UNIT 2 EXTERNAL COMMUNICATION

Structure

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2.0 OBJECTIVES

In this Unit you will learn about:

- What is external business correspondence?
- The mechanics of drafting external business correspondence
- Types and functions of external business correspondence
- More types of external business correspondence
 - o Informative and Persuasive Letters
 - Routine letters
 - Sales letters
 - o Letters for Special Purposes
 - Problem Letters
- How to write
 - Routine Letters
 - Letter of inquiry
 - Letter seeking information
 - Letter of request
 - Letter of quotation
 - Sales Letters
 - Prospecting letter
 - Cover letter with offers etc.
 - Follow up letter(s)
 - Sales appreciation letter

- Letters for special purposes
 - Agency letters
 - Personnel letters relating to employment
 - Status enquiries
 - Seeking finance
- Problem letters
 - Complaints and follow ups
 - Concessions
 - Collection Letters on account of overdue/pending payment
- Emails
 - Some guidelines for writing them
- How to write these letters

2.1 WARM UP

There are two letters written by the same person for different purposes. Do they have the same tone, format and content? What is similar / different about them?

Letter 1

Apt # 505 Himalaya Apts, Sector-9, Dwarka N. Delhi – 75. Dear Jatin.

Date: 23rd February 20xx

How are you? I hope you are fine. Guess what happened the other day?! I met the film actress Priyanka at a birthday party of a mutual friend. I was so excited to meet her, more so because it was unexpected. The food was good and the music great, but all the guests were taken up with Priyanka. She looked pretty and as attractive as she does on the screen. All the boys (including me of course) were crowding around her and trying to shake her hand or talk to her. I was very impressed by the fact that she was friendly and did not mind people jostling around asking for her attention. After signing countless autographs, she danced to the songs from her films which were played repeatedly as a sort of tribute to her.

How are your parents and others at home? Are you still working for Satyam? When are coming to Delhi? Do make it soon so that we can meet. Convey my regards to your parents.

With love Samar

Business Writing

Letter 2

To
The Marketing Manager
The Entertainers
Jhandewalan
Delhi

Date: 22nd February 20xx

Sir,

I had recently bought an HD LCD TV from your showroom. However, after using it for less than even a month, I find that the high definition picture quality is simply not there. At times there is distortion of picture too. I find it extremely disturbing that our new and expensive TV is malfunctioning. As the set is within a two-year warranty period, I request you to send someone immediately to repair/replace the TV.

Yours Sincerely Samar Singh (Apt # 505, Himalaya Apts, Sector-9, Dwarka, N. Delhi – 75)

Both letters are examples of external correspondence but the second letter is formal in tone and the content is in the nature of a complaint in a business context. The first letter is informal, casual and non-business in content and context.

Differences between Formal and Informal Letters

| Formal letter | Informal letter |
|---|--|
| It is written to make a specific point to a person/organization known or unknown to us. | It can address different topics and is written to people you know. |
| Its primary aim is to convey information. | Generally it deals with private thoughts, feelings and topics of interest to the person to whom the letter is addressed. |
| It contains certain linguistic features which are formal in nature. | It contains expressions which characterize conversation – exclamatory expressions (Guess what happened the other day?!), questions (How are your parents and others at home?), contracted forms (It'll take some time), etc. |
| It is generally brief, clear, precise and complete. It is well-organized and points are arranged in a logical sequence. | It may talk about different subjects and even ramble a bit. Its organization and logical continuity is more loosely structured. |

| Activity 1 |
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| Can you add some more differences? |
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| 2.2 LANGUAGE FOCUS |
| We use language - both spoken and written - for specific purposes. The words and phrases used to convey one purpose would have to be changed to fulfill another purpose. Chunks of language that serve a specific purpose can be referred to as structures. These are often formulaic expressions that fulfill language functions. They also provide different levels of formality to create a variety of moods. For example, "I'm afraid this is really not possible" is a polite way of refusing something. A number of ways of conveying the same intent is possible in situations of differing degrees of formality. |
| No way (most informal) |
| Not possible |
| Absolutely not |
| This is simply impossible / not possible |
| It seems difficult for this to happen |
| I'm afraid this is really not possible |
| I'm sorry it may not be possible |
| I regret to inform you that this may not be possible (most formal) |
| Instead of writing in a stilted, official language, use a more personal, down-to-earth style. It is true that there are certain conventions that we have to follow in business correspondence. But the tendency to use outdated phraseology makes our language stylized and pompous. See the following letter: |
| Dear Mr. Sareen, |
| Thank you for your gracious letter of the 7 th instant. In response to your query, I wish to state that we no longer sell the equipment you enquired about. Be advised that Sanburn & Co. could be of some help to you. You may address further correspondence to that firm for assistance in the matter. |
| Thank you, |
| Yours sincerely, |
| Hiten Saxena |

Store Manager

Surely there are some words and phrases you would like to omit? We could replace words/phrases like 'gracious', 'of the 7th instant', 'I wish to state', and 'Be advised' with less archaic and more contemporary forms. Now read the re-written letter given below. Does it sound better?

Dear Mr. Sareen,

Thank you for your letter of 7th Oct 20xx.

We no longer sell the equipment you enquired about. However, we are aware that Sanburn & Co. deals with such items. The company executives may be able to help you. You may like to write to them for assistance.

Sincerely yours,

Hiten Saxena Store Manager

Activity 2

Apart from being polite and clear, you should be concise too. Here are some more examples of words/phrases you must avoid in your writing. Can you replace them with concise forms? See the answers given at the end of the unit to check your responses.

- 1) In due course
- 2) Please find attached the file you requested
- 3) It was realized by Mr. Sareen that we must cut down costs
- 4) There are some rules that must be observed
- 5) I beg to state that
- 6) After a dialogue with you
- 7) Causative factors
- 8) The issue of utmost importance is collaboration
- 9) Answer in the affirmative
- 10) In accordance/compliance with your request
- 11) Pursuant to our conversation
- 12) I enclose herewith the papers
- 13) Notwithstanding the fact that
- 14) In the majority of circumstances

After reading on external correspondence you must have realized the importance of using language correctly and clearly in order to communicate effectively through writing. Barbara Tuchman (noted historian) rightly remarks that it takes two persons to fulfill the function and purpose of the written word. However, "this function can be largely met only when the writer keeps the written form simple, concise and brief".

Activity 3

To write effectively, you need certain skills that will enable you to write simply, clearly, correctly and briefly. Read the following paragraph.

When the mall owners were contacted on December 23^{rd} , the assistant manager informed the senior chief engineer that they were thinking over advertising block 1 for sale. But he also expressed his inability to take a firm decision by requesting this company to confirm their intention of buying the block within a month when their president will come back from a business trip, which will be January 22nd 20xx.

The two things you would have understood after reading the above paragraph is that the mall owners were contacted on December 23rd and the president is returning on January 22nd. The important information about the sale of the block of shops is muddled up by the use of excessive words.

| How will you rewrite this parag answer given at the end of this u | raph to make sense? Check your writing with the unit. |
|--|---|
| | |
| | |

The Mechanics of Writing a Letter

A business letter should be neat, attractive and create a positive impression in the mind of the receiver/reader. While there should be accuracy in both facts and presentation, attention should be paid to the following points:

- → The letter should give the date i.e. tell when the letter was sent.
- → It should have the name and designation of the recipient. Ensure that the name is spelled right as nothing turns off a reader more surely than her/his name being misspelled. Do not address a lady as Mr. or as Mrs. if she is unmarried.
- → The recipient's address should be given correctly.
- → The letter should also give the address of the sender i.e. from where it is being sent.
- **♦** It should have the name and designation of the sender.

