : Yes. Let's see.
- R** : There are three movies in the nearby multiplex.
- L** : Yes, Pati Patni Aur Woh, Panipat and Mardaani 2.
- R** : Which one do you want to go for?
- L** : I have not seen the first part of Mardaani. So I don't think I should go for the second part.
- R** : You are right. How about Pati Patni aur Woh?
- L** : I don't know. Actually, I am more of a historical movie fan. I hear Panipat is a historical movie.
- R** : Yes, Pati Patni aur Woh is a comedy movie but it has a strong social message too. I have watched it.
- L** : Oh you have already watched the movie?? Then let us go for Panipat.
- R** : Okay. Let's go! The movie begins in an hour.
- L** : Sounds good. I will go and change and see you at the theatre in 15 minutes!
- R** : Sure. Bye!
- L** : Bye! See you there.

4.2.4. Dialogue between siblings

Sample discussion over planning a surprise party for parents.

Arjun: Nakul, have you thought of anything for our parents' anniversary?

Nakul: No brother, in fact I was just going to talk to you about it. Do you have anything in mind?

A : I was thinking of organizing a surprise party.

N : That is a great idea. Where shall we keep it? Whom should we call?

A : You got super excited, it seems!

N : Of course I am. Do tell me everything in detail.

A : Okay, so what I have thought is that we will call all our relatives and celebrate our parent's 50th anniversary in a great manner.

N : I agree. It is their half century and they deserve a grand celebration!

A : So whom should we call?

N : All our relatives from both sides, our cousins, our family friends, and our neighbours.

A : Neighbours too? That would be too much!

N : Well okay, not all, but we might as well call the Patels and the Mansuris. We have good relations with them.

A : Yes, that can be done.

N : So where shall we keep it?

A : Mom loves South Indian food, so we can keep the banquet hall at Sankalp.

N : And the menu will have only South Indian food?

A : Of course not, we can have a personalized menu.

N : That sounds good. Let's go and check if the dates are available.

A : Wait, we will have to make a guest list first. Let's do one thing. I will take care of the guest list. Since you are more creative, make a beautiful invitation card for everyone.

N : Sure. Should I mention 7 pm for the time?? And do we keep any theme?

A : No, let us not have a theme celebration. And yes, 7 pm will be fine.

N : And what about the gift?

A : We will plan that out too. Let us first do these things, brother!

N : Alright. Let's start working. We only have a week to go!

A : Right. Okay, we will go there in an hour.

4.2.5. Dialogue between a customer and a shopkeeper

Sample discussion over choosing a phone.

Customer: Hello! Is the store open?

Shopkeeper: Hello mam! Yes, we are open. How can I help you?

C : I want to buy a good phone. Can you show me some models please?

- S : Yes mam, we have all the brands. Which one would you like to see?
- C : I don't know. Which one is the best?
- S : What is your budget mam?
- C : I will be okay with 25 – 30,000.
- S : Okay, we have many devices in that range.
- C : Great. Show me a few.
- S : Here, this is ABC brand. It has the best camera. And it also a good storage capacity.
- C : What is the camera specifications?
- S : The back camera is 48 megapixels. And the front camera is 16 megapixels.
- C : Does the camera come up? I saw an advertisement somewhere. I think that is a brilliant idea.
- S : That is another brand, mam. Shall I show you that?
- C : Yes I would like to see that. Do you have a demo piece?
- S : No we do not have a demo piece. But I use the same phone. So you can see that. Here it is.
- C : Oh this looks good. Do you have blue colour in this?
- S : No, we only have black, white and red. If you want, we can order the blue one for you.
- C : That would be great. When can you get it?
- S : It will take a week.
- C : A week? No! I cannot wait for so long.
- S : Oh okay.
- C : What are the specifications of this phone?
- S : It is the best in the range, mam! The specifications are mentioned in this list. With this you can also compare other devices.
- C : This is a brilliant idea. What is the price? And is there any discount?
- S : This costs 24,999/- only. There is no discount, but we have a special offer.
- C : Is it? What is it?
- S : We have a free handsfree set with this device.
- C : That sounds great. Alright, I will take it. Here is the cash.
- S : Sure. Thank you.
- C : Alright. Thank you so much. I will come again with my son. He also wants a new phone.
- S : Sure! Most welcome mam!

4.2.6. Dialogue between a husband and his wife

Sample Discussion regarding purchasing a new set of furniture and renovating the house.

BUSINESS LETTER
WRITING AND
DIALOGUE
FORMATION

Husband: Puja, you were telling me something about changing the furniture last week.

Wife: Yes, the sofa is so worn out now, it looks very shabby. How did you suddenly remember what I said a week ago?

H : Well, there is a furniture exhibition in town. While reading the newspaper, I came across that and that reminded me of our conversation.

W : There is an exhibition in town! That would be a great opportunity for us to see the latest designs and get the best deals.

H : Deals? How much are we planning to spend? What are the things that you plan to buy?

W : Well, we definitely have to buy a new sofa set. We shall as well buy a new bed. Also, Amogh will soon be in class 10th. He will need a study table. Amoha was also asking for a new wardrobe. So all of this can be thought of, if we get a good deal.

H : I think you are right. So if we are anyway buying so much new furniture, let us get the house renovated. The ceiling of our bedroom has plaster coming out and we can get the entire house painted too.

W : I actually wanted to say that too, but I thought that would be too much on the budget.

H : It will be, but we will have to do it sooner or later. So why not now?

W : Right. We might get a few good contacts in the exhibition as well. For the paint and renovation.

H : Possibly! Also ask mom if she needs anything for her room. She had always wanted a set of relaxed armchairs for the balcony. We might get them here.

W : That is a good idea. So shall we go in the evening today?

H : Yes, we can go at 5 pm. Let the kids also come along. We can have dinner outside.

W : Amogh would love that. He has been telling me since two weeks now that he wants to go to that new restaurant that has opened up on Gandhi Road.

H : Oh yes. We can go there. So tell them to be ready by 5. We will have a look at the exhibition first. Also, the exhibition is on Gandhi Road. So we can easily walk down to the restaurant later.

W : Definitely. So what shall I make for lunch?

H : Ask the kids, I have some work. I am going out. Will be back in an hour.

W : If you are going out anyway, do withdraw some cash from the ATM. We might need cash in the exhibition.

H : Let us support Digital India and pay online.

W : You and your technology! Okay, but do come back before lunch time.

H : I will. Bye.

W : Bye.

Check Your Progress

1. It is advisable to begin a conversation with:
 - a) A greeting
 - b) A rude comment
 - c) A talk about the weather
 - d) A talk about the economy
2. You should end the conversation abruptly.
 - a) True
 - b) False
 - c) None
 - d) Both a and b
3. Conversations must have _____ dialogues:
 - a) Rude
 - b) Incomplete
 - c) Polite
 - d) Funny
4. Conversation where a person is talking to himself is called a:
 - a) Dialogue
 - b) Monologue
 - c) Conversation
 - d) All of the above
5. Conversations are a _____ part of society.
 - a) Necessary
 - b) Important
 - c) Compulsory
 - d) All of the above

4.3 Let us sum up

The dialogue forms the basic level of communication and certain things must be kept in mind about it. The dialogues should be polite, logical and progressive – they should move in a unidirectional flow. The dialogues should preferably begin with a greeting and end with a goodbye note. Each situation demands a different set of words, which one can learn with observation.

4.4 Answers For Check Your Progress

1. a) A greeting
2. b) False
3. c) Polite
4. b) Monologue
5. d) All of the above

4.5 Glossary

1. Abruptly: Sharply / Suddenly
 2. Unidirectional: Moving in a single direction/way
 3. Shabby: Untidy / Tattered
-

4.6 Assignment:

Form a dialogue on any two:

1. Discussion between a student and a teacher over postponing an examination because of the festive season.
 2. Discussion between a father and a daughter over arranging a surprise birthday party for mother.
 3. Discussion between two friends over which social media is better Facebook or Instagram.
-

4.7 Activities

Listen to the dialogues of your favourite movie and form another set of dialogues for the same situation.

4.8 Case Study

Study the use of idioms, phrases and proverbs in the dialogues of any once character of your favourite movie.

4.9 Further Readings and References

- Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON
- Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.
- Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON
- Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON
- Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers

BLOCK SUMMARY:

The 4 units in Block 2 deal with very important aspects of letter writing and dialogue writing. There is a detailed explanation of the physical appearance of the letter writing and the use of stationery, and also, the structure and design of letter along with the essential parts of a formal business letter and the principles of effective letter writing. The block also deals with the stages of writing, preparing notes, composing business messages and various aspects involved in letter writing, like the style and tone, use of dictionary and thesaurus, punctuation and using the suitable words in letters. The block also gives practical ideas of the letter writing with various sample letters and also deals with dialogue writing – which helps in easing the communication process.

BLOCK ASSIGNMENTS:

Short Answered Questions:

1. Which type of paper must be used in letter writing?
2. What should be the tone of business letter writing?
3. What are inquiry letters?
4. What are the various possibilities of starting a conversation?

Long Answered Questions:

1. What are the principles of effective letter writing?
2. What are the stages involved in writing a business letter?
3. Draft a letter for adjustment for a client who has complained about the delivery of broken goods.

Enrolment No.:

1. How many hours did you need for studying the units

Unit No.	1	2	3	4
Nos of Hrs				

2. Please give your reactions to the following items based on your reading of the block:

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Language and Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Illustration used (Diagram, tables etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Conceptual Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Check your progress Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Feed back to CYP Question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

3. Any Other Comments

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**Dr. Babasaheb
Ambedkar
Open University**

BBAR-103/DBAR-103

Business Communication Skills

BLOCK-3 LETTER WRITING AND INTER-DEPARTMENTAL COMMUNICATION

UNIT 1

KNOWING OTHER LETTERS - 1

UNIT 2

KNOWING OTHER LETTERS - 2

UNIT 3

LETTER WRITING

UNIT 4

INTER DEPARTMENTAL COMMUNICATION

**BLOCK 3 : LETTER WRITING AND INTER-DEPARTMENTAL
COMMUNICATION**

Block Introduction

The block is a practical approach in understanding various types of letters which are necessary in various ways in day to day life. There are letters used for banking purposes, getting employment (job application letters), letters and communication used by a company for internal as well as external communication, and letters for social purposes. The block also deals with various forms of inter - departmental communication like memos, circulars, orders, notes, reports and notices. Thus, this block is a balance between theory and its practical application.

Block Objective

The student will learn...

- ...to understand various forms of letter writing with examples.
- ...to draft various letters as per the need.
- ...to know the basics of formal and business letter writing.
- ...to be aware of the various types of inter departmental modes of communication.

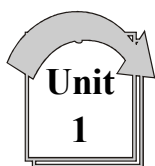
Block Structure

UNIT 1: Knowing other letters - 1

UNIT 2: Knowing other letters - 2

UNIT 3: Letter Writing

UNIT 4: Inter Departmental Communication



KNOWING OTHER LETTERS - I

: UNIT STRUCTURE :

1.0 Learning Objectives

1.1 Introduction

1.2 Letters to Bank

- i. Stop payment through a cheque
- ii. Transfer of Account from one branch to another
- iii. Error in passbook
- iv. Wrongful dishonour of cheque
- v. Delay in collection / Clearance of cheques
- vi. Requesting Cash Credit
- vii. Overdraft
- viii. Request for Education Loan
- ix. Request for opening Demat Account
- x. Non-credit of shares
- xi. Error in Demat statement
- xii. Application for a new debit card
- xiii. Intimating the loss of debit card

1.3 Job Application Letters

1.4 Let us sum up

1.5 Answers For Check Your Progress

1.6 Glossary

1.7 Assignment

1.8 Activities

1.9 Case Study

1.10 Further Reading

1.0 Learning Objectives:

The basics of letter writing have already been dealt with in the earlier units. This unit provides sample letters on various topics related to Bank and Job application. The letters given here are for example purpose only, similar letters can be drafted for various topics. In this unit, the student will learn to practically implement the letter-writing concepts in day to day life.

1.1 Introduction:

We have already learned in the previous units about the theoretical aspects of letter writing and the need to write proper business letters. This unit deals with the practical use of the letter writing to bank with letters given on various topics of various types related to banking. These letters are sample letters. Also, the unit deals with drafting job application letters, with a sample letter provided as an example.

1.2 Sample Letters:

1. Letters to Banks

i. Draft a letter to stop the payment through a cheque

Dhaval Shah
B/786, Ambience Flats
Vastrapur, Ahmedabad
June 18, 2020

The Manager
UTI Bank Ltd.
Law Garden Branch
Ahmedabad 380 006

Dear Sir,

Subject: - "Stop Payment"

Reference: - S. B. A/c no. 111 Cheque Number 234567

According to our telephonic conversation and my request to stop the payment of the above-mentioned cheques, I hereby confirm the same request. The cheque number "234567" of your bank is worth Rs. 20,000/- and drawn in favour of Mr. J. N. Jindal dated June 17, 2020.

The above-mentioned cheque has been stolen along with my pouch during my transit from Ahmedabad to Surat through Volvo Bus.

I have launched an FIR at the Surat ST Bus police Station.

If anybody comes with the cheque, kindly inform me as well as the police.

I hope for immediate action.

Thank you,

Yours faithfully,



Dhaval Shah

ii. Requesting transfer of account from one branch to another branch

KNOWING OTHER
LETTERS - I

K. D. Patel
123, Platinum Plaza
Opp. Planet, Vastrapur
Ahmedabad

June 26, 2020

The Manager
Punjab International Bank
Memnagar, Ahmedabad

Dear Sir,

Subject: - Transfer of account from Memnagar Branch to Vastrapur
Branch

Ref: - Savings bank account number 1288

I have been an account holder with your bank for 14 years. I have a savings bank account with your bank- S. B. No. 1288.

I have bought a new home in Vastrapur area and have shifted to the new premises on June 10, 2020. It will be convenient for me to transact with the Vastrapur Branch rather than with the Memnagar branch.

I request you to transfer my Memnagar branch account to Vastrapur branch. I submit along with this the cheque book with the remaining cheques.

Please execute the transfer of account as soon as possible so that I can transact with the Vastrapur branch of the bank at the earliest.

I thank the entire staff of your branch which has been very cordial and helpful throughout these years. I hope you will consider my request promptly.

Thank you,

Yours faithfully,



K. D. Patel

LETTER WRITING
AND INTER-
DEPARTMENTAL
COMMUNICATION

iii. Informing Error in Passbook

Mrs. Renuka Gupta
8/C PearlKunj Society
Nr. God Bhuwan Hall
Opp. Income Tax Bhavan
Navrangpura, Ahmedabad- 9

July 7, 2020

The Manager,
UTI Bank Ltd.
Law Garden Branch
Ahmedabad

Dear Sir,

Subject: -“Error In pass Book”

Reference: -“Savings Bank Account Number: -“232323”

I have opened a new savings bank account with your bank. I received the passbook of my account through the post.

I am sorry to inform you that the passbook has my name wrongly spelt. This means that my account has the wrong name too which will be a hassle during bank transactions.

I attach the passbook along with this letter and request you to rectify the error as specified hereunder in the passbook as well as in the account profile.

In-Correct

Correct

Renuki Gupte

Renuka Gupta

Please rectify the passbook as soon as possible and send it to me by post. I wait for your needful reciprocation.

Thank you,

Yours faithfully,



Renuka Gupta

Encl: -Passbook

iv. A complaint about wrongful dishonour of Cheque



Star Diamond Traders

123, Heera Complex

Diamond Road

Surat- 383838

Phone: 26784536 Fax: -7635798

KNOWING OTHER
LETTERS - I

November 25, 2020

The Manager,

State Bank of India

Diamond Road Branch

Surat

Sir,

Subject: - "Wrongful Dishonour of the cheque"

Reference: - "Savings Bank Account No. 11223, Cheque No. 121212"

This is to bring to your notice that the above-mentioned Cheque drawn in favour of Messrs Hiralal and Sons dated November 21, 2020, worth Rs.5,00,000/- has been dishonoured by your bank.

I have drawn the cheque after referring to the passbook updated on November 19, 2020 . The balance as on that day was Rs.5,50,000/- and accordingly the cheques must be cleared.

Because of this wrongful dishonour, my credit in the market has been marred and my terms with the party have been affected badly.

I want a written explanation of why the cheque has been dishonoured.

I wait for your reciprocation.

Yours faithfully,

Pannalal Zaveri

Proprietor

v. *Delay in collection/clearance of cheques*



Riya Enterprise

B-111, Satyam Mall, Vastrapur, Ahmedabad- 380015

Phone: - 26876543

Website: www.riyaenterprise.com

July 3, 2020.

The Manager

Indian Overseas Bank

Thaltej Branch

Ahmedabad

Sir,

Subject: - Complaint about delay in collection /clearance of cheques

I have a savings bank account number with your bank since 2001. I would like to bring to your notice that lately the bank services have deteriorated.

I have a business of selling watches in various cities of Gujarat. The parties do the payment through cheques. I deposit these cheques collected from various parties in your branch.

Generally, an outstation cheque consumes maximum 7 working days for clearance, but lately, the outstation cheques take at least 15 – 20 days for clearance. This is a major problem for our business and sometimes because of the delay by the bank, we are unable to do the timely payment which is a discredit for our business.

I hope you understand the situation and I request you to take prompt and immediate and effective steps for the same. A quick consideration of this complaint will help to stop further deterioration of the bank services. I wait for proper consideration.

Yours faithfully,

Sanjay Dhruv

(Proprietor)

vi. Requesting the bank for Cash Credit



The Tailor Junction (*The Specialists in Men's Garments*)
123, The Mega Mall, Nr. Manav Mandir, Memnagar,
Ahmedabad-54
Contact: (O) 26856444-47, Fax: 26856440

KNOWING OTHER
LETTERS - I

July 3, 2020.

The Manager,
UTI Bank Ltd.
Vastrapur Branch, Ahmedabad 380015

Dear Sir,

Subject: - "Request for Cash Credit"

Reference: - S. B. A/c No. 12345, Current Account Number 121212

We have the above-mentioned accounts with your bank since 1999 and we are very happy with the bank services.

This year we have a plan to expand our business and we have already bought the adjacent shop in our complex.

This letter is a request to you to grant us a cash credit based on our goodwill, bank transaction records and the security that we put forward. On a monthly average, our S.B. A/c has a balance of Rs. 5,00,000/- and our current account has an average daily transaction of Rs.1,00,000/-.

The coming three months include the marriage season and Diwali Season and are very crucial for us. As we have diverted our major funds in the expansion of the infrastructure, we require funds.

We request you to grant us a cash credit of Rs.10,00,000/- for 6 months, for raw materials and furnishings of the shop.

We are ready to put forward the following securities with you: -

1. Fixed Deposit with your bank worth Rs.8,00,000/-
2. Share certificates of XYZ company worth Rs.5,00,000/-

Please sanction the cash credit and help us expand the business. Also, inform us of the procedure for the same. Our Accounts Manager will meet you personally after your reciprocation. We wait for a prompt reciprocation.

Thank you,

Yours faithfully,

For,

The Tailor Junction



Sunil Darji
(Partner)

Encl:-

1. Photocopy of Fixed Deposit Receipt number 12121212
2. Photocopy of Share certificate Folio of XYZ Company

vii. Request for Over Draft



The Superb Electricals
123, The Mega Mall, Nr. Manav Mandir, Memnagar,
Ahmedabad-54
Contact: (O) 26856444-47, Fax: 26856440

July 3, 2020.

The Manager,
UTI Bank Ltd.
Vastrapur Branch
Mumbai 380015

Dear Sir,

Subject: - "Request for Over Draft"

Reference: - S. B. A/c No. 9876545, Current Account Number 13131313

We have the above-mentioned accounts with your bank since 1999 and we are very happy with the bank services.

This year as we have a plan to expand our business we have already bought the adjacent shop in our complex.

This letter is a request to you to grant us an overdraft based on our goodwill, bank transaction records and the security that we put forward. On a monthly average, our S.B. A/c has a balance of Rs.3,00,000/- and our current account has an average daily transaction of Rs,1,00,000/-.

We request you to grant us an overdraft of Rs.10,00,000/- for 6 months, in the name of Mr. Rakesh Patel the owner of the adjacent shop.

We are ready to put forward the following securities with you: -

1. Fixed Deposit with your bank worth Rs.8,00,000/-
2. Share certificates of XYZ company worth Rs.5,00,000/-

Please sanction the overdraft and help us expand the business. Also, inform us of the procedure for the same. Our Accounts Manager will meet you personally after your reciprocation. We wait for a prompt reciprocation.

Thank you,

Yours faithfully,

For,

The Superb Electricals

Monil Acharya
(Partner)

Encl:-

1. Photocopy of Fixed Deposit Receipt number 13131313
2. Photocopy of Share certificate Folio of XYZ Company

viii. Request for an Education Loan

Rajesh Gupta
B/304, Satyam Status Flats
Opp. Chandan Park
Jodhpur Gaam
Satellite
Pune - 15

KNOWING OTHER
LETTERS - I

26th July 2020.

The Manager,
AXIS Bank
Law Garden Branch
Pune

Dear Sir,

Subject: - "Request for Education Loan"

I hold an account with your bank since 1999. (S. B. Ac No. 123456889.) I have the pleasure to inform you that my son has scored 92% marks in the twelfth commerce faculty.

We had applied for the 5 years integrated course of CPA in The U.S.A. based Mohawk University. He has cleared the on-line entrance exam and has secured the confirmation for the admission to the course.

The fees for the course, as per the University is Rs.5,00,000/- per year. I am ready to invest Rs.15,00,000/- in 5 years. I have come to know from some sources that your bank has a special facility which can serve my purpose of lending money at intervals within a span of 5 years.

I am a businessman earning around Rs.6,00,000/- p. a. Please let me know the procedure of procuring a loan. I will come to meet you personally after your considerable reciprocation.

Thank you,

Yours sincerely,



Rajesh Gupta

LETTER WRITING
AND INTER-
DEPARTMENTAL
COMMUNICATION

ix. Opening a Demat Account with a bank

Hero Jose
B/304, Status Ambience
Vastrapur
Jhansi
20th July 2020

The Manager,
UTI Bank Ltd.
Law Garden Branch
Jhansi

Dear Sir,

Sub: - "Demat Account"

I plan to start the on-line trading of share securities. According to the NSDL instruction, all the physical shares should be converted into Demat Account and only those who have a Demat account will be able to do the online trading of share securities.

