

TECHNICAL &
BUSINESS
WRITING
BSE: 7th
SEMESTER

DAY: _____

9/9/25

* 7C's (Seven 7C's)

- completeness (complete in all aspects)
- conciseness (Fewest possible words)
- consideration (considering POV of reader)
- concreteness (No general statement and vague question)
- clarity (word clear to reader)
- courtesy (Politeness)
- correctness (Information should be correct)

Exercise

① Completeness:

(i) Please send us 5 Refrigerators
as soon as possible (Incomplete)

(ii) Please send us 5 Haier
company full size, two doors,
different colors Refrigerators
till 9th Sept 2025, Tuesday (Complete)
at my place Johar Town, Lahore.

DATE: _____

DAY: _____

(2) Conciseness:

- (i) At this point in time, he is working hard (non-concise)
- (ii) Now, he is working hard. (concise)

(3) Consideration:

- (i) We will benefit you, if you consider our services. (Incons)
- (ii) You will be benefited by using our services (consider)

(4) Concreteness:

- (i) Please send the remaining amount as soon as possible. (Non amt)
- (ii) Please send the remaining amount from last order of laptops, so we can proceed for further business. (Non bus)

DATE: _____

DAY: _____

⑤ Clarity:

- (i) Are you missing our current sale? (Unclear)
- (ii) We are offering sale of Independance Day to our customers. (Clear)

⑥ Correctness:

- (i) Our product will kills 100%. bacteria. (Incorrect)
- (ii) We are providing the product that removes 99.99%. bacterial disease from the clothes (correct)

⑦ Courtesy:

- (i) No, we cannot provide services to you in this regard. (uncourteous)
- (ii) We are unable to proceed with you in this regard. (courteous)

* 5 Business Planning Steps

- Identification of Purpose
- Analysis of Audience
- Collection of ideas
- Collection of data to support ideas.
- Organization of message.

11/9/25

Barriers to Communications

- We face many problems in our business and personal lives because of miscommunication.

① Semantic Barriers:

- Refers to use of symbols or words which we use to communicate.

(i) Bypassing:

- | | | |
|----------|------------|--------------------|
| → Tablet | → Device | Different meanings |
| | → Medicine | |

(ii) Denotation:

- Neutral word.

(iii) Connotation: Qualitative judgement

① Physical Barriers:

→ Noise, Distance etc...

② Organisational Barriers:

→ Colouring and manipulating
of information.

16/9/25

③ Slanting:

→ Slope or inclined or biased
(One sided decision)

→ 100% objective decision not exists
because different angle of information
exists. (All angles information sight
is not possible).

④ Closed Minds:

→ Not understand other facts
and be on your own fact.

→ Inflexible mind barrier

⑤ Sender's Credibility:

→ Not Reacting favourably
to a sender who lacks
credibility.

① Non-Verbal Signals or Clues:

→ Misunderstanding by
Body language.

Inquiry
Letter

② Being Incharge IT Labs, FCIT, Punjab University, Lahore, Write an inquiry letter to manager sales ABC Networks about the availability of certain computer systems require for your labs.

IT Labs Incharge,
FCIT, Punjab University,
Lahore.

September 16, 2025

The Manager Sales,
ABC Networks,
Lahore.

DATE: _____

DAY: _____

Dear Mr. Ali :

Yesterday I happened to read your advertisement in a newspaper about your company latest model of the computer machine. Our University organization is planning change the old machines with new computers with latest hardware.

We are interested in buying of latest computer machines. We will appreciate if you provide more information.

- ① Will you please some booklet for it?
- ② What prices are you offering?
- ③ What discount do you offer to educational institutions?

① What warranty do you offer
to your buyers?

② What payment methods
do you accept?

Your early response will be highly
appreciated. It will enable us
to make decision about the
products we are going to buy.

Yours Sincerely,

John

Sample

: Full Block

: Modified Block

: Semi - BLOCK

) The Heading

September 16, 2025 .

16th September, 2025

) Receiver Address

Dear Mr. Name : (Salutation)

Respected Sir :
(for official)

DATE: _____

DAY: _____

Yours sincerely,

} Complimentary
close

DATE: _____

DAY: _____

18/9/25Order Letter

IT Labs Incharge,
 FCIT, Punjab University,
 Lahore.

September 18, 2025.

The Manager Sales,
 ABC Networks,
 Lahore.

Dear Mr. Ali:

Thank you for your quotation of
 16th September 2025. Please ship
 the following items mentioned in
 your price list.

<u>Price List No</u>	<u>Item Description</u>	<u>Quantity</u>
250	Intel Processor Core i9	12 pcs
170	Logitech Wireless Keyboard	10 pcs
50	Dell Mouse	5 pcs

DATE: _____

DAY: _____

Please pack the articles in strong cases. Dispatch the goods by Leopards Cargo Services. The payment is being made through a Demand Draft along with this letter. Discount at the rate of 10/- has been deducted from the bill.