It is a good idea to **plan your letter** before writing it. There are some steps involved in it:

- ✓ Ask yourself: What is the purpose of this letter?
- ✓ Assemble all relevant information and documents
- ✓ Decide upon the key points you wish to convey
- ✓ Analyze your audience and write your messages according to the reader's age, status, characteristics and attitudes especially when he or she belongs to a culture other than your own.
- ✓ Draft the document stating your purpose.
- ✓ Format the document with care. Use a conventional format and appropriate courtesy titles and proper salutations at the beginning and end of the letter.
- ✓ Revise your message with care and then type your final draft. Read it again before sending it. Check for grammar mistakes.

Forms of Salutations, the Beginnings and the Endings

A business letter usually begins with 'Dear Sir/Madam' or even a simple 'Sir/Madam' is enough. If you know the name of the person you are writing to, address her/ him by their surname, e.g. 'Dear Dr. Sinha'. Then begin the letter by saying why you are writing, e.g. "I am writing to ask....., or 'I am writing to

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| confirm' etc. When you write a letter seeking a favor, or information |
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| you close it by saying "Thank you, Yours Sincerely" or "Sincerely yours". If you |
| wish to get an answer to your letter, you may close by writing "I look forward to |
| hearing from you" or "An early reply would be greatly appreciated". |

Activity 4

Given below is a list of verbs and verb phrases. Choose a suitable verb to complete the sentences below. Begin your sentence with "I am writing to" or "I would like to"

| ask inquire inform thank request | complain abou | apologize for ut |
|----------------------------------|---------------|---------------------|
|----------------------------------|---------------|---------------------|

| i) | the poor quality of the cloth used |
|------|------------------------------------|
| ii) | the rude behavior of my clerk |
| iii) | you for the excellent arrangements |
| iv) | the post you advertised |
| v) | the dates which we agreed on |
| | |

2.3 READING-I: DIFFERENT TYPES OF INFORMATIVE AND PERSUASIVE LETTERS

Read the text below and then answer the questions that follow:

There are various kinds of business letters which may be classified according to the nature of the situation for which the letter is written. They can be broadly classified as Informative and Persuasive Letters (Routine and Sales Letters), Letters for special purposes and Problem letters. Given below is a list of different types of such letters.

Informative and Persuasive Letters

• Routine Letters

- Enquiries, seeking information and requests
- Quotations
- Orders and acceptance
- Payment

• Sales Letters

- Prospective or Promotional letters
- Cover letters with offers, fliers, catalogues etc.
- Proposal letters
- Follow up letters
- Sales appreciation letters

• Letters for Special Purposes

- Agency Letters relating to banks, insurance agents/company, government and regulatory agencies, etc.
- Personnel letters relating to employment
- Circulars
- Status enquiries
- Seeking finance

• Problem Letters

- Complaints and follow ups
- Concessions
- Collection Letters on account of overdue/pending payment

Examples of Different Types of Informative / Persuasive Letters

Letter of Enquiry

These are generally addressed by prospective buyers to possible suppliers of goods to seek information regarding availability of goods and the terms and conditions of supply and delivery. Such a letter may include a description and specifications of goods required.

[Date]

[To - Name][Company][Address][City, State PIN code]

Subject: Catalogue of dresses for your consideration

Dear [Ms./Mr. last name]

We saw your advertisement in the last issue of the monthly magazine Garments Today. We require Indian and Western style dresses for women of all age groups for our store in Connaught Place, New Delhi. We would like to have a look at some sample dresses and their prices before we can place an order with you. Please let us know when we can see them.

Sincerely,

[Your name]

[Your address, if not using your letterhead]

Letter Seeking Information (for a business plan)

[Date]

Your address if not using letterhead [City, State PIN code]

[To - Name][Company][Address][City, State PIN code]

Subject: Seeking help for a business plan

Dear [Ms. /Mr. last name]

I have been a regular customer of your business and have always admired the way you operate and handle it.

At present I'm trying to set up a new venture of my own for a service business which is quite different from yours. But there are some similarities in the way customers are handled. Would you mind if I called you to ask some questions regarding your philosophy about customer service?

I have enclosed a self-addressed, stamped postcard with some questions so that you can reply by simply ticking off in the appropriate places. Then I will call at whatever time is convenient to you. Thank you for your time.

Sincerely,
[Your name]
[Your address, if not using your letterhead]

Letter of Request

Such letters may include requests for goods and services or for information of various sorts (examples given above).

Activity 5

Read the following letter of request and fill in the gaps with appropriate words in their correct form.

[Date]

Your address if not using letterhead [City, State PIN code]

[To - Name] [Company] [Address] [City, State PIN code]

Dear [Ms./Mr. last name if you know it or Madam/Sir]

Kindly let us know the required information at the earliest.

Thank you for your time.

Yours Sincerely, [Your name]

Letter of Quotation External Communication

When an enquiry is received about goods from a prospective buyer, a letter of quotation has to be sent in reply. Business quotations should give complete information about the nature and quality of goods asked for, time and mode of delivery, prices, any additional charges for packing and shipping or other services, and terms of payment. The letter given below is written in response to a letter of enquiry (see above).

[Date]

[To - Name]
[Company]
[Address]
[City, State PIN code]

Dear [Ms./Mr. last name]

Thank you for showing interest in the dresses made by our team of designers. We have enclosed a copy of the catalogue of our dresses so that you can have an idea of the kind of dresses we make and their prices.

You will see that our designs are contemporary as well as ethnic. Our prices too are unbeatable and very reasonable. I would also like to mention that we have been working in this field for at about 7 years now and supply dresses to most of the well-known and exclusive garment showrooms across North India.

I am also enclosing an order form and a document detailing our terms and conditions of payment, discounts on bulk orders and mode of delivery for your attention and information. We also provide a replacement guarantee on our products in case of any problems/defects.

Looking forward to hearing from you soon.

Sincerely yours,

[Your name]

[Your address, if not using your letterhead]

Enclosures: i) Catalogue

- ii) Order form
- iii) Document of details regarding payment etc.

Sales Letters

The main aim of this kind of communication is publicity and advertisement of a company's products and/or services offered in anticipation of growth in sales and customer base. The different types of sales letters are:

- Prospecting letters This is sent to prospective or potential customers for your products or services.
- Cover letters They accompany catalogues, fliers, information sheets and offers by companies.
- **Proposal letters** These are written to take on new products, services etc.

- **Follow up letters** They help to outline in writing what you and the recipient have discussed in a meeting or phone call and what you two have decided. They can also work as reminders to customers who may have discontinued patronizing your products or may be in the form of replies to queries by customers.
- Sales appreciation letters Such appreciation letters acknowledging a customer's patronage build both good will and business.

Some important factors to consider while writing sales correspondence:

- While composing a sales letter, you should be able to catch the attention of your reader with an effective opening and generate an interest in her/his mind to know more.
- Identify your potential customers' need. Sales letters should not only be about what you have to sell; they should address the customer's need and how you can satisfy this need.
- ❖ A sales letter should make the act of purchasing easy. It should clearly state what the customer is expected to do in case s/he wishes to buy a product. The action to be taken should be within easy reach and possibility of the customer.
- You should also indicate reader benefit, that is, how the action performed will benefit the receiver of the letter
- ❖ Be polite and conversational in your sales letters. Don't try to be comic or flippant as most people regard parting with their money as serious business.
- Check and revise your letter for accuracy.