I wish to open a Demat account with your bank and request you to send me the necessary forms and instruct the procedure as soon as possible so that I can use the Demat account at the earliest.

I will come and meet you or the concerned executive personally for accomplishing the needful.

Thank you,

Yours faithfully,



Hero Jose

x. Non-credit of shares in Demat Account

Rasesh Pandit
F- 201 Satyam Status
Opp. Chandan Party Plot
Jodhpur Road
Jaipur- 15

Contact Number: Mo: 98526 32514

KNOWING OTHER
LETTERS - I

July 27, 2020.

The Manager,
AXIS Bank
Vastrapur Branch
Ahmedabad

Dear Sir,

Subject: - "Non-Credit of Share in Demat Account"

Ref: - My Demat Account. Client ID 14575398 B

This is to bring to your notice that I have opened the above mentioned Demat account with your bank as on June 10, 2020. I had got most of the shares under my holdings dematerialized. During the earlier intimation, I had not given the share of Procter and Gamble Company shares.

I submitted the Procter and Gamble Company Shares Folia no. PL-12098 Share no. 1564567001-1564567500 on July 20, 2019.

I checked my Demat account on the internet today and found that the above-mentioned shares have yet not been credited to my account. I request you to check into the matter and credit the shares immediately. I attach the photocopy of the intimation through which I have deposited the shares. As I want to sell a few of the shares in a couple of days, kindly do the needful as soon as possible so that I can transact.

I wait for the prompt execution of the matter.

Yours faithfully,



Rasesh Pandit

Encl: - Photocopy of the intimation slip of deposit of the shares to the Demat account

LETTER WRITING
AND INTER-
DEPARTMENTAL
COMMUNICATION

xi. Error in Demat Statement

Kartikey Ranganathan
A-07 Shakti Enclave
MG Road, Kolkata-56

July 25, 2020

The Manager,
ICICI Bank Ltd.
MG Road Branch
Kolkata

Dear Sir,

Subject: - Error in Demat Statement
Ref: - Demat Account Client ID IN 6864347990

I was astounded to learn a major error in my Demat account statement. On July 20, 2020, I have sold 150 shares of Reliance Infocom (folio no. RL 5678-11220700-11220850) through my broker whose Transaction ID number is IN-234567001.

As I checked my account statement on the internet I found that instead of 150 shares, 1500 shares of Reliance Infocom have been debited to my account. This is a serious blunder.

I request you to immediately handle the issue and rectify the error as soon as possible and reflect the correction in the statement. I want to sell a few of the above-mentioned shares in a couple of days so execute the rectification at the earliest.

I wait for the considerably prompt execution and the confirmation of the same on my cell phone number.

Yours faithfully,



Kartikey Ranganathan

xii. Application for a new Debit Card / ATM Card

Prem Pujara
143, Love Society
Tagore Road, Chennai

KNOWING OTHER
LETTERS - I

July 24, 2020

The Manager,
AXIS Bank Ltd.
Railway Colony Branch
Chennai

Dear Sir,

Subject: -“Requesting for International Debit Card”

I have a savings bank account with your bank since 1999. With the changing times and with the advent of the facility called e-cash through debit cards, I too would want to keep up the pace.

I wish to have an international debit card as I have a regular tour out of the country. I request you to send a representative from the bank who can guide me to fill-up the form for getting the debit card.

Please do the needful at the earliest so that I can use my International Debit card during my next trip to the U.S.A. in the next month.

Thank you,

Yours faithfully,



Prem Pujara

xiii. Intimating the loss of Debit Card / ATM Card

Chatur Singh
12, Shashwat Appt.
Zebra Circle, Mumbai

July 24, 2020
The Manager
PNB
Bandra East, Mumbai

Dear Sir,

Subject: - "Loss of Debit Card"

This is to confirm our telephonic conversation that I have lost my debit card along with my briefcase during my transit from Mumbai to Hyderabad.

I have launched a complaint with the Mumbai Police Station. My last transaction before the card was stolen is worth Rs.2000/- at the Mumbai International airport.

Kindly block the debit card with immediate effect and issue a new debit card with a new number as soon as possible so that I can use the debit card at the earliest.

I wait for prompt execution.

Yours faithfully,



Chatur Singh

Check Your Progress - 1

1. It is preferred to put the recipient's address in the letter
 - a) True
 - b) False
2. The date is a compulsory part of the letter to the bank.
 - a) True
 - b) False
3. A letter to the bank is valid evidence.
 - a) True
 - b) False

1.3 Job Application Letters

Job Application letters are the letters sent by an individual to apply for a vacant post in the mentioned organization. This is the first impression of the candidate and thus has to be properly drafted.

A job application letter is divided into two parts: The Cover Letter and the Curriculum Vitae.

The Cover Letter:

This is the first part, which includes the formal introduction and forming the background of the letter. It should be concrete and concise. It is written like any other letter.

Curriculum Vitae:

Curriculum Vitae is a Latin word, which means 'Course of Life' or 'Important Information'. It is more detailed than the résumé. It is attached with the cover letter so it must begin from a fresh page. The aspects of fonts, paper, folding and envelopes as discussed in the earlier units must be followed very precisely.

The given letter is a sample letter. For different positions, different academic achievements are required – according to the post and the organization. Please keep in mind the sequence of the academic qualifications and the work experience.

Sample Letter:

Draft an application for the post of an area sales manager for the advertisement which was published in an English Newspaper.

Manandeeep Vyas
5-6 Fantastic Bungalows,
Opp. New York Tower,
C. G. Road, Navrangpura,
Ahmedabad- 380 009.

January 12, 2020
The Marketing Manager,
Pfizer Pharmaceuticals Ltd.
Ahmedabad.

Respected Sir,

Subject: - Application for the post of Area Sales Manager

In accordance to your advertisement published in the Times of India dated January 12, 2020, I apply for the post of an area sales manager in your firm.

I attach my curriculum vitae and the necessary testimonials for your perusal.

I have experience of 5 years in the field of pharmacy marketing and the necessary certificates are attached.

If you find me worthy for the post kindly call me for a personal interview.

I wait for your reply.

Thank you,

Yours faithfully,

Manandeeep Vyas

Encl: - Curriculum Vitae

Curriculum Vitae

Name: Manandeep Vyas
Address: 5-6 Fantastic Bungalows,
Opp. New York Tower,
C. G. Road,
Navrangpura,
Ahmedabad- 380 009.
Contact Number: 9898989898
Email: manandeep.vyas@gmail.com
Age: 28 years
Languages Known: English, Gujarati, Hindi
Gender: Male
Education:

Sr. No.	Degree	Year of passing	Grade	Percentage	University/board
1	M.SC.	2000	2	57%	Gujarat University
2	B.Sc.	1998	1	68%	Gujarat University
3	H.Sc.	1995	1	73%	G.S.E.B

Professional Education:

- ❖ Diploma in Sales and Marketing from **R.A.Bhavan's H.B. Institute of Professional Studies**

Experience:

- ❖ As a Chief Marketing Coordinator in Zydus Cadilla from September 2003 as of now.
- ❖ As a Chief Marketing Executive in Zydus Cadilla from September 2002 to September 2003.
- ❖ As a Marketing Executive in Zydus Cadilla from August 2000 to September 2002.

Achievements:

- ❖ Achieved a record sales of OTC pharmacy products in September 2002
- ❖ Conducted and attended an International conference on Pharmacy Sales and Marketing.

References:

- ❖ **Mr. X. Y. ZEBRA**
Marketing Manager
Zydus Cadilla
Phone no. 9879876666
- ❖ **Prof. K.C. Bokadia**
All Rounder College of Commerce
Ahmedabad

Hobbies: -

Reading Magazines, Western Classical Music

Check Your Progress 2

1. The job application letters are common for all posts.
 - a) True
 - b) False
2. The Curriculum Vitae and Résumé are same.
 - a) True
 - b) False

1.3 Let us sum up

The unit deals with the major correspondence between an individual or an organization with the bank. The letters must be concrete, concise, clear, complete and courteous. All the details must be clearly written in the proper font on a good quality paper. They can be handwritten or typed.

The unit also gives an example of a job application letter. Its format must be followed well.

1.4 Answers For Check Your Progress

Check Your Progress 1:

- 1) True
- 2) True
- 3) True

Check Your Progress 2:

- 1) False
- 2) False

1.5 Glossary

1. Cordial: Pleasant / Friendly
2. Reciprocate: Reply
3. Perusal: Review / Inspection

1.6 Assignment

Draft a job application letter for the post of an English teacher in Shree Baba Saheb School of Excellence.

1.7 Activities

Visit a bank and observe how the communication done through letters is important and how they are implemented.

1.8 Case Study

Scrutinize how the application letters are evaluated in a company by an HR manager.

1.9 Further Readings and References

- Shirley Taylor, 'Model Business Letters, E-mails & Other Business

LETTER WRITING
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Documents', Sixth Edition, PEARSON

- Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.
- Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON
- Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON
- Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers

: UNIT STRUCTURE :

2.0 Learning Objectives

2.1 Introduction

2.2 Condolence Letters

- i. Expressing condolence to an employee whose relative has passed away.**

2.3 Gratitude Letters

- i. To a Radio Jockey who has broadcasted your interview**
- ii. To a professor who has helped you for securing admission in a post-graduation course**

2.4 Resignation Letters

- i. Resigning from a job due to better job opportunity**
- ii. Resigning from the post of Chairman**

2.5 Let us sum up

2.6 Answers For Check Your Progress

2.7 Glossary

2.8 Assignment

2.9 Activities

2.10 Case Study

2.11 Further Reading

2.0 Learning Objectives

After knowing the practical aspects of letter writing and also getting to know the bank letters, this unit deals with other social letters, like condolence letters, gratitude letters and resignation letters. These types of letters are useful because such letters have to be sent during specific occasions and thus have to be drafted very specifically.

2.1 Introduction

Losing a family member is a loss that cannot be compensated. However, kind words and support can ease the pain to some extent. Condolence letters are not just a formality, it is an empathy that is extended towards the family.

We live in a society and no one can proceed and develop individually. We develop together. If someone has helped you in times of needs, it is our responsibility to show gratitude to the person. There is no better way than to draft and send a gratitude letter. The gratitude letter must be concise and courteous.

In this unit, the third type of letters is resignation letters. They are drafted when a person wishes to resign from his or her post – socially or professionally.

2.2 Condolence Letters

1. Draft a letter of condolence to an employee of the organization who has lost a relative
-

KD Technologies Pvt. Ltd.

Ashram Road, Ahmedabad

Phone: 9898989898

Website: www.kdtech.com

Email: info@kdtech.com

Date:09/12/2020

Dear Mr.PradyumnYadav,

The news of the untimely death of your father Shree Achyut Yadav is indeed a great shock to all those who have worked with him and had the pleasure to be with such a great source of positive energy.

God too needs good people around him. I believe that his soul would be in great service to the Almighty. The vacuum created by his not being with us is irrevocable but that is the way of life.

I could not remain present because of some reasons, but my prayers are there to the Almighty to bestow peace to his soul and strength and patience to you and your family. Do let me know if I can be of any further help to you in any way.

Regards,

Kirit Doshi

KD Technologies Pvt. Ltd.

2.3 Letters expressing gratitude

KNOWING OTHER
LETTERS - II

1. Expressing gratitude to a radio jockey who broadcasted your interview

Dr. Raman Raghav
B/03, Madhav Bungalows,
Isanpur, Ahmedabad

14/11/1988

To,
RJ Ankeet
Red FM
Ahmedabad

Sub: Gratitude Letter

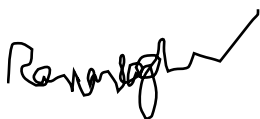
Dear RJ Ankeet

I extend this letter to express my gratitude to you for broadcasting my interview yesterday on your channel. It was indeed a very new and wonderful experience for me.

But more than that, the knowledge and information regarding health and hygiene in this era are more important and necessary for the general public. The interview will definitely spread more awareness about the topic in the audience and I believe that is the need of the hour.

So thank you, RJ Ankeet, for taking this initiative and letting me be a part of it.

Regards,



Dr. Raman Raghav

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2. Expressing gratitude to a professor who has helped you for securing admission in a post-graduation course

Ravi Upadhyay
J/10, Dwarkesh Flats,
Gandhi Road
Rajkot

07/02/2020

Dear Sir,

Education is important and we all know it. Many people wish to pursue further education but for some reason, they cannot. I consider myself lucky to have known a kind and helpful professor like you, who made it a point to see that I could study further.

Sir, you not only helped me make the right decision by guiding me to take the right course after graduation but you also found the best college for me here. You also sponsored the fees of my first semester. I will always be indebted to you for these favours. I will not let you down and study well. I have also found a part-time job here and I will definitely repay the amount that I owe you, very soon.

Thankfully yours,
Ravi Upadhyay

2.4 Resignation letters

KNOWING OTHER LETTERS - II

1. Resigning from a job due to better job opportunity

Arijeet Sawant
20, Jalaram Bungalows,
Asharam Road
Ahmedabad

03/04/2020

To,
The Chairman,
Saiko Tools, Nikol
Ahmedabad

Sub: Letter of Resignation

Respected Sir,

It has been an honour to serve your company for three years now. I have learnt a lot many new things and the experience and exposure that I have got here will always be very helpful to me. You have always treated us like a family and I have always learned a lot by observing you and listening to you. But, with all due respect, I wish to resign from my post as the Product Supervisor with Saiko Tools. I have received a proposal from another company which is offering me a higher designation and higher pay.

As the only earning member of the family, I cannot reject this offer. I am ready to serve the one month notice period, beginning from today.

I hope for your support and guidance.

Thank you,



Arijeet Sawant

LETTER WRITING
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2. Resigning from the post of Chairman from a cooperative housing society limited (society in which you stay or in which you have your office premises)

Dakshesh Vaidya
B/76, Himalaya Arcade
Vastrapur
Ahmedabad

28/12/2020

To,
The Committee Members
Himalaya Arcade
Vastrapur, Ahmedabad
Sub: Resignation from the post of Chairman

Dear Committee Members,

It was an honour to serve the society as a Chairman for seven years now. You all have always been a great help and together we have had the most enjoyable moments. We have lived like a big family and I hope the same continues. However, as you all know, I am shifting abroad with my family in a few months. With that, I will not be able to handle the responsibilities as the chairman of the society and I wish to resign from the post.

It was indeed a privilege to be one amongst you and I hope to be a part of this family in a few years after my return.

Thank you,



Dakshesh Vaidya

Check your progress

1. A Letter of Resignation must be:
 - a) Polite
 - b) Rude
 - c) Offensive
 - d) None of the above
2. Letters of Gratitude must be:
 - a) Very long
 - b) Impolite
 - c) Courteous
 - d) All of these

3. Letters of Condolences are just a formality.
 - a) True
 - b) False
4. Reason for resignation is not compulsory to be written in the Resignation Letter
 - a) True
 - b) False
5. A Letter of Resignation must have a tone of:
 - a) Pity
 - b) Anger
 - c) Jealousy
 - d) Gratitude

2.5 Let us sum up

The unit deals with social letters and informs about the things to be kept in mind while drafting letters of condolences, gratitude or resignation. As studied in earlier units, the letters could also be drafted on letterheads. They seem more professional. Letters without letterhead are more personal.

2.6 Answers For Check Your Progress

1. a) Polite
2. c) Courteous
3. b) False
4. a) True
5. d) Gratitude

2.7 Glossary

1. Compensation: Return
2. Empathy: Compassion/ Understanding
3. Owe: Be in debt

2.8 Assignment

Draft a letter of gratitude to your friend's father who has helped you in establishing your business.

2.9 Activities

Draft letters of gratitude for a few people around you and observe how little things can make a big difference.

2.10 Case Study

Find out the reasons which lead many people to resign from companies or organizations.

2.11 Further Reading and References

- Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON
- Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.

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- Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English", Fourth Edition, PEARSON
- Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON
- Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers

: UNIT STRUCTURE :

3.0 Learning Objectives**3.1 Introduction****3.2 Personal Letter****3.3 Interview Letter****3.4 Appointment Letter****3.5 Calling for Written Test****3.6 Order of Appointment Letter****3.7 Show-Cause Notice****3.8 Charge Sheet****3.9 Letter of Dismissal****3.10 Discharge and other Functions****3.11 Secretarial Correspondence with Shareholders and Debenture Holders****3.12 Let Us SumUp****3.13 Answers for Check Your Progress****3.14 Glossary****3.15 Assignment****3.16 Activities****3.17 Case Study****3.18 Further Readings**

3.0 Learning Objectives

After learning this unit, you will be able to understand:

- Writing styles of various letters.
 - How to write a personal letter, interview letter and appointment.
 - Letter for calling foran interview test, order of appointment.
 - What are show cause notice, charge sheet and letter of dismissal.
 - Discharge and other functions, like lay off.
 - Secretarial correspondence with shareholders and debenture holders.
-

3.1 Introduction

It is said that letter writing is nothing but an art. Even though letters have transformed into smaller and concise mediums like e-mails and SMS, thanks to modern day technology, the art still remains. Letters can be broadly classified into formal letters and informal letters. As the name suggests, formal letters include business letters, official letters, applications, complaints, letterto editors, letters written to people whom we want to convey certain important information. On the other hand, informal letters include personal letters, let-

ters that are written to our friends and family. While formal letters follow certain format, one can be flexible while writing informal letters. None the less, letter writing is a skill that needs to be honed over time with practice.

Let us understand a few ground rules while writing formal letters:

- You need to write your full name, address and date before you begin the letter.
- Address the person you are writing the letter to with the correct name and designation.
- It is always advisable to start the letter with: “Respected Sir/Madam” or Dear Sir/Madam.
- Before beginning to write the letter you must state the purpose of the letter in one line titled Subject.
- Your letter should be very crisp giving out only that information which is required.
- Your letter should state the action/information required/supplied or requesting action to be taken.
- While closing, do not forget to end your letter politely by using phrases like
This like you and undersigning your letter using Yours faithfully/sincerely along with your letter us
- This is the basic structure of a letter. You can modify it according to the purpose for which it is written and the person to whom it is addressed. For example, if you are writing a letter for job application, then you may need to attach your resume along with the letter and also mention the same in it.

Informal letters are letters that do not have many rules. Since you are writing to your friends and family, you are free to choose your tone and content. One, however, needs to keep the following things in mind:

- Write your full name and address even if it is an informal letter.
- Divide your letter in small paragraphs.
- Keep your writing simple.
- Make a good choice of words especially if you are writing an apology letter or a letter to express your condolences in case of death in the recipient’s family.
- Most people close the letter with phrases like, yours affectionately/with love/All the best/Take care etc.

Letter writing allows you to embark on a journey of words; be it handwritten or typed, this is one activity that helps you communicate beautifully. It is a pleasurable task once you know the basic rules.

3.2 Personal Letter

Personal letters are written to people whom we know well and to whom we need to convey some kind of message. Here we can write in a colloquial and informal manner. There are also letters that are neither formal nor completely personal. We call them semi-formal letters or personal business letters. The tone of these letters is slightly formal as they are related to any type of per-

sonal business.

In the friendly letter format, your address, date, the closing, signature and printed name are all indented to the right half of the page (how far you indent in is up to you as long as the heading and closing is lined up, use it to your own discretion and make sure it looks presentable). Here are some things you can include in a personal letter.

1. **Your Address:** All that is needed is your street address on the first line and the city, state and zip on thesecondline.(Not needed if the letter is printed on paper with a letter head already onit.)
2. **Date:** Put the date on which the letter was written in the format Month Day Year i.e. August 30, 2003. Skip a line between the date and the salutation.
3. **Salutation:** There is a commaafter the end of the salutation (you can use an exclamation point if there is a need for some emphasis especially in inform all letters.
4. **Body:** The body is where you write the content of the letter; the paragraphs should be single spaced with a skipped line between each paragraph. Skip 2 lines between the end of the body and the closing.
5. **Closing:**Let the reader know that you are finished with your letter; this usually ends with Sincerely, Sincerely yours, Thank you and soon.Note that there is a comma after the end of the closing and only the first word in the closing is capitalized.
6. **Signature:** Your signature will go in thissection,usually signed in black or blue ink with a pen. Skip a line after your signature and theP.S.
7. **P.S.:** Also known as Post Script. If you want to add anything additional to the letter you write a post script and the message after that. You can also add a P.P.S after that and a P.P.P.S. there after and soon.

Sample Letter

1234, Main Street
Boston, MA 02123

08 April, 2005

<Recipient Address Goes Here>

Hello,

The Holiday Season Always Reminds Me To Tell Those Who Are Important In My Life Just How Special They Are. You Are Such A Wonderful <Relationship>, And I Want You To Know That I Will Be Thinking OfYou This Holiday Season With Extra Warmth And Good Wishes.

I Hope That This Holiday Season Brings You Peace and Joy. Regards,

Jim Karter

Check your progress 1

1. A _____ is sent from one individual to another individual or organisation in order to address matters of an informal nature
 - a. Personal Letter.
 - b. Interview Letter.
 - c. Business Letter.
 - d. Formal Letter.
2. Personal letters are written to
 - a. Bosses
 - b. business colleagues
 - c. Partners
 - d. friends and family
3. A personal letter is generally sent from an
 - a. Individual to an other individual
 - b. individual to an organization

3.3 Interview Letter

It is always a good idea to add an interview letter with your resume since it provides additional information not given in the resume. The interview letter should grab the attention of the interviewer so that you get a chance for an interview. In an interview letter, every word counts, so carefully select the words that you want to use when writing an interview letter. Before you are called for the interview, a good interview/ cover letter is the first communication you have with the prospective employer, so you should spend a good time to prepare it. Be very polite in your approach and show enthusiasm to work with the company. Begin the letter by stating the position you are applying for and why you are interested in that position. Explain why you think you are the best for the position. Try to avoid the contents written in the resume. Explain about your accomplishments and skills and your attributes, which match the job profile. Let the employer know that you are ready for an interview; mentioning how they can contact you. After completing the letter, read it repeatedly for any spelling mistakes or grammatical mistakes. Even one small mistake creates a bad impression on the interviewer.