We would appreciate receiving the goods before September 30.

Sincerely yours,

A handwritten signature consisting of stylized initials and a surname, appearing to begin with 'T' and end with '...'. It is written in black ink on the right side of the page.

DATE: _____

DAY: _____

Claim Letter

IT Labs Incharge,
FCIT, Punjab University,
Lahore.

September 18, 2025

The Manager Sales,
ABC Networks,
Lahore.

Dear Mr. Ali :

The consignment you sent to us was not found strictly in accordance with our order No. 150 of September 30.

The details of the anomalies are as follows:

① We ordered 12 Intel processors, you sent 10.

② We requested for 10 Logitech Wireless Keyboard, you dispatched 5.

DATE:

DAY:

① We asked for 5 Dell Mouse,
We received 3.

These anomalies have caused a
great deal of trouble for us.

We are returning the items
in excess of our order along
with the invoice for correction.

Kindly acknowledge the receipt
of excessive goods, send the
short items and return the invoice
duly corrected. We shall appreciate
if you kindly send the short
goods by next week.

Yours truly,

M. Bhattacharya

DATE:

23/09/25

DAY:

Claim-Rejection Letter-

IT Lab Incharge,
FCIT, Punjab University,
Lahore.

September 23, 2025

The Manager Sales,
ABC Networks,
Lahore.

25/09/25

Memorandum

From: _____

Reference: _____

To : _____

Date: 25th September, 2025

September 25, 2025

Subject: (All capitals except Prepositions /
conjunctions / Articles) (No full stop at
end)

Signature.

→ Body:

I feel pleased to
announce --- and in which
you are directed ...
people involved and ...
benefits of it

Report Writing

→ Short Report Writing

(Lower to Higher Authority)

{ To: --- Reference: --)
From: --- Date: ---)

Subject: -----

(Salutation)

(Respected Sir) Madam)

① Introduction

→ Authorization

→ Methodology

→ Findings (bullets)

:

→ Recommendations (bullets)

DATE:

DAY:

① Authorization :

→ As I / We was/were authorized by you through letter No. :, Dated: to write a short report on (subject), I investigated the matter, held discussions with (persons) ... and distributed questionnaire among (persons) (students/people) and was able to make the following finding.

Findings :

(complete finding statements) → (through

diagnostic approach,
7-8 points)

② Recommendation :

(solution of findings) →

You can call us for further discussion at anytime of your convenience.

DATE:

DAY:

Yours faithfully,

Signature

Name

Designation:

2/10/25

④ Being the CR of your class, write a short report to the chairman department of Software Engineering on lack of interest in Research.

To: Chairman Department of Software Engineering. From: CR of fall 22 SE
Reference: 534 Date: 4th October, 2025

Subject: Lack of Interest in Research.

Respected Sir,

This report has been prepared in compliance with Letter No. 2025,

Dated 2nd October 2025, issued by the chairman, Department of

Report

: labourer,
part
(worker)
adjective)

○ Progress Writing (Terminal Report)

To : =

Reference : =

From : =

Date : =

Subject : -

Respected Sir / Madam,

~~Introduction~~ ○ Authorization

○ Description of the project } ^{1st para}

○ Scope

○ WOWIC Completed:

(bullet points) :

① Work in progress:

(points) :

(overall completion of project) / (deadline and reason behind delay)

② Appraisal of work:

ⓐ Metro bus Project.

(Being a project supervisor, Metro Bus Project, write a progress report to Secretary Transport, Punjab Civil Secretariat, Lower Mall Lahore.

: Covers Area of 25 Km and who started this project (Description)

: Students and workers to reach destination through cheaper transport (scope)

: Labour hired, Buses arrived, land procured, accelerator, ticketing system (work completed)

14/10/25

PROPOSAL WRITING

- ① An organization needs some commodity, vehicles or uniforms etc... that organizations given RFP on newspaper or media. (It is quotations).

- ② Source of getting business.

Types

Need-Based

Problem-Based

Cover Materials:

→ Letter of transmittal (purpose and brief)

→ Executive summary: Implementation steps, costs

① Start with attention-getting device.

Introductory Materials:

① Background to the situation

or problem. (Diagnostic Approach)

Need or Problem Statement:

① State the problem concisely.

Technical Solutions and Methodology:

① Heart of your proposal. Propose

DATE: _____

DAY: _____

best solution to your problems identification techniques

→ Management Profiles:

① Introduce Individual or Team who implement the solution

→ Budget:

② Clear picture of financial assets to be used while doing project.

→ Conclusions and Recommendations

→ Bibliography

→ Appendices