Prospecting Letter

Activity 6

In the prospecting letter that follows the prepositions are missing. Fill in appropriate ones.

[Date]

[To - Name]

[Company]

[Address]

[City, State PIN code]

Dear [Ms./Mr. last name]

I enjoyed meeting you(i) the conference(ii) Digital Photography held ...(iii).. [date]. Thanks a lot(iv) the tips(v) taking better images.... (vi) digital cameras. In fact, I went ahead and invested(vii) the latest digital camera which is a very handy, convenient and user friendly piece......(viii) equipment. I have been shooting short videos too which is another great feature(ix) this camera.

I remember you mentioning that you have a photography store(x) central Delhi. I would like you(xi) know that I am(xii) the business of selling photographic paper. I have enclosed a flier(xiii) my company's [company name] products. I hope you will consider buying paper(xiv) us and recommending us(xv) your contacts. We take great pride(xvi) offering high-quality products. Thank you and good luck.......(xvii) your new store(xviii) south Delhi.

Yours Sincerely,
[Your name]
[Your address if not using letterhead]

Activity 7 External Communication

Special Offer Letter

In the following letter, the sentences are grammatically incorrect. Rewrite the letter with grammatically correct sentences.

[Date]

[To - Name][Company][Address][City, State PIN code]

Dear [Ms./Mr. last name if you know it or Madam/Sir]

This news coffee lovers! Just think - you never have wait to go out buy coffee your supply over. Try new mail order coffee service you wonder you managed without it. We sure you find our service convenient easy that we offering free coffee maker with initial order/subscription.

Our service care your preferences. You can increase or decrease order any time by simply visiting web site [give URL] adjusting/altering subscription. We enclosing catalogue showing different flavours coffee caffeinated and decaffeinated varieties. We ensure you pure coffee only as all coffee organically grown.

Act fast add new coffeemaker to home. The free product limited time till stocks last. We look forward you joining our [company name] family discerning coffee lovers.

Sincerely,

[Your name]

[Your address if not using company letterhead]

Follow Up Letter 1

[Date]

[To - Name][Company][Address][City, State PIN code]

Dear [Ms./Mr. last name]

We have noticed that you have not been buying our products recently and we are wondering if there is a problem. If you have any complaints regarding our products or services please don't hesitate to call us and let us know the reason for your dissatisfaction. I am sure we can solve your problem.

I am enclosing a discount coupon valid for your next order as an incentive to continue buying our products and services. As an added incentive, we will extent this discount to a year's purchases if you place a standing order for the whole year.

We look forward to having you back as our valued customer.

Sincerely,

[Your name]

[Your address if not using company letterhead]

Activity 8

Follow Up Letter 2

Complete the letter given below.

| [Da | te] |
|------------------------|---|
| ГΤο | - Name] |
| | mpany] |
| | Idress] |
| | ty, State PIN code] |
| | ar [Ms./Mr. last name] |
| | |
| It h | as been a month since we installed your new dishwasher |
| •••• | |
| • • • • | |
| Plea | ase help us to serve you better by filling in the enclosed customer feedback form. |
| •••• | |
| •••• | |
| | |
| Tha | anks for buying our product. |
| • • • • • | |
| Sin | cerely, |
| [Yo | our name] |
| F | Check Your Progress 1 |
| | 8 |
| | w that you have seen how business letters are written for different purposes, |
| ans | w that you have seen how business letters are written for different purposes, wer the following questions: |
| ans | w that you have seen how business letters are written for different purposes, |
| ans | w that you have seen how business letters are written for different purposes, wer the following questions: What are the different kinds of business letter? |
| ansv | w that you have seen how business letters are written for different purposes, wer the following questions: What are the different kinds of business letter? |
| ansv | w that you have seen how business letters are written for different purposes, wer the following questions: What are the different kinds of business letter? |
| ansv | w that you have seen how business letters are written for different purposes, wer the following questions: What are the different kinds of business letter? |
| ansv | w that you have seen how business letters are written for different purposes, wer the following questions: What are the different kinds of business letter? |
| ans ³ 1) 2) | w that you have seen how business letters are written for different purposes, wer the following questions: What are the different kinds of business letter? What factors should be kept in mind while making an enquiry? |
| ans ³ 1) 2) | w that you have seen how business letters are written for different purposes, wer the following questions: What are the different kinds of business letter? |
| ans ³ 1) 2) | w that you have seen how business letters are written for different purposes, wer the following questions: What are the different kinds of business letter? What factors should be kept in mind while making an enquiry? |
| ans ³ 1) 2) | w that you have seen how business letters are written for different purposes, wer the following questions: What are the different kinds of business letter? What factors should be kept in mind while making an enquiry? What are the details that need to be included in a letter of quotation? |
| ans 1) 2) 3) | w that you have seen how business letters are written for different purposes, wer the following questions: What are the different kinds of business letter? What factors should be kept in mind while making an enquiry? What are the details that need to be included in a letter of quotation? |
| ans 1) 2) 3) | w that you have seen how business letters are written for different purposes, wer the following questions: What are the different kinds of business letter? What factors should be kept in mind while making an enquiry? What are the details that need to be included in a letter of quotation? |
| ans 1) 2) 3) | w that you have seen how business letters are written for different purposes, wer the following questions: What are the different kinds of business letter? What factors should be kept in mind while making an enquiry? What are the details that need to be included in a letter of quotation? |

| Ex | xternal |
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| Commun | ication |

| 5) | Prepare a checklist of writing effective sales letters. Collect 2-3 samples of sales correspondence and see if they are effective. If not, what changes would you like to make in them? |
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2.3.1 Read the following text, attempt the activities and then answer the questions under check your progress:

We have already learnt about routine and sales letters. Now, you will read about Letters for Special Purposes and Problem letters.

1) Letters for Special Purposes are:

- i) Agency Letters relating to banks, insurance agents/company, government and regulatory agencies, appointing business agents, etc.
- ii) Personnel letters relating to employment
- iii) Status enquiries
- iv) Seeking finance

2) Problem Letters are:

- a) Complaints and follow ups
- b) Concessions
- c) Collection Letters on account of overdue/pending payment

2.3.2 Special Purpose Letters

i) Agency Letters

• Correspondence with Banks

A company needs to be in constant touch with its bank for various commercial transactions like opening a current account, stopping payment of cheque, request for an overdraft, loan, bank guarantee etc.

[Date]

[To – Name of branch manager][Name of bank][Address][City, State PIN code]

Subject: To open a current account

Dear [Ms./Mr. last name]

We are in the business of manufacturing garments and we have recently opened a new showroom of our products in this area. We have a turnover of Rs 2 crores annually. For our financial transactions we need a current account and would like to open one in your bank. Kindly let us know about the formalities that have to be fulfilled in this respect. We look forward to an early response.

Sincerely, [Your name]

[Your designation]

[Your address, if not using your letterhead]

• Request for Agency

Business firms which do not find it suitable to open branches usually establish agency relationships with other business firms in different towns and cities. This helps to expand business and save the cost of operating and maintaining branches.

There is a particular process of establishing an agency. A business concern may advertise or apply to a manufacturer or supplier for an agency explaining its financial resources, business connections, area and scope of operations, guarantee of business, rate of commission, requirement of sole agency or otherwise and lastly business references. When such relevant information is provided, the objective is to achieve a positive response from the interested party.