Format of an Interview Letter

- Your Name
- Street Address (incl. Apartment No.)
- City, State and Zipcode
- Country (if other than the USA)
- Telephone, Fax Number & Email (recommended)
- Company's Name
- Employer's Name
- Employer's Title
- Employer's Division
- Company's Street Address (and Suite No.)
- Company's City, State and Zipcode

- Company's Country (if other than the USA)
- Date of Writing
- (Title) Employer's Name:

First Paragraph:

- State why you are writing.
- Name the position or type of work you seek.
- Mention how you heard about the opening.

Second Paragraph:

- State the reason for your interest in the designation and also the employer.
- Request an employment application (if still needed).
- Lure the employer by telling how the company will benefit from you and what qualities you have that will meet the challenges posed by the job responsibilities.

Third Paragraph:

- Tell her/him that you have enclosed a copy of your resume (and a completed employment application, if appropriate).
- Tell them you will follow-up for an agreeable meeting time to discuss your qualifications and their company's needs if they find you suitable.
- Tell them your address and number should they need any additional information.
- Tell them you expect to hear from them soon.
- Thank them for their time and consideration.
- Sign your name by hand (over a typed signature) and use "Sincerely".

Suggested Enclosure (s) : Resume, Completed Employment Application (if applicable) and writing or other work samples (again if appropriate).

Check your progress 2

1. The letter that invites job applicants for facing interview is known as
 - a. Interview Letter.
 - b. Personal Letter.
 - c. Business Letter.
 - d. Informal Letter.
2. An Interview Letter is a _____ letter so it should always be handed over on the company letter head
 - a. Formal Letter.
 - b. Personal Letter.
 - c. Business Letter.
 - d. Formal Letter.

3.4 Appointment Letter

Appointment Letter is a kind of confirmation letter confirming the time of a meeting or appointment. If the appointment letter is pertaining to the selection to a new position, use a positive tone and give as much detail as possible about the importance of the position. If other individuals read the letter, it should contain enough information about the appointee's qualification so that the others recognize that he or she is qualified to fill the position. If it is a letter to schedule an appointment, the tone should be courteous, clearly mentioning the reason for the appointment and what you expect from the appointment. It should be brief and to the point with exact details like the

time, venue, reason and what documents should be carried for the meeting. Any kind of appointment letter should include proper details and should not confuse the reader. Always thank the reader for their time and consideration. Your telephone number and address will of course need to be added.

There are various types of appointment letters like letter to schedule an appointment, confirm an appointment, schedule an interview and confirm the appointment to the new position.

Format of an Appointment Letter

Letter of Appointment

Dear Sir or name if you know it,

I would like an appointment to see you to discuss..... and would appreciate if you could kindly get your secretary to arrange a mutually convenient time.

Yours faithfully, (if you have written Dear Sir)

yours sincerely, (if you wrote his name).

Check your progress 3

1. _____ Letter is a kind of confirmation letter confirming the time of a meeting or appointment.
 - a. Appointment Letter.
 - b. Personal Letter.
 - c. Business Letter.
 - d. Informal Letter.

3.5 Calling for Written Test

A letter related to calling for written test is the letter sent by the company to the candidate to inform him about the scheduled test and interview. This letter should be as short as possible, very appropriate and precise. It should mention only the relevant details, related to the time, date and venue of the written test or interview and nothing else. Further more, you try to write as simply and as clearly as possible and not make the letter longer than necessary. Remember not to use informal language like contractions.

Addresses:

1. Your Address: The return address should be written in the top right-hand corner of the letter.
2. The Address of the person you are writing to: The inside address should be written on the left, starting below your address.

Date:

You can write this on the right or the left on the line after the address you are writing to. Write the month as a word.

Salutation or greeting:

1. Dear Mr. Jenkins,

If you know the name, use the title (Mr., Mrs., Miss or Ms., Dr., etc.) and the surname only. If you are writing to a woman and do not know if she uses Mrs. or Miss, you can use Ms, which is for married and single women.

Ending a letter:

2. Yours sincerely

If you know the name of the person, end the letter this way.

3. Your signature

Sign your name; then print it below the signature. If you think the person you are writing to might not know whether you are male or female, put your title in brackets after your name.

Format of a Call Letter

[Date]

[NAME, COMPANY AND ADDRESS, ex.

Tom Atkinson

COMANY Inc.

14 Edith Street,

Hackney West,

ZIP POSTCODE]

Dear [NAME, ex. Tom Atkinson],

Thank you for your recent application for employment with

[Name of Company].

An interview has been scheduled for you on [day], [date], at [time], with [Name of person conducting interview], [job title]. Their office is located [describe].

A test will be administered to you immediately following your interview, which will take approximately one hour.

If you are unable to keep this appointment or if you have any questions, please call us at [phone number].

Very sincerely yours,

[YOUR NAME]

Check your progress 4

1. A letter related to calling for written test is the letter sent by the company to the candidate to inform him about the scheduled test and interview.
 - a. Scheduled Test and Interview.
 - b. Test and Non scheduled interview
 - c. Interview
 - d. None of the above.

3.6 Order of Appointment Letter

An appointment letter gives an assurance to a prospective employee of a position in the new company. A letter of appointment is a significant aspect of every person's career. So before issuing an appointment letter carefully check every detail and information, so as not to miss on any important point in the letter.

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An appointment order must carry the following details:

- Date of Appointment
- Designation
- Job Profile
- Job Timings
- Compensation Package
- Transfer or Travel details
- Notice Period & Company rules & regulations must be mentioned in the Appointment letter.

Every organisation usually designs its own appointment letter format depending on the most important points and priorities. Therefore, we cannot really talk of a fixed format for an appointment letter.

Sample of an Appointment Letter

Date: 17.02.09.

[EMPLOYEE NAME]

[ADDRESS]

Dear Mr.

We at [COMPANY] would like to create an environment and culture committed to co-operation, quality and responsiveness that permeate every activity. We treat business ethics no different from personal ethics leading to an atmosphere that is exciting, transparent, rewarding and challenging. Above all, we need employees who strongly believe in nurturing a culture of ideas, questions, challenges, feedback and prudent risk taking. It also places a demand upon the employees to be active, innovative with the ability to create, gather and use knowledge.

With reference to your application and subsequent discussion, we have pleasure in appointing you as „Senior Programmer“ in Indore or in any such capacity the management shall from time to time determine, with following terms and conditions.

Date Of Appointment:

Your date of appointment is effective from the date of joining but not later than 17.02.09

At the time of joining we request you to furnish the testimonials of your educational qualifications and a relieving letter from the previous organization you are associated with. This is also conditional upon your being free from any contractual restrictions preventing you from accepting this offer or starting work on the date of joining.

Compensation Package:

You should be entitled for a salary of 15000 INR per month consolidated. (Cost of company) you will be on probation for a period of six months from the day of your joining and can be extended depending on your performance. Upon confirmation a letter affecting the same will be issued.

Timings:

Your current timing will be from 9.30 am to 5.30 pm from Monday to Friday

and 9.30 am to 1.00 pm on Saturday. Your weekly off will be on Sunday.

Notice Period :

This contract of employment is terminable by either party by giving one month's notice (30 days) period. The company shall have the right to terminate your employment without notice if:

- You commit any material breach or any of duties and responsibilities under the contract.
- Any particular mentioned in your application is found false at any point of time or found have will fully suppressed any material information.
- You are charged with any criminal offence, which is prejudicial to the interest of the company.
- If at any time in our opinion, which is final in this matter, you are found guilty of dishonesty, disorderly behaviour, negligence and indiscipline, absence of duty without permission or any other conduct considered by us as detrimental to the interests of the company.

Travel:

You will be required to undertake travel on company work and you will be reimbursed travel expenses for this as per company rules.

Confidential Information:

You should not during your said employment or at any time thereafter divulge or disclose to any person whom so ever or make any use whatever for your own purpose or for any purpose other than that of the company of any information or knowledge obtained by you during your said employment as to the business or affairs of the company and you shall during the said employment also use your best endeavours to prevent any person from doing so.

Termination/Resignation:

At the time of termination / resignation, you will immediately hand over to the company all correspondence, documentation, data, software, etc belonging to the company or relating to the business and shall not make or retain any copies of these items.

We take this opportunity to wish the very best in your tenure with [Company Name]

Best of luck,

For [COMPANY NAME]

[NAME]

HR – MANAGER

Check your progress 5

1. Appointment letter is also called
 - a. Job offer Letter
 - b. Job Letter
 - c. Both of the above.
 - d. None of the above.

3.7 Show-Cause Notice

According to a Business Dictionary, a Show Cause Notice is a Court order that requires a party to appear before the court and explain why a certain course of action should not be taken against it. If the party cannot convince the court or fails to appear, that course of action is taken.

In case of business, it is an order by the company to its employee to appear before the authorities and explain why a certain course of action should not be taken against him.

A show cause letter is a written notice asking the employee to explain or to “show cause” why he should not be given disciplinary action given what he did or did not do. As for whether a reminder is necessary prior to the show cause letter, it really depends on the labour laws of the place where you work in. In some jurisdictions, the show cause letter itself serves as the first notice. The employee then submits his written explanation and then a second notice is required called a Notice of Decision.

Format of a Show Cause Notice

Dated:

Ms. (Name of the Employee)

(Employee ID)

(Address)

SUB: Show Cause Notice

Ms/Mr. (Name),

In spite of multiple feedbacks / notices (Verbal/ Written) given to you on various occasions to avoid doing such things/ acts (Acts of Violation/ Misconduct/ Misbehaviour) you have repeated the same on the (Dates) and we have not seen any improvement.

It may please be noted that this deviation from the Company policy (ies) is a serious misconduct within the meaning of standing orders applicable to you. Your repeated misconduct is despite the fact that your supervisors/ managers have advised you and even warned orally as well as in written for the same, but you have not improved and hence this show cause notice.

Please show the cause why action should not be taken against you for your not coming to office without information within 3 days of the receipt of this show cause notice, failing which company will proceed further in the matter.

For

Human Resources

(AUTHORISED SIGNATORY)

CC: HR – Personnel File

SAMPLE SHOW CAUSE LETTER

Reference: EMP/DISC/2010/Vol.1/01

Date: 12th January 2010

Mr. G. Anglerman
House No. 11, Swifts Valley
Avenue Nestland 123

LETTER
WRITING

Sir,

Re: Show Cause Letter

It has been reported to the Human Resource Manager on Wednesday, 6th January 2010 that at approximately 9.30 a.m. on 1st January 2010 (state time and date misconduct was allegedly committed) you allegedly failed to exercise due care and attention in the performance of your duty and the said negligent conduct caused physical injury to a fellow worker.

In view of the gravity of the alleged misconduct, you are suspended on full pay for a period of fourteen days (or some other duration).

You are hereby required to show cause in writing by 19th January 2010 (minimum of 7 days) why disciplinary action should not be taken against you.

Please note that this suspension is not a punishment. It is to facilitate management's investigation into the alleged misconduct and also to allow you the opportunity to present your case.

If you fail to submit an explanation by the stipulated date, decision will be taken without further reference to you.

.....
A. D. Disciplineman

(name of CEO or Head of HR)

Group Head, Human Resource Management

* (signature of CEO or Head of HR)

A Show Cause letter can be used for other misconducts including, but not limited to, the following:

- Assault
- Battery
- Drunken and Disorderly conduct
- Intoxicated- Influence of drink or Drugs
- Insubordination
- Conflict of Interest
- Theft
- Fraud
- Falsification of Documents
- Participation in illegal strike/Go Slow
- Soliciting Sexual Favours
- Bribery
- Refusal to be Transferred
- Negligence
- Borrowing money from subordinates

- Sleeping on Duty
- Issuing Press Statements without approval

Check your progress 6

1. A _____ is a written notice asking the employee to explain or to “show cause” why he should not be given disciplinary action given what he did or did not do
 - a. Show Cause Letter.
 - b. Personal Letter.
 - c. Business Letter.
 - d. Informal Letter.
2. _____ is a Court order that requires a party to appear before the court and explain why a certain course of action should not be taken against it.
 - a. Show Cause Notice
 - b. Appointment letter
 - c. Judgment
 - d. Stay order

3.8 Charge Sheet

A Charge sheet is a formal document of accusation prepared by a law-enforcement agency in India or Pakistan. It is distinct from the First Information Report (FIR) (which is the core document that describes a crime that has been committed), usually refers to one or more FIRs and charges an individual or organization for (some or all of) the crimes specified in those FIR(s). Once the charge sheet has been submitted to a court of law, prosecution proceedings against the accused begin in the judicial system.

In terms of Business Studies, however a charge sheet is the document prepared by the HR or enquiry commission after getting direction from the management or HR itself regarding an employee's misconduct or violation of company rules and regulation. It is the first step for taking disciplinary action like termination.

Charge sheet is a legal document, which is given to an employee when prima facie charge of gross misconduct is proven against him. Suppose information regarding the misconduct done by an employee or group of employee is received by the Management or HR department, it comes under preliminary enquiry of the employee concerned. If the matter is not solved at this stage, management achieves the authentic ground of charges on the employee's concerned. After getting the adequate information, management issues the charge sheet against the employee / group of employee. Simultaneously, the management appoints an enquiry officer and presenting officer of the case and the same must be conveyed to the charge-sheeted employee. It should also convey to charge-sheeted employee to submit the reply to enquiry officer only in the time stipulated mentioned in the charge sheet. While framing the charge sheet, one should remember that it is a legal document. It can not be amended or changed at any stage of enquiry, so it should be framed with utmost care and attention. If the reply of charge sheet is not found satisfactory by the enquiry officer, he gives the date and place of enquiry to the charge-sheeted employee and an opportunity is given to them to put the evidence in their favour. He may also be given an opportunity to present witness

in favour, provided the witness is not a person outside the company. After analyzing the fact and figures of the case, enquiry officer present his enquiry report along with his specific recommendation to management. On the basis of the enquiry report, disciplinary authority issues his decision. The decision of disciplinary authority is sent across to charge sheeted employee and an opportunity is given to him to submit his representation, if any,

Letter Writing

Letter Writing and Inter- Departmental Communication over the decision of disciplinary authority within a limited time. Usually it is 03 to 07 days. In this way, the procedure of disciplinary authority completed.

Format of Charge Sheet

PRO-FORMA CHARGE SHEET

NAME:

EMPLOYEE NUMBER:

DEPARTMENT:

DESIGNATION:

1. You are hereby charged with the following acts of misconduct:
 - 1.1 ...
 - 1.2 ...
 - 1.3 ...
 - 1.4 ...
 - 1.5 ...
2. Please take note that a departmental disciplinary enquiry/enquiry by a disciplinary tribunal will be held into the alleged misconduct
 - on ... (date)
 - at ... (time)
 - venue ...
3. Please take further note that XYZ will chair the proceedings.
4. You are reminded that you have, amongst others, the right-
 - 4.1 to be told the alleged misconduct;
 - 4.2 to have a timely enquiry in place;
 - 4.3 to be given sufficient notice prior to the investigation;
 - 4.4 to representation;
 - 4.5 to call eye witnesses;
 - 4.6 to cross-examine the eyewitnesses for the organisation;
 - 4.7 to an interpreter;
 - 4.8 to be heard on both your guilt as well as innocence according to the appropriate sanction, should you be found guilty;
 - 4.9 to present evidence of all circumstances, on the charges being proved against you;
 - 4.10 to be informed of the sanction imposed, if you are found guilty.
5. You should inform your legal representative as well as your eyewitnesses of the time and place of the enquiry. Please note that should you

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or your representative not be present yourselves at the stated time and on the stated date then the enquiry may proceed in your absence

6. Should you require an interpreter, please inform before hand as indicated in paragraph 7 accordingly ahead of the commencement of the enquiry.

7. If you have any queries, you may contact at...

I, XYZ..... (full name) hereby acknowledge receipt of the pre-enquiry

Notificquiry of rights and summons to attend a disciplinary enquiry and acknowledge further that I understand fully the contentof this document and the nature of my rights as the employee of the organisation.

.....
SIGNATURE OF EMPLOYEE DATE TIME

.....
SIGNATURE OF COUNCIL DATE TIME

REPRESENTATIVE

To be completed should the accused employee refuse to sign the above form.

The reason(s) for the refusal is/are as follows

.....
.....
.....
.....

SIGNATURE OF PERSON WITNESSING THE REFUSAL TO SIGN

DATE:

Check your progress 7

1. Charge sheet is a legal document, which is given to an employee when prima facie charge of gross misconduct is proven against him.
1. True.
 2. False.
 3. Neither True nor False.
 4. None of the above.

3.9 Letter of Dismissal

There are many reasons why an employee is dismissed from work like poor performance, lack of attendance, etc. Whatever the reason, it is the most difficult decision for the employer to make. Dismissal letter is given only if thereis no change in the employee after a few warnings. Before writing the dismissal letter, you must notify the employee about the dismissal. The different conducts that require instant dismissal are brutality against others, threats, sexual harassments; bringing weapons to work etc. Before the dismissal of any employee, make sure to examine thoroughly about the complaint. Examineallrecordsrelatedtoemployee in doubt including personal files, employment agreements, evaluation,etc.

An employee dismissal letter should be clear and concise and should include all information about the dismissal. If the employee has a contract with the company, employers should be aware and fulfil any obligation they may have under that policy before going ahead with the dismissal. The dismissal letter is an important aspect of the firing process. It not only gives the employee formal notice but also serves as the foundation for the termination meeting. If it is possible, issue the dismissal letter ahead of time before the termination meetings so that it removes any confusions and the employee cannot deny the receipt the dismissal letter. Dismissal letter should be factual, professional and easily understandable by others. Dismissal Letters must demonstrate since reconcern.

Format of a Dismissal Letter

Dear Mr. /Mrs. /Ms. etc

Further to our meeting of (date), I confirm that your employment with (Company) is terminated with effect from (date).

As stated at our meeting on (date), the reason for termination your employment is as follows;

Reason 1 - e.g. summary of redundancy reasons.

Reason 2 - summary of gross misconduct or poor performance and what steps had been taken and when, to enable the employee to rectify the situation.

Reason 3 - etc

State clearly individual requirements such as return of company car, equipment, submission of expense claims, etc., and any other administrative details required.

State clearly actual leaving date and details of notice period, holiday pay, general pay and pension or other benefits, plus redundancy settlement if appropriate.

State clearly how the employee can appeal to the decision - the employee's rights, the appeal process and appeal time frames.

Please sign, date and return this letter as confirmation of receipt of this letter and any attachments/enclosures.

Yours truly,

Name, position

Attachments/enclosures include copies of all relevant company policies, plus any supporting material related to the reasons for dismissal

Check your progress 8

1. The dismissal letter is an important aspect of the _____ process.
 - a. Firing
 - b. Hiring
 - c. Recruitment
 - d. Selection

3.10 Discharge and other Functions

In terms of Business, discharge means discharge of an employee from his/her employment. In other words, it is to dismiss from or relieve of duty, office,

employment, etc.

Although many employment relationships are “at-will” meaning that either the employer or the employee may terminate the relationship at any time with or without reason, that does not mean that employers can act in a discriminatory manner. If an employer terminates an employee, even one who is “at-will” in violation of federal, state or local anti-discrimination laws, she/he can face serious legal troubles.

An employer who has not followed specific disciplinary and termination policies that are in place can also face a wrongful discharge suit. For instance, the rules of a company state that the employer has to give a notice of one month before firing them for misconduct or for inefficiency, but the employee is informed about this termination only verbally and/or without warning, then, the employee can take appropriate action.

How to Lawfully Discharge Employees

I. Preliminary Inquiry

1. Has the employer followed its disciplinary procedures ?
2. Is the employee’s improper conduct or failure to respond to corrective suggestions documented?
3. Have any representations, either oral or written, been made to the employee about continued employment?
4. Was the employee participating in or urging concerted activity?
5. Is the employee a member of a “protected group?”

II General Consideration

1. Is the termination supported by factual evidence? Is the decision accurate and consistent with the policies framed and is it timely, fair and supported by relevant documentation and investigation?
2. What is the immediate and long term effect of the termination upon the morale in the department, division, company?
3. Is the current type of termination likely to induce employees to seek union representation?
4. What is the effect of the termination on miscellaneous business-related matters?
4. Is the supervisor or appropriate personnel manager aware that:
 - The disciplinary interview should be private and remain confidential
 - The disciplinary interview should be calm
 - They should avoid name-calling and unsubstantiated charges of lying, dishonesty or criminal or immoral behaviour
1. If answers to the questions listed below are other than the designated one, the employer should re-evaluate the appropriateness of the termination decision.

Yes/No Expanded Legal Checklist Disciplinary Procedures

Yes/No were the corporation’s procedures and other customary practices followed before the decision was made to terminate the employee?

Yes/No has the employee received the requisite verbal warnings? Yes/

No written warnings or suspension?

Yes No Expanded Legal Checklist

Yes/No did the employee have fair advance notice of the standards by which his behaviour/performance would be judged.

Yes/No did the employee have an opportunity to take constructive corrective action.

Yes/No did the employee have a chance to give his or her side of the story?

2. Sufficiency of Documentation The law frequently takes the position that “if it isn’t documented in writing, it didn’t happen.”

Yes/No do the documents demonstrate that the termination is adequately supported by facts?

Yes/No is the termination fair and equitable? For example: Yes/No would the employee’s termination offend “public policy”?

Yes/No Terminated for exercising a right, e.g., jury duty, political beliefs, etc?

Yes/No terminated for refusing to participate in any activity which would constitute a violation of the law?

Yes/No terminated to retaliate against employee’s reporting any alleged violation (e.g., EEO, OSHA or Worker’s Compensation) to authorities?

Yes/No would termination of the employee prevent the vesting of benefits in the immediate foreseeable future?

Yes/No Pension or retirement benefits? (e.g., within 1 year) Yes/No Bonuses? (E.g. within 1 month)

Yes/No If the employee was accused of dishonesty or serious misconduct, did a fair and honest

Yes/No Investigation supports the allegations? Yes/No Are any other employees suspects?

Yes/No are the witness’s credible? Yes/No Expanded Legal Checklist

Yes/No Disciplinary action suited to the infraction?

Yes/No is the employee’s conduct sufficient to justify termination at this time?

Yes/No Are there extenuating circumstances or mitigating factors which justify a lesser penalty?

Yes/No does the employee’s prior disciplinary record support termination?

Yes/No Consistency: Have other employees engaged in similar conduct been terminated?

Yes/No Timeliness: Are both the documentation and the decision to terminate timely?

Yes/No is the decision substantiated with facts rather than merely subjective opinion?

