

**BBA103**

# **BUSINESS COMMUNICATION**

**PREPARED BY : VINOD GOSWAMI**

## Letter Writing

Letter writing is a way to communicate with someone through a written message.

### Type of letter

#### 1. Formal :

- Professional, follows a pattern, and addresses issues directly
- Formal letters are written when we need to write to various public bodies or agencies for our requirements in civic life.
- The formal letter is a standard writing in professional and academic settings.
- Formal letters should be clear, precise and complete.

#### 2. Informal:

- Personal, doesn't follow a pattern, and may contain personal information
- An informal letter is addressed to a close relative, such as parents, friends, or relatives.
- The tone is informal, allowing you to relax and express your emotions accordingly. You should use a simple, natural way of writing as the format is flexible.
- The numbers of words, the format, or the expressions in it are not specified.

## Letter Writing Format/Layout

Letter Writing has been deemed as one of the most useful forms of communication and is used for various reasons. There are various kinds of letters, each of which has its own form and style. Here are the general guidelines for letter writing:

1. **Sender's address:** To start, write the sender's complete address in the upper left-hand corner, including your entire name, street address, city, state, and pin code.
2. **Dateline:** The Date should be specified by skipping a line.
3. **Recipient's address:** Place the recipient's entire address after skipping a line. The firm name, the recipient's name and title, and the postal address must all be included in a letter.
4. **Greeting/Salutation:** To put the welcome, skip one more line. This is called a salutation. In a formal letter, you should write "Dear Mr./Ms./Mrs. Last Name:" After the greeting, the colon mark should be used in informal letters, whereas informal ones demand a comma.
5. **Body of letter:** After skipping a line you should start the body of the letter. Separate your thoughts into different paragraphs in the body of your letter so that your letter writing is presentable. Leave a blank line between paragraphs
6. **Subscription:** To incorporate a subscription, skip one of your final lines. "Sincerely," "Yours faithfully," "Regards," or something similar can be used as a closure. Whether the letter is official or casual, a comma should always follow the word or phrase you choose to close it.
7. **Signature text:** After Skip three lines (where your handwritten signature will be inserted) and input your entire name. On the next line of a formal letter, you should also add your job title.

## 1. Internship Request Letter for a Stock Broker

Atharva Ahire

Pearl Society, 04

Volvo Street

Mumbai – 400123

Date – 25 April 2022

HR Department

Angel Broking Ltd.

BKC

Bandra – 400156

Sub: Internship Request Letter for a Stock Broker

Dear Sir or Madam,

My name is Atharva Ahire and I am a third-year BFM student at M.L. Dahanukar College. I would like to apply for an internship of 3 months at your company as a stockbroker to get experience in the finance field.

I have read the job description and it says the internship is not paid and I am totally fine with it. Gaining experience from a reputed company like yours is my main motive. I have attached my CV and all the required documents with the letter.

I shall be highly obliged if you accept my request for an internship at your company.

Thank you in anticipation.

Yours truly,

(Signature)

ATHARVA AHIRE

## 2. Letter for Payment Reminder

Dear Daniel Jones,

The intent of this letter is to formally remind you that the payment owed by you is past due. Kindly pay the amount immediately, together with the corresponding penalty, either in cash or in a cashier's check on the attached self-addressed, stamped return envelope for your convenience. Please include your account number as well.

We advise you to settle your dues immediately to avoid further penalties. Kindly disregard this notice if payment has already been made.

Thank you for your immediate action regarding the matter.

Regards,

Ronald Anderson

Senior Manager, We Create Bank



### 3. Letter for Cancellation of Order

September 1, 22

Electra Trading Company

North-South Plaza

Banani, Dhaka

Phone: 9xxxxxx55x

Sales Manager

Proton Electronics

Airport Road, Dhaka

Ref: Cancellation of Order No; 01/33/04 dated 15.08.22

Dear Sir,

We hope that you have received our order No. 01/33/04 dated 1.07.04 for the supply of thirty (30) Sony televisions to be supplied to us on or before 30.08.22.

We regret to inform you that you have neither executed the order within the agreed date nor inform us of your inability to execute the order. We have to suffer much for the no delivery of Sony Television within the time.

We have, therefore, decided to cancel the order for your failure to execute the order in time as time was of prime importance in this respect.

We, therefore, request you to kindly treat our order as cancelled. Please note that we shall refuse the goods, if delivered, because of the cancellation of the order.