The manufacturer or supplier makes enquiries regarding the financial position and business dealings of the applicant from the referees. When the interested party is convinced of the applicant's credentials, a draft agreement or form is sent for completion and signatures.

[Date]

To
[Company name]
[Address]
[City, State PIN code]

Subject: Request for Agency

Dear Madam/Sir

In response to your advertisement for appointing agents for your products in Dwarka, New Delhi, we would like to offer our services.

Our firm has been in the business of selling children's clothes for more than 10 years. We are interested in selling your products and we are confident that we will be able to boost the sales of your products in this area.

We charge 5% commission on gross sales and guarantee all payments within a period of 90 days from the date of receipt of consignment. Our bankers are United Bank of India, Sector 4, Dwarka. You can refer to M/s Fancy Clothing, Sector 6, Dwarka, for seeking information about our financial integrity.

We shall do our best to promote your business in the Dwarka area and look forward to a fruitful relationship.

Sincerely,

[Your name]

[Your company address, if not using your letterhead]

Activity 9 External Communication

| Keac | the letter of appointment of agent and fill in the gaps with appropriate words. |
|--------------|--|
| [Date | Your address if not using letterhead [City, State PIN code] |
| [Con | Name] npany] tress] |
| - | y, State PIN code] |
| Dear | [Ms./Mr. last name if you know it or Madam/Sir] |
| Sub: | ······································ |
| agen | re to inform you that we would like to you as our sole t for the Dwarka area in New Delhi. Your name has been recommended we hope we also establish good business relations in the future. |
| | with, we quote below prices of different kinds of dresses have been recently out by us. |
| 1) | Dress with thread embroidery medium size @ Rs 2000/- per piece. |
| 2) | Dress with thread embroidery large size @ Rs 2500/- per piece. |
| 3) | Dress with thread embroidery small size @ Rs 1500/- per piece. |
| | will be |
| | re also sending separate post our latest catalogue price list of our ucts. Kindly receipt of our products. |
| | s r name] |
| ii) l | Personnel Letters |
| Acti | vity 10 |
| for t | letters relate to conditions of employment. Given below is a letter of application he post of sales manager in a commercial organization. The beginning and the of the letter are missing. Complete the letter by filling in gaps. |
| [Date | e] |
| [Con [Add | Name] npany] tress] v, State PIN code] |

| Dear [Ms./Mr. last name] |
|---|
| |
| |
| |
| |
| I am 34 years old and have at least 10 years of sales experience in a reputed firm [give company name]. I have also headed a team of 8 sales executives and have been involved in devising innovative sales strategies, from the planning to the execution stage. |
| |
| |
| |
| Looking forward to hearing from you soon. |
| Sincerely yours, |
| [Your name] [Your address] |
| Activity 11 |
| Look at the incomplete response to the above application. Fill it in with the correct form of the verb given in brackets. |
| [Date] |
| [Name] [Address] [City, State PIN code] |
| Dear [Ms./Mr. last name if you know it or Madam/Sir] |
| We |
| This position (be) an important one and a key to the growth of our company. |
| That is why we |
| (be) in touch with you within the next 2 weeks to set up a phone interview. |

External Communication

iii) Status Enquiry Letter

Enquiries about the credibility, financial standing and dealings of business firms, customers and clients are often made. For this purpose confidential letters are sent to known referees or to other business houses and institutions which may have dealings with the firms. It is expected that all these letters as well as replies to the same are written in good faith and in strict confidence. A straightforward opinion which does not reflect any bias or exaggeration should be given when such enquiries are made.

[Date]

[To - Name][Company][Address][City, State PIN code]

Dear [Ms./Mr. last name]

Thank you very much for your order dated February 5th 20xx, for 100 dresses on credit for 2 months. As you are dealing with us for the first time, we shall be grateful if you could furnish to us either a bank guarantee or a Delhi reference known to us. This is standard and usual practice. Meanwhile, we shall give our attention to your order.

Sincerely yours,

[Your name]

[Your company address]

iv) Letters Seeking Finance

These letters are written to banks or other financial institutions asking them to extend loan facility to business concerns.

2) Problem Letters

a) Complaint Letter

Given below is a letter of complaint to the Railways.

[Date] [Your address]

The Superintendent Railway Parcel Section New Delhi Station. New Delhi

Dear Madam/Sir

This is to inform you that on January 15th 20xx, we had sent a consignment of our products to Mr. Salve of Mumbai vide railway receipt no.[give number and date] from New Delhi station. The railway receipt was sent to our customer.

Business Writing

However, we have received a complaint from Mr. Salve that the parcel has not yet reached him. Please look into the matter and let us know what happened to the parcel. Sincerely yours,

[Your name]

b) Letters Asking for Concessions

These letters are usually written by business organizations to financial institutions requesting for concessions in the terms and conditions of loan repayment.

c) Collection Letters

They are sent by business firms to defaulting customers. They are also known as 'dunning letters'. The tone of such a letter should be courteous and polite. The usual practice is to write these letters in 3 stages, first in the form of a **mild reminder**, the second as a **persuasive letter** and the third is the **last resort** stage. The first mild reminder is the 'will pay' stage where the company is confident of receiving payment. The second 'persuasive letter' is the 'should pay' stage. The business house has to persuade and appeal to the erring customer. When all reminders and persuasive letters fail to elicit the desired response from the customer, the 'last resort' letter is sent. This letter is short and to the point. It gives the customer one last chance to pay.

Activity 12

Sincerely yours,

[Your company's address]

[Your name]

Complete the body of the letter.

[Date]

[To - Name]
[Company]
[Address]
[City, State PIN code]

Dear [Ms./Mr. last name]

We regret to point out that we have written to you repeatedly, on 10th and 25th December, 20xx and again on 21st January 20xx, calling your attention to our unsettled account of Rs 22,250/- against supply of dresses as per your order.

We trust you will make this action unnecessary by settling our account immediately.

© Check Your Progress 2

Now that you have seen how business letters are written for different purposes, answer the following questions:

| l) | What are the principles of effective communication? |
|------------|--|
| | |
| 2) | What are the points to be considered in drafting a business letter? |
| | |
| 3) | Why do business firms appoint agencies instead of opening branches? |
| | |
| 1) | Define collection letters. |
| | |
| 5) | Describe the stages of sending collection letters. |
| | |
| | |
| A c | tivity 13 |
| 1) | Write a letter to Punjab National Bank seeking finance for your new venture. |
| | |
| | |
| | |
| | |
| 2) | Write a letter of complaint against a TV company which has delivered a defective TV. |
| | |
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| | |

2.4 VOCABULARY: MULTIPLE MEANING OF WORDS

Activity 14

Some words can be used as a noun, verb, adjective or adverb. For example, the word 'sound' can be used as a noun ('The ugly sound of honking cars is a regular feature of life in Delhi'), as a verb ('As soon as the siren sounded, the people left their work stations to go home'), as an adjective ('She gave me sound advice') or as an adverb ('She slept soundly').