Yes/No if the termination is based on results of performance appraisals

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or evaluations, are they objective and directly related to the job skills?
Yes/No is the articulated reason for the termination the real reason rather than pre-text ?

Yes/No does the employee have a satisfactory or better job appraisal, work commendations, recent promotions, raises or bonuses which negate the articulated reason for discharge ?

3. Representations of Continued Employment

Yes/No Were any representations other than the employee were terminable- at-will made to the employee? (e.g., was the employee told his job was “secure for life” or “as long as he wanted it” or “as long as the corporation keeps growing”?)

Yes/No are the representations true?

Yes/No if representations were made to the employee about continued employment, were there any conditions to continued employment, such as the employee’s satisfactory performance?

Yes/No did the employee give up any other employment opportunities based on representations or promises?

Yes No Expanded Legal Checklist

Yes/No was the employee informed that continued employment was dependent upon the corporation’s discretion or business needs?

Yes/No was the employee advised that improper conduct or failure to correct actions would result in discharge?

4. Concerted Activity

If anyone of the following questions is answered in the affirmative, the worker may be engaged in protected concerted activity:

Yes/No urge safety in the workplace?

Yes/No urge more breaks, higher wages or any other benefits for employees in addition to him

Yes/No urge union support

Yes/No “Come to the aid” of another employee who was being criticized?

5. Protected Groups

Did the employee’s protected status adversely affect in any manner whatsoever, the employment decision?

Yes/No Race

Yes/No Sex, for example:

Yes/No General presumptions of weakness or frailty? Yes/No Reproductive concerns?

Yes/No Childbearing or childbearing concerns? Yes/No Unwanted sexual advances or harassment? Yes/No Marital status, for example:

Yes/No Expanded Legal Checklist

Yes/No Presumption that employee won’t want to travel or work a shift because married?

Yes/No Presumption that employee is not “responsible” because not

married?

Yes/No terminated because of anti-nepotism policy? (If so, is it possible to avoid a supervisory relationship with relative)

Yes/No National origin and ancestry Yes/No Religion, for example: ~

Yes/No have reasonable efforts been made to accommodate the employee's religion?

Yes/No Age (over 40), for example:

Yes/No generalised presumption that "time is passing him by" or that he is incapable of keeping up with technological innovations?

Yes/No generalised presumptions of weakness or frailty?

Yes/No Attempts to cut direct costs by terminating employees with greater benefits and seniority

Yes/No Disability, for example:

Yes/No has the supervisor discussed with the employee possible ways to accommodate the employee in this job

Yes/No can the employee perform another job with similar pay? Yes/No Veteran or Military Duty Status

Yes/No is the employee being penalized for taking time off to perform military service.

Kinds of Termination

Termination of Employment

Termination of employment is the end of an employee's duration with an employer. Depending on the case, the decision may be made by the employee, the employer or mutually agreed upon by both.

1. Voluntary termination is a decision made by the employee to leave the job. Such a decision is commonly known as "resignation," "quitting," "leaving" or "giving notice." Some common reasons for voluntary termination include:
 - Personal dissatisfaction with job, employer, hours or working conditions or in more severe cases, burnout.
 - Factors in employee's personal life not related to the job that makes holding or performing the job impossible or more difficult. These may include family obligations, education, health or moving to a new location.
 - Hire at a new job: Reasons for wanting a different job may be better working conditions, better hours, a shorter distance to work, better pay, graduation, career progression or preparation for entry into a new career or a career change.
 - Feared or anticipated involuntary termination: The employee may wish to take matters into his/her own hands in order to leave more honourably. This is also known as mutual consent in some parts.
 - Retirement: This may be as a result of the employee's age (which may vary, depending on job type and benefits available following retirement) or an injury, disability or other medical condition forcing early retirement.

Depending on the employee's reason, comfort with the employer and dedication to the job, voluntary termination may be sudden and abrupt without warning to the employer or with a certain amount of notice given. Generally, employers prefer that a departing employee provides at least some notice to the employer, often at least two weeks, referred to as a two-week notice. Those in compliance with this requirement are more likely to be re-hired by the same employer in the future, to receive their full benefits from the employer and to get a better reference for future employers.

2. Involuntary termination is the employee's departure at the hands of the employer. There are two basic types of involuntary termination, known often as being "fired" and "laid off." To be fired, as opposed to being laid off, is generally thought of to be the employee's fault and therefore is considered in most cases to be dishonourable and a sign of failure. Often, it may hinder the new job-seeker's chances of finding new employment, particularly if he/she has been fired from earlier jobs. Job-seekers sometimes do not mention jobs which they were fired from on their resumes accordingly, unexplained gaps in employment and refusal to contact previous employers are often regarded as red flags.

- Dismissal is the employer's choice to let the employee leave, generally for a reason which is the fault of the employee. The most common colloquial term for dismissal in America is being fired whereas in Britain the term 'getting the sack' is used.
- A less severe form of involuntary termination is often referred to as a layoff. A layoff is usually not strictly related to personal performance, but instead it could be owing to economic cycles or the company's need to restructure itself, the firm itself going out of business or a change in the function of the employer. One type of layoff is the aggressive layoff. In such a situation, the employee is laid off for a just cause, but not replaced as the job is eliminated.

Often, layoffs occur as a result of "down sizing", "reduction in force" or "redundancy". These are not technically classified as firings; laid-off employees' jobs are terminated and not re-filled, because either the company wishes to reduce its size or operations or otherwise lacks the economic stability to retain the position. In some cases, a laid-off employee may be offered a re-hire by his/her respective company, though by this time, s/he may have found a new job.

However, layoff may be specifically addressed and defined differently in the articles of a contract in the case of union work.

3. Some terminations occur as a result of mutual agreement between the employer and employee. When this happens, it is sometimes debatable if the termination was truly mutual. In many of these cases, it was originally the employer's wish for the employee to depart, but the employer offered the mutual termination agreement in order to soften the firing (as in a forced resignation). But there are also times when a termination date is agreed upon before the employment starts (as in an employment contract).

Some types of termination by mutual agreement include:

- The end of an employment contract for a specified period of time (such

as an internship)

- Mandatory retirement. Some occupations, such as commercial airline pilots, face mandatory retirement at a certain age.
- Force dresignation

Changes of conditions

Firms that wish for an employee to exit of his or her own accord, but do not wish to pursue firing or forced resignation, may degrade the employee's working conditions, hoping that he or she will leave "voluntarily". The employee may be moved to a different geographical location, assigned to an undesirable shift, given too few hours if part time, demoted (or relegated to a menial task) or assigned to work in uncomfortable conditions. Other forms of manipulation may be used such as being unfairly hostile to the employee and punishing him or her for things that are deliberately over looked with other employees.

Often, these tactics are done so that the employer won't have to fill out termination papers in jurisdictions without at-will employment. Such tactics may amount to constructive dismissal, which is illegal in some jurisdictions.

Check your progress 9

1. Termination of employment is the of an employee's duration with an employer.
 - a. End.
 - b. Start.
 - c. Middle.
 - d. None of the above.

3.11 Secretarial Correspondence with Shareholders and Debenture Holders

The Company Secretary needs to communicate with the shareholders as appropriate and to ensure that due regard is paid to their interests. They also need to act as a primary point of contact for institution a land other shareholders, especially with regard to matters of Corporate Governance. A Secretary needs to ensure that an annual general meeting is held in accordance with the requirements of the Companies Act and the Comphe t tArticles of Association; obtaining internal and external agreement to all documentation for circulation to shareholders preparing and issuing notices of meetings and distributing proxy forms; trying to prepare directors for any shareholder questions and helping them create briefing materials; overseeing the preparations for security arrangements. At meetings, ensuring that proxy forms are correctly processed and that the voting is carried out accurately; coordinating the administration and minuting of meetings.

The Secretary can correspond with the shareholders through circulars, letters, etc. for making payment of dividends and interest; issuing documentation regarding rights issues and capitalization issues; maintaining good general shareholder relations; maintaining good relations with institutional shareholders and their investment committees.

Outward correspondence is always done on the company letterhead. There are certain references you need to type on every letter head as part of your

reply. A shortcut is to set you up a template to include this information as it would be the same information you type every time you do an outward letter - this will save you time. Your template can include prompts so that everywhere you need to insert information, it will prompt you - very easy to set up. These references are:

- Current Date
- Author's Initials
- Word Processor's Initials
- The Contact Officer (usually the author)
- His secretary's Telephone No.
- Your Company's file no.

The layout of your letter will be predetermined by your company. Most businesses use BLOCK format - that's everything down the left margin. No indentation.

- Prepare a template for your outward letters to save you time.
- Never use punctuation in the address, opening and closing salutation (Dear and Yours faithfully).
- Do not use RE: in a heading. Just go straight to the subject reference of the letter.
- Always use a footer to record the location of the letter on your computer. Post Offices prefer no punctuation in addresses.

Always use the first paragraph to say WHY you're writing to someone. Keep the content of the letter direct and to the point. Always use a gentle friendly closing sentence so as not to have an abrupt ending.

Check your progress 10

1. The Company Secretary needs to communicate with the ___ as appropriate and to ensure that due regard is paid to their interests.
 - a. Shareholders
 - b. Debenture holders
 - c. Creditors
 - d. None of the above
2. The Secretary can correspond with the shareholders through ___ and letters.
 - a. Circulars
 - b. Notice
 - c. Format
 - d. None of the above

3.12 Let Us Sum Up

In this unit we have learnt that there are many types of letters that are broadly classified as formal letters and informal letters. It is seen that an informal letter is a type of personal letters which are written to friends and family members while a formal letter is that which is written for business communication.

It is seen that letters can be positive or negative. Writing effective letters helps in building of reputation that can be a thoughtful person in eyes of officials and making criticisms more influential.

We see that there are varieties of formal letters that can be Interview Letter, Appointment letter, Call Letter, Appointment Order, Charge Sheet, Dismissal Order, Discharge Letter, Secretarial correspondence letter etc.

3.13 Answers for Check Your Progress

Check your progress1

Answers: (1-a), (2-d), (3-b)

Check your progress2

Answers: (1-a), (2-a)

Check your progress3

Answers:(1-a)

Check your progress4

Answers:(1-a)

Check your progress5

Answers:(1-a)

Check your progress6

Answers: (1-a), (2-a)

Check your progress7

Answers:(1-a)

Check your progress8

Answers:(1-a)

Check your progress9

Answers:(1-a)

Check your progress10

Answers: (1-a), (2-a)

3.14 Glossary

1. **Communication-** Involves transmission of sender's ideas to receiver and receiver's feedback to sender.
2. **Culture** - It is a concept which can be defined in different ways.
3. **Business letter** - it is a type of letter that will inquire about terms and conditions
4. **Layout** - It shows the different parts of the letter
5. **Charge sheet** - It is a formal documentation of accusation prepared by law- enforce ment agencies
6. **Dismissal Letter** - It is a letter issue to employees showing his/her sincere concern

3.15 Assignment

What do you understand by Letter Writing? Differentiate between Formal and Informal Letter.

3.16 Activities

Collect samples of various termination letters of a company.

3.17 Case Study

Discuss various modes of termination of employment? Write in detail

3.18 Further Readings

1. Business Communication, Raman S. & Swami R., Professional Publishers, Madras.
2. Business Correspondence & Report Writing, R C Sharma & Krishna Mohan, Tata McGrawHill.
3. English Grammar & Composition & Correspondence, Pink & Thomas, Berks.
4. Effective Business Communications, Murphy & Peck, McGraw Hill, Delhi.
5. Writing with a purpose, Tikoo, Champa & Sasikumar, Jay, Oxford Uni. Press, Delhi.



INTER-DEPARTMENTAL COMMUNICATION

: UNIT STRUCTURE :

- 4.0 Learning Objectives
- 4.1 Introduction
- 4.2 Inter-Office Memo
- 4.3 Office Circulars
- 4.4 Office Orders
- 4.5 Office Notes
- 4.6 Communication with Regional and Branch Offices
- 4.7 Report Writing
 - 4.7.1 What is Report Writing ?
 - 4.7.2 Steps in Writing a Report
 - 4.7.3 Essentials of a Good Report
 - 4.7.4 Kinds of Reports in Inter Departmental Communication
- 4.8 Let Us Sum Up
- 4.9 Answers for Check Your Progress
- 4.10 Glossary
- 4.11 Assignment
- 4.12 Activities
- 4.13 Case Study
- 4.14 Further Readings

4.0 Learning Objectives

After learning this unit, you will be able to understand:

- Various modes of inter-departmental communication.
- Inter office memos, circulars orders and notes.
- Formats and samples of memos, circulars and orders.
- What is communication with regional and branch offices.
- What is report writing.

4.1 Introduction

There are times when people from one department do not communicate and exchange important information. They blame others about this but do not take any responsibility by themselves. These people may be well respected and of a higher authority. But sometimes absence of inter-departmental communication may leads to serious consequences.

This lack of communication comes about because:

Everyone involved believes they are too busy to informally in form and question others. They have their goals and objectives to complete in a timely manner.

- Several managers still use the obsolete manner of management, in which

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all the communication and information should come to them rather than going through cross functional teams. In this manner, they can control all decisions, which are made at the top and presumably communicated down the chain.

- Styles of thinking, decision-making and handling conflict and disagreement are vastly different for dissimilar personality types. Since people tend to select their professions based on their personalities, sometimes there are extreme differences across departments.
- Every department has its own set of objectives, targets and rewards. The functioning of one department may be completely different from the other. For example, the sales department has the target of selling a product and the production department may require creating quality products.

Communication and cooperation are the key ingredients in the successful corporation of today.

4.2 Inter-Office Memo

An inter-office memo, also called memorandum or internal letter, is written communication between employees and/or employer within the same company. If you are using a customer/company situation, use external letters to communicate the information.

A memo should include:

- The main topic of discussion
- A brief summary (background information, etc.)
- May include graphics
- Explain what information you are looking for and why
- Conclusion, i.e. Asking for a task to be completed
- If appropriate, reference any attachments

Sample Internal Memo

INTER
DEPARTMENTAL
COMMUNICATION

XYZ Company 777 Widget Way Erie, PA16543

814-999-9999

Date: August 25, 1999

From: Joe Dokes, Director of Engineering JD

To: Laboratory test groups

Subject: Testing request

XYZ company has had some customer complaints regarding dimensional quality of some of our products. It is inconvenient to remove product from manufacturing for measurement, so..... Please perform the following tests and return your data as an attachment to your memo.

Test #1:

Test#2:

Test#3:

(Translation: Be specific about where you found your answer.)

Internal memo requesting specific tests to be completed.

ACE Company 999 Widget Way Erie, PA16543

814-999-3333

Date: April 22, 1999

From: Ima Boss, Director of Engineering JB

To: Ace Employee

Subject: New Pipe Connecting Metal Tank to Bulkhead for Ship Model WYZ

A metal tank is to be fitted below deck in the forward compartment of the model XYZ. The tank will have a metal top, vertical sides and a sloping bottom, WXYZ. There is a bulkhead, upright partition separating parts of a ship for protection against fire, leakage, etc., located near where the tank is to be

installed. From a specific point at the nearby bulkhead, A, a pipe at a 20° slope and abearing of N 45° W is to be connected to plane WXYZ(Figure2.1)

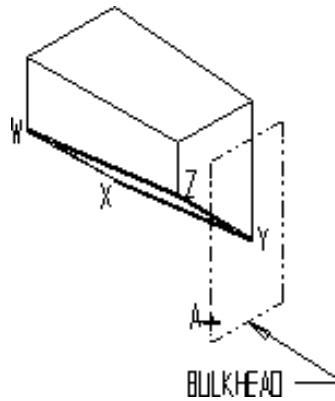


Fig 2.1 Internal memo requesting specific tests to be completed.

Attached is a copy of the dimensions of tank. Please calculate the exact dimensions needed for the new pipe.

Internal memo requesting calculations to be completed. Reply memo:

- give introduction – re-wordproblem
- conclusion - results (ex. a 2' 3-1/2" pipe will be needed) state the facts only, noopinions
- if appropriate, reference anyattachments

ACE Company 999 Widget Way Erie, PA16543
814-999-3333
Date: May 1, 1999
From: Ace Employee <i>AE</i>
To: Ima Boss, Director of Engineering
Subject: New Pipe Connecting Metal Tank to Bulkhead for Ship Model WYZ
<p>A metal tank will be fitted below decks in the forward compartment of ship model XYZ. The true length for the pipe, from the bottom of the tank to a specified point on the bulkhead, at a slope of 20° and abearing of N 45° W is 2'- 3 1/2".</p>

Check your progress 1

1. An _____ also called memorandum or internal letter iswritten commu-
nication between employees and/or employer within the same
company.
 - a. Inter-office meom.
 - b. Memo.
 - c. External.
 - d. None of the above.

4.3 Office Circulars

A document which has a habit of appearing every now and then on the office scene, is a near perfect example of what is called as the downward communication in the management jargon. It has a way of creating impacts of various sizes on the people and the processes ranging from a ripple to a massive Tsunami Wave. Nobody wants to see it as most of the times it brings an additional workload, rotation, displacement, transfer and other such unpleasant intimations. Rarely as an exception does it bring news of a promotion or a raise in the salary package or as in more recent times a stock option for a lucky few who are immediately a subject of envy to the others. The bland looking piece of paper, which otherwise carries a lot of weight owing to its place of origin, is the in famous Office Circular.

The circular ideally is for the effective communication between the people at the top and the operating staff in the field or the divisions. It also gives a fair idea of what the management wants in a particular span of time. A “theme for the month” circular is the in thing in today’s management.

Why it is called a circular? The places where circulars rule the daily routine are generally the government departments, especially ones where revenue is generated. Those smart ones in the government departments use the presence or the absence of circulars to conveniently circumvent the issues. The budgetary provisions related to excise duty, income tax sent in a form of a circular to all affected, every year, needs a special visionary to decipher the same, once and if it lands safely. It is not a matter of exception that the same circular is interpreted in different way in different zones creating a further need of a fresh and may be a more confusing circular. To add to confusion and as if the office staff is not enough to complicate the matter, the lawyers and the consultants walk in to further interpret the lines and in between messages. They even get paid for the mess they may ultimately create.

Does a circular really achieve its purpose is a very vital question we all have to address to. A well-intended move, obviously to improve the already in operation process, many times just achieves exactly the opposite. The process underway temporarily gets halted and tries to adapt to the new type.. It is not easy because the people do not really believe that these changes if implemented would result into any better working than the prevalent practice. The language of the circular does not help the matters either. It is not uncommon to find “Further to our previous circular no. X/-21, section XV, sub-section VI (a) has been modified as the following, until further notice.” One has to find the older one to make any

sense out of the new one. The additional number of circulars needed to implement the existing one is a clear indication of the failure of the system. All managers know that there is an in-built attitudinal resist an to any changes any where in the system. The out dated circulars and the absence of the

relevant ones seriously affect many of us, who claim medical bills or the LTA. As a young manager one has to learn to read the circulars. Especially those who intend to work in the marketing and HR functions. A bit of relevant information used at the right moment can be the difference between the success and failure. While a circular is read by the manager, he should be able to form a mental picture of the possible places the additional info would be utilized, for the betterment of the organization.

There is a list of the recipients along with each circular. Many of the recipients are just another name for the corporate management bosses. What one has to see while working in any office is that he should not remain a mere name on the 'cc to' list of the circular.

Check your progress 2

1. The _____ ideally is for the effective communication between the people at the top and the operating staff in the field or the divisions.
 - a. Circular.
 - b. Reports.
 - c. Letter.
 - d. Format.
2. The circular ideally is for the effective communication between the people at the _____ and the _____ in the field or the divisions.
 - a. Top and Operating Staff.
 - b. Middle and Operating Staff.
 - c. Lower and Operating Staff.
 - d. None of the above.

4.4 Office Orders

Office order is a kind of instruction note sent to particular office or department for some specific instructions to that particular office only. It need not be circulated in general to all the departments of offices.

How to write an office order?

It is essential to avoid certain pitfalls and common mistakes, especially when communicating about issues with possible legal repercussions, such as terminations or reprimands.

Clear and concise writing that is free of spelling and grammatical errors sets a good example for co-workers or subordinates. Review rules for comma usage and make sure to proof read all orders for spelling and clarity and this will encourage co-workers to do the same. Clear writing is essential for clear communication, which is vital to achieve business goals.

Make the objective clear initially. A good example has present tense writing and states the purpose in two sentences or less: "The purpose of this order is

to review areas of opportunity for improvement within the topic of our recent discussion regarding the termination of so-and-so employment. I have evaluated the correspondence between you and the said employee and identified several opportunities to improve your management skills in order to achieve the maximum desired outcome.” Stay positive and keep the pace flowing and easy to follow.

Give the reader every reason to believe he or she has your utmost confidence in complying. Keep criticism constructive and always include areas where the employee did the correct thing if the memo is concerning their behaviour. Employees tend to react more positively when you encourage them to do the right thing, rather than emphasize the problems they have caused.

Sample of Office Order

Ref No.: IPA/GAD/E-9/2005 Dated: 15-01-2009

Office Order

In partial modification of this office order No. IPA/GAD/E-9/2005 dated 22-05-2008, it is informed that Shri A. Janardhana Rao in his capacity as Managing Director (Tel. No: 011-24365632) is again appointed as Appellate Authority in Indian Ports Association, NewDelhi.

Sd/-

(P. Krishnam Raju)

Chief Administrative Officer

Public Information Officer

1. The Secretary (Shipping), Ministry of Shipping, RT &H, NewDelhi
2. The Chairman, IPA
3. The Chairman, All Major Port Trust
4. The CMD,EPL
5. The CMD,SCL
6. The Vice Chancellor,IMU
7. Director IIPM
8. The MD, IPA for information
9. DD (EDP), IPA for information and necessary action. Ref No. IPA/GAD/E-9/2005 Dated:15-01-2009

Office Order

In supersession of the earlier office order No. IPA/GAD/E-9/2005 dated 05-10-2007, it is hereby informed that Shri S Arihant, CAO (Telephone No. 011- 24369726) is again appointed as Public Information Officer in Indian Ports Association, New Delhi.

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Sd/S. Arihant Chief Administrative Officer

1. The Secretary (S), Ministry of SRT & Highways, New Delhi
2. The Chairman, IPA
3. The Chairmen, All Major Ports
4. The CMD, EPL and SCL
5. The Vice Chancellor, IMU
6. The Director, IIPM
7. The MD, IPA for information
8. The CAO, IPA for information
9. DD (EDP), IPA – for information and necessary action.

