

BCA SEM-1 SUBJECT: COMMUNICATION SKILLS-1

➤ Writing Skill:=

- Writing is a medium of human communication that represents language and emotion with signs..... of the writing center and community-wide literacy councils aim to help students and community members sharpen their writing skills.
- Grammar, Spelling and Punctuation. Correct grammar, punctuation and spelling are key in **written** communications. The reader will form an opinion of you, the author, based on both the content and presentation, and errors are likely to lead them to form a negative impression.

➤ The Four C's of Good Writing:=

❖ What are the Four C's?

- Good Writing Is . . .
 - Concise
 - Credible
 - Clear
 - Correct

1) What is Concise Writing?

- ✓ Concise writing has a clear point and includes only information absolutely necessary to communicate that point.
 - Clear points are communicated through the thesis statement and topic sentences.
- ✓ Concise writing does not include an irrelevant or unnecessary information.
- ✓ Concise writing leads to Unity, in which all ideas are connected and related.

2) What is Credible Writing?

- ✓ Credible writing is writing that is believable.
- ✓ Credible writing is achieved through providing proof for what you say.
 - Proof is provided through Support, which is your examples and details.

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3) What is Clear Writing?

- ✓ Clear writing contains signals to the reader about which points are most important and how all points fit together to form a whole.
- ✓ Clear writing is achieved primarily through the use of Transitions.

4) What is Correct Writing?

- ✓ Correct writing is just as it sounds, *correct*.
- ✓ Correct writing is free of errors in spelling, punctuation, and grammar.

Why are the Four C's Important?

- ✓ Understanding and adhering to the Four C's is important because
 - In college, the more concise, credible, clear, and correct your writing is, the more successful you will be.
 - The same holds true in the workplace; your writing indicates to your boss, your co-workers, and others your communication skills and competency. You will be judged based on your writing ability, especially correct writing!

➤ Essentials of good writing:=

13 Essential of an Effective Communication System

In evolving an effective system of communication, the management should consider the following essentials for effective communication:

(1) Clarity of Information:

Commenting on the 'communication realism' Terry says that first essential of effective communication is to 'inform yourself fully'. It implies that first of all the communicator must be clear in his mind with the information he wants to

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communicate. Communication should always be in common and easily understandable language so that it may not be misunderstood by the persons receiving it.

(2) Adequacy of Message:

The message to be communicated should be adequate and complete in all respects since incomplete information turns out to be dangerous from the viewpoint of business. The adequacy of information being transmitted depends upon the intellectual capabilities of parties concerned.

(3) Consistency of Message:

The message to be communicated should not be mutually conflicting rather it should be in line with the overall objectives, policies, programmes and procedures of the organisation. Self-contradictory messages always create chaos and confusion in the organisation which is highly detrimental to the efficient running of the enterprise. If the message is amended from the previous one, the fact should be clearly stated so that the chances of confusion can be reduced.

(4) Feedback:

Feedback is an important method of ensuring effective communication. It refers to the confirmation of the idea communicated whether the message has been understood by the receiver in the same sense in which the sender makes or whether the recipient is agreed or disagreed to the proposal of the communicator, makes it essential on the part of the sender to confirm it from the receiver.

In case of face to face communication, it is easier to get feedback information observing the emotions and expressions on the face of the receiver. But, for written

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communication, the management should devise or evolve suitable means and ways for making communication more effective.

(5) Understanding the Receiver:

Understanding is the main aim of communication. The communication must create proper understanding in the mind of the receiver. Killian advised, "communicate with an awareness of the total physical and human setting in which the information will be received.

Picture the place of work; determine the receptivity and understanding levels of the receivers; be aware of social climate and customs, question the information's timeliness. Ask what, when and in which manner you would like to be communicated with if you were in a similar environment and position."

(6) Consultation:

It is generally desirable to consult others in planning communication. This will provide additional insight and objectivity to the message. An important advantage of consultation will be that those who have been taken into confidence while planning communication will lend active support.

(7) Determine Medium:

After having decided the subject matter it should be determined as to how best this message is to be communicated. All aspects of oral or written communication must be carefully examined.

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(8) Tone and Content:

The communicator must be careful about the language he uses while speaking or writing. His tone, expression and emotion will have a definite impact on the effectiveness or otherwise of what he is trying to communicate.

(9) Timing and Timeliness:

Proper attention should be given to the timing and timeliness of the communication. The same message will be received or responded differently by different individuals and groups at one time and differently by the same individuals and groups at different times.

Even in an emergency one dare not overlook the situational, psychological and technical aspect of timing. Moreover, it is also necessary that information should be given in time as out-of-date information is as bad as or worse than none at all.

(10) Support with Action:

It is highly necessary that the actions of the communicator should support his communication. This is because action speaks louder than words. The most persuasive communication, it should be noted, is not what one says but what one does.

(11) Listening:

A very important aspect of effective communication is that executives and supervisors should be good listeners. It is dangerous to be inattentive or indifferent

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when others are attempting to communicate. The ten commandments of American Management Association state: "Listening is one of the most important, most difficult and most neglected Skills M communications.

(G E 25th Jan 2011)
It demands that we concentrate not only on the explicit meanings another person is expressing, but on the implicit meanings, unspoken words, and undertones that may be far more significant. Thus, we must learn to listen with the inner ear if we are to know the inner man."

(12) Environment of Trust and Confidence:

F.E. Fischer has pointed out that 'communication grows best in a climate of trust and confidence'. Every effort should, therefore, be made to win confidence by reporting facts honestly. Employees need to be convinced and feel that the company is truthful and sincere in its contacts.

Paul Arnold, President of Arnold Bakeries: "If your employee's relation programme is a sound one, if your intent is true, if your people believe in that intent, and in that truth, then and only then you are successfully communicating."

(13) Keeping the System Always Alive:

The system of communication should be kept open and alive all the year round. It is only by honest attempts that good communication relations can be developed.

- ✓ ESSENTIALS OF EFFECTIVE WRITING is organized around the eleven characteristics of quality writing, which include
 - Clear subject,
 - Audience and purpose

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- Vivid language
- Complete paragraphs;
- Clear organization; and more.

➤ Steps to writing an essay :=

1. Decide on your topic (which is most often given to you).
2. Organize your ideas. • This can be as an outline, list, or idea in your head.
3. Write your thesis statement. • Your thesis statement is the sentence that tells your reader the main focus of your essay.
4. Write the introduction.
5. Write the body.
6. Write the conclusion.
7. Proofread your paper and add the finishing touches.

➤ Job Application :=

- An application for employment, job application, or application form (often simply called an **application**) usually includes a form or collection of forms that an individual seeking **employment**, called an applicant, must fill out as part of the process of informing an employer of the applicant's availability and desire to ...
- **Job Application** Letter Writing Guidelines and Format Advice. ... Here's all the information you need ,
- To write a job application letter that will help you secure a job interview. ...
- A job application letter, also known as a cover letter, should be sent or uploaded with your resume when ...

➤ Cover letter:=

- **Cover** letters are one page documents that you send with your resume when **applying** for a **job**. It is meant to: Introduce yourself to the hiring manager. Argue why you'd be a good fit for the **job**.

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❖ Cover Letters for Academic Positions:-

The purpose of a cover letter is to introduce yourself and to demonstrate the fit between your background and the advertised position.

THE BASICS

A cover letter must accompany and be tailored to any application you submit. STEM letters should not exceed one page.

Humanities and social sciences letters may extend up to two pages.

Check with faculty in your department.

- Address to the individual named in the job posting, or with “Dear Members of the Search Committee.”
- The cover letter is a writing sample. It must be good.
- Proofread and spell check!

TIPS

Articulate your fit and focus on potential contributions to this institution—not why you

- Need or want the job.
- Show enthusiasm for the position
- Imagine yourself on the search committee—what would you be looking for?

Example: Cover Letters for Academic Positions:-

A-502 Krishna Society

Visnagar,

November 30, 2016

Dr. John Shah

Computer Science

University of SPU at Visnagar

Patel Piyush. A.
At & Post :Malosan,
Ta :Vijapur,
Dist :Mehsana,
Pin :382816

To,

Sub: An Application for the post of Full Time lecturer in MCA

Respected Sir,

As per the advertisement given in "Sandesh" dated on 10/12/2007 for the post of lecturer in MCA College, I hereby apply for Full Time Lecturer in MCA.

I attached herewith my resume as well as attested copies of all certificates. If I will be given chance to serve, I will try my level best to satisfy my worthy superiors with my attitude and skills.

I hope you will be kind enough to consider my application and call me for interview as I have qualifications and 6+ months teaching experience in the academic field.

Looking for your favorable reply.

Thanking You,

Yours truly,

(Mr. Piyush A. Patel)

Curriculum Vitae

Rathod Jaydeep U.

Permanent Add:
At&Post: Rathodipura(Kada),
Taluka:-Visnagar,
Dist:-Mehsana,
Pin:-384305
GUJARAT-INDIA.

Present Add:
A-163, Sharaswati Park-2,
Narayannagar(Bapunagar),
Ahmedabad,
GUJARAT-INDIA.

Email: jaydeep_1683@yahoo.co.in

jaydeepbcamca@gmail.com

Mobile No.: +91-9998270262 Phone No.: +91-02765-292269,

◆ Summary: -

Master Of Computer Application(M.C.A),having Special Skills like :

- Ability to communicate effectively with the team members and client.
- Capacity to work in team or individually and take up responsibility.
- Good Skill in .NET.

◆ Educational Qualification: -

Course	School/College	Board/University	Year	Percentage	Class
M.C.A-V	Department of Computer Science, Patan	Hemchandracharya North Gujarat University, Patan.	2006	63.00%	First
M.C.A-IV	Department of Computer Science, Patan	Hemchandracharya North Gujarat University, Patan.	2006	64.00%	First
M.C.A-III	Department of Computer Science, Patan	Hemchandracharya North Gujarat University, Patan.	2005	61.00%	First
B.C.A	Shri C.J.Patel College of Computer Studies.Visnagar	Hemchandracharya North Gujarat University, Patan.	2004	69.99%	First
XII	Shree Alfred High School, Bhuj-Kutch.	Gujarat Secondary Education Board, Gandhinagar.	2001	62.0%	First
X	Shree K.G.Rathod Vidhyalaya, Kukma-Kutch.	Gujarat Secondary Education Board, Gandhinagar.	1999	66.43%	First

◆ Seminars, Whitepaper Presentation & Conference attended :-

- ❖ "Seminar on Super Computing" at Department Of Computer Science, Patan.
- ❖ "Software Engineering Methodologies & Tools" at Department Of Computer Science, Patan.

◆ Areas of Interest: -

- ❖ C#.NET 2.0

◆ Special Skill: -

- ❖ Ability to lead team
- ❖ Ability to adopt new technology soon
- ❖ Ability to Communicate effectively with the team members and client
- ❖ Capacity to work in team or individually and take up responsibilities
- ❖ Willing to travel anywhere and relocate.

◆ Technical Skills: -

- ❖ **Operating Systems:** MS-DOS, Windows -95/98/NT/XP/2000.
- ❖ **Programming Languages:** C, C++, COBOL, PL/SQL, Visual Basic, C#.Net.
- ❖ **Web-based tool:** ASP, Java Script, Html, Servlet, ASP.NET, XML.
- ❖ **DBMS / RDBMS:** Oracle8/8i, MS-Access, Foxpro, MS-SQL, SQL Server.
- ❖ **PACKAGES:** Photoshop 7.0, Dream-Weaver, Flash5.0, Corel Draw.

◆ Projects: -

(1) Project Title	: Computer Center Management System.
Project Guide	: Prof. Shailesh Patel.
Platform/Tools	: Windows XP, Visual Basic, MS-Access
Assigned by	: Shree C.J.Patel College of Computer studies, Visnagar.
External Guide	: Mr. Raju Patel
Developed At	: AT&T, Visnagar,
Duration/Year	: 2 months / In B.C.A
Team Size	: 2
(2) Project Title	: Online Railway Reservation System(Web site).
Project Guide	: Prof. Asha Patel.
Platform/Tools	: Microsoft Window XP/ASP.NET-SQL Server.
Assigned by	: Department of Computer Science, Patan.
Developed At	: Department Of Computer Science, Patan
Duration/Year	: 40 days(House Project).
Team Size	: 3

(3) Project Title : Web site of Dudhsagar Dairy, Mehsana.
Project Guide : Prof. Ketan Patel
Platform/Tools : Windows XP, VB.Net, MS-Access
Assigned by : Department Of Computer Science, Patan
Developed At : Dudhsagar Dairy, Mehsana
Duration/Year : 50 days
Team Size : 2

(4) Project Title : Online Jewellery Shopping (Web Application)
Project Guide : Prof. Arjun Jadeja
Platform/Tools : Windows XP, C#.Net(2.0), SqlServer2005
Assigned by : BSP Information technology and communication
Developed At : BSP Information technology and communication
Duration/Year : 6 month
Team Size : 3

◆ Personal Information: -

❖ **Father's Name** : Mr. Udaysinh F. Rathod
❖ **Birth Date** : 1st June, 1983
❖ **Age** : 23 Years
❖ **Gender** : Male
❖ **Marital Status** : Unmarried
❖ **Nationality** : Indian
❖ **Languages Known** : English, Hindi, Gujarati
❖ **Hobbies** : Reading, Surfing the Internet, Music, Traveling

◆ Reference: -

❖ **Dr. A. R. Patel**
Director, Department of Computer Science,
Hemchandracharya North Gujarat University,
PATAN- 384265.
Phone:(02766)233642 Ext.355(o).
E-Mail:hod_computer@ngu.ac.in

**At&Post:Rathodipura(Kada),
Taluka:-Visnagar,
Dist:-Mehsana,
Pin:-384305
GUJARAT-INDIA.**

**Phone : (02765)292269
Mobile no : 9998270262
E-mail :
jaydeep_1683@yahoo.co.in
jaydeepbcamca@gmail.com**

Curriculum Vitae

JAYDEEP U. RATHOD

SUMMARY

Bachelor of Computer Application having Special Skills like :-

- Ability to communicate effectively with the team members and client.
- Capacity to work in team or individually and take up responsibility.
- Punctuality, hardworking and fluent in English

EDUCATIONAL QUALIFICATION

Degree/Class	Institute	University/Board	Percentage Marks	Year
B.C.A	Shri C.J.Patel College of Computer Studies.Visnagar	Hemchandracharya North Gujarat University,Patan	69.99%	2004
H.S.C	Shree Alfred High School, Bhuj- Kutch.	G.S.E.B, Gandhinagar.	62.00%	2001
S.S.S	Shree K.G.Rathod Vidhyalaya, Kukma-Kutch.	G.S.E.B, Gandhinagar.	66.43%	1999

PERSONAL PROFILE

Date of Birth : 1st June,1983
Marital Status : Single (Unmarried)
Nationality : Indian
Languages : English, Hindi and Gujarati
Hobbies : Listening Music, Driving, Surfing, Traveling
Address : At&Post:Rathodipura(Kada),
Taluka:-Visnagar,
Dist:-Mehsana,
Pin:-384305
GUJARAT-INDIA.