Fill in the sentences below with the appropriate words given in the box. Remember to make the necessary changes in the word.

| | | frequent | storm | sparkle | question | |
|----|----|--------------------------------|------------------------------|-----------------------------|-----------------------|-----------|
| 1) | a) | | ss letters are in th | e form of a question | naire in which you | have to |
| | b) | | unager wered quite fearle | his sub | oordinates about the | e missing |
| | c) | His | spirit has not | dimmed with advar | icing years. | |
| | d) | He looked at | me | | | |
| 2) | a) | The | weathe | r kept people at hon | ne. | |
| | b) | The MD to his proposa | | out of the meeting at | fter meeting stiff op | position |
| | c) | | as like aof its beginning. | in a teac | up because it ended | d within |
| 3) | a) | The dewdrop | s glinted and | in the morni | ng sunshine. | |
| | b) | The mountain. | waters of | of the spring gushed | out from the side of | of the |
| | c) | A | of mischief | f lit up the face of th | e child. | |
| 4) | a) | He is a | visi | itor to Delhi. | | |
| | b) | _ | _ | oloyeesating or of shirking | | oncluded |
| | c) | After his retingreat affection | | gement spoke of hin | n : | and with |
| | d) | The | of swin | e flu is increasing in | an alarming mann | er. |

External Communication

2.5 WRITING - I: SEQUENCING

Activity 15

Given below are sentences taken from an application for the post of a sales officer. Rearrange the sentences in the correct order and organize them into separate paragraphs.

- My present job requires me to not only to sell goods but also to keep an account of the sales and do some typing too.
- ii) I am 26 years old and hold an MBA degree.
- iii) I am interested in applying for the post of a sales officer which was advertised in The Hindustan Times on 30th of July 20xx.
- iv) I enclose my CV and will be happy to give you further information if required.
- v) You can contact me at my home phone or on my mobile during business hours.
- vi) The reason for wanting to leave this job is that I find the office routine too monotonous.
- vii) I have been working in a department store for the last three years where I have been the sole in charge.

| viii) | Since the job advertised involves traveling and meeting people, it would suit my abilities and temperament. | |
|-------|---|--|
| | | |
| | | |
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| | | |

2.6 GRAMMAR

In this section we study Noun clause, the present perfect and present continuous tense.

A) Noun Clause

Read the sentences below from the text:

- 1) Barbara Tuchman rightly remarks <u>that it take two persons to fulfill the function</u> and purpose of the written word.
- 2) He was informed by the assistant manager that the company was thinking of selling Block 1 of the shops.

The clauses underlined above are noun clauses because they do the work of nouns.

i) As subject to the verb as in the sentence, examples:

How the leopard enter the factory was a mystery.

Whatever happens, it is His will.

ii) As object to the verb as in the sentence, examples:

We are confident that we will be able to boost the sales of your products in this area.

The young girl knew who the thief was.

She also knew where he lived.

iii) A noun clause is object to a preposition, example:

The executive did not pay attention to what the customer was saying.

How do you identify a noun clause in a sentence?

Ask the question "what" about the verb of the sentence and the group of words that give you the answer, will be the noun clause. Example

Research has proven that the sooner a complaint is resolved with the customer the greater the satisfaction...

Here you may ask "What has the research proven?" and the answer to this, "that the sooner a complaint..." is the noun clause.

The following words called **subordinating conjunctions** introduce noun clauses.

| that | Who | When | however | what | whoever |
|----------|-------|----------|---------|------|----------|
| whenever | Where | whatever | why | how | wherever |
| whether | | | | | |

| F | © Check Your Progress 3 | | | | |
|----------|--|--|--|--|--|
| 1) | Complete the following sentences by adding noun clauses as objects. Use the clues given in brackets and the appropriate subordinating conjunction. | | | | |
| | i) | I don't know (get/money back). | | | |
| | ii) | Can anyone tell me(the matter/with him)? | | | |
| | iii) | Please confirm (you can come/on Sunday). | | | |
| | iv) | It is a good thing (he/working hard). | | | |
| | v) | The airhostess asked me(want/coffee, tea or juice) | | | |
| | vi) | I don't understand | | | |
| | vii) | Preeti hasn't decided (go/Mumbai). | | | |
| | viii) | Jitendra didn't say (he/stay in Delhi). | | | |
| 2) | Con | applete the sentences with appropriate noun clauses. We have done one for | | | |
| | i) | My boss said, "You ought to work harder." | | | |
| | | My boss told me that I ought to work harder. | | | |
| | | My boss suggested that I ought to work harder. | | | |
| | | The Managing Director said, "Riya, why don't you go for a leadership training course?" | | | |
| | | The Managing Director suggested | | | |

| External |
|---------------|
| Communication |

| | The Managing Director hoped | Communica |
|------|--|-----------|
| | The Managing Director wanted | |
| | | |
| iii) | The Office Manager told the staff, "please come to office on time." | |
| | The Office Manager advised | |
| | The Office Manager hoped | |
| | The Office Manager wanted | |
| | The Office Manager suggested | |
| iv) | Aliya said, "I wish I didn't have to work so hard." | |
| | Aliya wished | |
| | Aliya hoped | |
| | Aliya wanted | |
| v) | The Manager said, "It is hard work that pays in the end, not flattering the boss." | |
| | The Manager advised | |
| | The Manager commented | |
| | The Manager suggested | |

B) The Present Perfect Tense

Read the sentences given below. They are from the unit.

- 1) I had recently bought an LCD TV from your showroom.
- 2) We have already read about the different kinds of non-interactive, internal ...
- 3) I have been a regular customer of your business and have always admired the way you operate and handle it.

The words in bold are in the Present Perfect Tense.

Has/have + past participle of the verb

Function

- The Present Perfect Tense is used to talk about the present result of past actions. It is also used to talk about recent events.
 - 1) I have given your report to the Director. (S/He has it now.)
 - 2) I have sent them the samples they wanted. (I have sent them, they are in the post now.)
- The Present Perfect Tense is used for a finished action at an unknown or unstated time, often with ever, never, just, already, yet, since and for.
 - 1) Sunil has never been to England.
 - 2) I've just finished reading the report.
 - 3) My office has been here since 1950.
 - 4) Have you spoken to Sushant yet?

C) The Present Perfect Continuous Tense

Read the sentences given below:

- 1) We would like to know if you have been providing concession fares for student groups in the past.
- 2) I have been working through the day.

Function:

The Present Perfect Continuous Tense is used with for, since and how long? and other expressions of duration (e.g. all day) to talk about activities that started happening in the past and are still happening now. The activity may have been going on continuously or repeated several times.

- 1) They have been manufacturing scooters here for 10 years.
- 2) I have been trying to call him all day.

| Check | Your | Progress | 3 |
|-------|------|-----------------|---|
| | | | |

| F | Chec | k Your Progress 3 |
|----|--------|---|
| 1) | Com | plete the following sentences by putting the verbs into the Present Perfect. |
| | i) | I'm going to send them a reminder. They (not pay) us for the last shipment. |
| | ii) | I (work) enough. I want to retire now. |
| | iii) | I arrived late to the airport, I(miss) my flight. |
| | iv) | We (spend) a lot of money on modernizing the factory, and it is now very well equipped. |
| | v) | Sumit,(you/meet) Kiran Nadar? She's is our Managing Director. |
| | vi) | The dollar(fall) sharply. |
| 2) | | are in charge of a project. Write a short paragraph saying what you have dy done and what you haven't done yet. We give you an example: |
| | We l | have already completed the needs analysis |
| | We l | have not started collecting the data as yet. |
| | | |
| | | |
| | | |
| | | |
| | | |
| 3) | | he verbs in brackets into the Present Perfect Simple or the Present Perfect inuous. |
| | i) l | (write) a report for Mr. Kanduri. (it is finished) |
| | ii) l | (not/take) a holiday for two years. |
| | iii) l | (not/feel) well recently. |
| | | We(visit) potential sites for the new office, but we haven't found anything suitable yet. |
| | v) S | Since January, our turnover(increase) by 40%. |