Check your progress 3

1. Order is a kind of instruction note sent to particular office or department for some specific instructions to that particular office only.
 - a. Office.
 - b. Department.
 - c. Unit.
 - d. None of the above.
2. Writing is essential for clear communication, which is vital to achieve business goals.
 - a. Clear.
 - b. Tidy.
 - c. Clean
 - d. None of the above

4.5 Office Notes

Office notes are important points, arguments, facts or ideas contained in written material. Efficient note making is an asset. Discernment, judgment and quick comprehension are the qualities that note making demands.

Office notes are aid to memory. Experience shows that in the process of note making, several ideas, facts, etc. get fixed in ones mind. In fact, many people cannot remember things unless they write them down.

The material that you note should be logically arranged and numbered. The arrangement should be such that you can get a glance from an idea of the topic on which you have made notes and locate quickly any particular point you are looking for.

While making office notes, bear in mind the following points:

- When you reproduce a director's or any authorities words, put them within quotation marks. You should indicate any breaks in quotation by a series of three dots.
- In most cases, you would be making summary of opinions, ideas, etc. expressed by the authorities.
- If making extensive notes, use abbreviations. Just take care that these

are so devised that there is no difficulty in understanding them when you refer to your notes after some time.

- Notes should always be neatly written.

References to the sources from where you have made the notes should be clearly given.

Check your progress 4

1. notes are important points, arguments, facts or ideas contained in written material.
 - a. Office.
 - b. Department.
 - c. Unit.
 - d. None of the above.

4.6 Communication with Regional and Branch Offices

Though communication with Regional and Branch Offices is a specialized branch of Business Communication, there is no basic difference between the two. The process is the same and so are the principles to regulate them. The difference lies in their application to situations. Whereas business communication plays many roles in the business at different stages, communication with regional and branch offices is specially concerned with activities of that particular region or office only.

Communication with regional and branch office are mainly for: maintaining and improving the morale of employees, giving orders to workers, prescribing methods and procedures, announcing policies and organizational changes and keeping the management informed. Every activity, leads to some result. The main purpose of every communication is to obtain some results that is, to secure an action by the receiver. The sender expects him to do something on receiving the message-write cheque, place an order, approve an action, send some information, etc. To achieve this purpose, the language used is direct, plain, concise, developing conviction and inducing action.

The main features of communication with regional and branch offices are as follows:

- It deals with various commercial and industrial subjects.
- It is characterized by certain formal elements such as commercial and technical vocabulary, the use of graphics and audio-visual aids and conventional formats.
- It is impartial and objective as extreme care is taken to convey information accurately and concisely.
- It has comparatively a high concentration of certain complex writing techniques and procedures.

To sum up, we may define communication with regional and branch offices as the use of effective language for conveying a commercial or industrial message to achieve a predetermined purpose.

Check your progress 5

1. Communication with regional and branch office are mainly for: maintaining and improving the morale of employees.
 - a. True.
 - b. False.
2. Communication with regional and branch office are mainly for giving orders to workers, prescribing methods and procedures,
 - a. True.
 - b. False.

4.7 Report Writing

4.7.1 What Is Report Writing?

A report can be defined as a testimonial or account of some happening. It is purely based on observation and analysis. It is basically used to convey some information. Therefore, in today's corporate world, reports play a crucial role. They form the basis of future planning and also for solving the problems various problems, as the management cannot always be present everywhere, to examine the situation.

A report analyses a difficult situation. It brings significant and reliable information to the limelight of top management in an organization. Hence, on the basis of such information, the management can make strong decisions. The efficiency of different departments can be evaluated with the help of a report.

4.7.2 Steps in Writing a Report

An effective report can be written using the following steps:-

- 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.
- Edit the drafted report.
- Distribute the draft report to the advisory team and ask for feedback and recommendations.

4.7.3 Essentials of a Good Report

The essentials of good/effective report writing are as follows:-

- Know your objective, i.e. be focused.
- Make the report according to those who will read the report, what sort of data they are looking for, what impact need to be created and soon.
- Decide the length of report.

- Disclose correct and true information in a report.
- Discuss all sides of the problem reasonably and impartially. Include all relevant facts in a report.
- Pay attention to the structure and the main issue of the report. Pre-decide the report writing style. Use vivid structure of sentences.
- The report should be neatly presented and should be carefully documented.
- The important parts should be highlighted and summarized.
- Encourage feedback on the report from the critics. The feedback, if negative, might be useful if properly supported with reasons by the critics. The report can be modified based on such feedback.
- Use graphs, pie-charts, etc to show the numerical data records over years.
- Decide on the margins on a report. Ideally, the top and the side margins should be the same (minimum 1 inch broad), but the lower/bottom margins can be one and a half times as broad as others.
- The report should attract the attention of the reader. For this, the matter can be divided into small paragraphs, the main point of the paragraph should be highlighted; bullets and points must be used wherever possible.

4.7.4 Kinds of Reports in Inter-Departmental Communication

There are various kind of reports used in day-to-day business and routine functions of departments. Some of them are as follows:

1. **Progress Reports:** When a long-term project or work is under taken, the administration keeps itself informed through progress reports. The project may be the construction of a bridge or a building, the layout of a residential colony, the installation of equipment in a factory or the investigation of some problem. These reports also help the officers and workers immediately responsible for the job to take stock of what has already been done and to relate it to the total amount of time and money available.

The frequency of progress reports depend upon the practice followed in an organization. They be written and circulated at the end of each phase or a specified period or completion of the stage of work. If they are prepared at regular intervals, they are sometimes called periodical reports. The Performa for preparation of such reports is specified by each organization, but generally speaking, they contain the following information:

- Name of the work or project

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- Total work to be completed
 - Date
 - Work completed to date
 - Work to be completed
 - Possible date for completion
 - Remarks, if any
 - Signature and designation of the reporting officer
2. **Laboratory Reports:** A laboratory report is an account of various steps, findings and conclusions put together in a logic order. In fact, no scientific experiment can be considered valid unless it is presented in terms intelligible to other scientists. Thus, writing laboratory reports is considered an essential part of scientific investigation and experimentation. These reports contain the following elements:
- Heading
 - Experiment No.
 - Date
 - Statement of objects
 - Apparatus used
 - Method or procedure followed
 - Observations
 - Conclusions
 - Signature
3. **Inspection Reports:** Inspection reports are of two types:
- The report that incorporates the result of the inspection of a piece of equipment to ascertain whether it is functioning properly or requires any repairs or replacement. This may be done as a matter of routine or on receipt of a complaint.
 - The report that indicates the result of inspection of a product as a part of quality control. Most manufacturing organizations have a quality control section or department whose duty is to inspect every product with a view to ensure that it fulfils the required specifications.
4. **Inventory Reports:** It is customary for every organization to take stock of equipment, furniture, stationery, etc. at regular intervals. The person who checks the stock fills in his findings in a prescribed form.
- Annual Confidential Report on Employees: Most organizations make a periodic evaluation of the performance and general conduct of the employees. The assessment thus made is used at appropriate times for rewards such as increments, promotion and transfer to more responsible job.

Check your progress 6

1. When a long-term project or work is undertaken, the administration keeps itself informed through _____.
 - a. Progress Reports.
 - b. Laboratory Reports.
 - c. Inspection Reports.
 - d. Inventory Reports.

3. A _____ is an account of various steps, findings and conclusions put together in a logic order.
 - a. Progress Reports.
 - b. Laboratory Reports.
 - c. Inspection Reports.
 - d. Inventory Reports.

4.8 Let Us SumUp

In this unit we have learnt that an inter-office memo which is also called as memorandum is a type of written communication which exists between employees or employer within the same company.

It is studied that a circular is also a means of effective communication which applies to certain level of people that can be sitting at top of an organisation or operating staff working in field or divisions.

We see that an office order is kind of instruction which is given to particular office or department for some specific instructions to that particular office only.

It is noted that communication with regional and branch office are mainly for maintaining and improving morale of employees, giving orders to workers, prescribing methods and procedures, announcing policies and organizational changes and keeping the management informed.

We see that a report gives an explanation of any circumstance in today's corporate world as they serve as a strong base for planning and control in any organization. Reports can be of many kinds such as Progress Report, Laboratory

Report, Inspection Report, Inventory Reports and Annual Confidential Reports of Employees.

4.9 Answers for Check Your Progress

Check your progress 1

Answer: (1-a)

Check your progress 2

Answer: (1-a),(2-a)

Check your progress3

Answer: (1-a),(2-a)

Check your progress4

Answer: (1-a)

Check your progress5

Answer: (1-a),(2-a)

Check your progress6

Answer: (1-a),(2-b)

4.10 Glossary

1. **Memo** - It is called as memorandum which is works between employees or employer in an organisation.
2. **Circular** - It is a written communication which shows information to be circulated in an organisation.
3. **Office order**- These are instruction for particular office or department written for special instructions.
4. **Report** - It shown explanation about planning and control in any organization.

4.11 Assignment

What is report Writing? Explain kinds of report writing in detail.

4.12 Activities

Explain various modes of Inter-Departmental Communication (Office Memos, Circulars and Orders).

4.13 Case Study

What are the various kinds of reports used in organisation that you visited last?

4.14 Further Readings

1. Business Communication, Raman S. &Swami R., Professional Publishers, Madras.
2. Business Correspondence &Report Writing, R C Sharma&Krishna Mohan, Tata Mc GrawHill.
3. English Grammar &Composition&Correspondence, Pink &Thomas, Berks.
4. Effective Business Communications, Murphy & Peck, McGraw Hill, Delhi.
5. Writing with a purpose, Tikoo, Champa&Sasikumar, Jay, Oxford Uni. Press, Delhi.

BLOCK SUMMARY:

The 4 units in Block 3 deal with various types of letters which are related to banking, employment and social requirements in day-to-day life. These letters are provided as sample letters to make the students know the formats used for various letters and their uses. Also, these letters are ready reference for the much needed communication during various times, where proper presentation and use of suitable words make a good impact.

BLOCK ASSIGNMENTS:

Short Answered Questions:

1. What are the important aspects that must be included as reference while sending a letter to the bank?
2. What is cover letter? Why should it be included?
3. What is appointment letter? What things should be included in it?

Long Answered Questions:

1. As the owner of a company, draft a letter to the bank, complaining about the wrongful dishonor of your cheque.
2. Give examples of various inter departmental communication methods, explaining any one.

Enrolment No.:

1. How many hours did you need for studying the units

Unit No.	1	2	3	4
Nos of Hrs				

2. Please give your reactions to the following items based on your reading of the block:

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Language and Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Illustration used (Diagram, tables etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Conceptual Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Check your progress Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Feed back to CYP Question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

3. Any Other Comments

.....

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.....

.....

.....



**Dr. Babasaheb
Ambedkar
Open University**

BBAR-103/DBAR-103

Business Communication Skills

BLOCK-4 WRITING SKILLS AND ETIQUETTES

UNIT 1

REPORT WRITING

UNIT 2

ESSAY WRITING

UNIT 3

E-MAIL WRITING AND E-MAIL ETIQUETTES

BLOCK 4 : WRITING SKILLS AND ETIQUETTES

Block Introduction

Apart from letters, there are various other modes of business communication as well. Block 4 deals with business reports, essay writing and email-writing. The block informs about the formats of each means of communication. Reports are a necessary form of communication in any organization as they are the detailed form of understanding and analysis of a particular event. This helps everyone to understand the event properly, in the sequence of its occurrence. Email - writing is a process that is more professional and is a quicker form of communication as compared to letter writing. Though both are valuable in their own ways, e-mail writing is the gift of internet. There are specific formats to be followed in e-mail writing too. Another part that is dealt with in this block is essay writing - an excellent way to present your ideas and opinions on something.

Block Objective

The student will learn...

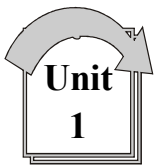
- ...to understand the formats of report writing, essay writing and e-mail writing.
- ...to know the different forms of reports, essays and e-mails.
- ...to be able to draft reports and e-mails and write wonderful essays.
- ...to be aware of the kinds of words to be used for good communication, explaining the situation and expressing your ideas.

Block Structure

Unit 1: Report Writing

Unit 2: Essay Writing

Unit 3: E-mail Writing and E-mail Etiquettes



REPORT WRITING

: UNIT STRUCTURE :

- 1.0 Learning Objectives**
- 1.1 Introduction**
- 1.2 Business Reports**
 - 1.2.1 Individual Reports**
 - 1.2.2 Committee Reports**
- 1.3 Let us sum up**
- 1.4 Answers For Check Your Pogress**
- 1.5 Glossary**
- 1.6 Assignment**
- 1.7 Activities**
- 1.8 Case Study**
- 1.9 Further Reading**

1.0 Objective:

Reports are a detailed analysis of the situation and everything alongside. They are a necessary part of growth after a thorough introspection and study of all the elements. Apart from drafting letters, the company will also need to draft reports regarding many different things and objectives. The present unit deals with the aspect of report writing and the rules and regulations that need to be followed.

1.1 Introduction:

Business reports are drafted to give information about the situation. It is detailed, specific and formal. They are drafted on the letterhead of the company.

They are of two types: Individual Reports and Committee Reports.

As the name suggests, individual reports are written by one person. It is drafted on the letterhead.

Committee reports are drafted by a committee. It includes the signature of all the members of the committee. It is not drafted on the letterhead.

Reports are a form of Upward Communication – They are drafted by employees on a lower level to the employees on a higher level or the management.

1.2 Business reports

1.2.1 Individual reports:

- i. Draft a report as the general manager of a five-star hotel agency to assess the viability of setting up a hotel in the City of Ahmedabad
-



Oberoi Hotels

Napiency Road,

Mumbai- 546790

Phone numbers 22222345-49 Fax 22222343

www.oberoihotels.com

October 3, 2019

The Director,

Oberoi Hotels

Mumbai

Dear Sir,

Subject: Report on viability of hotel in the city of Ahmedabad

According to the decision taken in the meeting of the board of directors on September 15, 2019, I hereby present the report on the viability of setting a hotel branch in the city of Ahmedabad.

I surveyed for several aspects of the feasibility and met several people and authorities in the government and other related agencies. My report is as under:

Land:

I surveyed several available lands in Ahmedabad and found four lands appropriate for our hotel. Out of these four lands the one which is situated near “132 ring road” is appropriate for our hotel site. It has a good location and the cost and the value of the land is according to our budget. I have also attached the reports of other lands with this report.

Water:

I met the authorities of the municipal corporation and they were ready to supply us with the necessary connections of water. The municipal authority has also advised us to get a bore well dug so that in case of water crisis we may not have to suffer the scarcity.

Electricity:

Ahmedabad Electricity Company is one of the best services in the city. I have had several meetings with the authorities of the AEC and they too are ready to supply us with the necessary electricity supply. They will also install a special transformer in our premises for a stable electric current. We will have to provide them with the complete documentation of our proposal, plan and estimated consumption per month. They are ready to execute their actions as soon as we pay the installation charges and apply to the AEC.

Construction:

I met the top five major constructing agencies in Gujarat. All these agencies are situated in Ahmedabad. I had a detailed meeting with the directors and the chief architects of all these agencies. I checked the history of these agencies and found that all these top agencies can be asked to send detailed tenders as per our needs and then decide to whom we can submit the project of the construction of our hotel. The interior designing firms are also available and can serve our purpose as per our needs.

Staff:

Ahmedabad is a big city with several academic institutions. Especially Gujarat University and other foreign universities are active in the city. We can absorb the skilled labour by tying up with such universities. We can offer competitive salaries to the candidates. The city has in its periphery plenty villages from where we can get unskilled labour at competitive remunerations. According to my findings, labour will not pose a problem ever in future.

Transport:

Transport is the sector on which we will have to pay good attention and have to invest in our vehicles. The to and fro to the railway and airport must be done through our vehicles as the transport is expensive and not well facilitated.

Conclusion:

According to my surveys and observations, Ahmedabad is one of the best cities to start a hotel. The competition is not too high and it is a good market for such businesses.

I recommend Ahmedabad as the correct place for our firm to invest money.

Thank you,

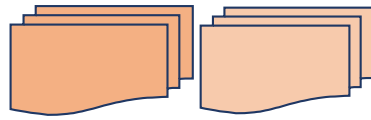
Yours faithfully,



Vishal Shah

Enclosures: All the related surveys and other documents during my survey.

- ii. **Draft a report on a fire accident in the factory on behalf of the secretary of a company.**



Hello Cloth

The biggest cloth producer in India

9, commercial complex

Bapunagar, Ahmedabad

Phone: 23434343 – 47

Fax: 24343434

May 17, 2020

The Director,

Hello Cloth

Bapunagar, Ahmedabad

Dear Sir,

Subject: Report on the fire accident in the factory on May 15, 2020.

In accordance to the decision taken in the meeting of the board of directors on May 16, 2020, and the responsibility allotted to me to investigate the cause and effect of the fire accident taken place in the factory on May 15, 2020, I hereby present my report as under.

Accident:

The fire was first noticed by our watchman Amratbhai Patel. He saw smoke coming out of the ventilation of the warehouse and anticipating a fire, he immediately informed the fire brigade, which was his smart act. He then went to the storeroom and noticed that a wire junction in a corner of the warehouse was burning so he immediately went to the electric room and switched off the main switch which prevented further short circuits.

The fire brigade arrived in 20 minutes but by the time, the fire had caught all the raw cotton in the warehouse. It also caught the wooden wall of the warehouse which is a common wall of our office. Before the fire brigade personnel could initiate their rescue operations, the fire had engulfed the office furniture.

Rescue:

The fire brigaders were quick enough in extinguishing the fire and controlled it in 15 minutes. After the rescue operation was declared finished by them, they presented a report which specified that the cause of the fire was an electric short circuit in the cable junction.

Damage:

It is found that all the raw material kept in the warehouse has been damaged. The wooden partition wall which was common in the warehouse and the office has burnt entirely. Two sofa sets in the office have also been damaged. Because of the intense heat in the room, the computer lying near the sofa set has also been damaged, fortunately, all the data is safe.

Loss:

The loss because of the fire is as follows: -

- Raw material Rs.2,00,000/-
- Wooden partition wall Rs.15,000/-
- Sofa sets Rs.20,000/-
- Computer(hard ware damage) Rs.10,000/-

Insurance Claimable:

The raw material which arrived from Uttar Pradesh on May 1, 2020, had been insured against fire and theft. We can present the report of the fire brigade to the insurance agent and start the procedure to claim for the raw material. We will get the entire amount from the insurance. The rest of the damage is a loss for the company.

Renovation and Rehabilitation:

We will have to immediately renovate the warehouse or it will affect our production. We must also install fire safety into the warehouse and especially a smoke alarm so that we can curb future hazards. We must also think of shifting our office to the gate which will be far enough from any such accident-prone areas.

I hope that the above report may prove to be useful for the company.

Thank you.

Yours faithfully,



M. P. Kongalakuddi
Production Manager

- iii. **Draft a report on the causes of decline in sales of a company's products and steps to arrest the decline.**

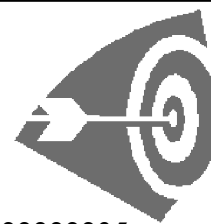
Bull's Eye Home Appliances Limited

123, Modi House,

Malad East

Mumbai- 123456

Telephone Numbers: - 22222234-22222239 Fax: - 22222235



April 25, 2020

The Board of Directors

Bull's Eye Home Appliances Limited

Malad

Mumbai 123456

Dear Sirs,

**Report On Causes Of Decline In Sales Of Our Company In Gujarat
And Steps To Arrest Decline**

In accordance with the decision taken in the meeting of the board of directors on April 1, 2020, the responsibility was assigned to me to investigate the causes of the decline in the sales of our product in Gujarat during the last six months. I visited the branch and observed the workings of the branch, met the salesperson and surveyed the customers, based on which I present my report as under.

I have also suggested the course of action to stop the decline.

Causes for the decline in Sale

❖ **Prices:**

Our product is one of the finest in all the available products in the market but despite the good quality and durability, the common public is attracted to cheap China-made products which are low priced and fancy. There is an approximate difference of 10% to 20% on every product in price.

I recommend the company to review the cost of production and put forward our product in the market at competitive prices. This will attract the common people and then the durability of the product will attract the customers.

❖ **After-Sale Services:**

The customers always look forward to this unique feature. Based on a survey conducted in our office amongst the customers and other people, I conclude that the customers will be satisfied if we give them a warranty on the product and at least one free service.

I recommend the company to prepare a team which can look upon this matter and satisfy the customers' needs.

❖ **Fashions and trends:**

I have found that some of our products have recently become outdated. Trendy and funky things are in and people demand more variety of designs. Our products have limited designs, variations, and colours. Thus, our market becomes limited.

I suggest the company to have a creative team appointed who can work for the new and trendy designs.

❖ **Advertisements:**

Goods coming in from the export market are advertised more by the dealers. Advertisements at regular intervals appear in newspapers and other magazines which make the people aware of the product in the market. Our advertising budget is very limited and we rarely give advertisements in the newspapers. We have lost the sale of the product because of this reason too.

I suggest the company to advertise the products more often and introduce schemes which can attract the customers. A marketing manager must be appointed who can take care of the marketing strategies and launch necessary promotional schemes.

Based on my observations and surveys in the market, I conclude that adhering to certain changes and following my suggestions will help the company arrest the decline in the sale of the product and increase it too.

I hope my report will be helpful for the company.

Thank you,

Yours faithfully,



G.K. Acharya

Sales Manager.

iv. **A report on the advisability of starting a Welfare centre for the benefit of the employee**



The ONLY Superb Mill

123 Shah Industrial Estates
G.I.D.C Phase Four
Ahmedabad 123456

December 27, 2019

The Chairman,
The Board of Directors,
The Only Superb Mill
Ahmedabad 123456

Dear Sir,

Report on the advisability of setting up a welfare centre for our employees at the Ahmedabad Branch

A meeting of the Board of Directors was held on December 1, 2019, to discuss the proposal submitted by the labour union to set up a welfare unit in the Ahmedabad factory branch. The responsibility was assigned to me to report the advisability for the same and I present my report as under.

This is the 50th year of our company. Our company started with small premises and with only 100 employees. It is a pleasure that now our company has very big premises and 786 employees working day and night for the profit and the betterment of the company.