Amin
Mansuri

2

Letters

**A good letter is seldom just written.
It is always re-written many times.**

In this unit

- ❖ Let's Begin
- ❖ What is a Good Letter?
- ❖ Essential Parts of a Letter
- ❖ Secondary Parts of a Letter
- ❖ Different Styles/Formats
- ❖ Specimens
 - Letter of Inquiry
 - Reply to Inquiry
 - Order Letter
 - Complaint Letter
 - Letter of Adjustment
 - Request Letter
- ❖ Tips for Better Letter Writing
- ❖ Useful Abbreviations

- | | |
|---------------------------------|--|
| 1. 25 th June 2012 | British Style, Open Punctuation, Ordinal Style |
| 2. 25 th June, 2012. | British Style, Closed Punctuation, Ordinal Style |
| 3. June 25 2012 | American Style, Open Punctuation, Cardinal Style |
| 4. June 25, 2012. | American Style, Closed Punctuation, Cardinal Style |
| 5. 25 June 2012 / June 25 2012 | Other Formats |

3) Inside Address

The inside address contains the address of the person you are writing to along with the name of the recipient, their title and company name, if you are not sure who the letter should be addressed to either leave it blank, or try to put in a title, i.e. 'Director of Human Resources Department'. Skip a line between the date and the salutation.

- | | |
|---|--|
| 1. Laxmi Nivas,
52, S R Road,
Anandnagar,
Surat. | Block Form, Closed Punctuation, American Style |
| 2. Laxmi Nivas
52 S R Road
Anandnagar
Surat | Block Form, Open Punctuation, American Style |
| 3. Laxmi Nivas,
52, S R Road,
Anandnagar,
Surat. | Indented Form, Closed Punctuation, British Style |
| 4. Laxmi Nivas
52 S R Road
Anandnagar
Surat | Indented Form, Open Punctuation, British Style |

4) Salutation

Salutation is a way of addressing the recipient of the letter. It is a greeting used to begin a letter and relates the letter to the reader. There are various ways through which a person can be addressed.

- | | |
|---------------|---|
| 1. Sir, | A very formal salutation |
| 2. Dear Sir, | Formal salutation |
| 3. Sir/s, | Formal salutation for a big firm or company |
| 4. Sir/Madam, | Formal salutation when a receiver's gender is unknown |

If the name of the person is known, it's better to keep Ms./Mrs./Mr. before the name. When the name is not known and the letter is addressed to an organization the salutation can be Dear Sir. Note that there is a comma after the salutation. Skip a line between the salutation and the subject line or body.

Example:

Attn : Mr. G. A. Patel (Chief Partner)

Attention : Accounts Department

2. **Reference number** gives an idea to the dispatch clerk while making a note in the inward/outward register.

Example:

Ref. : A-106/2012/12

3. If a letter contains documents other than the letter itself, the letter will include the word "**Enclosure**." If there is more than one type, write the word "Enclosures (#)" with the # being the number of other documents enclosed, which does not include the letter itself.
4. **Identification Initials**, show the names of persons who drafted and typed the letter. It is almost at the end of the page.

Example:

RSP/MP

(RSP may indicate Mr. R. S. Patel who has drafted the letter and Mr. M. K. Patel who typed the letter.)

5. **Carbon copy notation**, indicates the name of the person/department/office to whom the copy of the letter is to be dispatched. It is written as "CC", "Carbon Copy to".

Different Styles/Formats

(a) The Fully Indented Style

ABC Industry

21, GIDC, Vatva, Ahmedabad.

5th June 2011

Mr. R. P. Mehra,

Manager,

XYZ Co, Mumbai

Dear Sir,

(c) The Fully Block Style :-

ABC Industry
21, GIDC, Vatva, Ahmedabad.

5th June 2011

Mr. R. P. Mehra,

Manager,

XYZ Co, Mumbai

Dear Sir,

Yours faithfully,
ABC

(d) Modified Block Style :-

ABC Industry

21, GIDC, Vatva, Ahmedabad.

5th June 2011

Mr. R. P. Mehra,

Manager,

XYZ Co, Mumbai

Dear Sir,

Specimens

Letter of Inquiry ↗

As an engineer/assistant, you may have to write letters of inquiry from time to time. This inquiry may be for purchasing a product, service or goods. It may be an inquiry regarding an offer. In this letter, you can ask for the latest quotation, price list and catalogue.

Specimen 1

Aroma Industries from 1453, GIDC, Vatva, Ahmedabad wants to purchase an industrial tool from Xylon Tools Firm, Xenith Road, Mumbai. On behalf of Aroma Industries, you are given the responsibility to write a letter of inquiry regarding the industrial tool. Draft the letter.

Aroma Industries,
1453, GIDC, Vatva, Ahmedabad.
1st June, 2011.

The Manager,
Xylon Tools Firm,
Xenith Road,
Mumbai.

Sub : Inquiry for 200 Industrial Tools (Model No 142X)

Dear Sir,

Aroma Industries is one of the leading agents in Gujarat. We have to execute a big government contract for supplying 200 Mechanical machines. We therefore need to buy 200 tools (Model No 142X). We request you to send us your quotation with the latest price list.

As our order is large, we request you to offer us maximum discount and favourable terms of Payment. We have to supply machines before 30th July 2011. Let us know whether you are in a position to supply the goods by 15th July 2011.

If your quotation is found reasonable, we shall definitely place our order with you.

We await your prompt response.

Yours faithfully,
(N. G. Modi)
Aroma Industries

Specimen 3

Draft a letter to place an order for 200 industrial tools for your industry.

Aroma Industries

1453, GIDC, Vatva, Ahmedabad.

20th June, 2011.

The Manager,
Xylon Tools Firm,
Xenith Road, Mumbai.

Sub : Order for 200 Industrial Tools (Model No 142X)

Dear Sir,

We thank you for your catalogue and price list of industrial tool (model no 142X). We find the price and terms reasonable. We are pleased to place our order for 200 industrial tools (Model No 142X). Please send the goods by 15th July 2011. We have enclosed here our order form and a cheque for 90% of the bill (CWO). Please acknowledge the receipt.

We look forward to having a prompt and satisfactory execution of our order.

Yours faithfully,

(N. G. Modi)

Aroma Industries

Encl : (1) Order Form

(2) Cheque

Complaint Letter :-

Any business/industry works according to the maxim "If satisfied, tell others; if not, tell us." As an engineer, many a times, you may have to make complaints. These complaints may be internal or external. In all these situations, you have to write a letter stating your complaint/s, presenting your situation and proposing your suggestions.

Letter of Adjustment

A modern industrialist knows, 'All silent stakeholders are not necessarily satisfied stakeholders.' The adjustment letter should aim at pleasing the dissatisfied stakeholders and bringing them back into the fold. The adjustment letter is a very delicate piece of composition. The style must be diplomatic and the language must be courteous.

Specimen 5

- 10 On behalf of Xylon Tools Firm, you should write a letter of adjustment.

Xylon Tools Firm,
Xenith Road, Mumbai.

22th July, 2011.

The Proprietor,
Aroma Industries
1453, GIDC, Vatva, Ahmedabad.

Sub : About inconvenience caused to you

Dear Sir,

We are sorry about your letter dated 20th July 2011 informing us about the delay in the execution of your order dated 20th June 2011 for 200 Industrial Tools (Model No 142X).

Our workers and office staff had been on strike from 1st July to 18th July 2011. Such a situation had completely paralysed our routine work.

We are very sorry for the inconvenience caused to you. We can now reassure you that the tools will be dispatched within 6 days.

Hope to have healthy business and industrial relations forever.

Yours faithfully,

(S. R. Patel)
Xylon Tools Firm

Request Letter

Here is an example of a request letter. As a student, you may have many opportunities to write a request letter to your teacher, head of your department, your principal or university authority. In the future, as an

Our
trans-
ter

Vivek Patel,
Core Member,
Project MMT/09

5th August 2011.

to

Mr Tapan Soni,
Project Head,
Project MMT/09,
Memco Mills, Surat.

Subject : One Week Earned Leave

Dear Sir,

I request you to grant me one week leave starting 14th August, as I have to attend a family function at Bhuj. I will rejoin on 20th August 2011. Kindly consider my request.

Thank you,

Sincerely yours,

(Vivek Patel)

Specimen 8

Anant Parmar, ABC Polytechnic writes a request letter to Gujarat Industries, Narol, Ahmedabad for internship placement.

Anant Parmar,
Enrollment No : 09XXXXXXXXX001
Mech Department, ABC Polytechnic,
Ahmedabad.

22nd November 2011

The Proprietor,
Gujarat Industries,
Narol, Ahmedabad.

- Try to keep your letter short so that it fits on one page.
 - Avoid using old fashioned phrases, jargon words; instead use short, simple words.

Useful Abbreviations

The following abbreviations are widely used in letters:

- **asap** = as soon as possible
 - **cc** = carbon copy
 - **enc./encl.** = enclosure
 - **pp/per pro** = per procurationem (per pro)
 - **ps** = postscript
 - **pto/PTO** (*informal*) = Please Turn Over (to make sure that the other person knows the letter continues on the other side of the page)
 - **RSVP** = Please Reply
 - **F.O.R.** = Free on Rail (the expense will be borne by the sender at the destination (railway station) of the receiver)
 - **C.W.O.** = Cash With Order
 - **C.O.D.** = Cash On Delivery

EXERCISE

1. Ashtha Yagnik writes a complaint letter on behalf of Abee Traders, 45, S.Q. Road, Ahmedabad about her non-functioning newly purchased computer. Please draft the letter.

Leave Request Letter Template: =

From,

Date (Date on which letter is written)

To,

Sub: _____

Dear _____,

I would like to bring to your kind attention that my doctor has advised me complete bed rest for _____ days due to _____. I have gone for a blood check up and has been detected with _____. I am enclosing my medical reports for your reference.

I am handling my responsibilities to _____ who can handle my responsibilities in an efficient way in my absence. I hope you will consider my request and grant me leave w.e.f _____ to _____. I will resume my duties on _____.

Thanking you,

Yours sincerely'

(_____)

R D Mehta

Assistant Manager

ABC Inc

Berlin

Date (Date on which letter is written)

To,

Mr. Samuel Thomson

HR Manager

ABC Inc

Sub: leave application

Dear Mr. Thompson,

I, hereby, would like to inform you that my doctor has advised me to take complete bed rest because of high fever and chronic head ache. I am writing this application to serve as an official document supporting my leaves. I would be very grateful to you if you consider my application and grant me leave for one week starting from 20th August.

I am enclosing my medical reports for your reference.

I have explained everything to my team member regarding the current project and I am confident that he can handle the project well in my absence. I will be resuming my duties on 28th August. I hope that will grant my leave for the above mentioned days.

Thanking you,

Yours sincerely'

R D Mehta

Leave for Exam

To,

Respected Sir,

This is for your kind consideration, that I will be on leave on Tue, Apr 11, 2017 due to Practical exam for the subject 403 Object oriented Programming with java at HNGU, Patan center.

Jaydeep Rathod, Asst Professor will act as In-charge in my absence.

Your Sincerely,

Ronak B. Patel

I/C Principal

Shri C.J.Patel College of Computer Studies, Visnagar

➤ Email Etiquette:-

Etiquette – Proper conduct or manners for producing an e-mail message is called netiquette • Etiquette for the Internet
Etiquette governing communication on the Internet, it is called Etiquette

23 rules for corporate email etiquette

Why have email rules?

Email is a big part of your company communications to customers, to business partners and internally within the company. In fact, sometimes email is the only communication your customer may have with your firm.

Rule 1 – Answer swiftly

Your customers' send you email because they want quick responses. The golden rule for email is to reply within 24 hours, and preferably within the same working day. If your response email is complicated, just send an email confirming receipt and letting them know that you will get back to them. This will ease the customer's mind!

Rule 2 – Use a meaningful subject line

Try to use a subject that is meaningful to the recipient as well as yourself. For instance, when you send an email about a product, it is better to mention the actual name of the product, e.g. 'Product A information' than to just say 'Product information'. It also makes it easier to search for old emails when the subject line is relevant and specific to the content of the email.

Rule 3 – Don't abuse the "Reply to All"

Only use Reply to All if you really need your message to be seen by each person who received the original message. Sending off irrelevant or unnecessary replies to everyone on the list is just annoying and confusing. However, if communication is vital between all parties in an email thread, use the Reply to All to keep everyone in the loop. If you only use Reply in such a case, the recipient may have to forward your email to everyone else , which is frustrating and disjointed.

Rule 4 – Use the BCC Field

When sending to many people, some people put all the cmail addresses in the

To: field. There are two drawbacks to doing that:

(1) the recipient knows that you have sent the same message to a large number of recipients, and

(2) you are publicizing someone else's email address without their permission. Instead, consider using the Bcc: field. Put your mailing list group name in

To: field in their email (leaving the To: field blank may look like spam). If you have Microsoft Outlook and Word you can do a mail merge so each recipient receives their own email, or create a mailing group in your email software if it has that utility.

Rule 5 – Don't leave out the message thread

Include the original mail in your reply, in other words click 'Reply', instead of 'New Mail'. We all receive many emails and we can't remember each individual email. Leaving the thread may take a fraction longer in download time, but it saves the recipient time looking for the related emails in their inbox. Remember, emails are not like regular printed correspondence - the name of the game is to keep it quick and efficient – so include the thread!

Rule 6 – Read your email before you send it

Treat email like any other official company document. Read it before you send it. Spelling and grammar errors are just as unfortunate in email as anywhere else in your corporate correspondence. Look out for potential misunderstandings, the tone, and inappropriate comments; we use email because it is quick and easy but precisely that quickness may cause more trouble than you bargained for!