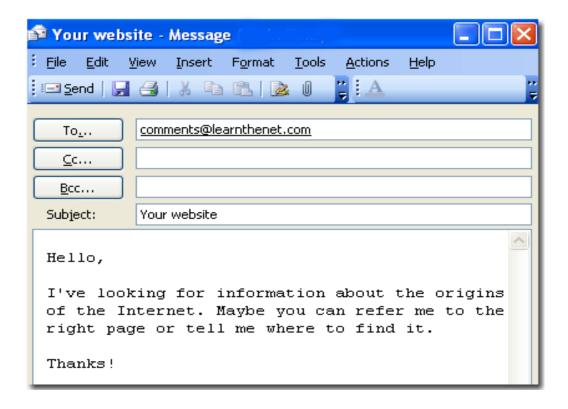
- vi) The legal cell (look) through the MOU, but they say they need another day to read it all.
- vii) I deserve a pay hike because I (met) all my targets this year.
- viii) I (work) on those figures. They are almost ready.

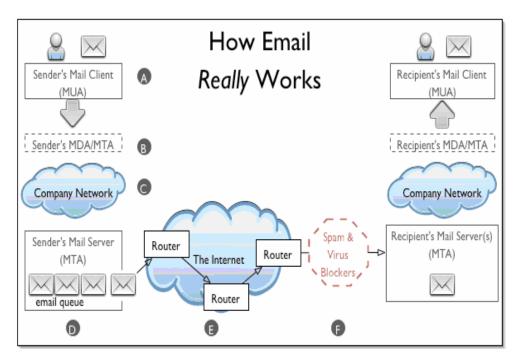
2.7 READING - II: EMAIL GUIDELINES

Email or "electronic mail" is a process of sending text messages in electronic form. The messages can also include images and video clips. Email has the characteristics of both writing and speaking. It is presumed to not be subject to the same standards as other written correspondence. As it is a fast and convenient way of communicating, some people believe that it is almost as immediate as a phone call. But the tone of voice and the facility of being able to explain immediately when you sense that there is miscommunication are missing from email. Hence, the correct use of language is important to communicate effectively.



Given below is a sample email page:





How email really works

http://support.kavi.com/khelp/kmlm/user_help/html/how_email_works.html

Some rules have to be observed while writing emails. These guidelines constitute 'email etiquette'. They are:

- Make your mail easy to read.
- **↓** Use the subject line to tell the recipient the purpose of the message.
- ♣ Use the appropriate level of formality. If you are writing to your boss, be as formal as you would be in printed letters.
- ₩ Write in a clear and organized manner. Use short and simple sentences. Use correct spelling and basic grammar.
- ♣ Generally, the length of your message should be kept to one screen only. If there is a file or document you want your reader to view, send it as an attachment with your email.
- 4 Just like a written letter, be sure to begin your email with a greeting like 'Dear Dr. Gupta' or 'Dear Ms. Sahgal' and also close with a salutation.
- Use standard spelling, punctuation, and capitalization. Do not write in all upper case letters as this denotes shouting/screaming. This is also called "flaming" and considered bad manners.
- Write clear, short paragraphs and be direct and to the point; professionals and academics alike see their email accounts as business. Don't write unnecessarily long emails or otherwise waste the recipient's time.
- ♣ Adopt the "you" attitude, emphasize positive points, be polite, use bias-free language and project the company's image.
- ♣ Be sure to revise your letter after writing it.
- ♣ Don't think email is a private affair. Some people send information to recipients who shouldn't read, receive or don't need it.

External Communication

- Don't send usernames or passwords through email. Information about credit cards or bank accounts should never be given via email. Avoid sensitive or information that could be potentially damaging to someone's career and/or reputation, including your own.
- **♣** Do not overuse email acronyms or abbreviations.
- Don't use exclamation marks in every important sentence. This is too informal.

| - | Don't use exclamation marks in every important sentence. This is too informal. Don't use emotions in business letters. |
|---------|--|
| Ac | tivity 16 |
| Ca | n you add more guidelines? |
| | |
| | |
| | |
| | |
| | |
| Ŧ | Check Your Progress 4 |
| 1) | How is email better than other forms of communication? |
| | |
| | |
| | |
| | |
| 2) | Enumerate some rules/guidelines (at least 5) to observe while writing email. |
| | |
| | |
| | |
| | |
| 2) | What kind of language should be used in ampile? |
| 3) | What kind of language should be used in emails? |
| | |
| | |
| | |
| | |
| _ | |
| 2. | 8 WRITING - II: WRITING AN EMAIL |
| Ac | tivity 17 |
| Co | mpose an email in the correct format for the following situation: |
| Yo | ur company, India Garments, wants to buy good quality Chinese silk from a |
| Ch | inese company. Write an email to the business head of the Chinese company |
| sta | ting your purpose. |
| • • • • | |

2.9 LET US SUM UP

In this unit you have learnt what interactive external business correspondence is. You also learnt about the principles of effective communication and the mechanics of letter writing. You have also become familiar with writing informative and persuasive letters which include routine and sales letters. You were also shown how to write letters of inquiry, letters seeking information and letters of request. For writing different kinds of sales letters, you were given examples of writing prospecting letters, cover letters with promotional / discount offers, follow up letters and sales appreciation letters. You have been introduced to various types of such correspondence and the purpose for which they are written. You have also become familiar with letters written for special purposes and Problem letters. The former includes agency letters for appointing business agents, letters to banks, insurance companies, financial institutions, government agencies or regulatory bodies, letters relating to personnel and status enquiry letters. The problem letters include complaints and follow ups, concession letters and collection letters.

Email is another form of communication which is transmitted electronically. You saw how easy it was to use email as a casual piece of conversation. You also read that this should not be the case in the business world and great care has to be taken in drafting emails.

We hope you find the unit useful and interesting.

2.10 ANSWERS

Activity 1

- i) The formal letter contains the sender's and receiver's address whereas this is not required in the informal letter.
- ii) In the formal letter we use salutations like Dear ... while in the informal letter we use informal salutations like Dearest, My Dear, etc.
- iii) The formal letter is concise and to the point whereas an informal letter is like an extended long distance private conversation.

Activity 2

- 1) Soor
- 2) The file you requested is attached
- 3) Mr. Sareen realized that we must cut down costs
- 4) Some rules must be observed
- 5) I wish to say
- 6) After talking to you
- 7) causes
- 8) The most important issue is collaboration
- 9) answer/say yes
- 10) as you asked for/requested
- 11) after what we talked / spoke about
- 12) I enclose the papers
- 13) Although/ even though
- 14) Usually

Activity 3 External Communication

Suggested answer:

The senior chief engineer contacted the mall owner, on December 23rd to enquire if block 1 was on sale. He was informed by the assistant manager that the company was thinking of selling block 1. He was further told that the decision would not be taken until the president returned / came back from a business trip on January 22nd 20xx.

Activity 4

- i) I am writing to complain about ...
- ii) I would like to apologize for ...
- iii) I would like to thank ...
- iv) I am writing to apply for ...
- v) I am writing to confirm ...

Activity 5

Dear [Ms./Mr. last name if you know it or Madam/Sir]

We are <u>arranging</u> a college trip to Kashmir and we are particularly interested in <u>visiting</u> Gulmarg. We <u>would</u> like some information about your tours to the Kashmir valley.