Since the establishment, we have not paid attention in the direction of establishing a Well fare centre and so the employees have presented a charter of demands. Looking at the demands and their need, I believe that it is high time that our company invest in the welfare centre for the employees.

Canteen:

Our employees work in three shifts, day, noon and night. During these hours they have a break of one hour in-between. The workers and the other staff use the roadside canteen right next to our premises. The canteen is very dirty and the employees do not find good food here. They have requested for the canteen in the Welfare unit.

I recommend that the company must provide a small, well-managed canteen. We can give the contract to handle the canteen to organisations like VSNC.

Sports Club:

Our staff quarters accommodate 500 employees in 105 quarters. The employees after the stress of the work need some recreation. At present, the children of the employees play games in a small piece of land in the middle of the quarter. They have proposed that the company must provide with better facilities for entertainment and start a sports club equipped with indoor games and a few outdoor games too. The sports club will be managed by the em-

ployees as they have suggested in their proposal.

Hospital:

Health should be a priority. The employees have to go very far to a doctor at least 11 kilometres away from the quarters and in times of emergency, it becomes very difficult for the elderly people.

They have requested for a small clinic wherein a doctor is available for at least 10 hours a day. A nurse and a compounder will suffice their needs. I too recommend the same. This clinic can be set up on the premises of our factory which is near to the quarters so that any first aid needed during the working hours can also be taken care of.

Credit society:

A credit society unit will overcome the employees' financial problems. From the collection, they can have loans and can furnish their homes with facilities. The credit society of the staff must be handled by the company accounts department.

Employees' co-operative stores:

From the credit society fund, they can also start a small co-operative store which will be managed by the employees only.

Primary school:

Employees' children have to go to school at least 15 kilometres away. They have to commute on foot for a good distance which is tiresome for children. I recommend that a school with good facilities till standard 8th must be set up as a part of the welfare unit and good teachers must be appointed for the same.

Budget:

A detailed statement of the estimated expenses is sent herewith the report.

Finance:

I recommend that our company must bear the establishment expense in view of large profits and for the prestige of the company. The 50% of the recurring expense must be borne by the company and the rest 50% must be taken from the members of the welfare centre. We can deduct 3% to 4% off the staff salary.

I conclude that the establishment of the welfare centre will prove to be motivating for the employees and will increase their efficiency. I hope that my report will be helpful if the company in deciding for its betterment.

Thank you.

Yours faithfully,



J. M. Dutta

HRD Manager

1.2.2. Committee Reports.

- i. Draft a committee report on the Inspection of branches to improve the working of the branches and improve the sales of the company's products.**

Committee report on inspection of branches, to improve their working and sales of the company's products

The committee

1. **Mr. K. D. Gupta**
 - ❖ Chief Marketing executive {**Only Me Home Appliances**}
2. **Mr. K D. Agarwal**
 - ❖ Chief Sales Manager {**Only Me Home Appliances** }
3. **Mr. K D. Sen**
 - ❖ Area Sales Manager(Ahmedabad) {**Only Me Home Appliances** }
4. **Mr. K. D. Chaturvedi**
 - ❖ Human Resources and Development Manager {**Only Me Home Appliances**}

A decision was taken in the meeting of the board of directors and the committee set up for the inspection of branches. It was to improve their working and to considerably increase the sale of the company product. For that, the above-mentioned committee visited and probed the several issues which worked as a hindrance in the development of the sale. The committee report is as under:

Working Hours:

The working hours are 9:00 A.M. to 7:00 P.M. including a lunch break of one hour. We visited the branches at Ahmedabad, Valsad and Bharuch and found that at all these places the staff and the in-charge manager do not follow the prescribed time. Sometimes the branches are opened and closed at the manager's will. These irregularities have created a very bad impression on the customers and they do not prefer to visit our shops. This is one of the reasons which has resulted in the decline of sale at these three branches.

Staff:

What we have observed at all the branches is that the staff employed is totally untrained and does not have the knowledge of corporate marketing. We have noticed that our staff is rude to the customers and do not understand the need of the customer. They try to sell everybody the same thing and the most costly thing. This gives a very bad impression of our shop in the market.

The customers as and when enter the shop find themselves lost in the shop and there is no one to attend them. The customers are not even asked for a glass of water in the shop.

We need to drastically change the staff or train them in marketing and sales techniques through training programmes.

Advertisement:

Our shop in Ahmedabad is located in a prime location and attracts customers' attention, but is not successful because of the staff.

Our branch in Valsad and Bharuch is located in such a situation that the passersby cannot come to know about its existence. The signboards over the shops are old and ruined and do not attract the customers.

On an immediate basis, we need to provide them with good signboards and certain other boards on the roadside so that the people will be aware of the shops and will get attracted.

Marketing:

Other shops dealing with the same product in the market put forward aggressive marketing in the local newspapers and circulate flyers in the newspapers every week.

We must switch over to a new concept of marketing and put forward aggressive marketing strategies along with attractive schemes to attract customers.

Availability of Loan Facilities:

In the entire market, the customers now purchase the goods on a loan basis. We must contact certain banks and give them a small counter in our shop so that they can offer the customers attractive loan facilities.

We, the committee feel that if the above-mentioned changes are immediately executed, we will be able to see a drastic change in the performance of our branches. We must also arrange supervising visits to the branches for good performance and solving the problems if any.

We hope that our report will be useful for the company.

Thank you,

Signed on behalf of the committee



K.D. Gupta
(Chairman)



Adidev Menon
(Secretary)

November 23, 2019

Ahmedabad

WRITING SKILLS AND ETIQUETTES

Check Your Progress

1. The reports are an integral part of an organization.
 - a) True
 - b) False
2. The reports can be vague and non-descriptive.
 - a) True
 - b) False
3. Reports are generally drafted on:
 - a) Company's letterhead
 - b) Personal letterhead
 - c) Coloured pages
 - d) Any page
4. Reports must include:
 - a) No details
 - b) All the details
 - c) All the necessary details
 - d) Some details
5. Reports are a form of _____ communication:
 - a) Downward
 - b) Upward
 - c) Horizontal
 - d) Grapevine

1.3 Let us sum up

Business reports are an integral part of the company and are preserved for a long period. They generally have enclosures like invoices, bills, notices, letters etc. They must be detailed and informative. There must be no need for major clarifications about it.

1.4 Answers For Check Your Progress

1. a) True
2. b) False
3. a) Company's letterhead
4. c) All the necessary details
5. b) Upward

1.5 Glossary

1. Introspection: Self -analysis
2. Feasibility: Possibility
3. Viability: Capability

4. Rehabilitation: Recovery

1.6 Assignment

Draft a committee report on the need to organize a training camp for the freshers and the existing staff of the company to improvise the designing, production, marketing and sale of the products of the company.

1.7 Activities

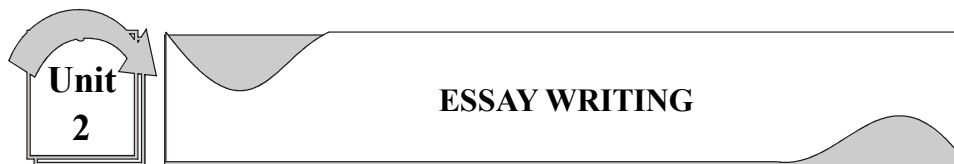
Find out the formats of other types of reports (other than business reports.)

1.8 Case Study

Find out about the various committees assigned in an organization for specific works and their ways of communication.

1.9 Further Reading and References

- Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON
- Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.
- Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON
- Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON
- Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers



: UNIT STRUCTURE :

2.0 Learning Objectives

2.1 Introduction

2.2 Introduction: Essay Writing

2.3 Tips to Write Good Essay

2.4 Forms and Styles of Essays

2.5 How to Write a Good Business Essay

2.6 Sample Essays

2.6.1 Global Business Effort

2.6.2 Competition in Food Industry

2.6.3 Canada and International Unions

2.6.4 Is Money an Effective Motivator at work.

2.6.5 Brazil

2.7 Let Us SumUp

2.8 Answers for Check Your Progress

2.9 Glossary

2.10 Assignment

2.11 Activities

2.12 Case Study

2.13 Further Readings

2.0 Learning Objectives

After learning this unit, you will be able to understand:

- What is essay writing?
 - General tips to write good essay.
 - Different forms and style of essays.
 - How to write a good business essay.
 - Essay Writing And Email Etiquette
 - Few sample essays on relevant topics.
-

2.1 Introduction

An essay is usually a short piece of writing which is quite often written from an author's personal point of view. Essays can consist of a number of elements including literary criticism, political manifestos, learned arguments, observations of daily life, and recollections and reflections of the author. The definition of an essay is vague, overlapping with those of an article and a

short story. Almost all modern essays are written in prose, but works in verse have been dubbed essays (e.g. Alexander Pope’s *An Essay on Criticism* and *An Essay on Man*). While brevity usually defines an essay, voluminous works like John Locke’s *An Essay Concerning Human Understanding* and Thomas Malthus’s *An Essay on the Principle of Population* provide counter examples.

2.2 Introduction: Essay Writing

An essay has been defined in a variety of ways. One definition is a “prose composition with a focused subject of discussion” or a “long, systematic discourse”. It is difficult to define the genre into which essays fall.

Aldous Huxley, a leading essayist, gives guidance on the subject. He notes that “the essay is a literary device for saying almost every thing about almost anything”, and adds that “by tradition, almost by definition, the essay is a short piece”.

Furthermore, Huxley argues that “essays belong to a literary species whose extreme variability can be studied most effectively within a three-poled frame of reference”. These three poles (or worlds in which the essay may exist) are:

The personal and the auto biographical: The essayists that feel most comfortable in this pole “write fragments of reflective auto biography and look at the world through the keyhole of anecdote and description”.

The objective, the factual, and the concrete-particular: The essayists that write from this pole “do not speak directly of themselves, but turn their attention outward to some literary or scientific or political theme. Their art consists on setting forth, passing judgement upon, and drawing general conclusions from the relevant data”.

The abstract-universal: In this pole “we find those essayists who do their work in the world of high abstractions”, who are never personal and who seldom mention the particular facts of experience.

Check your progress 1

1. “The essay is a device for saying almost everything about almost anything”.
 - a. literary
 - b. Social
 - c. Personal
 - d. Political

2.3 Tips to Write Good Essay

A good essay will have a relevant heading, an introduction to the topic, a body for description and a brief summary. After this, make a list of bibliography and all the references from where any information was taken.

Note that a bibliography is not the same as a reference list - a reference list includes only the materials you have directly referred to in your essay. A bibliography can include books you have read but not directly referred to (but that are relevant to what you have studied/written).

WRITING SKILLS AND ETIQUETTES

These tips will help you improve your essay writing!

1. Choosing a title for your essay: Most of the times, you will be given a topic; that will be the title of your essay. If you are given the freedom to choose the essay, make sure that the heading gives the reader an idea of what will follow. For example:

Analyze the Growth of Co-operatives in the Indian Villages in the Past
Sometimes you may want to phrase your title as a question. For example: "How has recession affected India."

If your essay's title is in the form of a question, make sure you answer it and give reasons to support your views.

2. Essay Writing And Email Etiquette

Writing out your essay structure: Making a rough outline before starting will definitely guide you to organize your ideas and make it easy for you to write the essay. It may help to create sub-headings for different sections (which you can take out later if you like).

For example:

How does Article 25 of the CISG compare with English law relating to fundamental breach of contract? Discuss.

Introduction (Points to cover)

- Area of law - international sales - increasingly important because of growth in international trade
- What is the CISG - when does it apply / when does English law apply.
- What is a fundamental breach.
- What will this essay do - compare fundamental breach under CISG to English Law

Body (Points to cover)

- Provisions of CISG relating to fundamental breach - Arts 25, 46, 49, 51, 64, 70, 72, 73 and key cases
- English law on fundamental breach - key cases
- Comparison of CISG and English Law re fundamental breach

Conclusion (Points to cover)

- Main similarities between CISG and English Law dealing with fundamental breach
- Main differences
- Any conclusions or recommendations - which are better.

The structure you draft is just a rough outline and as you write your essay, you may find that you do not follow it exactly, but it will help you stay focused on the question.

3. Essay Writing

Deciding on your conclusion - first: Drafting the essay also includes thinking about your conclusion in advance. If you have made an argu-

ment you can always draw conclusions from if in the end. While putting forth your arguments or ideas, you may also write down someone's counter views. This will help you in showing why you do not support his views.

4. Your essay introduction: The introduction of the essay should give the reader ideas to what it is about. It will also identify any particular issues you intend to deal with in the essay. Try to make the introduction relevant to the body and show why the essay should be read. How is the subject important. The introduction should rouse the curiosity of the reader so that he should want to read more.
5. The body of your essay: The body of your essay is based on the research and analysis you have carried out to be able to write the essay. In other words, your main arguments, findings and information about the title go in the body.

If the title of essay is something like "Discuss this..." or "Analyze this..." you need to make sure you actually do what you are being asked to do. For example, to "discuss", look at the issue from all the angles and then state which argument you support the most and give relevant and strong arguments point of view is. It is a good idea to look up the word in the dictionary (e.g. discuss, analyze, critically analyze, consider, etc).

While writing, try to make your writing relevant to the point being discussed. You should try to say why any material you include is important for answering the question.

6. Writing your conclusion: The conclusion should be a brief summary of all the points discussed in your essay. If an essay question was set for you, you will answer it here. It should not repeat what has been said already - instead it should summarize concisely the main points relating to what you have found.

Above all, remember - you must answer your essay question or make sure you have dealt with all of the issues that your essay title raises.

7. Top essay writing tips
 - Make use of examples that relate to the issue you are dealing with. It will reveal your knowledge and control of the topic under discussion. Use only relevant material - 'prune' out anything that does not directly relate to the question.
 - Try to adhere to the word limit. If you exceed the word limit, go back to the essay and either rephrase at places or cut down some points. State the obvious - you might know what you mean to say, but does your reader? Spell out the points you are trying to make.
 - If you are borrowing from an author, give him due credit in the end. Either put the material in your own words and references it or put it in "inverted commas" and references it.
 - Try to be brief and concise and do not deviate from the main issue.

Excessive writing would only divert the reader's attention.

Does not use long unnecessary words just to impress - they are easy to spot and will have the opposite effect. The reader will think that you are trying to show off.

Check your progress 2

1. A short piece of writing on a particular subject.
 - a. Essay
 - b. Thesis
 - c. Report
 - d. None of the above
2. While writing an essay what must you decide in advance?
 - a. The body
 - b. The introduction
 - c. The conclusion
 - d. The title

2.4 Forms and styles of Essays

These forms and styles are used by a range of authors, including university students' and professional essayists.

Descriptive

Descriptive writing is characterized by sensory details, which appeal to the physical senses and details that appeal to a reader's emotional, physical or intellectual sensibilities. Determining the purpose, considering the audience, creating a dominant impression, using descriptive language and organizing the description are the rhetorical choices to be considered when using a description. A description is usually arranged spatially but can also be chronological or emphatic. The focus of a description is the scene. Description uses tools such as denotative language, connotative language, figurative language, metaphor and simile to arrive at a dominant impression. One university essay guide states that "descriptive writing says what happened or what another author has discussed; it provides an account of the topic".

Narrative

A narrative uses tools such as flash backs, flash-forwards and transitions that often build to a climax. The focus of a narrative is the plot. When creating a narrative, authors must determine their purpose, consider their audience, establish their point of view, use dialogue and organize the narrative. A narrative is usually arranged chronologically.

Exemplification

An exemplification essay is characterized by a generalization and relevant, representative and believable examples including anecdotes. Writers need to consider their subject, determine their purpose, consider their audience, and decide on specific examples and arrange all the parts together when writing an exemplification essay.

Compare and contrast

Compare and contrast essays are characterized by a basis for comparison, points of comparison and analogies. It is grouped by object (chunking) or by point (sequential). Comparison highlights the similarities between two or more similar objects while contrasting highlights the differences between two or more objects. When writing a compare/contrast essay, writers need to determine their purpose, consider their audience, consider the basis and points of comparison, consider their thesis statement, arrange and develop the comparison and reach a conclusion. Compare and contrast is arranged emphatically.

Cause and effect

The defining features of a “cause and effect” essay are causal chains, careful language and chronological or emphatic order. A writer using this rhetorical method must consider the subject, determine the purpose, consider the audience, think critically about different causes or consequences, consider a thesis statement, arrange the parts, consider the language and decide on a conclusion.

Classification and division

Classification is the categorization of objects into a larger whole while division is the breaking of a larger whole into smaller parts.

Definition

Definition essays explain a term’s meaning. Some are written about concrete terms, such as trees, oceans and dogs, while others talk about more abstract and hard-to-define terms, such as liberty, happiness and virtue.

Dialectic

In the dialectic form of essay, which is commonly used in Philosophy, the writer makes a thesis and argument, then objects to their own argument (with a counter argument), but then counters the counter argument with a final and novel argument. This form benefits from being more open-minded while countering a possible flaw that some may present.

History (a.k.a. Thesis)

A history essay (sometimes referred to as a thesis essay) will describe an argument or claim about one or more historical events and will support that claim with evidence, arguments and references. The text makes it clear to the reader why the argument or claim is as such.

Other logical structures

The logical progression and organizational structure of an essay can take many forms. Understanding how the movement of thought is managed through an essay has a profound impact on its overall cogency and ability to impress. A number of alternative logical structures for essays have been visualized as diagrams, making them easy to implement or adapt in the construction of an argument.

Magazine or Newspaper

Essays often appear in magazines, especially magazines with a more intellectual bent, such as *The Atlantic* and *Harpers*. Magazine and newspaper essays use many of the same types of essays as those described above in the section on academic essays (e.g., descriptive essays, narrative essays, etc.). Some newspapers also print essays, often in the “Op-Ed” (Opinion and Editorial) section of the paper.

Employment

Employment essays detailing your experience in a certain occupational field are required when applying for some jobs, especially government jobs.

Check your progress 3

1. History Essay is known as
 - a. Thesis Essay.
 - b. Descriptive Essay.
 - c. Logical Essay.
 - d. None of the above.
2. Essays detailing your experience in certain occupation field is known as
 - a. Employment Essay.
 - b. Descriptive Essay.
 - c. Logical Essay.
 - d. None of the above.

2.5 How to Write a Good Business Essay

A good business essay requires a lot of planning and research. In order to get material for the essay, try to search from a good database like EBSCO or Pro Quest where a good amount of information is easily available. Try also to get some information from a company’s website. All this will give you good information about the happenings of the business world. Apart from this, a business essay will appear impressive, when the writer is able to practically apply his theoretical knowledge. For instance, writing your business essay for week one in a human resource course may simply introduce Andragogy concepts. Start with researching a term- Andragogy, which is basically the term for education of adults. When writing your business essay, your report could use a current article regarding how training courses have successfully improved employee retention rates and increased job satisfaction.

Thus you see the how important it is to reveal in your essay that you have understood whatever has been taught to you in the classroom and you can use those concepts. Grab a great article or two apply the information, in your own words, to the concept, you are working with and there you have written a great business essay that will demonstrate your successful understanding of the course concepts. Another important factor that helps in writing a good business essay is your knowledge - not just the bookish knowledge; you need to be well read and also well informed. This does not happen in one day, you

need to develop an interest in reading. This will help you in forming your own ideas. The result will be a good business essay.

Check your progress 4

1. A good business essay requires a lot of planning and research:
 - a. True.
 - b. False
2. Andragogy is the other name for:
 - a. Government education
 - b. Primary Education
 - c. Secondary Education
 - d. Adult Education

2.6 Sample Essays

Note: In some samples, headings are given only as guidelines to structure. In an actual essay, headings and numbers should never be used.)

2.6.1 Global Business Effort

“Think globally, act locally.”

It is very important to know all the details of the development of the contemporary business to start anything new. The business strategy has to be very well organized in order to take advantage of new and growing markets. Entrepreneurs are interested in this part most of all, because new markets give the opportunity to become a pioneer in some industry.

Nowadays, every single small company has the possibility to take part in global-business operations by means of the Internet. The main trick is not even to start operating in global-business, but to gain the maximum possible benefit from these international business operations. Globalization efforts are strongly influenced by technology and this has to be on count, too. One of the main suggestions for an entrepreneur interested in launching a global business effort would be in the first place a deep analysis and understanding of the algorithm of the market’s functioning. I.T. management is also of a great importance and widely used by various companies in order to control spending and take advantage of volume purchases, share best practices among dispersed locations, and keep tabs on IT assets and regulatory compliance. Most of the global-business operations of companies are focused on business-to-business customers’ rather than ordinary consumers’ and that also give certain opportunities. Though this is a choice that the head of the company makes from the very beginning. Another way to take maximum benefits from the global-business operations is using technologies. Internet websites are not the only technological way to achieve, many entrepreneurs forget about currency-conversion software, online customs- forms processing, language-translation software, and tariff-calculation/global shipping-cost calculation software and many more.

When we speak of the costs of “regulations”, in reality, we are speaking of

about costs of legislation as well as regulation, for it is usually impossible, and often not productive, to try to allocate costs between the authorizing statute and its implementing or interpreting regulations. It may result in four main forms: high costs and high benefits, high costs and low benefits, low costs and high benefits, low costs and low benefits. An entrepreneur interested in launching a global business effort has to think over various aspects in dealing with international market. All of the studies of the costs of regulation made today are measuring the expenditures of firms required by regulation, whereas the cost to society of regulation should be measured by the change in consumer and producer surplus associated with the regulation and with any price and/or income changes that may result. An entrepreneur has to achieve his global ideal through local steps. With the help of new technologies, the study of markets and correct business strategy any entrepreneur can become successful in launching a global business effort."A little step is the beginning of a longway".

2.6.2 Competition in Food Industry

1. Introduction

Food is an integral part of the human's life. Men cannot live without consuming nutrients. From the very beginning of the existence of humanity food has been like petrol for human and animal beings. Food is what gives strength and continues life. People have always "benefited" from food and will continue consuming it till their last breath. The contemporary business world revealed that demand always results in the corresponding supply. The demand on food caused the growth of variety of the food products and the growth of the number of companies professionally providing food products for people. It is common knowledge that quantity does not always imply quality. The industry is very lucrative, because people will buy food even during a hard financial crisis, a lot of companies have introduced eatables of a very low quality but in great amounts and at a cheap price. These products are often not so useful to eat. It can be even said the general foodstuffs quality has significantly decreased in the recent years, along with the growth of product quality in a number of major food-producing companies. People nowadays are not so ready to pay much money in order to get excellent-quality food that will not damage their health status. It is natural that those companies that are interested in being on market for many years and have constant consumers have to offer the best quality of products. Basically, as the demand on food is always high the food industry has become a "battle-field" for many companies causing a great competition.