Rule 7 – Confidential information

Email is just too risky a place to include confidential information. Ask yourself if you would want the content of your email displayed on a bulletin board. Never make libelous, sexist or racially discriminating comments in emails, even as a joke. Consider implementing a Disclaimer on the bottom of all corporate emails with statements on Breach of Confidentiality, Virus Liability, etc. (Yes, you can be sued for sending an email that contains a virus!)

Rule 8 – Abbreviations & emoticons

Be careful using email abbreviations such as BTW (by the way) and LOL (laugh out loud) in business emails. Even today, some people still don't know what they mean, so it's better to drop them. And emoticons, such as the smiley :-) don't belong in business email unless a relaxed form of communication has long been established with the customer.

Rule 9 – Don't attach unnecessary files

Wherever possible try to compress attachments and only send attachments when they are productive. Make sure you have good virus software in place to scan your outgoing emails - a customer would not be happy if you send them documents riddled with viruses!

Rule 10 – Don't forward junk

Don't forward chain letters, virus hoaxes, chain email solicitations for charitable causes even if they sound bona fide, funny pictures and jokes. Would you put these things on your corporate letterhead? I don't think so. Don't ever send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks. Just one offensive remark can result in a multi-million dollar court case for you and your company.

Rule 11 – Be concise

Do not make an email longer than it needs to be. Email is harder to read than printed communications. A long email can be very discouraging and can be abandoned before the recipient gets to your final point all the way down at the bottom. If it has to be long, consider including a synopsis at the top of the email.

Rule 12 – Answer all questions & more

Make sure you answer all the questions and pre-empt new questions in your reply. If you don't answer all the questions in the original email, you're wasting your own, your company's and your customer's time. Worse still, you are leaving the customer frustrated. By answering all questions and pre-empting further inquiries, you are making a great impression and reflecting thoughtful customer service. For example, a question regarding the types of credit cards you accept can be replied to with the list of cards, information on other payment methods and even a link to your website order information page!

Rule 13 – Make it personal

Did you know that the most effective word in marketing is "you"? Not only should the email be personally addressed, it should also include personal, i.e. customized, content. For this reason auto replies are usually not very effective. When you get some questions over and over, such as directions to your office or how to subscribe to your newsletter, save these texts as response templates and paste them into your message when you need them. You can save your templates in a Word document, or use pre-formatted emails.

Rule 14 – Use the proper structure & layout

Reading from a screen is more difficult than reading from paper so the structure and layout is very important for email messages. Make your paragraphs short and use blank lines between each paragraph. When making points, number them or separate each point with blank lines to keep the overview.

Rule 15 – Don't overuse the High Priority function

We all know the story of the boy who cried wolf. If you overuse the high priority option, it will lose its function when you really need it. Besides, even if a mail has high priority, your message will come across as slightly aggressive if you flag it as 'high priority'. Likewise, be careful using the words Urgent or Important in the subject line.

Rule 16 – Do not write in CAPITALS

IF YOU WRITE IN CAPITALS IT SEEMS AS IF YOU ARE SHOUTING!! This can be highly annoying, difficult to read and might trigger an unwanted response in the form of a flame mail (you get yelled back at!). Therefore, try not to send email text in capitals.

Rule 17 – Be careful with formatting

Remember that when you use formatting in your emails, the sender might not be able to view formatting, or might see different fonts than you had intended. 10% of email recipients cannot read html or rich text email; they can only receive in plain text. So for them, fonts, colors and other fancy formatting is lost. When using colors, make sure it is easy to read on the background color you have selected. Remember, monitors vary in color presentation so what may look good on your monitor may be unreadable when displayed on another monitor. Rule

18 – Do not request delivery & read receipts

This will almost always annoy your recipient before he or she has even read your message. Besides, it usually does not work anyway since the recipient could have blocked that function, or his/her software might not support it, so what is the use of using it? If you want to know whether an email was received it is better to ask the recipient to let you know that it was received.

Rule 19– Do not recall a message

Chances are that your message has already been read. A recall request just looks silly then. It is better to send an email saying you have made a mistake. This will look much more honest than trying to recall a message.

Rule 20 – Do not copy a message or attachment without permission

Do not copy a message or attachment belonging to another user without permission of the originator; you might infringe on copyright laws.

Rule 21 – Avoid long sentences

As mentioned earlier, email is harder to read than printed material. People don't give email the same brain power as they do when reading for example a letter. Try to keep your sentences to no more than 15-20 words.

Rule 22 – Keep your language gender neutral

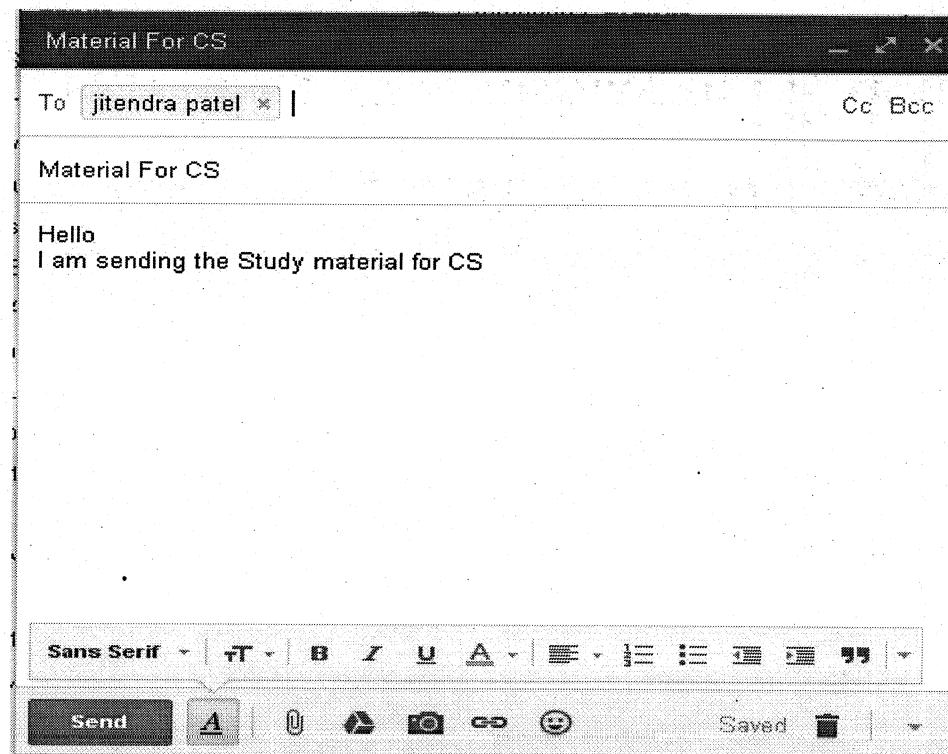
it is correct today to avoid sexist language such as: "The customer should bring his car to our service department for an oil change". You can use "his/her" or keep it neutral by rephrasing the sentence: "The customer should bring the car to our service department for an oil change".

Rule 23 – Don't reply to spam

Spam may make you furious and you may want to reply with "flame mail". Many spam emails are sent to confirm that your email address is still valid, and by replying you are only making yourself known to dubious marketers which may result in even more spam. Just delete the spam, or use anti-spam software.

Example: Email Parts/ Drafting Email

Fig:-



Parts of an e-mail

- Header
- From
- To
- Date

- **Subject**

- **From –**

This lists the sender's e-mail address

- The header may also list the actual name of the sender when the sender has recorded this information with the e-mail service

From [Anatomy of email] –

Email recipients put more weight on who the email is from than any other item when choosing

- Which e-mails to open
- Which to delete
- Which to complain about

To –

This indicates to whom the message is being sent

- Original messages may be sent to more than one recipient

Date (and often time) –

This refers to when the message was sent

- Time stamps are often issued by the e-mail server

Subject –

This contains the topic of the message

- When no subject is included, some e-mail services deliver the message to junk mail
 - Junk mail – A folder for messages from senders not found in the receiver's address book

Other E-mail Options

- Forward
- Reply
- CC
- BCC
- Attachments
- Signature

Forward – A feature that allows the sender to pass the message to another recipient, including attachments

Reply – A feature that allows the recipient to respond to a message from the sender – Many e-mail services allow the recipient to change the original message when replying

CC – A feature for sending an original message to the prime recipient and to other interested parties – When using CC, all recipients see who is receiving the message

– CC originally meant carbon copy and has transitioned into “courtesy copy”.

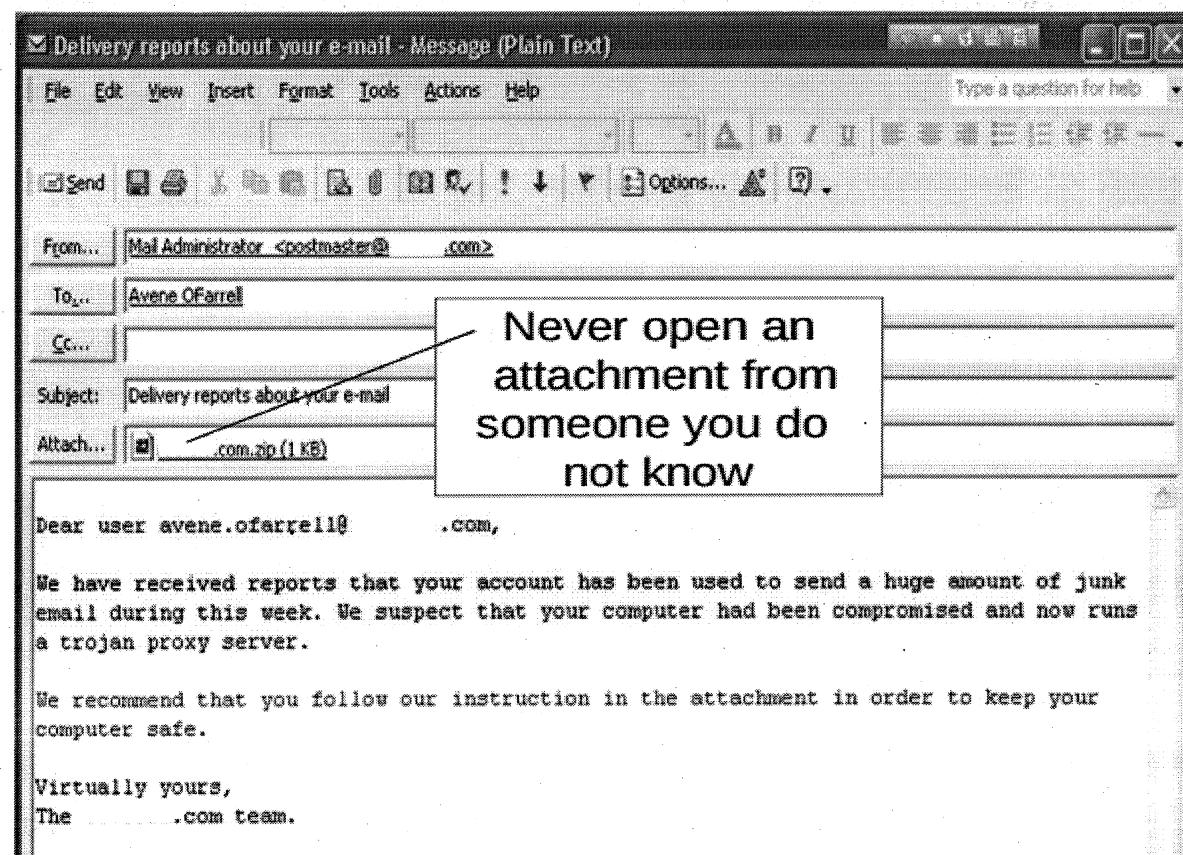
BCC – A feature similar to CC except that in BCC or blind courtesy copy, recipients are invisible to the other recipients

Tip: Use BCC wisely

- To keep addresses private, put your own address in the To: line and paste your mailing list in the CC: line
- BCCs within an organization can create distrust

Attachments – Other files sent with the message

Fig:-



Signature – A “sign-off” feature that allows the sender to create additional information for the receiver

- Signatures may be saved and pasted to the end of any e-mail
- Signatures often list the sender's business name, address, telephone number, etc.

Tips to avoid being marked spam

- Minimize use of large fonts, colored fonts and ALL CAPS, including signature file
- Use specific, descriptive subject
- Do not begin the subject with:
 - » Urgent assistance or very urgent
 - » Confidential, reply, response, help, business, attention

Body of E-mail – The area where the message is entered

Body [Anatomy of an email] –

Before you type anything into a new message, answer these two questions:

1. Why am I writing this?
2. What exactly do I want the result of this message to be?

Body [Anatomy of an email]

- Write so emails are easy to read
- Make paragraphs 7-8 lines
- Insert a blank line between paragraphs
- Use headlines, bullets, and numbers
- AVOID ALL CAPS; THAT'S SHOUTING
- If a message is longer than 3 screens, send an attachment

Write a letter on their behalf to place an order. Do state the terms and conditions you have agreed upon.

4. On behalf of the Sales Manager, Sumeet Sales Corporation, Ahmedabad, write a letter executing the order for 100 mobile phones in the range of ₹ 10,000 to ₹ 15,000 that they have received from BIG Engineering Company, Rajkot. State all the terms and conditions specifically.
5. BIG Engineering Company, Rajkot received 100 mobile phones supplied by Sumeet Sales Corporation, Ahmedabad. However, they have some complaints regarding some of the phones. Write a letter of complaint on their behalf.
6. Sumeet Sales Corporation, Ahmedabad has received a complaint letter from BIG Engineering Company, Rajkot to whom they have supplied 100 mobile phones. Write a letter of adjustment.

7

Report Writing (Application Question)



7.1 INTRODUCTION

A report is something written for a particular audience with a particular purpose which is supported by adequate evidence. The need for skilled report writing is greatly increasing in today's rapidly changing world.

Any written communication is meant to be read and so is the case with report writing as well. There are no absolute rules for report writing. They have to be adapted to the need of the reader. However, the thumb rule is that a good report is as succinct as possible and caters to the need of the authority that commissioned it.

7.2 OBJECTIVES OF REPORT WRITING

1. To inform about the recent development in the company/product/market
2. To show the potentialities of a new product
3. To show the feasibility of a plan
4. To persuade the management for various facilities/grievance-redressal

youth and young adults to initiate and sustain tobacco use. For the first time, through this report, tobacco data on young adults as a discrete population have been explored in detail. The report also highlights successful strategies to prevent young people from using tobacco.

This report may be a useful resource for organizations and individuals that work in the area of youth tobacco prevention and control. Identifying factors associated with youth smoking is a key to developing tobacco prevention and cessation efforts that focus on those students most in need of intervention.