It would be greatly <u>appreciated</u> if you could <u>send</u> details about bus fares, their timings and whether they <u>are</u> comfortable and air-conditioned or not. We would also like to know if you <u>have been providing</u> concession fares for student groups in the past. This information <u>is</u> important to us because we <u>are</u> a large group of 50 students.

Activity 6

Appropriate prepositions are:

| i) at | ii) on | iii) on | iv) for v) or | 1 |
|-------------|------------|-----------|---------------|--------|
| vi) through | vii) in | viii) of | ix) of | x) in |
| xi) to | xii) in | xiii) of | xiv) from | xv) to |
| xvi) in | xvii) with | xviii) in | | |

Activity 7

This news is for coffee lovers! Just think - you will never have to wait to go out and buy coffee once your supply is over. Try our new mail order coffee service and you will wonder how you ever managed without it. We are so sure you will find our service very convenient and easy that we are offering a free coffee maker with your initial order/subscription.

Our service **takes** care **of** your preferences. You can increase or decrease **your** order any time by simply visiting **our** web site [give URL] **and** adjusting/altering **your** subscription. We **are** enclosing **a** catalogue showing different flavours **of** coffee **in both** caffeinated and decaffeinated varieties. We ensure **that** you **get** pure coffee only as all **our** coffee **is** organically grown.

Act fast **and** add a new coffeemaker to **your** home. The free product **is for a** limited time till **its** stocks last. We look forward **to** you joining our [company name] family **of** discerning coffee lovers.

Activity 8

Dear [Ms. /Mr. last name]

It has been a month since we installed your new dishwasher. I am writing to know if it is functioning properly and taking care of your needs. Please help us to serve you better by filling in the enclosed customer feedback form. It will take a few minutes to do so. To return it to us, simply drop the completed form into a post box as it is already stamped and addressed to us.

Thanks for buying our product. If there is anything further I can do for you, please feel free to call us at the numbers given on the letterhead.

Check Your Progress 1

1) Different kind of business letters are as follows

Informative and persuasive letters:

- i) Routine letters may include the following:
 - Enquiries, seeking information and requests
 - Ouotations
 - Orders and acceptance
 - Payment
- ii) Sales letters such as:
 - Promotional letters
 - Cover letters with fliers, catalogues etc.
 - Proposal letters
 - Follow up letters
 - Sales appreciation letters.
- iii) Letters for special purposes
 - Agency letters relating to banks, insurance agents/company, government and regulatory agencies etc.
 - Personnel letters relating to employment
 - Circulars
 - Status enquiries
 - Seeking finance
- iv) Problem letters
 - Complaints and follow ups
 - Concessions
 - Collection Letters on account of overdue/pending payment
- 2) In a letter of enquiry one must ensure that one has asked for all the information that one needs regarding the availability of goods and the terms and conditions of supply and delivery. One may include a description and specifications of the goods required.

External Communication

- 3) The letter of quotation is the response to a letter of enquiry from a prospective buyer. It should contain complete information about the nature and quality of goods asked for, time and mode of delivery, prices, any additional charges for packing and shipping or other services and terms of payment.
- 4) The different kinds of sales letter are as follows:
 - a Prospecting letters
 - b Cover letters
 - c Proposal letters
 - d Follow up letters
 - e Sale appreciation letters
- 5) Some important factors to consider while writing sales correspondence:
 - It should have an effective opening to get the attention of the reader and generate interest.
 - It should address the customer's need and how you can satisfy his/her need.
 - It should clearly state what the customer is expected to do in case s/he wishes to buy a product. The action to be taken should be within easy reach and possibility of the customer.
 - It should also indicate how the action performed will benefit the receiver of the letter.
 - The tone should be polite and conversational. Humour should be avoided.
 - It should be checked and revised for accuracy.

Activity 9

Dear [Ms./Mr. last name if you know it or Madam/Sir]

Sub: Appointment of Agency

We are <u>glad</u> to inform you that we would like to <u>appoint</u> you as our sole agent for the Dwarka area in New Delhi. Your name has been <u>highly</u> recommended and we hope we <u>shall</u> also establish good business relations in the future.

To <u>begin</u> with, we quote below <u>the</u> prices of different kinds of dresses <u>which</u> have been recently brought out by us.

- 1) Dress with thread embroidery medium size @ Rs 2000/- per piece.
- 2) Dress with thread embroidery large size @ Rs 2500/- per piece.
- 3) Dress with thread embroidery small size @ Rs 1500/- per piece.

You will be <u>allowed</u> 5% commission on sales as per our agreement. Please <u>fill in</u> the enclosed Form of Agency and <u>send</u> it by return post.

We are also sending by separate post our latest catalogue and price list of our products. Kindly acknowledge receipt of our products.

Activity 10

Missing lines are given in **bold**:

[Date]

[To - Name][Company][Address][City, State PIN code]

Dear [Ms./Mr. last name]

I would like to apply for the post of Manager (Sales) that was advertised in The Times of Hindustan on 15^{th} July 20xx.

I am 34 years old and have at least 10 years of sales experience in a reputed firm [give company name]. I have also headed a team of 8 sales executives and have been involved in devising innovative sales strategies, from the planning to the execution stage.

I enclose my curriculum vitae and would appreciate an opportunity of being interviewed. I would then be able to give you a better idea of my abilities.

Looking forward to hearing from you soon.

Sincerely yours,

[Your name]

[Your address]

Activity 11

Dear [Ms./Mr. last name if you know it or Madam/Sir]

We have received your resume and application for the post of Sales Manager which we had advertised in the [newspaper title]. Your qualifications are excellent and we have added you to the group of applicants we would like to bring in for the interview.

This position **is** an important one and a key to the growth of our company. That is why we **are** being extremely careful in our selection process. We **will be** in touch with you within the next 2 weeks to set up a phone interview. After that we will bring in semi-finalists for an in-person interview.

We appreciate your patience and your interest in **working** with us. We look forward to **talking** to you soon.

Sincerely,

[Your name]

[Your designation]

Activity 12

Missing lines are given in **bold**:

[Date]

[To - Name][Company][Address][City, State PIN code]

Dear [Ms./Mr. last name]

We regret to point out that we have written to you repeatedly, on 10th and 25th December, 20xx and again on 21st January 20xx, calling your attention to our unsettled account of Rs 22,250/- against supply of dresses as per your order. But you have not responded to any of our letters.

In such circumstances we are compelled to inform you with great reluctance that unless our account is settled by the end of February 20xx, we shall place the matter in the hands of our solicitor.

We trust you will make this action unnecessary by settling our account immediately.

Sincerely yours,

[Your name]
[Your designation]
[Your company's address]

Check Your Progress 2

1) The principles of effective communication are as follows:

One has to be brief and use few and effective words instead of long sentences. Courtesy has to be maintained with appropriate level of formality. One has to be precise and take care to include all relevant facts, data and necessary information. One has to be simple, clear, correct and brief.

- 2) There are some points to be kept in mind while drafting business letters.
 - The letter should be attractive to create a positive impression on the reader.
 - It should be accurate in facts as well as presentation.
 - It should have the date, sender's and receiver's address.
 - It should have the name and designation of the sender as well as the receiver with the right spelling.
 - It is good to chalk out a plan before writing the letter. This includes listing
 out the purpose, the key points to be conveyed, analyzing the audience- the
 reader's age, attitudes and cultural background- and also acquiring the
 relevant documents and information.
 - Once the planning is done, make a rough draft. Next format the letter with care using appropriate courtesy titles and salutation at the beginning and end of the letter.
 - Revise with care and type the final draft. Check for grammatical errors.
- 3) Business firms appoint agencies instead of opening branches as this is more cost effective. They can expand business by establishing agency relationships with other business firms. This would help them save the cost of operating and maintaining branches.