2. The major concern of food industry

As it has been mentioned before, on the key issues of the competition in the food industry is the quality of products. The quality of food-products is achieved through the well-coordinated process of cooperation of food retailers, manufacturers, suppliers of ingredients and food makers (Partos, 2005). If any of these links perform a disorganized and unqualified activity it always results in a damaged product and a damaged product is always a guarantor of

health problems of the consumer. The price challenge is a vital issue in food industry nowadays because low-quality products sometimes have a high costs, affirming the fact that this is all about profit even by the price of negatively affecting the people's stomachs. This has cause lot of problems in the sphere of the relations established between the retailers and the suppliers. The difference of prices makes the suppliers look for new retailers and rather often it influences the quality of the food stuffs, too. Competition in the food industry grows tremendously and this is primarily due to the fact that the pressure within the industry is growing. The customer nowadays has become more demanding and in case of not fulfilling his requirements to the product it will not be claimed and bought by the customer, causing the company a significant profit decrease. Of course there is such a phenomenon as "minute-companies." Such companies do not last long but are interested in selling one specific type of food product in a rather limited quantity. Such companies are not to be investigated as serious industry competitors but nevertheless sometimes they manage to catch the attention of the customer from his usual product. He may "betray" his favorite brand only once, but if to recall the population of the country the true situation in the industry becomes clear. Contemporary competition is characterized by the fact that companies tend to look for chemical firms that produce only top-quality ingredients for the products in order to build new markets. Having a qualified chemical firm as the supplier of ingredients means that the company is able to face the competition and pressure of not only domestic, but also international customers. The aim of the competing companies is to create a high quality product at the lowest possible price or in other world to find the "golden middle." The price is an integral factor in the process of the customer making the choice – he needs to save money to feed the family or to pay a credit but needs to properly feed his family. Well, this dilemma has found its solution in the activity of such companies as Campina that realizes that the majority of customers are motivated to shop at discount stores (Partos, 2005). The real situation is that in the time of general financial instability people do care about the safety of their food, but have no financial opportunities to purchase the healthy products.

3. Does healthy food competition exist?

A traditional nutrition label nowadays has become a guarantee of sufficient demand on it. Customers get used to certain companies that satisfy their basic needs and offer an appropriate price for their foodstuffs. Such "traditional" brands that have proved their "faithfulness" to the customer over the years may be viewed as companies that are sort of out the general competition. If a man has purchased Mrs. Butterworth for his kid's morning pancakes for the last 10 years, is a new different syrup able to cause him change his habit. This is the issue of the traditional nutrition labels and their quiet competition that is so hard to win. Nevertheless, this does not by any means imply that the stores should have only these traditional labels on the shelves. In order for a healthy food industry competition to exist a fewer food choice is not a productive option. Such situation will simply mean a lost of many

potentially qualified brands, which eventually hurt the customer more than anybody else.

The big issue of the regulation dealing with standardized nutrition labels has resulted in an artificial decrease of the food brands. Though the policies are created to promote healthy food market competition, such a decrease makes the market weaker and “kills” the growing future food giants. The existing market legislature policies do limit its possibilities. According to Moorman before creating policies legislators must: “Think about the differential effects across firms and attempt to write policy that levels the playing field,” (Moorman, 2005). The fight for customers’ has become intense lately. The ideas for new products are kept in strict secrets that are never to be reveals to a competitor. The giant food companies try to affirm themselves through sinking small companies, which sometimes offer a substitution product of the same quality. The companies have to take decisive moves all the time in order to stay on the water surface.

The market of food products though supposed to be wide in reality is experiencing competition troubles. According to this the term market had obtained several meanings in term of the recent development of the food industry. The term got one additional branch and that is – fast food industry. So, the fast food market consists of various sellers such as Burger King, McDonald’s and Kentucky Fried Chicken and all the customers choosing this type of food. The major fast food restaurants are mentioned here mistakenly. This problem is a vital one due to the fact that people, being very busy have very little time to cook and prefer buying half-finished food products in stores. So the totality of all the real and potential customers is directed to semi-finished food stuffs. The competition in the sphere of half-finished food products is very strong and is growing with the growth of competition between the fast food restaurants. For instance Wendy’s International, Inc. has announced a decrease of profit due to the sharpening competition in the fast food and therefore in the food industry.

4. Conclusion

Competition in the food industry is harsh indeed. But nevertheless there are certain things to be done in order companies to protect themselves from unfair competitors. This protection is being completely honest with the customer by performing food and nutrition studies of their products. Selling a food product is not just putting it in a bright wrap and waiting until a sleepy customer chooses it from the rest. It is about a lot of actions such as: hiring health and nutrition professionals, having strong public relations specialists. There is no secret in the fact that the competition within the food industry is characterized by discrediting nutritional recommendations given by the health specialists. Well, this is one of the key issues then will work in earning the customers respect and trust. The food industry requires scientific honesty.

Many products are usually not the althy for the consumers and the quality of the product suffers in the struggle to get more sales and therefore lowering the price of the product. Having several constant food industry leaders is not

good either, as they start controlling the situation on the market completely. The customers simply seek for a good product at a low affordable price and the companies play on that providing unhealthy product. The status of competition in the food industry is very polysemantic but is characterized by harsh methods and discrimination of small food companies. Such competition is not just a fight for customers – it is a war!

2.6.3 Canada and International Unions

The contemporary world requires a quite strong cooperation of different countries through lots of kinds of society's and associations. Being a member of these associations gives a lot of advantages either to powerful countries or to the developing countries. Nevertheless it is obvious that being in an international association gives the country the sense of protection and support. Canada has not been an exception and is a member of many international unions.

Nowadays being a member of an international union is an accustomed reality for Canadians but many years before it was the only way to convince the government of Canada to improve their working and living conditions and restrict the laws in definite fields, for example in the field of child labour. The number of international unions registered in Canada is very large. We are to analyze why Canada takes such an active part in them and primarily what do they give to the country. "International union" is a word-combination that is heard very often in our world today. The word "international" means that these societies have an all over the world geographic scope. "Union" means that in spite of the geographical distance people unite to achieve one common goal. The members of these unions are numerous and the unions themselves have a very broad subtlety range. To make a deep dig into this matter it is very important to understand when and for what reasons international unions started their spreading over Canada. It is important to point out that the base of Canada's membership in international unions started in the XIX century when Canada first started being connected with different unions somehow connected with industry and labour.

Canadian workers founded the first unions and their goals were to make strong economical and labour connections between different areas, to share the information obtained and experience gained, to share the earnings, to support each other during crisis, and one of the main goals was to make the working conditions of the industry workers decent and protect the rights of the workers. This was the primary base and the results this union had were very impressive for it changed a lot in the lives of the Canadians. Nevertheless, every union tries to obtain the country in which it is interested in the aspect of the union's field. As for industry, by the beginning of the XX century all the movements that were created by Canadian workers were in the dictation of various international unions. As every aspect has the reverse side, in spite of having a lot of advantages, being the member of international unions has given some disadvantages for Canada, too. Besides the local international union leader there is a chief international union leader that is over him.

Throughout the history of Canada's membership in international unions it can be seen that sometimes Canada was simply exploited by them, without taking into account the interests of the country itself. The list of international unions Canada has been a member of is sufficiently large: trade unions, emigrational unions, communication and paper work unions, services unions and many others. People that joined international unions are generally of different professions: businessmen, engineers, conductors, carpenters and many other representatives of diverse professions. All these people through being members of international unions got higher wages and improved their standards of living. The way of international unions is often the way of success and as people want to become successful in their jobs and lives they become members of the international unions through entering their local offices. This step has changed definite aspects of the process of formation of Canada as a strong state. It did make a difference for life in Canada. According to the annual UNO statistics Canada occupies the first place in world in the list of countries to live in on the basis of the most important criterions, such as: general level of living, ecology, culture, education and the level to criminality. A considerable percentage of this success is the success of the functioning of international unions that fight for the rights of their members. The popularity of international unions among the 31 million population of Canada is conditioned by the productive results they observed for many years. Canada itself is very attractive for international unions because it presents a country with a constantly improving economy with reduction of the number of unemployed people, the reinforcement of the sphere of services that is about 75% percent of the able-bodied population of Canada. Being a member of an international union in our modern world is a very smart decision, because it helps to reveal country's potential to the full. It concerns not only the social aspects (labor) but also the natural recourses of the country. The experience of other countries has helped Canada a lot in successful management of its resources. Such unions as: the International Gas Union, the International Geographical Union, the International Astronomical Union, the International Union of Mine, the International Union of Geodesy and Geophysics and many more have made a big contribution in Canada's development.

At the same moment Canada has also given some unique possibilities for them. Canada has had a high proportion of national union for the reason of its smart development-strategy. The country tries to get the best it can from the union, to get new technologies, new ideas and to improve the management. This kind of politics has had a very positive influence on the country, for it is considered to be one of the most attractive places to live in the present days. International unions also bring foreign capital into the country, which is a very important factor influencing the economy of the country. It may be said that the changes that Canada went through the eighties, its membership in international unions produced: new technologies, new areas of production, new improved working places, new technical and management personnel.

International unions provide stability and support to the countries they consist of. The membership in international unions appears to be a guarantee of

the worldwide protection of the members and a deal that bring a lot of benefits to Canada. Such as: international experience in definite fields, co-operational projects that have a stronger impact on the country's society than the local ones. It is well known that when countries unite they become stronger; it does not matter whether it is a trade union or a geographical union. The only thing that matters is that they "win" from this union. International unions by means of the know-how of other countries have helped to fasten the development of Canada, and now Canada can share its own knowledge in various fields with other countries, too. The membership in international unions is a reasonable action from the side of a rather developed country, which Canada has proved to be. Canada is an example of adequate usage of the obtained information with the maximum profit for the country. It is much easier for Canada to overcome any crisis having support in so many fields. Canada has had a high proportion of International Unions and one of the primary reasons for it is that it brings a positive impact to the country's development.

2.6.4 Is Money an Effective Motivator at Work?

Does "If you pay peanuts, you get monkeys" principle still work?

1. Introduction

The word "motivation" in this essay will be used in order to indicate the interests, desires and internal readiness of a worker to apply certain efforts, take necessary steps to satisfy the career needs that are significant for him.

If there had been an opportunity to ask the company leaders, owners of different companies, HR-managers or specialists what kind of employees they want to have in their companies, the answer would have been unambiguous. All of them would be unanimous about such qualities as the ability to think and act independently, the ability to show personal initiative, take reasonable risks and ability to take responsibility for actions, professionalism, be picky to the quality of personal work and many other qualities. The question how motivated an employee should be to correspond to this list of qualities-demands and is money an effective motivator at work to make each of them to become an "outstanding" employee.

How does a company find itself in a situation when a worker that has been chosen exactly by the company authority's starts being lazy and his work turns into a "satisfactory" one. Any malfunctions during the process of employee-selection? Could be. But what about the skill that the majority of the company leaders are proud of – the skill to choose only those with an "eyes blazing"? It goes without saying that money is an "engine" of everything but sometimes it may not be enough to keep this "blaze" in the eyes of an employee.

2. Money and motivation

Managers apply a lot of effort to make the working places of their companies look attractive for professional and skillful employees. It is not enough just to pay the salary now. Money nowadays is not a factor that can make the

employee work at his full both at work and even continue working at home. It is simple as that – if a person works in a company only because of money, or in other words is money-motivated, he can be easily “purchased” by a rival. No existing company is interested in letting a valuable employee to work for another company, because it can inflict a considerable damage to the companies. So this is the primary reason why employers should understand that a only money- motivated employee is a potential “vermin” of the company.

Money by itself is obviously not a sufficient motivator at work. An employee working for money only will leave work at the very minute of its end and never do anything above his “duty regulations.” He will never work with the company but always for it. And therefore will not see the difference between working for this or that company because it will be only the matter of the salary- issue. This is the point when the authorities of any company think with tension about the motivation of their personnel. As the matter of fact the majority of contemporary employees search other benefits from work, except their wages.

a. Motivation of the personnel

It is possible to identify four main motivational-factors. In the first place it is the “compensational plan” which is the collection of material goods, which are given by the company to the employee. The word compensation is the most appropriate because in exchange for these material goods, the employer expects honest labour, time and many other things from the worker. The mentioned above “material goods” provided by the employer includes salaries, bonuses, extra-pays and other financial encouragements. So as it may be understood from the very beginning – money is only one the four major motivational factors and therefore has a $\frac{1}{4}$ impact on the motivation of the employee.

The next factor that keeps the personnel motivated is the condition of their labour. To make a long story short, it goes about making the working place comfortable for the worker and making the atmosphere well disposed. The third factor influencing motivation is the possibility to achieve self- actualization, to go in for a favorite occupation, the possibility to grow personally and professionally. These possibilities ordinarily result from the investments that the company makes into its personnel, or in other words the material and other embeddings into the development of the competency and loyalty of the employees. And the fourth factor is the literal behavior of the company’s management of all levels, promoting professional inspiration, conscious and productive work of the personnel.

All these factors are guarantors of the protections of the company’s interests, represented through the employees of the company. So the main question remains the same – how much an employee should be paid in order to make him reveal his whole professional potential. In order to analyze the capability of money as a motivator at work it is very important to understand the existing general system of payments or in other words the existing way of the “compensation plan.”

b. Money, stimuli and employers

The longing for finding a compromise between the interest of the company and the interests of the employees should imply the principle of simplicity and transparency. This means, that the personnel of the company has to have a clear “picture” of the system of payment of the company, in other words to know what actions and result should be financially encouraged and what – not. So, basically saying – money can be a good motivator if this system is clearly set and understandable to the employee. If the model of payment is too complicated, in this case it confuses both the employer and the employee, and becomes the reason of misunderstandings between them. Complicated schemes do not stimulate, but truly confuse the personnel. Each employee should feel that he is very important for the company, even if his work belong to the undermost category. These are the conditions that do make money a good motivator, but it is important to remember that it is not the only necessary motivator that will bring results at work.

If the leaders of the company fail to combine all the listed above factors, they turn to the easiest and quickest, but the most unproductive way of motivation – money motivation. It may be in some way compared to negative reinforcement – brings results immediately, but in the long run causes a lot of trouble. According to Jim Clemmer, only weak leaders use money as a motivator. Basically saying is an employer does not want to invest into the employees in the long run and is interested in the instant, short-live result – than he may be called a weak leader focused on money as a motivator.

When it comes to the motivation of the employees it is very important to understand the difference between a stimulus and a motive. Everything is rather easy. A stimulus – is an external impetus to any activity and a motive – is an internal one. So for instance, the salary – is a stimulus, but the desire to achieve a certain level of professionalism is a motive.

The level of motivation strongly depends on the managers of the company. The level of motivation for every company is the statistical feature, defining in what degree the given motive is capable of influencing the respondent’s choice either to do or not to do the given work. “...But the big problem is that managers have consistently listed money as the number one factor that they think motivates people. So they keep fiddling with pay, bonus, and financial incentives in a futile attempt to find the elusive combination that will motivate people to higher performance” – the words of the Clemmer’s article completely reveal the true situation concerning to question “money as a motivator”.

c. The true “picture”

Maslow’s hierarchy of needs has already become legendary. The Journal of Extension has applied this hierarchy to the sphere of employment. According to Maslow’s theory and the possible critical analysis what can be made on its basis of the problem of money as a motivator leads to the understanding that a worker will never reveal his full potential only because of the monetary motivation.

There is a time in the life of every employee when motivation through money plays an extremely important part in his or her lives. The maximum level of the money-motivation is the age of 24-27 years and at the very end of the professional career or in other words the pre-retirement time. This happens due to the fact that in the beginning of the career a person strives to become independent financially. And during the pre-retirement age a person wants to provide a financially independent retirement. The most vital part of the information given above is that these two ages are the most sensitive periods, when money can be a sufficient motivator. So money as a motivator is productive only for a short period of time and the money-motive cannot move the person onward constantly. It should be never forgotten, that though money are vital in the contemporary world they are not the only thing that matters to people, especially when it comes to their career and such things as recognition are much valuable for each given employee in particular.

3. Conclusion

Money is definitely now a good and certainly not the only motivator that should be used at work. A number of misunderstandings occur when it is considered as the only motivator, because the individual peculiarities of each employee are not taken into account. In order to take into account the individual peculiarities of the personnel, add flexibility and control ability to the system of money-based motivation it is necessary to constantly provide additions to the salaries, but these additions should be clear and for certain reasons that the employee need to know. So the most important is that the system of motivation needs to be absolutely transparent and understandable for the employees and it has to react at the changes in the external and the internal situation of the company.

Sometimes the authorities of the company need to think first before paying an employee because maybe it is the time for a "thank you for your outstanding work" letter. Money is not an effective motivator, because it cannot make the employee work at his full. There are different types of employees. Some of them need power, some need authority, others prefer money, and another type will choose stability and many other preferences. And what is really important to remember that no money will change these needs and money by itself is not sufficient to make the person successful in his career.

2.6.5 Brazil

1. Introduction

Brazil is one of the largest countries on Latin America. The only countries that are bigger than Brazil are Russia, USA and Canada. Brazil possesses more than 30 kinds of mineral resources. Its population is more than 160 million people, which makes 2.6% of the planet's population. Brazil concentrated 2/3 of the whole industrial potential of South America and more than a half of its scientific potential (1). According to many socio-economic characteristics Brazil is identified as a developing country, never the less it occupies a special place in the list of these countries. Having a huge potential and a sufficiently high level of economic development, Brazil has found a place in

the list of the new industrial countries.

2. Geography

Brazil is the country with the largest area in South America and the fifth in the world. The country is situated in the east north of South America bordering with Suriname, Guyana, Venezuela, Colombia, Peru, Bolivia, Paraguay, Argentina and Uruguay [1]. Brazil, can without a doubt be called the economically strongest country in South America especially due to the storages of natural resources. Brazil has agricultural soils and also has rain forests with extremely high humidity. The rainforests are situated on in the low-lying rainforests of the Amazon. The Amazon is situated in the north of the country and the fertile hills in the south. The north of the country is almost not inhabited and the majority of population concentrates in the south (2.51). Guiana's highlands are the highest mountain range in Brazil and is the homeplace of the Pice da Neblina. The Amazon, obviously is the longest river in Brazil and the second largest river on the planet. Among other important rivers it is possible to mention the Parana, Iguacu, Negro, Sao Francisco, Xingu and the Madeira river.

As the Amazon occupies a vast territory of Brazil it therefore does not have a significant variation of seasonal temperature. Only the north of the country sometimes experiences frost and snow.

3. Political culture

Brazil is a federation that consists of twenty-six states and one federal district. The biggest majority of Brazil's population belongs to the Christian religion and almost all of them are Catholics. This is something Brazil inherited being Portugal's colony.

Historically, the country was a colony claimed by people from Portugal and this made Portuguese the official language. The Portuguese reached Brazil in 1500 and until that moment it was inhabited by semi-nomadic people. The Portuguese converted Brazil into a country of slaves until 1800, when Maria I of Portugal came to live to Brazil. The Queen did not stay long in Brazil, but during the 20 years of royal presence a lot of changes occurred: commercial ports to United Kingdom were opened; Brazil stopped being isolated from other countries (4.24). So at the moment of getting the independence on the 7th of September, 1822, Brazil already had the potential to develop. The Brazilian Empire abolished slavery in 1888 in the face of Princess Isabel. A lot of European people started coming to Brazil and the industry of the country started working. The 19th and the 20th century, as it has been said above immigrated to Brazil and basically 5 million European and Japanese immigrants became the dwellers of Brazil. The beginning of the 20th century was especially marked by the immigration of a lot of Asian people: Japanese, Korean, Chinese and Taiwanese immigrants (4.67). As a matter of fact Japanese people do not immigrate a lot, and the fact that the Brazilian-Japanese people are the largest Japanese minority in the world does astonish greatly.

The majority of the cultural inherits of Brazil are actually Portuguese, due to the fact that Brazil was Portugal's colony for a very long time. The southern

states mainly consist of European population and the north and the northeast consist of a mixed population including Africans, Amerindians and Europeans. Most of this population is Roman Catholic. No other country in the world has the same amount of Catholics. The modern tendency of Brazil is the growing number of people calling they Protestants. Around 7.4% of the population is atheists. Some Brazilians, especially in the northern states were mixed Africans live prefer following the traditional African religions. Only 1.8% of the population chose Buddhism, Islam or Judaism.

Though Brazil always tried to maintain democracy it was collapsed several times by the dictatorship of Getulo Vargas. This fact could not affect the political situation in the country.

4. Society, political parties and government

Though Brazil is a country with many natural resources and a strong economy, still 22 million people experience extreme poverty in this country.

The democratic orientation of Brazil, broken by Getulo Vargas was not truly democratic, as it the political system was not in reality what it was considered to be and that is the reason the military decided to find the solution to the situation with their own hands. In 1985 Brazil was claimed to be a presidential democracy and now is a federative republic, though in 1993 there was an attempt to change it either to parliamentary system or to constitutional monarchy. The earnings of these people hardly cover their very basic surviving needs. This problem has always been and still remains Brazils' main problem. It happened primarily due to the fact that there is a little number of middle class representatives. Having a middle class in some Brazils regions is almost impossible due to the climate and other factors(2.12).

The president of Brazil is basically the head of the state and the head of the government. Brazil is a federal presidential representative democratic republic with a multi-party system, which everywhere in the world is interpreted as a guarantee of the achievement of the political freedom. Locally Brazil has three political formations close to the population: the Union, the States and the municipalities, which divide the political power. The President, the head of the government is elected every four years and can be altogether elected for two terms. The Union possessed executive power, which is in its turn executed by the government and its head. The bicameral National Congress executes the Legislative power. The system also has the Chamber of the Deputies and the Federal Senate that makes its similar to the U.S. government model. The process of making laws has several terms that have to be followed in order to make is completely legally right.