Body of the Report

- Meaning: It gives the meaningful division of the information presented in the report. There cannot be a common style or strategy for this purpose. It can vary based on the report and the person presenting it.

Content: This includes all the necessary information such as information, analysis, graphs, charts, tables, figures, etc. that would help a reader in understanding the report. There are no hard and fast rules for the content arrangement. However, it should be logically and meaningfully arranged and adequately explained.

Example: A college is situated on the outskirts of Gandhinagar. Many students of this college regularly commute from Ahmedabad. However, they face great challenge during commuting. The authority is thinking of starting a transportation service for them. Given below are points likely to be included in the body of a feasibility report to be prepared on Starting Transportation Service for the Students commuting from Ahmedabad.

- The current scenario
- The need and importance of transportation service for the students commuting from Ahmedabad
- Challenges to overcome
- Availability of different options
- Comparative analysis of these options
- Recommendations

Conclusion

Meaning: As the name signifies, conclusion refers to the main take away points. It is of great interest of all specially to seniors/decision and policy makers as they would be more interested in findings than the process.

- Content: Outcome of the work done
- Summary of the main points
- Example: Given below are conclusions included in a Research Report on B-Schools in India and Placement Scenario

Conclusions

The report punctures the myth that a B-school degree guarantees a fat pay packet. Following are the conclusions:

- a. The average annual salary offered to students during placements in close to 40 per cent of B-schools across the country is less than Rs 3 lakh.
- b. Students from just 10 per cent of the 4500 institutes across the country, the top business schools that command Rs 12-15 lakh as course fees are offered an annual salary upwards of Rs 9 lakh during campus placement.
- c. 60-80 per cent of students in around 52 per cent of the B-schools are offered an average salary of Rs 5-5.16 lakh.

It is thus concluded that B-schools need focus on quality and bringing tie-ups with industry will continue to do well. Moreover, the research will pave the way to forefront of start-ups.

7.3.2 Optional Parts

Acknowledgement

- Meaning: It is a kind of thanks giving to those who helped the report writer/writer in one or the other way in the process and completion of the work. This person/s may be either from the parent or other organization/s.
- Content: Names and designations of all the persons with a brief description of the nature of help
- Example

Acknowledgement

It gives us immense pleasure and satisfaction in presenting this report of System Design Practice undertaken during the 5th semester of B.Tech. This dissertation would not have been possible without continuous support and guidance of my mentor.

We would like to take this opportunity to express our sincere thanks to several people without whose help and guidance we could not have carried out the desired work.

Ours sincere thanks go to our Head of Department Prof. S. D. Patel and our guide Prof. S. M. Mehta who gave us an opportunity to undertake such a challenging work. We are grateful to them for their guidance, encouragement, support and insightful support in the development of project.

We are also grateful to Tech Solutions Ltd. for providing us an opportunity to develop the project in the company.

Our sense of gratitude also goes to Mr. M. K. Patel, the canteen owner for allowing us the trial of the system.

Last but not least, many thanks to Manoj, Hina, Riva, Ram, Kahan, our friends whose support always inspired and boosted us.

Joshi Pooja

Mehta Vaishali

Letter of Transmittal

- Meaning:** It is a letter to the person that commissioned the report. It is the formal handover of the work done.

- Content:** A salutation

Reference to the work assigned

Major findings

Acknowledgement of help

Expression of gratitude

- Example:**

Letter of Transmittal	
March , 2013	
Dr SD Patel	
Head	
Department of Computer and IT	
Anand Engineering College	
Gandhinagar (Gujarat)	
Dear Sir,	
We have great pleasure and satisfaction in submitting the report on Canteen Automation System as a partial fulfillment to the Gyan Technological University curriculum.	
This application is about reducing manual labour in canteen management. It allows a software user to handle customers orders and let the administrator do inventory control for canteen. The system maintains record of all the items available for sale. Items sold as well as their quantity. It can also provide the analysis of the items sold highest and lowest as well.	
Thus this system is very user friendly and can permit a canteen owner to use all the functions of the system effectively to speed up his/her work and making maintenance an easy job.	
We hope that this system will be useful for proper canteen management.	
With regards,	
Yours truly	
Joshi Pooja	
Mehna Malav	

Table of Contents

- Meaning:** If a report is longer than 10 pages or so, it is useful. It is the chronological arrangement of the titles of the content of the report. It helps a reader to find out which information is available on what page. It is done after the completion of the report.

- Content:** Headings and subheadings
Appendices with title and number
Correct number against each heading
- Example:** Given below is an example of the Table of Contents of the report on *Canteen Automation System - A Desktop Application*

Table of Contents

Abstract	Certificate	Acknowledgements
1. Introduction	1.1 Purpose	1
1.2 Scope	1.3 Objective	2
1.4 Technology and Platform Review	1.4	3
2. Project Management	2	4
3. Software Requirement Specification	3	5
4. Implementation	4	6
5. Testing	5.1 Testing Plan	9
	5.2 Test Cases	11
6. Conclusion	6	12
7. Future Extension	7	14
8. Bibliography	8	16
		19
		21
		23

Abstract

- Meaning:** It is an essence of the report. It helps the reader decide whether to read the entire report or not. Though, it appears first in the report, it is written in the last. In a way, it is an overview of the report that outlines the main points.

- Content:** Context of the report
- Purpose of the report
- Major conclusions
- Significant findings
- Important recommendations
- Example:** Abstract of Canteen Automation System- Desktop Application

ABSTRACT

The application picked up for this project is a Canteen Automation System/Desktop Application. This application allows a software user to handle customers orders and allows

administrator to do inventory control for canteen. The system maintains information about all items available for sale.

It also allows the admin user to change and modify the item details anytime according to the availability and addition of the item. The user can view daily sales report and monthly sales report. The same information can be further used to increase profit by analysing the same in terms of most ordered item and least ordered item and thus making necessary changes in quality, taste and of course prices.

It does not only maintain information about items but it also records details of each order in database. Order details include order id, items included in order, price for each and quantity of each item in order. Application provides easy user interface to understand the system. Thus the system can prove a boon to every canteen owner helping him/her know the taste of the visitors and boost the sale as well as to speed up his/her work and make maintenance easy.

This section is a brief explanation of the meanings of certain technical terms and abbreviations. It is particularly helpful if the writer is addressing a multiple audience that includes readers who may not be familiar with abbreviations or technical vocabulary used in the report. It is always presented in an alphabetical order.

- Content: List of technical terms and abbreviations used in the report writing
- Example: Given below is a list of some of the words used in computer and IT fields

ACRONYM	Full Form
ADC	Analog-to-Digital Converter
ADF	Automatic Document Feeder
ADSL	Asymmetric Digital Subscriber Line
AGP	Accelerated Graphics Port

Bibliography

The bibliography is the list of all the published sources referred to in the report in an alphabetical order. There are different styles of using references and bibliographies.

- Content: List of the resources, documents or content referred to while preparing the report
- Example: Given below is a list of work used for some work in Mechanical Engineering:

Bibliography

- Anthony F.M., D.B. McCarter et al. (2003). Fat bonding as a way to tailor and more complex silicon components. Proceedings of SPIE 5179, 194.

2. Baraza, J., D. Shultz et al. (1991). Front-End Support Systems for the Advanced-Photon-Source-Nuclear Instruments & Methods in Physics Research Section a-Accelerators Spectrometers Detectors and Associated Equipment 347(1-3): 591-597.
3. Baraza, J., D. Shultz et al. (1991). Support Systems for Optics in the Experiment Stations at the Advanced Photon Source. Review of Scientific Instruments 66(2): 1630-1632.

Appendix (Plural: Appendices)

It provides a convenient way to convey information that is too bulky to be presented in the body of the report. It includes maps, large technical diagrams or charts, computations, supporting documents, etc. Each appendix must be referred to in the report. One should never include something as an appendix if it is not discussed in the main body. An appendix should be given a number (or letter) and title as well as referred to by number (or letter) at the relevant point in the text.

- Content: Technical data, tables, sketches, charts, leaflets, questionnaire, etc.
- Example

Appendices	
a. Example Plan Drawings	
b. Mathematics of initial calculations	
c. Field Measurements on Landfill Operations	
d. Sample Written Examination Questions- Operators Module	
e. Sample Written Examination Questions- Managers Module	

7.4 REPORT WRITING: THE STEPS TO FOLLOW

All reports need to be clear, concise and well structured. The key to writing an effective report is to allocate time for planning and preparation. With careful planning, the writing of a report will be much easier. The researcher/report writer should consider how long each stage is likely to take and prepare the timeline for the different stages. The time for final proof reading and checking should never be forgotten. The essential stages of successful report writing are described hereunder.

Step One: Understanding the purpose and scope of the report

This is a very important stage as it brings clarity to the report writer regarding what and why of the report. A report writer needs to understand the requirements of the report. If there is any query, it should be resolved through the discussion with the authority that commissioned the report.

Step Two: Data collection

Having got the clarity about the purpose of writing the report, the report writer needs to gather the needed information. There are various sources and methods of data collection.

Thus, the source and method of data collection solely depend on the type and purpose of the report. Before the data collection starts, the report writer should be very clear about what s/he wants, in what quantity and in what form as well.

Step Three: Organization of the material

After collecting the necessary data, the crucial task is its appropriate organization. However, accurate and relevant data is, if it is not organized in a suitable manner, it will not yield appropriate analysis and hence would lose its relevance.

Step Four: Analysis of material

After organizing the material, the most important task is to analyse the material. The analysis offers the conclusions/recommendations on the basis of the facts and evidences that the report writer has collected. The report writer, here, will also learn if there are any limitations or flaws in the evidences.

Step Five: Report writing

Having completed the organization and analysis, the report writer starts writing the report. However, a report cannot be written in the sequence as it appears to the reader in its final form. It is advisable to write the summary and content page at the end when the report writer knows exactly what is to be included. The report writing should be done in direct and precise language. One should be as clear as possible. Following suggestions would be of good help:

- Introduce the main idea of the chapter/section/paragraph
- Explain and expand the ideas, defining any key terms
- Present relevant evidence to support your point(s)
- Comment on each piece of evidence showing how it relates to your point(s)
- Conclude your chapter/section/paragraph by either showing its significance to the report as a whole or making a link to the next chapter/section/paragraph

Step Six: Reviewing and redrafting

It is good to start early without waiting for the work to complete. There should be three to four rounds of revision. Refinement is a necessary step for a qualitative report. This can be done with the help of peer feedback. Steps for refinement:

- Get the first draft of your report much in advance, at least before 15 days or a month
- Once the report is ready, leave it aside for a couple of days or a week
- After that, go through it critically making necessary changes
- Get it peer reviewed

Step Seven: Presentation

However good and nutritious a dish is, if it is not presented in an attractive manner, it does not get its full value. Thus, all the efforts put in the previous steps would go in vain if the content were not presented in a proper manner. Following is the checklist to go through to make an effective presentation of the report.

7.5 CHECKLIST FOR A GOOD REPORT

1. Title is precise.
2. The abstract makes sense.
3. All the relevant questions are answered in the introduction.
4. The structure of the report is meaningful.
5. Headings and subheadings are properly written and numbered.
6. The format is consistent and appropriate.
7. Conclusions are logically drawn.
8. Wherever necessary, graphics, tables, charts and illustration are employed.
9. Tables and diagrams are relevant, labelled and drawn accurately.
10. The report is informative and learner-centric.
11. Each page is numbered properly.
12. It is proofread in terms of spelling, grammar and factual data.
13. There is an adequate use of white space in the report.
14. Generous spacing is kept between two parts.
15. Bullets and numbers are appropriately used.
16. Formal language is used.
17. Consistency is maintained in numbering chapters, sections and appendices.
18. All the sources are acknowledged and referencing is done correctly.

7.6 FORMATS OF A REPORT

7.6.1 Standard Format

This is generally used in long reports. However, depending on the requirement, it can also be used in short reports. In this kind of report, the report begins with the title page. Other components, i.e., standard parts remain the same. Optional parts can be used as per the requirement.

7.6.2 Letter Format

A letter report is a report written in the form of a letter. It should carry all the qualities of a business letter. While drafting a report in letter format, all the standard parts are a must. However, optional parts can be used as per the requirement.

For example, Feasibility report on selecting a suitable site to set up a new plant of Honda Company in Gujarat is written in letter format.

7.6.3 Memo Format

A memo report is a report in memorandum format. Memo reports are used to communicate short reports where a formal technical report is not required. They use only the standard parts of a report. If there are any supporting documents, they are included in the form of an appendix/appendices.

For example, 'The progress report on Ahmedabad – Gandhinagar Metro Rail Project' is written in memo format.

- **Date:** Always includes the date on which the memo was written. The date is never abbreviated. Unacceptable forms are: 9/1/03, Sept. 1, 2013, or 1 SEPT 13. The acceptable forms for writing the date are business style (September 1, 2013) or (1 September 2013).
- **To Line:** As most memos are filed for reference, complete information may be needed at a future date by another person. The 'To line' includes the full name of the person to whom the memo is being sent. As a courtesy, the complimentary title—Ms., Mr., Dr.—may precede the name. For clarity, the business title and often the department follow the name. If the writer plans to send the memo to several people, they are listed alphabetically (if they are equal in status in the organization) or by rank (with the highest ranking person first).
- **From Line:** The 'From line' includes the full name, title and department of the writer.
- **Subject Line:** The subject line concisely gives the memo's subject. It contains sufficient information so that the recipient has a clear idea of the message's purpose.
- **Copy to Line:** This includes the names of the people who would be receiving the copy of the memo. Send copies to them who would be directly affected by the memo or need to know the progress of correspondence.

7.7 TYPES OF REPORT

In business or organizations, occasions frequently arise when an engineer or an executive is called upon to write a report. There is no limit to the subjects on which a report can be written. Given below are some of the major types of report.

- 7.7.1 Progress Report
- 7.7.2 Incident Report
- 7.7.3 Trip Report
- 7.7.4 Inspection Report
- 7.7.5 Feasibility Report
- 7.7.6 Investigation Report

7.7.1 Progress Report

These are usually short reports. They keep the management informed about the progress of a project under way.