With thanks,

Yours faithfully,

Riaz Mohammad

Sales Manager,

Electra Trading Company

#### 4. Letter for Placing an order

The Sales Manager

Craft Cottage

Saibaba Colony

Coimbatore – 641021

19/12/2021

kareena Kapoor

12 B, HSR Layout

Koramangala Phase II

Bangalore – 560003

Subject: Confirmation of order no. 1492

Dear Ma'am,

We thank you for your purchase of Order No. 1492, dated December 18, 2021, for different stationery supplies. We have received your payment. The order is being packed and will be dispatched on the 19th of December, 2021, as per your request. We have carefully packed every item separately and hope that it will reach you latest by the 22nd of December, 2021.

The bill and shipping details of your order have been attached to this letter. We thank you for trusting us and look forward to serving you in the future.

Yours sincerely,

Signature of the Sales Manager

SUDHI RANJITH

Sales Manager

Craft Cottage

Contact information

Phone: 12345

Email: name.1245@email.com

## 5. Letter for Adjustment

10th Feb, 22

Marketing Manager

Bexi-Clothes Corner

South Plaza,

Dhaka-1215.

Bangladesh Textiles Mills Ltd.

Narayangong, Dhaka

Ref: Your letter dated 5th Feb. 04.

Dear Sir,

We thank you for your letter of 5th Feb. 04 along with/ sample of cloth for examination.

The report that we received just today shows that the consignment forwarded to you was the wrong one full of defective clothes. It was a mistake because of our despatch section and we regret this mistake which has caused you both embarrassment and inconvenience. We have already sent the replacement by passenger train. You can be sure of the quality of cloth now sent.

You can, of course, return the clothes to us and debit our account for the loss caused to you. We again regret the inconvenience to you and assure you that such mistakes will be avoided in the future.

Yours faithfully

M. Ashraf

Sales Manager

Bangladesh Textile Mills Ltd.

## 6. Job Acceptance Letter

[Your Name]

[Your Address]

[City, State, ZIP Code]

[Your Email Address]

[Your Phone Number]

[Date]

[Employer's Name]

[Company Name]

[Company Address]

[City, State, ZIP Code]

Dear [Hiring Manager's Name],

I am writing to express my sincere gratitude for the opportunity to join [Company Name] as the [Job Title]. I am thrilled to accept the job offer and am excited about contributing to the success of your esteemed organization.

I would like to confirm the details of the offer:

Job Title: [Your Job Title]

Start Date: [Start Date]

Salary: [Salary]

Benefits: [Details of Benefits]

Other Terms: [Any Other Terms Discussed]

I am enthusiastic about the prospect of working with the talented team at [Company Name]. The company's commitment to [specific values or goals] resonates with my professional values, and I am eager to bring my skills and experiences to contribute to the team's success.

Please find my professional contact information below:

Email: [Your Email Address]

Phone: [Your Phone Number]

I look forward to joining [Company Name] and am excited about the opportunity to contribute to the organization's growth. Thank you once again for this incredible opportunity.

Sincerely,

[Your Full Name]



## 7. Job Rejection Letter

Chuck Ferris

Chicago, IL

304-555-0192

chuckferris@email.com

Mr. Bob Richardson

ABC Company

Chicago, IL

September 3, 2024

Dear Mr. Richardson,

Thank you so much for the offer for the position of Accounting Trainee to join ABC Company.

I am very grateful for the time you have spent considering me and for offering me the opportunity to work with you and the team. I was impressed with ABC Company and can see why you have been so successful.

Unfortunately, after careful consideration, I have decided to decline your offer. My circumstances mean I am now unable to join you at ABC Company. My mother has become unwell, and I have to return to Europe to help care for her. I plan on leaving the USA in the next few days and will likely be away for six months.

I thank you for the opportunity and wish ABC Company continued success.

Best regards,

Chuck Ferris

## 8. Admission Application Letter

Konika Meher

#65 Pune, Maharashtra

08th February 2022

The Head of Admissions

Christ University

Bannerghatta Campus

Bangalore – 560076

Sub- Requesting for admission – MA English

Dear Sir/Madam

After conducting extensive research on many universities, I have decided on taking up the post graduate course in English at Christ University. This university has been my dream university since childhood as it is one of the top universities for English, and it offers English and Cultural Studies. I have been in touch with the alumni of the university who have also recommended the same, and I am considering enrolling in the Post Graduate (MAECS) programme.

My long-term objective is to major in English and Cultural studies, and I am confident in my decision. As required by the admissions committee, I have attached my application, copies of mark sheets, and letters of recommendation.

Awaiting for an early response from you.

Thank you.

Yours sincerely,

Signature

Konika Meher

Student of Jain College

Pune