5. Current issues

Though Brazil has a strong potential its economy is experiencing problems and the country needs a lot of changes. One of the most important problems is the problem concerning the infrastructure of Brazil and the uneven wealth distribution. Brazil has a big debt to cover and for the present moment its size is a record for the country and the situation is not stabilizing. The major part of the national income is represented by taxes, which are constantly raising become the country needs means to survive (3.46). The only solutions are

investments, but the problem is that they are made only in a certain social groups and the poor people only become poorer. Though some specialists have positive expectations in terms of Brazils economic growth if it is compared to the economic growth of such countries like India it stops being so positive.

6. Conclusion

Brazil is definitely a country with a great potential, but it still requires a lot of changes in order to reveal it and catching up with the economically strongest countries in the world. Being the biggest country in South America Brazil and having economical connections with important countries Brazil will definitely eventually convert into a developed country.

Check your progress 5

1. A stimulus is
 - a. External
 - b. Internal
2. An essay is usually a
 - a. short piece of writing
 - b. rhyme
 - c. poem
 - d. long piece of writing

2.7 Let Us Sum Up

In this unit we have learnt that an essay is a short piece of writing which is quite often written from an author's personal point of view. It consists of number of elements like literary criticism, political manifestos and learned arguments, observations of daily life, recollections and reflections.

It is found that there are certain tips which have to follow while writing a goodessay that includes selecting title for anessay, writing essay structure, deciding on initial thought, essay introduction, body of an essay, drafting the conclusion.

It is seen that essay writing can be of different forms and styles which are used by authors, students and professional that can be Descriptive, Narrative, Exemplification, Compared, Contrast,Causeand effect, Classified and divide, Meaningful, Dialectic along with certain logical structures.

2.8 Answers for Check Your Progress

Check your progress 1

Answers: (1-a)

Check your progress 2

Answers: (1-b), (2-c)

Check your progress 3

Answers: (1-a),(2-a)

Check your progress 4

Answers: (1-a),(2-d)

Check your progress 5

Answers: (1-a),(2-a)

2.9 Glossary

1. **Essay** - It is a short piece of writing on particular topic which is done by author or writer using personal view.
2. **Essay Writing** - It is an act of putting words on paper or on screen describing personal feelings or opinion about a topic.

2.10 Assignment

Write Essays on the following Topics:

- Marketing strategies.
- Business in times of global recession.
- How to survive in the world of financial uncertainties.
- Who are the real businessmen.
- How much does it cost to put up a small business.
- Fund and asset allocation strategies.
- Why businesses go bankrupt.
- How to manage people in the business sector.

2.11 Activities

What are the tips to write a good essay?

2.12 Case Study

What is essay writing? What are various forms and styles of essay?

2.13 Further Readings

1. Business Communication, Raman S. & Swami R., Professional Publishers, Madras.
2. Business Correspondence & Report Writing, R C Sharma & Krishna Mohan, Tata McGraw Hill.
3. English Grammar & Composition & Correspondence, Pink & Thomas, Berks.
4. Effective Business Communications, Murphy & Peck, McGraw Hill, Delhi.
5. Writing with a purpose, Tikoo, Champa & Sasikumar, Jay, Oxford Uni. Press, Delhi.



E-MAIL WRITTING AND E-MAIL ETIQUETTES

UNIT STRUCTURE :

- 3.0 Learning Objectives**
- 3.1 Introduction**
- 3.2 Meaning of Email**
- 3.3 Concept of Email**
- 3.4 Use of Email in Business Communication**
- 3.5 Email Etiquette**
- 3.6 Tips to Write Professional Mails**
- 3.7 Business and Workplace Email Etiquette**
- 3.8 E-mail Mistakes**
- 3.9 Let Us Sum Up**
- 3.10 Answers for Check Your Progress**
- 3.11 Glossary**
- 3.12 Assignment**
- 3.13 Activities**
- 3.14 Case Study**
- 3.15 Further Readings**

3.0 Learning Objectives

After learning this unit, you will be able to understand:

- The Meaning of Email
- Use of Email
- Why Email Etiquette should be Followed
- Precise Email Etiquette

3.1 Introduction

In today's biz world, emails play a dominant role in communication. One cannot imagine life without Internet/e-mails in today's times. Though emails are such an integral part of our day-to-day business, we wonder at times what protocol should be followed while writing business emails. Proper email communication has become necessary for every business. A company has to deal with every email message in a professional manner, no matter what the subject matter or tone of the email is. Emails have become an integral part of company in customer service, sales, and business development etc. that proper email etiquette can provide one's company with an important competitive edge. Thus, e-mail etiquette plays an important role in business communication.

3.2 Meaning of Email

Electronic mail, commonly called email or e-mail, is a method of exchanging digital messages across the Internet or other computer networks. Originally, email was transmitted directly from one user to another computer. This required both computers to be online at the same time, like the instant messenger. However, today's email systems are based on a store-and-forward model. Email servers accept, forward, deliver and store messages. Users no longer need be online simultaneously and need only connect briefly, typically to an email server, for as long as it takes to send or receive messages.

An email message consists of two components, the message header and the message body, which is the email's content. The message header contains control information, including, minimally, the sender's email address and one or more recipient addresses. Usually additional information is added, such as a subject line.



Fig 2.1 Electronic Mail

Check your progress 1

1. Electronic mail commonly called
 - a. email.
 - b. emessaging.
 - c. emessenger.
 - d. None of theabove.

3.3 Concept of Email

Emails are a business staple. They enable you to focus on a target audience and get in touch with a number of individuals having mutual interest at the same time. The concept of electronic mail or email has fast picked up due to easier access between the buyer and seller, and has further brought efficiency in the inter-organisation and intra-organisation framework. Emails have now become the fastest and most widely used form of business correspondence as the world is slowly becoming a global image.

Check your progress 2

1. An email message consists of two components, the message_____and the message_____.
 - a. Header and Body.
 - b. Footer and Content.
 - c. Header and Footer.
 - d. Footer and Body.

3.3 Use of Email in Business Communication

With the growing popularity of the Internet, more and more people are communicating via email. This fast and efficient method of communication is perhaps the most preferred method of online communication at present with thousands upon thousands of emails being sent each day. The many uses of email are what make it so appealing and so versatile. Whether a person is sending a greeting to a grandparent or sending files to a co-worker, one can easily employ email for all purposes.

Following are some of the key advantages of communication through emails:

- **Managing email is easy:** You can manage all your correspondence on screen and so can your customers. Your proposal can be sent, answered, revised, stored, and sent to others, all without reams of paper involved.
- **Email is fast:** Mail is delivered instantly from your office to any where in the world. No other methods of delivery can provide this service. Timely buying and selling decisions can be made in a very short time.
- **Email is inexpensive:** Compared to telephone calls, faxes or over night courier service, email is less expensive.

Email is easy to filter: The subject line on an email makes it easy to prioritize messages. The reader can identify critical correspondence quickly and deal with it immediately. Unlike regular mail, which needs to be opened and reviewed, or voice mail, which requires you to either listen to or scan all your messages for those that require immediate attention. Transmission is secure and reliable. The level of security in transmitting email messages is very high and the industry continues to strive to develop even tighter security levels. Email is private. Often telephone and fax messages are not. If the address information is correct, an email rarely goes astray. Fax machines can be out of order or out of paper and this prevents an important message from being delivered in a timely manner.

Check your progress 3

1. Messaging e-mail is easy.
 - a. True.
 - b. False.
2. E-mail is inexpensive compared to phone.
 - a. True.
 - b. False.

3.5 Email Etiquette

The meaning of the term 'etiquette' is 'conventional requirements as to social behaviour; proprieties of conduct as established in any class or community or for any occasion'. Thus, we have medical etiquette, whereby we refer to the code of ethical behaviour regarding professional practice or action among the members of the medical profession in their dealings with each

other. Similarly, we use the term email etiquette when we talk about the protocol or acceptable methods of using emails.

Of late, email is one of the most commonly used modes of business communication. Therefore, email correspondence from employees to customers and co-workers should be polite and efficient at all times. Poor email etiquette not only reflects unprofessional practices in your company, but in some cases it can cause legal liability and costly law suits.

Email etiquette training is one way to easily and effectively teach your employees the way to represent your company through online correspondence. Reviewing and integrating guide lines about email etiquette can help your company to be at the top of its game when it comes to communicating a professional image at all times.

Check your progress 4

1. E-mail is one of the most commonly used modes of _____ communication.
 - a. Business.
 - b. Marketing.
 - c. Management.
 - d. None of the above.

3.5 Tips to Write Professional Mails

Email writing has become a large part of modern communication, particularly in business. The world has become much smaller now that we have the ability to send and receive email messages over great distances at an incredible speed. Due to the ease of use, it has the potential to be abused and you should try to keep the following points in mind when writing email.

1. How much should I write in an email?
2. Do spelling and grammar matter in email?
3. What do cc: and bcc mean?
4. What are plain text and HTML format email?
5. What is a signature file?

Email is meant for quick, simple communication. As a general guide, that means roughly 4 or 5 paragraphs at most. Due to the limitations of formatting and layout, anything much longer than that is probably best sent as a separate attachment such as a Word file. Most people have a limited attention span with email - if they are receiving a lot of mail, you want to get the main message explained in the shortest possible space.

- **Do spelling and grammar matter in email?**

Spelling and grammar do matter a lot in all communication, including emails. Poor spelling and grammar show a lack of attention to detail and send a wrong message about yourself and your ways of doing business. Most email programs today have built-in spell checkers so proof reading your mail be-

fore sending is not difficult or impossible.

- **What do cc and bcc mean?**

There is a certain etiquette with email, especially in the use of the carbon copy (cc:) and blind carbon copy (bcc:) fields. It is courteous to add addresses to the 'cc:' field if those people need to know about the subject but are not required to act on the contents.

The 'bcc:' field is useful where discretion is required. People in this field are concealed from other recipients in the 'To', 'cc:' and 'bcc:' fields. They can themselves see others in the 'To' and 'cc:' fields but not the 'bcc:' fields.

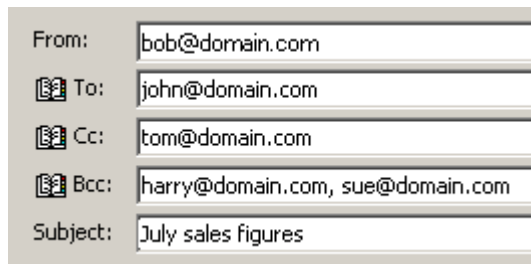


Fig 2.2 CC Bcc

In this example, an email is sent directly to John by Bob. He copies Tom by including Tom's address in the cc: field. Harry and Sue are blind copied - they can see who the original recipients were but Tom and John will not see their names.

- **What are plain text and HTML format email?**

Plain text email is exactly that: plain. There is no formatting, using different fonts or colours. Email messages can only contain characters typed on a keyboard, known as the ASCII character set. Creative use of characters like '*' and '+' can be used to highlight passages or create headings.

Most plain text email is written using a character set like Courier, which is a fixed width font (characters are all the same width). This is useful for perfectly aligning characters between rows, as shown below. Note the headings and separators in use here as well:

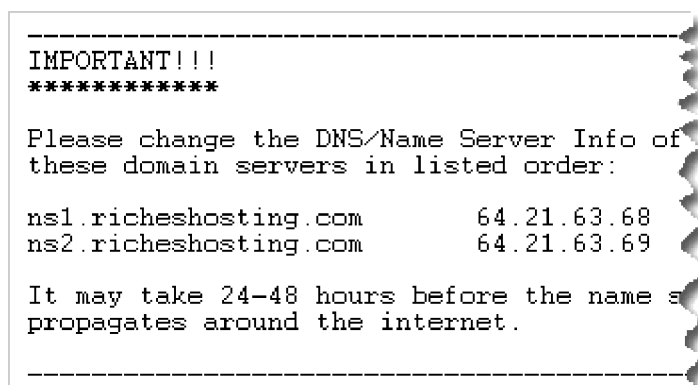


Fig 2.3 Plain text email

HTML email allows you to add formatting to your text as well as images or links using HTML code. Many online news letters are written in this format as they provide a visual medium and are pleasing to look at. The example below is the same message as how before, including some basic formatting

such as different fonts, colours and underlining as well as a hypertext link.

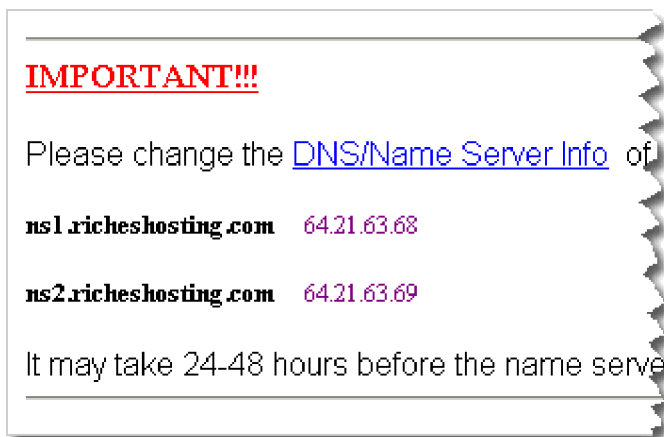


Fig 2.4 HTML email

So which email format should you use? Increasingly, email is being read on devices such as mobile phones or PDAs. Plain text email can be easily interpreted on these, whereas HTML email often will not display and is usually too large to download.

If you want your email to be readable at all times, plain text is the best option. It does not always look the best but it has other advantages as already mentioned.

- **What is a signature file?**

Signature files can be attached to every outgoing message you send. This file usually contains contact details and other relevant information. If you are in business, you should almost certainly use an email signature in your communications. It is a great way to draw attention to products or services you offer and you are making yourself easier to contact as well. Other uses for an email signature include:

- Confidentiality statements
- Drawing attention to web site addresses
- Promoting a news letter
- Adding other contact details such as ICQ or AIM

Check your progress 5

1. E mail writing has become a large part of modern communication, particularly in business.
 - a. True
 - b. False
2. HTML email allows you to add formatting to your text as well as.
 - a. Images
 - b. Art
 - c. Colour
 - d. Font

3.7 Business and Workplace Email Etiquette

Email etiquette is often a commonly over looked part of the business and professional world despite being an important part of conveying a professional image. Emails written to friends and family will be less formal and will not need to follow any particular guidelines or rules, but when writing to someone at a professional level, the following guidelines and rules should be taken into account. Some important points in the email etiquette are mentioned below:

- Use a descriptive subject line. Avoid leaving it blank or putting an irrelevant or general subject.
- Address the recipient by name to add a personal touch to your letter.
- DO NOT USE ALLCAPS
- Avoid over using punctuation marks
- Avoid using abbreviations such as IMHO (in my humble opinion) or TTYL (talk to you later). Everyone is not necessarily familiar with them.
- Skip a line when starting a new paragraph. Avoid using tabs to signify a new paragraph, different email programs read tabs in different ways.
- Avoid using HTML in your e-mails; everyone may not be able to view it and it takes away from the professional image of the letter.
- If you are sending an attachment, make a note of it and describe what the attachment is for in the body. Some people are very wary of attachments due to the threat of computer viruses.
- Keep your emails as concise as possible without leaving out any important information.
- Use minimum quoted text.
- Always leave a signature line. Do not assume the person already knows who you are.
- Do not keep on sending the same message to the same person repeatedly. If they do not respond after a few days, send them an e-mail enquiring if they received your first email.
- Use spell check and proof read and revise your letter after it is done.
- Use threads. If you get a message from someone and you are going to respond, do not send a new message; simply hit the reply option on your email. This keeps the original subject line with “Re:” in front of it.
- If you are sending out an email to a large private list, do not use CC: (carbon copy); use BCC: (blind carbon copy) to protect the addresses of the recipients.
- Remember most emails are never completely private because there is always a chance of someone else besides the intended recipient reading it. Therefore, avoid any personal attacks which are any way unprofessional.

- When reading emails treat them as if they are private messages(unless you know you are allowed to share it with others).

When you receive a message, reply to it as soon as you have time.

Check your progress 6

1. In email etiquette use a descriptive subject line.
 - a. True.
 - b. False.
2. In email etiquette avoids using HTML.
 - a. True.
 - b. False.

3.8 E-mail Mistakes

Your e-mail is as much a part of your professional image as the clothes you wear, the postal letters you write (in case you do), the greeting on your voice mail and the hand shake you offer. If you want to impress on every front and build positive business relationships, pay attention to your e-mail and steer clear of the e-mail mistakes.

- Omitting the subject line: We are way past the time when we did not realize the significance of the subject line. It makes no sense to send a message that reads “no subject” and seems to be about nothing. Given the huge volume of e-mail that each person receives, the subject header is essential if you want your message read sooner.
- Not making your subject line meaningful: Your header should be pertinent to your message, not just “Hi” or “Hello.” The recipient is going to decide the order in which he reads e-mail based on who sent it and what it is about.
- Not personalizing your message to the recipient: E-mail is informal but it still needs a greeting. Begin with “Dear Mr. Broome,” “Dear Jim,” “Hello Jim,” or just “Jim.” Failure to put in the person’s name can make you and your e-mail seem cold.
- Not accounting for tone: When you communicate with another person face to face, 93% of the message is non-verbal. E-mail has no body language. The reader cannot see your face or hear your tone of voice so choose your words carefully and thoughtfully. Put yourself in the other person’s place and think how your words may come across in Cyber space.
- Forgetting to check for spelling and grammar: In the early days of e-mail, someone created the notion that this form of communication did not have to be letter perfect. Wrong. It does. It is a representation of you. If you do not check the correctness of even your mail, people will question the quality of other work you do. Use proper capitalization and punctuation and always check your spelling. Remember that your spellchecker will catch misspelled words, but not misused ones. It cannot tell whether you meant to say “from” or “form,” “for” or “fro”,

“he” or “the.”

- Writing the great American novel: E-mail is meant to be brief. Keep your message short. Use only a few paragraphs and a few sentences per paragraph. People are not interested in lengthy details in a mail. If you find yourself writing an over bearing lengthy message, pick up the phone or call a meeting.
- Forwarding e-mail without permission: If a message was sent to you and only you, why would you take the responsibility for passing it on. Too often confidential information has gone global because of someone’s lack of judgment. Unless you are asked, do not forward anything that was sent just to you.
- Thinking that no one else will ever see your e-mail: Once it has left your mailbox, you can have no idea where your e-mail will end up. Do not use the Internet to send anything that you could not stand to see on a bill board on your way to work the next day. Use other means to communicate personal or sensitive information.
- Leaving off your signature: Always close with your name, even though it is included at the top of the e-mail and add contact information such as your phone, fax and street address. The recipient may want to call to talk further or send you documents that cannot be e-mailed. Creating a formal signature block with all that data is the most professional approach.
- Expecting an instant response: Everyone is on always online with their emails open. The beauty of Internet communication is that it is convenient. It is not an interruption. People can check their messages when it suits them, not you. If your communication is so important that you need to hear back right away, use the phone.

E-mail makes everything easier and faster including making a powerful business impression and establishing positive professional relationships. The business person who uses the technology effectively and appropriately will see the results of that effort.

Check your progress 7

1. E-mail makes everything easier and faster including making a powerful business and establishing positive professional relationships.
 - a. Impression
 - b. Brand
 - c. Image
 - d. None of the above

3.9 Let Us Sum Up

In this unit we have learnt that emails play an important role in communication with the use of Internet. With the help of emails, we can communicate and interact with people sitting across globe in no time.

It is noted that there is a need of proper email communication for every business, so with this, e-mail etiquette plays an important role in any business communication.

It is found that an email message consists of two components, the message header and message body, which is the email's content. The message header contains control information, including, minimally, the sender's email address and one or more recipient addresses.

Normally, it is seen that there are certain advantages of email in communication as it can be managed easily, fast, inexpensive and can easily be filtered.

It is important that writing, composing, ending of email involves thinking about amount of text to be written in email, using cc: and bcc: option, using plain or HTML text format.

It is studied that email etiquette is conventional requirements which is like social behaviour; proprieties of conduct which was established in any class or community or for any occasion'.

The email etiquette carries use of descriptive subject line, address recipient by name for personal touch, avoid in abbreviations and punctuation marks, indenting paragraph and replying to email messages.

3.10 Answers for Check Your Progress

Check your progress 1

Answers: (1-a), (2-a)

Check your progress 2

Answers: (1-a)

Check your progress 3

Answers: (1-a), (2-a)

Check your progress 4

Answers: (1-a)

Check your progress 5

Answers: (1-a), (2-a)

Check your progress 6

Answers: (1-a), (2-a)

Check your progress 7

Answers: (1-a)

3.10 Glossary

- 1. E-mail** - It is known as electronic mail which is electronically transmitted by computer which sends messages in any part of world
- 2. Email etiquette** - It is conventional requirements as to social behavior; proprieties of conduct as established in any class or community or for any occasion

3.11 Assignment

List the email etiquette and explain five points that you think are most important for business email communication.

3.12 Activities

What are the advantages of email ?

3.13 Case Study

Keeping in mind the tips and do's and don't's of writing business mails, draft an email to your customer regarding the launch of new product line of financial services namely HDFC Unit Linked Plan.

3.14 Further Readings

1. Business Communication, Sinha K.K.
2. Business Etiquette, Kogan Page, Rogets Thesaurus Robinson, 2003, Galotia Publishers.
3. Communication today Creative Skill, Ray, Reuben, 2001, Himalaya Publication House.

WRITING SKILLS AND
ETIQUETTES

BLOCK SUMMARY:

The 3 units in Block 4 deal with the various other forms of business communication needed in routine. There are two types of business reports - individual and committee reports. Both have specific formats, requirements and results. Also, the block mentions the things to be kept in mind while writing an essay. The block also deals with e-mail writing, formats, etiquettes and requirements.

BLOCK ASSIGNMENTS:

Short Answered Questions:

1. What is the difference between individual report and committee report?
2. What is the format of e-mails to be written to the company's manager?

Long Answered Questions:

1. As an event manager, draft an individual report to your company, on the survey conducted by you in your city regarding the wastage of food that happens during various events.
2. You have been away from the city in a business meet. Draft an e-mail to your boss, giving him the updates about your work and accomplishments during this business tour.

Enrolment No.:

1. How many hours did you need for studying the units

Unit No.	1	2	3
Nos of Hrs			

2. Please give your reactions to the following items based on your reading of the block:

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Language and Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Illustration used (Diagram, tables etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Conceptual Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Check your progress Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Feed back to CYP Question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

3. Any Other Comments

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