Content of the report includes

• Reference to the planned document	• Details of the work done
• Information about the problems encountered	• Further plan to complete the project
• Discussion about the action taken	
• Ahmedabad – Gandhinagar Metro Rail Project was proposed in 2005. There is another change in the alignment of a section of the route which has confused the real estate developers. The developer had approached the Real Estate Developers Association of Ahmedabad to assign a committee to monitor the progress report of the project in memo format. Do the necessary investigations and prepare a report to be submitted to the Chairman Developers Association of Ahmedabad.	Real Estate Developers Association of Ahmedabad Navrangpura Ahmedabad
Date	20 June 2006
To	Mr. Chintan Patel, Chairman, Real Estate Developers Association of Ahmedabad
From	Mr. Mehta, Engineer, Gandhinagar Metro Rail Project
Subject	Progress Report on Ahmedabad – Gandhinagar Metro Rail Project

As per the decision taken to be undertaken to discuss the situation in the real estate market due to the implementation of the route of Ahmedabad – Gandhinagar Metro Rail Project on 12 June 2005, I am responsible to you to present the present status of the project to prepare the progress report of the stated project.

Present day date is 20 June 2006.

Ahmedabad – Gandhinagar Metro Rail Project is undertaken with a view to providing safe, fast and economic rail services between Ahmedabad and Gandhinagar. It is an effort to integrate the project and its interface with AMTS, BRIS, Railways and other modes of public transport system.

- Mooted in 2003, the project has not seen any construction due to some problems.
- On investigation, following findings have been revealed.
- Problem faced:
 1. The State Government has given approval on the central government has not given the permission.
 2. The project is delayed due to changes not only in terms of the detailed project report (DPR) but also in financial aspects such as funding alignment.
 3. It is estimated that the cost of development of the phase one between Ahmedabad and state capital was not economically viable due to economic feasibility.

Future Course of Action from the Government

1. With the new Prime Minister from Gujarat, it is now expected that the project would soon get the approval from the centre.
 2. The new route alignment may be a crisscross section between East-West and North-South regions of Ahmedabad city.
 3. A fresh survey will be conducted with the help of Delhi Metro Rail Corporation (DMRC), reputed for its expertise in constructing the metro rail.
- A request is already made to the Government of Gujarat to reveal the 10-year vision on development of the project.
- I hope that very soon there will be some revelation from the government.
(Mahesh Rana)

7.7.2 Incident Report

Introduction

An incident report is also known as an occurrence report. It describes an event that has happened. It explains how and why it has happened, shows its effect and at the end suggests the future course of action. The future course of action may include corrective or precautionary measures.

Content of the report includes

- What happened? i.e., description of the incident
- Where did it happen? i.e., location of the incident
- When did it happen? i.e., the time of the incident
- Why/How did it happen? i.e., logical reasons for the occurrence
- What could be done? i.e., future course of action in terms of corrective or precautionary measures

Write a report on the serious accident in a factory (standard format)

A Report on

A Serious Accident in the Factory at Kutch

Submitted by
Mr Chandrakant S Patel

Manager
Submitted to
The Directors
Rahela Group of Companies
Mumbai

May 2014

Introduction

In accordance with the instructions given to me by the Directors in the letter dated 1 May 2014 to report about the accident that occurred in the factory in Kutch, not only visited the fatal site but also talked to people working there and the civil engineer who had done the last inspection.

Details of the incident

I regret to inform that on 27 April 2014 the roof and northern wall of the premises, which contained the company's warehouse, collapsed all of a sudden around 4 pm. In this accident one security guard was crushed under the debris, whereas two were badly injured. They were immediately rushed to the nearby hospital.

The collapse was completely unexpected. The building was recently inspected by a civil engineer who was of the opinion that the major cracks visible on the wall were no sign of any threat.

An architect was called to inquire the cause of the collapse. According to him, the fundamental structure of the building was defective. The foundations were not deep enough and as a result the walls could not stand the continuous vibrations caused by heavy machinery. The earthquake would have also played the role in weakening the foundation and the result was the sudden collapse.

In addition to every possible assistance to the kin of the deceased security guard the company has already paid Rs 10,000 as compensation as per the company's policy. It is estimated that the damage to the structure of the building will approximately come around to Rs 5,00,000. The damage to the machine totals up to Rs 20,00,000 and the damage to raw material amounts to Rs 1,50,000. However, we are fully insured against all these risks and insurance claims will be filed in a week. All the insurance companies have been already informed about the details of the accident.

Conclusions

I would suggest that once again a thorough inspection of the building be carried out and on the basis of the suggestions received necessary changes should be done in the structure. I hope this report would help the company have a clear picture of the accident and decide the future course of action.

7.7.3 Trip Report

Such reports are written, whenever people leave their usual place of work to do something at other places. Trip reports can be of various types. They include

- a. Installation or modification of equipment
- b. Assistance on field project
- c. Attendance at a conference, seminar or workshop
- d. Repairs to a client's equipment or field instrument

Content of the report includes

- What the report writer set out to do? i.e., purpose of the trip
- When and where was the assignment given? i.e., duration and location of the trip
- What was actually done? i.e., result of the action
- What could not be done, and why? i.e., problems encountered and/or follow-up action
- What else was done? This is important as people on field trips often find themselves doing things beyond the purpose of their assignment. For example, a technician visited a lab of a college to repair some computers for which the complaint was received. However, during his visit to the college, he was to repair computers of the other lab as well. Thus, the time and energy spent on this extra work should also be recorded and described in the report.

Write a report on the seminar/workshop attended by you (standard format)

A Report on

A Two-Day Workshop on LabVIEW

Submitted by

Aarati Pandya

130130731003

Bio-Medical Department

ME Programme

Submitted to

Prof. Raghni Patel

Department of Communication Skills

As a partial fulfillment of the tutorial work

March 2014

Introduction

With virtual instrumentation, engineers use graphical programming software to create user-defined solutions that meet their specific needs, which is a great alternative to fixed-functionality traditional instruments. Additionally, virtual instrumentation capitalizes on the ever-increasing performance of personal computers. For example, in test, measurement and control, engineers have used virtual instrumentation to downsize automated test equipment (ATE) while experiencing up to a 10 times increase in productivity gains at a fraction of the cost of traditional instrument solutions.

About the software LabVIEW

National Instruments LabVIEW is an industry-leading software tool for designing test, measurement and control systems. By using the integrated LabVIEW environment to interface with real-world signals, analyse data for meaningful information and share results, participant

can boost productivity. Because LabVIEW has the flexibility of a programming language combined with built-in tools designed specifically for test, measurement and control, participants can create applications that range from simple temperature monitoring to sophisticated simulation and control systems. No matter what project is, LabVIEW has the necessary tools to make you successful quickly.

About the Workshop

With a view to enhancing students' skills, a two-day workshop on LabVIEW was organized by the Biomedical Engineering Department of Anand Engineering College, Gandhinagar on 12th-13th October 2012.

It was attended by ME 1st semester and 3rd semester BME students. Students from other colleges like UV Patel College of Engineering, DE Engineering College too took advantage of this workshop.

The Principal, Dr. Gauri Sharma, Anand Engineering College, Gandhinagar offered her valuable guidance and support in organizing the LabVIEW workshop. Prof. N. D. Shastri, Head, Bio-Medical Department and other staff members contributed by planning and designing the workshop in an effective manner.

The panel of experts included Mr. Jaymеш Pujara, Assistant Technical Manager of Nanda Instruments LabVIEW and Mr. Pratik Parekh, Senior Application Engineer of Raha Graphics Products.

The specific objectives of the workshop were:

- To use LabVIEW to create applications
- To understand front panels, block diagrams and icons and connector panes
- To use built-in LabVIEW functions
- To create and save programs in LabVIEW to use them as subroutines
- To create applications that use plug-in DAQ devices.

The workshop covered the topics like Setting up Hardware, Navigating LabVIEW, Troubleshooting and Debugging VIs, Implementing a VI and Developing Modular Applications.

The feedback was extremely positive. The presentation of the background paper and the range of contributions from external experts were particularly valued. Participants also enjoyed the opportunity of being able to share and discuss practical issues with the experts.

The resources provided to the participants were very much valued. Keeping in mind the request of the students, it was decided to make resource material available on the GECG website. The workshop ended with the students' expectations to have more such workshops.

Appendices

- a. Detailed Programme
- b. List of Participants
- c. Expenditure and Income Statement

7.7.4 Inspection Report

An inspection report is similar to a field-trip report as here too the writer has usually gone somewhere to inspect something. Situations requiring an inspection report to be written include

- a. Examination of a building to determine its suitability as a storage facility
- b. Inspection of construction work, such as a culvert, bridge, building or road
- c. Checks on manufactured items, to assure they are of the required quality
- d. Inspection of goods ordered for a job, to check that the correct items and quantities have been received

Content of the Report

- What was the inspection for? i.e., purpose of the inspection
- Who assigned to the job? i.e., the authority for whom it was performed
- When and where was the inspection done? i.e., time and location when the report was carried out
- What was the result? i.e., the findings or conclusions
- What next? Recommendations

Write a report on the inspection of the language lab/physics lab/computer lab of your college. Use letter format.

Mr. Pranoy Mukharjee

Technical Education Department
Mahatma Gandhi Bhavan
Gandhinagar

Date: 5 May 2014

The Commissionerate of Technical Education
Technical Education Department
Mahatma Gandhi Bhavan
Gandhinagar

Sub: A report on the functioning of DELL in Avand Engineering College, Gandhinagar

Dear Sir,

With reference to the last meeting held on 15 January 2014 by the Technical Education Department regarding the measures to be taken to improve the English language proficiency

of engineering students and as one of the measures, it was decided to provide DELL to all the Government Engineering Colleges. I was entrusted with the responsibility to visit Avand Engineering College, Gandhinagar and prepare an inspection report.

I visited Avand Engineering College, Gandhinagar on 3 May 2014 and had an interaction with the Principal, Lab Coordinator as well as the students. Following are the outcomes.

Observations

The DELL has been fully functional from April 2014.

- The lab is used for only for regular courses offered to students as a part of curriculum but also to train students in courses offered by SCOP-E
- On an average 120 students visit the lab and have a advantage of ICT-based education
- The students are happy with the way they are exposed to English language learning issues

- The college, however, has only one regular faculty member teaching communication skills. Thus it is difficult for the college to help students have the maximum advantage of the lab.
- The faculty of English is not well versed with the technical knowledge regarding hardware and software management. Hence she finds it difficult to manage technical problems.

Measures

- To meet the students' requirements and for the better functioning of the DELL, it is suggested to appoint two more faculty members in English
- To help the English faculty member with the management of the lab, it is suggested to provide a lab assistant.

I hope this report would be useful to the Technical Education Department in formulating policy and take necessary action.

Yours truly,

(Pranoy Mukharjee)

7.7.5 Feasibility Report

This is probably the most common kind of technical writing. A feasibility report can be defined as the preliminary study that is being conducted to examine whether a certain project is capable of being done in a practical and useful way or in other words in an efficient and effective way. The outcome of this study helps in the decision whether to proceed with the project or not. To look at the thing from a different perspective, the report examines the possible problems or challenges likely to be faced and measures or alternative solutions to arrest the same.

Content of the Report

- The need for the plant in Gujarat
- Suitability of the site
- Transport facility

- Competitive incentives
- Power and water supply
- Raw material
- Availability of the labour
- Conclusion

Swift Scooter India Pvt Ltd plans to set up a new plant in Gujarat. You have been entrusted with the task to select a suitable site. Prepare a report to be submitted to the Board of Management (use letter format).

Swift Scooter India Pvt Ltd
Plot No. xxx Sector Yyy,
Greater Noida,
Dist. Gautam Budh Nagar (U.P.) 201306

Date: 25 June 2014
The Managing Director
Swift Scooter India Pvt Ltd
Greater Noida
Uttar Pradesh

Sub: Feasibility Report on selecting a suitable site to set up a new plant in Gujarat

Dear Sir,

As per the decision taken in the meeting of Board of Directors on 5 March 2014 and in accordance with the instruction given to me to suggest a suitable site to set up a new plant in Gujarat, I visited the state and did the necessary survey. Given below is the report.

Gujarat, today, is one the fastest growing states in India in terms of business and investment. There are many companies, which are growing at a rapid speed. Ahmedabad, Baroda, Surat, Rajkot and Kutch are the cities, which have become industrial hubs of Gujarat. Having reviewed various possibilities and considerations, I would suggest Sanand as the right place.

Suitability of the site

Sanand is located at about 24 km from Ahmedabad city on the Ahmedabad-Virangam highway. It is also linked to Ahmedabad and Kutch by state highway 7. The state highway 7 joins India's national highway 8. Through this, the city is linked to many of the major industrial, economic and cultural regions of India. It is also connected by a modern highway to Mundra Port, a fully operational and one of the fastest growing seaports in Southeast Asia. In addition to modern highways, Sanand-Virangam has an operational broad gauge railway network connecting it to major industrial centres located in Gujarat.

Transportation

As it is located near the city of Ahmedabad, Sanand is about 70 km (40 miles) from Ahmedabad. It is also linked to Ahmedabad and Kutch by state highway 7. The state highway 7 joins India's national highway 8. Through this, the city is linked to many of the major industrial, economic and cultural regions of India. It is also connected by a modern highway to Mundra Port, a fully operational and one of the fastest growing seaports in Southeast Asia. In addition to modern highways, Sanand-Virangam has an operational broad gauge railway network connecting it to major industrial centres located in Gujarat.

Competitive Incentives
Sanand offers the following competitive incentives to companies setting up to setup operations within Sanand:
• Income tax incentive: 100% deduction on capital investment for 10 years.
• Capital gains tax: 100% deduction on capital gains for initial 5 years and 50% deduction for the next 5 years.
• Exemption from dividend distribution tax.
• Indirect tax incentives.
• Zero customs and excise duty.
• Exemption from central sales tax.
• Exemption from service tax.

Power and water supply

The local municipal authorities have agreed to facilitate water supply at the time of construction as well as during production process. The officers of Uttar Gujarat Vidyal Company Ltd (UGVC), have also agreed for the regular supply of electricity.

Raw material

It would not be difficult to manage raw material, as there are many companies manufacturing automobile parts in Gujarat.

Availability of the labour

The skilled and unskilled labour will easily be available. The labour wages are also not very high as compared to the other states of India.

On basis of the above information, I would suggest that Sanand is the suitable place to start our manufacturing plant in Gujarat.

Yours,

J.P. Trivedi
Secretary

7.7.6 Investigation Report

Investigation reports are those that examine a problem or situation, identify the cause and suggest corrective measures or ways to improve situation and also evaluate the feasibility of each suggestion.