Business Writing

- 4) Collection letters are sent by business firms to those customers who have pending payments. They are also known as 'Dunning letters'. Such letters should have a courteous and polite tone.
- 5) The collection letters are written in three stages usually:
 - i) The first in the form of a mild reminder. This is the 'will pay' stage where the company is confident of receiving payment.
 - ii) The second 'persuasive letter' is the 'should pay' stage. The business house has to persuade and appeal to the erring customer.
 - iii) The third is the 'last resort' stage when all reminders and persuasive letters fail to elicit the desired response from the customer. This letter is short and to the point. It gives the customer one last chance to pay.

Activity 13

1) Letter to Punjab National Bank seeking finance:

1st February, 20xx

To Mr. Anand Kapoor Branch Manager Punjab National Bank IGNOU Branch Maidan Garhi, Delhi-110068

Subject: Finance for opening a bookshop on M. G. Road.

Dear Mr. Kapoor,

We plan to open a bookshop and have ear marked a suitable location on M.G. Road for our new venture. It would include a reading space cum cafeteria. Such a bookshop is the need of the hour in our city. The estimate to set up the shop is Rs. 15,00,000. We need a loan to meet the expenses. We request you to let us know the formalities that have to be completed in order to apply for the loan. We would be greatly obliged if you could do so at the earliest. We look forward to an early response.

Sincerely,

Shalini Mathew

F-129, Golf Links

Defence Colony

New Delhi-110069

2) Letter of complaint against a TV company which has delivered a defective TV.

External Communication

2nd February, 20xx

Shalini Mathew F-129, Golf Links Defence Colony New Delhi- 110069

The Manager Quantum Electronics 72, M.G. Road Pune, Maharashtra

Dear Madam/ Sir

This is to inform you that the television which was sent to me on 25th January, 20xx has been malfunctioning. The model number is HYX-09 and the Bill no. is 187490 dated 25th January 20xx. After switching on the television, it goes into the 'power off' mode in a few minutes. It is unfortunate that a reputed company such as yours has provided a defective product.

Please arrange to replace the defective television at the earliest.

Thank you

Sincerely yours,

Shalini Mathew

Activity 14

1) a) questions(noun) b) questioned (verb) c) questioning (adjective)

d) questioningly (adverb)

2) a) stormy (Adj) b) stormed (verb) c) storm (noun)

a) sparkled (verb)
b) sparkling (adj)
c) sparkle (noun)
a) frequent (adj)
b) frequented (verb)
c) frequently (adv)

d) frequency (noun)

Activity 15

Paragraph 1: sentence (iii) Paragraph 2: sentences (ii), (vii), (i)
Paragraph 3: sentence (vi), (viii) Paragraph 4: sentence (iv), (v)

Check Your Progress 3

- 1) Completed sentences:
 - i) I don't know how to get the money back.
 - ii) Can anyone tell me what's the matter with him?
 - iii) Please confirm when you can come on Sunday.
 - iv) It is a good thing that he is working hard.
 - v) The airhostess asked me whether I wanted coffee, tea or juice.
 - vi) I don't understand why she couldn't come for the event.

- vii) Preeti hasn't decided how she should go to Mumbai.
- viii) Jitendra didn't say where he stayed in Delhi.
- 2) Completed sentences with appropriate noun clauses:
 - ii) The Managing Director suggested that Riya should go for a leadership training course.

The Managing Director hoped that Riya may go for a leadership training course.

The Managing Director wanted Riya to go for a leadership training course.

iii) The Office Manager advised the staff to come to the office on time.

The Office Manager hoped that the staff would come to office on time.

The Office Manager wanted the staff to come to office on time.

The Office Manager suggested that the staff should come to office on time.

iv) Aliya wished that she didn't have to worked so hard.

Aliya hoped that she didn't have to work so hard.

Aliya wanted that she should not have to work so hard.

v) The Manager advised the group that it is hard work that paid off in the end, not flattering the boss.

The Manager commented that it is hard work that paid off in the end, not flattering the boss.

The Manager suggested that it is hard work that paid off in the end, not flattering the boss.

5.6 Listening (tape script)

There may be occasions when discrepancies arise between the stipulations in the order placed by the buyer and the actual manner or execution of the order by the supplier. The quantity and quality of goods received may not conform to the goods ordered, or the goods received may be less in number or in a damaged condition. There could be another reason for the discrepancy – the terms and conditions of payment, delivery, etc. may have varied. Letters of claims and complaints may have to be written by the buyers on such occasions.

A letter of complaint should be written in polite language giving only bare facts which should be substantiated by sufficient evidence. The letter should never start with the assumption that the other party is a cheat. Complaints may arise due to some unintentional acts and circumstances and benefit of doubt should be given unless otherwise proved.

When complaints are received, the suppliers should attend to them immediately and speedy action should be taken to rectify the wrong, if any. If the complaint is not justified, the reply must be given in a polite manner and without being offensive. All letters of complaints, claims and adjustments must be clear and definite and should be supported by relevant documents.

Activity 16 External Communication

More on email etiquette:

 Double check the name(s) you have entered in the "To" line before sending your mail.

- ii) Reserve the "high priority" label for emails that are in reality "high priority". Don't label all mails as "high priority" as nobody will take your mail seriously after some time.
- iii) Keep attachments to a minimum.
- iv) Use bullets/markers/numbers so that the recipient can focus at once on the important details.
- v) Being gender sensitive helps when replying to women.
- vi) Do not use jargon and slang.

Check Your Progress 4

- 1) Email is better than other forms of communication in following ways:
 - It has characteristics of both writing and speaking.
 - Email messages can include images and video clips.
 - Can be almost as immediate as a phone call.
- 2) Use standard spelling, punctuation, and capitalization. Do not write in all upper case letters as this denotes shouting/screaming. This is also called "flaming" and considered bad manners.

Write clear, short paragraphs and be direct and to the point; professionals and academics alike see their email accounts as business. Don't write unnecessarily long emails or otherwise waste the recipient's time.

Adopt the "you" attitude, emphasize positive points, be polite, use bias-free language and project the company's image.

3) Language can be formal or informal depending on the context.

Activity 17

| To: | |
|-----|--|
| Cc: | |

Subject:

Dear Madam/Sir,

We have heard a lot about the good quality of silks manufactured by you. We deal in making and selling silk dresses and we are based in New Delhi, India. As such, we require high quality silk fabrics for our products. Could you please send us information about the variety of silks manufactured by you and their corresponding prices as soon as possible? Please let us know about freight, custom and other charges (if any), as such charges may be applicable to transnational business orders involving two countries. This will enable us to place our order with you.

We look forward to hearing from you and to the beginning of a new relationship. In case you wish to verify our credentials, please contact the referees given below. One of them is a company with whom you already share a business relationship and who had recommended your name to us.

Business Writing

| 1) |
|---|
| 2) |
| 3) |
| [Give names, addresses and contact details of business associates/concerns who know you well] |
| With regards, |
| [Your name] |
| [Your full company address with contact details] |
| [Give your company's website address if you have one] |