Content of the report

- What was to be investigated? i.e., a summary statement that identifies the problem
- Who assigned the task? i.e., the authority that commissioned the report
- Why was it to be investigated? i.e., the reason behind the investigation
- What was the result? i.e., The result of the investigation and the steps taken to find a remedy as well as further recommendation

has been observed by Discourse India Ltd that there has been considerable decline in the sale of Discourse Excel 200. You have been entrusted with the task to investigate the causes of decline and steps to arrest the decline. Follow letter format.

Discourse India Ltd
IT City, 2nd Floor, Tower C, Plot No 346
Dundanera, Udyog Vihar, Phase-2
Gurgaon 122 016

Yours truly
(H.T. Tripathi)
Sales Manager

Date: 10 May 2014

The Managing Director
Discourse India Ltd
IT City
Gurgaon

Sub: A report on the decline in sales of Discourse Excel 200

Dear Sir,

With reference to the instructions given to me in the meeting of 15 April 2014 to inquire the causes of decline in the sales of Discourse Excel 200, I submit the report along with the measures to be taken to arrest the decline.

Features appreciated

- It has a fairly generous display and is powered by 1GHz dual-core Snapdragon S4 Processor.
- Comes with live tiles hence the thumbnails of contacts/images are shown by People tile whereas the calendar displays upcoming events.
- Offers decent phone signals and the integration of contacts with social network is excellent.
- It is great for calls and messaging.

Causes of decline

- Mobile users like very much fond of different types of apps. Windows Store is not so rich as Android as still a few prominent apps are missing.
- It is very common and normal to use mobile for web browsing and listening to music. However in our case our phone battery needs charging everyday even at low usage and permanent battery save mode.
- The RAM is another cause of concern. The phone comes with only 512 RAM whereas users are looking for more.
- HD video does not work nicely with the phone. Moreover, there is no video store so one could get video content from a software and copy it to the phone or micro SD card.
- The screen gets fingerprints and smudges more than other phones. This leaves it looking blurred and dirty soon.

Remedies

- Windows Store should be rich enough to meet the need of the middle users, especially youth of today.

POINTS TO REMEMBER

- It is strongly recommended to do necessary research to for a long battery life.
- The RAM should be increased.
- The WiFi and 3G performance need to be worked upon.
- Necessary improvements should be done to avoid complaints about the fingerprints and smudges on the screen.
- I hope the above stated observations and opinions would help the company to boost the sale of the phone.
- Yours truly
(H.T. Tripathi)
Sales Manager
- A report is something of a written form of communication.
- It is written for a particular audience with a particular purpose and is supported by adequate evidence.
- The reports are written with objectives to inform about the recent development in the company/product/market, to show the potentialities of a new product, to show the feasibility of a plan or to persuade the management for various facilities/grievance-redressal.
- Report writing usually follows the following steps:

 1. Understanding the Purpose and scope of the report
 2. Data collection
 3. Organization of the material
 4. Analysis of material
 5. Report writing
 6. Reviewing and redrafting
 7. Presentation

- Reports can be written in report format, letter format and memo format
- Reports are of following types:
 1. Progress report: It informs about the progress of a project/work underway.
 2. Incident report: It informs about an event or happening like fire or serious accident at a place, etc.
 3. Trip report: It informs about a field trip that was undertaken for either for a seminar/workshop and/or customer care for various purposes.
 4. Inspection report: It refers to an inspection carried out to verify the working of a lab/branch office/goods received, etc.

6.4 TYPES OF BUSINESS LETTERS

(Continued)

Sr. No.	Quality	Avoid	Prefer
	You have not been selected. Please apply elsewhere.	You should have taken care of this. Your qualification does not meet our requirement. You may apply next time. Thank you for your letter. This can cost you ₹ 2000. We would advise you to buy _____	This should have been taken care off/note of this. Your qualification does not meet our requirement. You may apply next time. Thank you for your letter. This can cost you ₹ 2000 (be careful about spelling errors). We would suggest you to buy _____
Correct	We have received your letter. This can cost you ₹ 2000 (be careful about spelling errors). We would advise you to buy _____		Last but not least.....

A few additional points:

- Once the letter is written, save the format so that you can use on some other occasion.
- Always keep a copy of any correspondence you have sent.
- Use a quality ink that does not fade or spread on the paper.
- A sense of professionalism is conveyed if a letter is printed on quality paper and folded neatly. It shows the care you took while writing and sending the letter.
- The folded letter should be of exactly the same size of the envelope.
- It is advisable to have standard size business envelope.
- While folding a letter, make three folds of a letter with the last, i.e., top one slightly smaller.
- The letter should be folded in such a manner that when the receiver takes out the letter from the envelope, s/he lifts the fold that will show the top of the page.
- To fold a letter, first the bottom third goes up and then the top third is placed on it.
- It looks really professional, if care is taken to set the page in such a manner that the salutation is just above the edge of the bottom third part when folded.
- Full block form is helpful while using an envelope with a double window. This allows the sender's address as well as inside address in the upper window and lower window, respectively.
- The writer should make judicious use of 'I', 'We' or 'You' attitude. Use 'I' if necessary, do not replace it with 'We' unnecessarily, i.e., if you are talking about a company policy or a group opinion, use 'We'. If you are the decision maker use 'I'. If you need to talk about something from a reader's point of view, use 'You'.
- While drafting the letter, avoid using all caps or italics.
- Follow the steps like drafting, editing, checking and proof reading while writing a business letter.

Business letters are of many types. They are either written by a customer or a supplier. In a way, it is a series, which generally starts with the letter of inquiry or an offer.

Letters by a customer	Letters by a supplier
Letters of Inquiry	Letters of Reply
Letters of Placing Order	Letters of Executing Order
Letters of Complaint and/or Cancellation	Letters of Adjustment

Given below is some useful information about each type of letter as well as phrases and/or sentences that will help you write various types of letters.

6.4.1 Letter of Inquiry

Summary of Letters of Inquiry

1. A letter of inquiry is written by a firm or a purchaser who intends to buy goods.
2. It contains details regarding the required goods/services.

EXHIBIT 6.5 Types of Letter

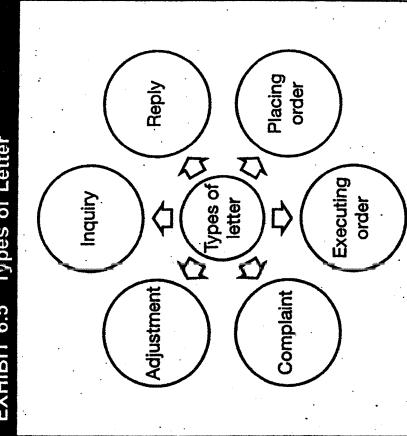
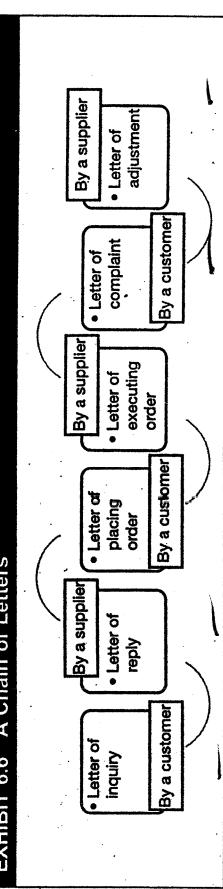


EXHIBIT 6.6 A Chain of Letters



- 3. It may contain a request for samples/demo.
- 4. It specifies the terms and mode of payment.
- 5. It specifies the time and mode of delivery.
- 6. It ends with a gesture of long term relationship.

When writing the letter for the first time, you need to introduce yourself to the receiver. You may choose to begin in the following manner.

- We are happy to introduce ourselves as a leading company in the field of _____.
- Let us introduce ourselves as a well-established firm in _____.
- We would like to share that we are renowned name in _____.

First paragraph (inquiring about catalogue and price list)

- We are dealers in _____ (product/service name). We are interested in your _____ (specific product/service). Please send us your latest catalogue.
- We have heard about your _____ (product/service name). Kindly give us more details regarding this.

- We are interested in _____ (product/service name) you offer. We request you to quote the terms and conditions for _____ (product/service name).
- We are happy to learn about the _____ (product/service name) you offer. We would be glad if you would kindly let us know the prices and terms of business.

- Yesterday we came across your advertisement of _____ (product/service name). We are quite impressed with it. We are interested in it. Kindly furnish the details regarding the terms and conditions, price and the catalogue.
- We are very much fascinated with _____ (product/service name) that you have recently introduced in the market. We would like to know more about your attractive, qualitative/useful/extra ordinary _____ (product/service name) to place an order. Will you please send us the required information regarding this?

- We are a dealer of _____ (product/service name). Your new _____ (product/service name) has caught our attention. We have a large market for it. Let us know the terms and conditions on which you are prepared to deal with us.
- I/we recently read/heard about _____ (product/service name) and would like to know _____ (product/service name).
- Having seen your advertisement in _____ (source of advertisement, i.e., newspaper, magazine, leaflet or hoarding). I would like to know about _____ (product/service name)

Second paragraph

Asking for discount

- Our order is going to be very large. We, therefore, request you to offer us your maximum discount and favourable terms of payments.
- As our order is likely to be considerably large, we request you to offer us extra discount.
- In view of our large and regular order, you are requested to offer us a special discount.
- You would have regular orders from us if you offer us generous discount.
- We would appreciate it if you would offer special discount to us.

Payment

- If terms and conditions are favourable, we do not mind dealing on CWO* basis.
 - It is our usual practice to pay on COD** basis.
 - We would pay 50 per cent on CWO* basis and remaining at the time of delivery.
- * (CWO: Cash with Order)
** (COD: Cash on Delivery)

Time

- As our requirement is urgent, we would like to know whether you could deliver the goods within (duration) days/week/s.
- We have to supply the goods before _____ (date). Let us know whether you are in a position to supply the goods by _____ (date).

Third paragraph (assurance of the order)

- If your quotation is found to be reasonable and terms and conditions favourable, we shall definitely place our order with you.
- If your prices, terms and delivery period are found acceptable to us, we shall soon place our order with you.

Last paragraph (closing line)

- We look forward to receiving your prompt reply.
- We look forward to hearing from you soon.
- We look forward to hearing your positive response.
- I trust that you will give this matter your urgent attention.
- Kindly do not hesitate to contact us for further information.
- Please feel free to contact us for further details or clarification.

SAMPLE LETTER Our college wishes to start a language laboratory for our students of that purpose. We are situated in Tech Solutions Ltd, N-I-S-KON-NAL, SC Road, Ahmedabad Anand Engineering College Opp. Mission Hospital, Tower Road Surat - 395 001 Phone: (0261) 2811103 Email: anandengcollege@gmail.com Fax: (0261) 281104 Website: anandengineeringcollege.ac.in Date: 20/04/2016 Tech Solutions Ltd 2811104, Tech Mahadeva Mall Andheri East, Lower Parel, Mumbai - 400052 Subject: Language Computers Local S.M. Japan	
<p>We are pleased to introduce ourselves as one of the prestigious institutes affiliated to Cyan Technical University Ahmedabad. With a view to strengthen the communication skills among our students, we have decided to set up a well equipped language lab.</p> <p>We shall be grateful if you would kindly let us know the dates and terms of trade for the supply of such computer's software and language lab. Our motto is quality for reasonable price. We have no fees, less expenses, or overheads. If you require maximum discount and favourable terms of payment, we would be glad to negotiate. We would like to know when you could deliver the goods and what are your delivery terms and conditions.</p> <p>Our policies, terms and delivery period are found acceptable to us, we shall soon place our order with you.</p> <p>We look forward to hearing from you.</p> <p>Yours sincerely,</p> <p>Mr. Jitendra Patel Environmental Officer</p>	

- The reply should be sent within 24 hours or maximum 48 hours.
- The customer should not feel that s/he is being neglected or unwanted.
- The letter should end with a gesture of a long-term relationship.

First Paragraph

- Thank you for your letter no. _____ dated _____. _____ for _____ (product/service name). We are paying full attention to your inquiry OR Your letter is requesting us to quote the receiving our best attention.
- We are pleased to learn from your letter dated _____ (product/service name).
- We are happy to learn from your letter dated _____ (product/service name) that you are interested in buying _____ (product/service name) from us. We value your faith in us as a precious asset.
- Many thanks for your letter dated _____ (product/service name) requesting us to supply you the necessary information about _____ (product/service name).

Second Paragraph

- We are happy to state the terms and prices as required by you. We are sending you a copy of catalogue along with this letter.
- We enclose a copy of our latest price list. We hope that you will find our prices quite reasonable and competitive.
- As the advertisements do not carry all the details, we enclose more information in the form of literature/leaflet/catalogue.
- Photographs, video, demonstration (when needed)
- Along with this letter, we are sending you some photographs/a video to give you an idea of the qualities and range of our products/services.
- In order to give you a better understanding of all the functions of _____ (product/service name), our sales representative will come and hold the demonstration.

Discount

- Generally, we offer 12 per cent discount but as you are our regular customer, this time you will get 5 per cent bonus discount.
- It is our usual practice to give 12 per cent discount but as you are a first timer and since we want you to be our permanent customer, you will have extra 3 per cent discount.
- If your order exceeds ₹ _____ (amount), we will provide you 5 per cent extra discount.

Mode of Payment

- On receiving your order, you will get 15 days credit to make payment.
- It is our policy to supply the goods on C/WO basis.
- As per our policy, you can make 50 per cent payment in advance and remaining at the time of delivery.

6.4.2 Letter of Reply

Summary of Letter of Reply

- Reply to a letter of inquiry is written by the supplier.
- In the beginning of the letter, a feeling of gratitude should be expressed.
- The reply should contain exact information desired by the customer.
- The reply should include information regarding the prices, terms of payment, approximate time of delivery, discount, etc.

- You may make the payments in three installments: 30 per cent payment at the time of placing the order, 30 per cent payment at the time of delivering the goods and the remaining 40 per cent after a month.
 - Our policy is to supply the goods against 100 per cent advance payment.

Time of delivery

- You will have ready delivery of goods on receipt of your order.
 - Goods will be supplied within the stipulated time.
 - We have a large stock of the goods required by you. We, therefore, shall supply the goods to you from our ready stock.
 - We will immediately deal with your orders as per your requirement as we want to see you as our permanent customers.

Concluding paragraph

- We wish to have a prompt and positive response.
 - We hope to get a warm response.
 - We desire to add your name in the list of our regular customers.
 - Our long experience is at your service. We expect you will make use of it.
 - Words alone will not prove what we claim for our product; only a trial will convince you.

Engineering College, Surat. Write a suitable reply so that the institute places an order with you.

SAMPLE LETTER

Tech Solutions Ltd
First Floor, Himalaya Mall
Prasht Tower, Drive-In Road
nadar, Ahmedabad 380 052
Fax: (079) 65229215
Website: www.techsolutions.com

WARRANTY AND CONDITIONS

The year warranty on parts

- Three years free service to repair or replace the parts
- Cost of delivery to be borne by the company
- Any complaint regarding damaged goods to be made within eight days after delivery

6.4.3 Letter of Placing an Order

Summary of Letter of Placing an Order

- A letter of order is the confirmation from the buyer that s/he is making a deal with the supplier.
 - The letter of order is a legal document; therefore, utmost care should be taken while drafting.
 - It contains details about the purchase of goods or services.

- The letter should be addressed to the person that will be executing the order.
- Use just acronyms for the product as well as for the supplier.
- The opening lines should express gratitude for quoting reasonable terms and conditions.
- The body of the letter should explicitly state each and everything about the product, type, description of the product, quantity, price, terms of payment and other terms and conditions approved by you and the other party involved.
- If any advance payment is done, do mention it in the letter.
- Do indicate the preferable mode of shipping/carting.
- Point out a deadline for delivery date.

First paragraph

- This is with reference to the quotation letter that your firm sent us for _____ (product/service name). You will be pleased to learn that our company has decided to buy _____ (product/service name) from you.
- We are pleased with the terms and conditions stated by your firm and would like to place an order for _____ (product/service name).
- Thank you for the quotation you have sent; we are ready to build a long-term business relation with you.

- We would like to place an order with you. Please find below a list of products we require.
- You will be pleased to know that our company is happy with your approach regarding the proposal we have been discussing. We are glad to place an order with you. The particulars of the items and their numbers are given below.

Second paragraph
This should specifically state your requirements regarding the product you wish to buy.**Mode of Payment**

- We agree that 50 per cent payment is on CWO basis and remaining at the time of delivery. We have attached a demand draft no. _____ dated _____ for 50 per cent payment towards the order.
- As decided, we expect 10 months credit.
- As per our discussion, the payment will be done as soon as the goods are delivered to us.
 - 50 per cent advance payment will be done in the form of a post-dated cheque to be cleared on the day of delivery. The remaining payment will be done after 15 days of the delivery of the order.

Concluding lines

- We look forward to a timely delivery.
- We wish this beginning to lead us to long lasting business relations.
- We hope this relation to prove mutually beneficial.

Other terms and conditions

- Kindly note that the damaged items will be reshipped within a week. The cost of the same will be borne by your company.
- The charges involved in dispatch and delivery will be borne by your company.
- The charges involved in transport and delivery will be borne by your company.
- You will be responsible for any on-road fault.
- Any legal matter will be subject to the jurisdiction of Gujarat High Court, Ahmedabad.
- If the order is not executed as per the terms and conditions agreed upon, it will stand as cancelled.

<p>Subject: Quotation Quoted earlier in our letter dated 10th April 2015 sent by Tech Solutions Ltd. They desire to place an order with us. On their behalf, write a letter confirming the order for 50 computers.</p> <p>Shri Ram Engineering College Plot No. 10, Sector 10, Noida Uttar Pradesh - 201301 Phone: (0261) 2841403 Email: arandengcollege@gmail.com</p> <p>Date: 15/04/2015 Tech Solutions Ltd. 23, First Floor, Shreeji Business Center, Indrajaan Tower, Drive-in, Sector Mehmed Ali Road, Noida Arun Kumar Singh Sub Order Q. 50 computers Dear Mr. Mehmud Ali This is with reference to the quotation letter dated 10th April 2015 sent by your firm wherein you have informed that your firm desires to place an order with us. We are pleased to confirm that our organization has decided to buy computers from you.</p>	<p>Quantity _____ Product Description 1. Intel Core i3 Processor 2. 4 GB RAM 3. 500 GB Hard Disk 4. DVD ROM 5. Keyboard and Mouse 6. Integrated Graphics 7. DOS 8. 15 inch Monitor 9. 15 inch Passers 10. Headphones with microphones</p>	<p>Cost including discount _____ Cost of one computer _____</p>
--	---	---

Method of payment: We advise that **partial payment** is on C/W/C basis and remaining at the time of delivery. We have attached a demand draft No. 23456 dated 5 July 2013 of ₹ 74586 of Bank of Baroda, State of Ahmedabad as 50 per cent payment towards the order.

Delivery terms and conditions:

- Within one month from the date of placing the order.
- One year warranty on the parts.
- Three year free service to repair and replace the parts.
- The damaged items will be reshipped within a week.
- The charges involved in dispatch and delivery will be borne by the company.
- The cost of the reshipping, if any, to be borne by the company.
- The company is responsible for any on-road fault.
- An legitimate will be subject to the jurisdiction of Gujarat High Court, Ahmedabad.

We wish to have a timely execution of the order.

Very truly yours,

Sincerely

(M.R. Rath)

Enclosed demand draft.

6.4.4 Execution of Order

Summary of the Letter of Execution of Order

- Letter of execution is a formal communication done to the buyer.
- The first paragraph should thank the customer for placing the order.
- The next paragraph should give in detail how the goods have been sent.
- The last paragraph should express supplier's desire for better relations.

First paragraph

- We thank you for your order of _____ (product/service name). It is a matter of pleasure for us that you are satisfied with our quotation.

Second paragraph

- We have the pleasure to inform you that we have packed the goods in hard cardboard boxes/plastic bags/covers/wooden cartons and sent them through Gurjar Transport Company today. The truck receipt and bill are also sent herewith. We have granted 30 days' credit as you have desired.

- Third paragraph**
- We believe that the standard quality of our _____ (product/service name) will give you utmost satisfaction. Any further order from you will give us an opportunity to serve you and strengthen our relations.
 - The _____ (product/service name) are of excellent quality and known for their durability. We are sure that they will become popular among your customers. We look forward to having your further orders and assure you of our prompt and best attention in executing your valued orders.

Tech Solutions Ltd, Ahmedabad has received the order for 50 computers from Anand Engineering College, Surat. Write a letter informing them of the execution, stating all the necessary details.

SAMPLE LETTER

Tech Solutions Ltd
23, First Floor, Himalaya Mall
Indraprasth Tower, Drive-In Road
Memnagar, Ahmedabad 380052

Phone: (079) 65229214
Email: techsolutions@gmail.com
1 August 2013

Anand College of Engineering
Opp. Mission Hospital
Tower Road
Surat 395 011

Sub: Your order dated 20th July 2013
Dear M.R. Rath

Thank you for your order of 50 computers. It is a matter of pleasure for us that you are satisfied with our quotation.

You will be pleased to know that all the computers have been properly packed and sent through Gurjar Transport Company today. The truck receipt and bill are sent with the computers. We have supplemented the items and conditions mutually agreed upon. Following are the details.

Quantity 50 computers

Product description Intel Core i3 3rd generation

2GB DDR3 RAM

500 GB HDD

DVD RW

Key board and mouse

Windows OS

18.5 LED monitor

Desktop speakers

Headphones with microphones

Price and Payment	Including 10% discount	₹ 29,835 per computer
Payment Details	Received ₹ 7,45,875 towards 50 percent payment ₹ 7,45,875 to be paid after 30 days of receiving the order.	
Terms and Conditions	One year warranty of the parts Three years free service or repair of related lie parts Cost of delivery to be borne by the company Any complaint regarding damaged product to be made within eight days after delivery The damaged items are to be shipped within a week. The cost of the restocking, if any, will be borne by the company The charges involved in dispatch and delivery will be borne by the company Any legal action will be subject to the jurisdiction of Gujarat High Court Ahmedabad	
	We believe that the standard of quality of our computers will serve your purposes completely. Any further query you will give us an opportunity to serve you and strengthen our relationship.	
	Yours truly, Praveen Patel Manager Tech Solutions Ltd.	

First paragraph

- We thank you for your order for _____ (product/service name) to be executed within 20 days.
- Thank you very much for placing the order for _____ (product/service name). This shows your keen interest in our _____ (product/service name).

Second Paragraph

- The recent untimely heavy rains have damaged and disrupted rail and road services. In these circumstances, the dispatching work has been held up.
- In this connection, we have to inform you that as there was a sudden fire in our factory, it will not be possible for us to dispatch the _____ (product/service name) at present.
- We regret to inform you that we are unable to execute your order at present. The labour strike in our factory has not yet been resolved.

Third Paragraph

- We hope normalcy will be restored within a week or so. We request you to grant us an extension of 10 days in delivering the goods ordered.
- However, as your demand is urgent, we have sent you today half of your required goods. _____ (product/service name) are carefully tested and well packed. We are sure you will receive them within two days.

Fourth Paragraph

- We sincerely apologize for the inconvenience caused to you. We assure you that we shall deliver the goods as soon as possible.
- We trust, you will appreciate our difficulty and grant us extension as requested.
- We shall be happy if you extend your time limit for execution of your order.
- We hope you will fulfill with our request and grant us extension for at least 10 days.

6.4.5 Extension in Time or Partial Execution of Order

Summary of the letter requesting extension in time or partial execution of order

- A request for extension in time or for partial execution is made by the supplier.
- This may be in a situation, when the supplier has accepted or wish to accept the order but is not in a position to supply the goods in time as desired by the customer.
- In such a situation, the supplier requests for more time to execute the order or supplies the goods in instalments.
- The opening lines should thank the customer for placing the order.
- The next part should talk about the reason for the request you are making, i.e., why are you asking for extension in time or can execute the order partially.
- The following paragraph should talk about the time you need to execute the order or steps to be taken by you.
- The concluding lines should express your regret about the inconvenience likely to be caused, if any, to the customer and assurance that in future such inconvenience will be avoided.

SAMPLE LETTER

Tech Solutions Ltd.
213, 1st Floor, Mataya Mall
Indraprasht Avenue, Drive-in Road
Mumbai (M.A.) 400052
Phone: (079) 65229214
Email: techsolutions@omail.com
Fax: 079 65229255
Website: www.techsolutions.com

Second paragraph

- We have been compelled to do so as our clerk overlooked a portion of the stock in our godown. After placing the order we found that the goods ordered are already in sufficient stock.
- We regret to cancel our order because of a recent fire in our shop/factory/organization. It turned all the stock and important files into ashes. At present, we are not in a position to stock the goods.
- We are sorry to cancel this order as you know that the natural calamity has changed the situation. People are in great distress; hence, we will not have expected business released after 6 months. Hence, we are forced to cancel/postpone the order.

Third paragraph

- We are sorry for the inconvenience caused to you. We assure you that we shall place an order for our requirements as soon as the situation becomes normal.
- We hope you will understand our unpleasant situation and cancel/postpone our order.
- We shall be pleased to place orders with you in the near future.

6.4.6 Cancelling or Postponing Order

A letter of cancellation or postponing the order is written on two occasions:

1. When the buyer is in trouble and is forced to cancel/postpone the order.
2. When the seller is at fault and the dissatisfaction of the buyer leads him/her to cancel/postpone the order.

Cancelling or Postponing Order (buyer's problem)**Summary of the letter of cancelling or postponing order (buyer's fault)**

- An order is cancelled or postponed when the buyer is having some trouble.
 - The opening paragraph should confirm the action taken, i.e., cancellation or postponement.
 - The second paragraph should clearly give the convincing reason for the action.
 - The next paragraph should state the next step of action to be taken.
 - The concluding line should express the regret for the inconvenience caused to the supplier.
- First paragraph**
- We confirm our telephonic instructions to postpone our order for 50 computers dated 10 July 2013.
- We have been compelled to do so as there was a small accident due to some problems in power-supply. The problem is being taken care of and I may take a few days to restore normalcy. Hence, we have to postpone the order.**

- Proprietary
Validation**

Anand Engineering College, Surat has placed an order for 50 computers with Tech Solutions Ltd, Ahmedabad. However, due to some difficulty they are writing a letter requesting them to postpone their order. Write a letter on their behalf.

SAMPLE LETTER

Anand Engineering College,
Surat - 395 001
Gujarat, India

Date: 30 July 2013
Tech Solutions Ltd
28 First Floor, Industrial Building
Indraprasht Tower, Dhanvantari, Reliance
Mumbai
Ahitdatabad 330005
Sub: Postponing the order for 50 computers

Email: anandenggcollege@gmail.com

We confirm our telephonic instructions to postpone our order for 50 computers dated 10 July 2013.

We have been compelled to do so as there was a small accident due to some problems in power-supply. The problem is being taken care of and I may take a few days to restore normalcy. Hence, we have to postpone the order.

Mr. Ravi, the manager, caused us a lot of inconvenience due to the late delivery of our order. Kindly deliver it after 6 August. We are disappointed and postpone our order.

Yours truly
 (MR. Ravi)
 Procurement Office

Third paragraph

- We do not require _____ (product/service name) now. If you send them, we will have to return the parcel at your cost.
- Please do not send the _____ (product/service name) now.

Cancelling Order (supplier's fault) or Late Delivery**Cancelling Order of cancelling order (supplier's fault)**

Summary of the letter of cancelling order (supplier's fault)

- An order is cancelled/postponed when the supplier is at fault.
- The opening paragraph should confirm the action taken, i.e., cancellation of the order.
- The second paragraph should clearly give the convincing reason for the action.
- The next paragraph should state the next step of action to be taken.
- The concluding line should hint at the future consequences of such an attitude.

First paragraph

- We confirm our telephonic instructions to cancel/postpone our order for _____ (product/service name). We regret that delay in the execution of the order has compelled us to cancel our order.

- Please refer to our order letter. It was clearly mentioned that _____ (product/service name) should be sent within a week of the receipt of our order. You even promised to do so but you have not fulfilled that. Despite our efforts, you have not cared to explain the situation.
- We wish to draw your attention to the delay caused in delivering the goods.

- We would like to express my dissatisfaction regarding the way our order has been handled.

Second paragraph

- The delay has caused us serious loss in our seasonal business. We are afraid as we will now have to contact another supplier.
- The delay on your part has put us in a very awkward position. We had to buy our requirements from other suppliers at higher price. If you fail to be prompt in future, we shall be compelled to obtain all our regular requirements from elsewhere.

Concluding lines

- I would appreciate your immediate attention to the matter.

Concluding lines

- I would appreciate your immediate attention to the matter.

Anand Engineering College, Sirajnagar, Sira, that has placed an order for 50 computers with Tech Solutions Ltd./Anandengcollege.com. However, the supplier has failed to dispatch the goods in time. Hence, the institution is compelled to cancel the order. Write a letter on their behalf.

SAMPLE LETTER

Anand Engineering College
 104, Mission Hospital, Tawar Road
 Suej 95 001
 Phone: (0261) 284 1403
 Fax: (0261) 224 4448
 Website: anandengcollege.org@gmail.com
 Date: 8/ August/ 2011
 Tech Solutions Ltd.
 28, FIS, 2nd Floor, 2nd Main,
 Indraprastha Colony, New Delhi - 110 034
 Manager
 Ahmedabad - 380 002
 Sub: Cancelling late delivery of computers

Dear Mr. Mahendra
 We confirm our telephone instructions to cancel our order. We regret that delay in the execution of the order has compelled us to cancel our order.

The delay on your part has put us in a very awkward position. Our students will have to wait for the access to the computer. We had to buy our requirements from other suppliers. If you fail to be prompt in future, we shall be compelled to obtain all our regular requirements from elsewhere.

We would appreciate your immediate attention to the matter.

Yours truly

(MR. Pathan)
 Procurement Officer

6.4.7 A Letter of Complaint

Summary of Letter of Complaint

- A letter of complaint is written to express customer's dissatisfaction regarding the product or the service.

- Common causes of complaints are damaged or defective goods, late delivery or shortage in goods, irregularity of services or incivility of the customer care executives, etc.
- The complaint should be treated positively as it helps build relations. Supplier's timely treatment of the complaints shows s/he cares for the customers.
- The letter should provide all the details concerning the problem you experienced and specify what type of action or adjustment you expect.
- State the reason for writing the letter in the first paragraph.
- Explain the problem in detail in the main body of the letter. It may include details regarding the nature of problem, frequency of its occurrence (i.e., when and how many times), seriousness of it, etc.
- Give precise and necessary information on the situation.
- Use simple past tense when describing what happened.
- State what action you want to be taken at the end of the letter.
- Use simple present tense to express your wish/hope.
- The tone and language while describing the problem should be rational.

First paragraph

- We wish to draw your attention to _____ (name of complaint)
- We are writing this letter to express our dissatisfaction
- We wish to inform you that
- We regret to inform you that
- We are very much disappointed with
- We would like to draw your attention to the condition/fact that

Second paragraph

Detailed information about the problems (This will depend on the nature of complaint. In addition, it will vary from product to product. Given below are some examples.)

- Out of 50 computers, 5 computers are not working properly. Following are the problems we have experienced.
- Computer no. AWE3450AE does not have operating systems installed.
- Computer no. AWE3455AE has start up trouble.
- Computer no. AWE3448AE has defective mouse cable.
- Computer no. AWE3440AE and AWE3458AE have got scratches on the screen.

- We called the customer care 5 days back and gave complaint regarding _____ briefly talk about the complaint but have not received any response from them yet.
- I would appreciate if you make the necessary arrangement for the regular service of the

Adjustment of what you desire

- We suggest that in order to avoid further damage to the name of your company, you should replace the necessary parts.
- I think something should be done about the quality of services being offered.
- We would appreciate your regularity in addressing the complaints made by us.

Stern actions if the complaint is of serious nature

- We are sorry to state that we shall have no choice but to seek legal advice in this matter.
- We regret to state that if our request is unanswered, we shall be forced to consider taking further action.

Concluding lines

- With the hope to have a prompt action
- We wish you take positive action in this regard.
- We are sure that you would address the problem within 48 hours.
- We await for an early reply

Anand Engineering College, Surat has received the supply of 50 computers from Tech Solutions Ltd, Ahmedabad. However, there are some problems with the computers. Write a letter of complaint on their behalf.

SAMPLE LETTER

Anand Engineering College
Opp. Western Hospital, Tower Road
Surat - 395 001

Fax: (0261) 2844404
Website: anandengineeringcollege.ac.in
Phone: (0261) 2844403
Email: anandenggcollege@gmail.com

Date: 20 July 2013

Tech Solutions Ltd
28/F, First Floor, Jinalay, Vashi
Navi Mumbai
Athanebapad 330052

Subject: Complaints regarding the computers.

Dear MTRH Mahendra

Thank you very much supplying me computers in time. However we would like to draw your attention to the following problems that we have found in 5 (out of 50) computers supplied to us.

- Computer no AWE3455/E and AWE3450/E have start up trouble.
- Computer no AWE3448/E has defective mouse cable.
- Computer no AWE3440/E and AWE3458/E have got scratches on the screen.

We would appreciate if you make the quick and necessary arrangement to solve the above stated problems.

With the hope to have prompt action.

Sincerely,

(MR. Rath)

- Express regret over the customer's troubles. Start the letter with reference to the letter of complaint received.

Diplomacy is needed while writing a letter of adjustment, when compensation cannot be granted.

- Never reject the compensation straight away.
- Explain the process of dispatching the goods. Let this be factual.
- While rejecting the compensation, convincingly explain the reasons for not granting compensation.
- While rejecting the compensation, offer some partial assistance, if possible.
- While saying no, provide convincing and logical explanations for declining compensation.
- Always leave the scope for better business relations.

While accepting the adjustment requested by customer

First paragraph

- Thank you for drawing our attention to _____ (refer to the problem to show your customer that you have understood the problem). We really regret for the trouble you had to face.
- We refer to your letter of complaint about _____ We extend our sincere apology for the difficulty you had to face.
- With reference to your letter dated _____ complaining about _____ kindly accept our apology for the trouble you had to face.
- We are thankful to you for drawing our attention to _____ (refer to the problem).
- We would like to apologize for the error made in sending/packing the goods.

Second paragraph (accept the complaint, explain the reason/s and refer to the steps taken to avoid such complaints in future)

- We accept the fact that due to the rush of orders enough care was not taken in dispatching/packing the goods. However, necessary changes have been made to take care of all the necessary factors that may give any chance of complaint. We have dispatched the missing items by _____ transport/courier. They should reach you by Thursday, _____

7 November 2013.

- We are sorry for the incivility of our staff during your visit. On inquiry, it was learnt that the salesman was disturbed because of some social problem. He too felt sorry for his misconduct. Nevertheless he has been warned against such misconduct in future.
- We inquired into the matter and learnt that the problem occurred because of the small accident that truck met on its way to delivering the goods. You can return the items that are damaged/you are not happy with. The company will bear all the cost of reshipping. We will send the fresh goods on receiving the damaged goods.

- We looked into the matter and realized that our packing department forgot to verify the goods which were being dispatched. As a result, you received the goods meant to be sent somewhere else. We agree to receive the goods back and ready to bear the cost. The relations with him/her. Do this very cordially.
- Appreciate the efforts and express your gratitude towards the customer for drawing your attention towards the problem s/he faced through the complaint letter.

6.4.8 Letter of Adjustment

Summary of Adjustment Letter

- Adjustment letter is a reply to complaint letter.
- Adjustment/Compensation may be or may not be granted.

While accepting the responsibility of complaint

- Appreciate the efforts and express your gratitude towards the customer for drawing your attention towards the problem s/he faced through the complaint letter.
- Express regret over the customer's troubles. Start the letter with reference to the letter of complaint received.
- If you accept the responsibility of the problem, explain what happened.
- For explanation, state the process you followed to investigate the problem.
- State clearly how the company wishes to solve the problem.
- The company may make an offer to take goods back, extra discount or to replace the goods.
- Do not show any resentment while granting the compensation.
- End your letter with the good intention that the complainant will continue business relations with him/her. Do this very cordially.

While rejecting the responsibility of complaint

- Appreciate the efforts and express your gratitude towards the customer for drawing your attention towards the problem s/he faced through the complaint letter.

missing items have been sent to you through _____ Transport/courier. In addition to this, to avoid any such occurrence in future, we have modified our verification system.

Concluding lines

- We assure that such a thing will not happen in future.
- We promise that we will not give any chance of complaint in future.
- Let us assure you that appropriate care will be taken to avoid all the causes of complaints.

While rejecting compensation requested by the customer

First paragraph

- Thank you for drawing our attention to _____. (refer to the problem to show your customer that you have understood the problem). We really regret for the trouble you had to face. We completely understand your disappointment.
- We refer to your letter of complaint about _____. (description of the problem as stated by the customer). We are really sorry about this. We know how disturbing it is when our expectations are not met.

Second paragraph

- However, we regret to inform you that the company cannot agree with the compensation requested by you as the period of free service offered to you expired a month ago.
- Nevertheless, we are sorry to state that the investigation has confirmed that no damage was done during transportation and all the care was taken during the packing as well. Hence, we cannot accept your request of reshipping and replacing the goods at our cost. As per the agreement, any complaint regarding the damaged goods was to be done within 8 days of receiving the goods. It is already 15 days; hence, we cannot consider your request of replacing the goods favourably.
- However, we would like to draw your attention towards the terms and conditions we agreed upon. According to the agreement, no returns/refunds were allowed on goods put for sale. Hence, we cannot consider your request positively.

Third paragraph

- We hope that our reply has addressed your grievance properly.
- We trust that the above arrangement has satisfied you.
- We hope that you are satisfied with the way things have been managed.
- We trust that you understand our point of view.

Concluding Paragraph

- We assure you of complete attention in your dealings with us.
- We hope to have better business in future.
- We look forward to receiving your further orders.

Tech Solutions Ltd. Ahmedabad has supplied an order for 50 computers from Anand Engineering College, Surat. However, they have received some complaints regarding the goods supplied. Write a formal letter declining adjustment to their request.

SAMPTE LETTER

1. Dear Sir/Madam,
2. We are writing to you to decline the claim of things you received in the goods supplied by us. We really regret for the trouble you had to face.
3. We understand that you have received the goods through care. We have taken all the necessary steps to ensure that the goods are delivered to you in good condition. However, the feedback from our company will satisfy your institute. While we work hard and make all your complaints. In addition to this, we like to add that necessary checks are done to take care of all the necessary factors that may give any chance of complaint.
4. We assure that such a thing will not happen in future.
5. Thanks,
Yours truly,
F.H. Malhotra
Proprietor

6. Tech Solutions Ltd.
7. 28/F, F-Block, Hinjewadi Mall
8. Hinjewadi, Powai, Mumbai - 400085
9. Tel: 022-25555555, Fax: 022-25555555

Phone: 079 6522214
Email: Technosolutions@gmail.com

Fax: 079 65229245
Website: www.technosolutions.com

14 August 2013

Anand College of Engineering
Opp. Mission Hospital
Tower Road
Surat 395001

Sub: Adjustment to your complaint dated 13 August 2013

Dear Mr Rath,

Thank you for drawing our attention to the problems of defect in mouse cable, start up trouble and scratches on the screen. We really regret for the trouble you had to face. We completely understand your disappointment. Nevertheless, we are sorry to state that the investigation has confirmed that no damage was done during transportation and all the care was taken during the packing as well. Hence, we cannot accept your request of replacing the monitors with scratches on the screen and mouse cable. However, our engineer would come to solve the problem of start up trouble you had with two computers.

We trust that you understand our point of view and agree to the adjustment made. We look forward to receiving your further orders.

Thanks,

Sincerely

RH Malhotra
Proprietor

EXERCISES

Draft the following letters. Invent details wherever necessary.

- You have received a complaint letter from Sai Computers, Ellisbridge, Ahmedabad regarding the shortage in supply. As the Sales Manager of Wipro, draft a suitable reply to the complaint. (Jan 2013)
- Write a letter to M/s. Santoh Electronic Ltd., Chandani Chowk, New Delhi calling for the illustrated catalogue and quotation of certain electronic goods required by your firm. (use block layout format) (GTU June 2009)
- Write a complaint letter in block format to Sajawat Wooden Furniture, Ahmedabad asking for compensation as you found some of the pieces of furniture delivered in the damaged condition. (GTU Sept 2009)
- Your company had ordered 100 computers. On receiving them, you came to know that they do not match the specifications and configuration you had given. As the Manager (Purchase), write a Letter of Complaint addressing The Manager, IBM, Hyderabad. (GTU Jan 2009)
- The Purchase Manager of Alpha Engineering Co., Salt Lake City, Kolkata, you placed an order for 15 HP scanners to National Systems Limited, Electronic City, M.G. Road, Bangalore-560100. You received only 12 scanners. Write a letter to the General Manager (Sales & Marketing) of NSL, making a complaint and asking him to send the remaining 3 scanners immediately. (use block layout format). (GTU, Jan 2009)
- As a student of engineering, you want to purchase a laptop for your personal use. Write a letter of inquiry asking for prices, configuration, discount, mode of payment and terms and conditions to The Wipro Technologies, Memmangal, Ahmedabad. (GTU Jan 2011)
- As a student of engineering, you want to purchase a laptop for your personal use. Write a letter of inquiry asking for prices, configuration, discount, mode of payment, terms and conditions to The Sony Electronics, Bangalore.

POINTS TO REMEMBER

- A letter can be the first step towards long lasting business relations.
- An effective letter is one that induces the reader to take desired action.
- Full block format is in practice now-a-days in which all the parts fall on the left side.
- Heading, date, salutation, body of the letter, complimentary close and signature are the standard elements of a business letter.
- Subject line, post script, enclosure, copy notation and Per-pro-signature are the optional parts.
- An effective business letter is complete, concise, clear, customer-centric, courteous and coherent.
- Letters are either written by buyers or sellers.

Lab Activity

- BIG Engineering Company, Rajkot is celebrating 25 years of its establishments. They wish to gift 100 mobile phones in the range of ₹ 10,000 to 15,000 among their employees. Write a letter on behalf of the Manager, Department of Human Resource of the company requesting Sumeet Sales Corporation, Ahmedabad to send a quotation stating all the terms and conditions
- Write a persuasive letter on behalf of the Sales Manager, Sumeet Sales Corporation, Ahmedabad who has received an inquiry from BIG Engineering Company, Rajkot to send quotation for 100 mobile phones in the range of ₹ 10,000 to 15,000.
- BIG Engineering Company, Rajkot has received a quotation to supply 100 mobile phones in the range of ₹ 10,000 to 15,000 from Sumeet Sales Corporation, Ahmedabad.

pool no
club
B.C.R. (Sem. II)
E.U.T.U. *
Tunsel *
Pomogidium + P.洁 *
*洁 *