# Exercise No. 3 - Answers

## 1. List the salutations. How do we select the salutation in business letters?

Common Salutations:

• Dear Sir/Madam

• Dear [Name]

• To Whom It May Concern

How to Select:

The salutation in a business letter is selected based on the recipient's information and level of formality:

• Use 'Dear [Name]' if the recipient's name is known for a personal touch.

• Use 'Dear Sir/Madam' for formal communication when the recipient's name is unknown.

• Use 'To Whom It May Concern' when addressing an organization or unspecified recipient.

## 2. List at least any three complimentary closes. Which and why do you prefer them?

Complimentary Closes:

• Yours sincerely

• Yours faithfully

• Best regards

Preference:

'Best regards' is preferred for its balance of professionalism and warmth, making it versatile for various business contexts.

## 3. Complaint Letter: Defective Electric Downlights

Manager, Retail Store  
Pune  
  
[Date]  
  
[Supplier's Name]  
[Supplier's Address]  
Pune

Dear Sir/Madam,

Subject: Request for Replacement of Defective Electric Downlights

I am writing to bring to your attention an issue with the recent consignment of electric downlights supplied to our store on [date]. Upon inspection, we found several units to be defective, rendering them unsuitable for sale.

We request an immediate replacement of the defective items at no additional cost. Please arrange for the collection of faulty units at the earliest.

Thank you for your prompt attention to this matter.

Yours sincerely,  
[Your Name]  
Manager

## 4. Inquiry Letter: French Learning Course

[Your Name]  
[Your Address]  
[City, Date]

The Director  
Learn a Language  
[Institute's Address]

Dear Sir/Madam,

Subject: Inquiry about French Learning Course

I am interested in enrolling in your French learning course and would appreciate if you could provide the following details:

• Course syllabus and duration

• Fees structure

• Class schedules

Kindly share the requested information at your earliest convenience.

Thank you.

Yours sincerely,  
[Your Name]

## 5. AWSM Technique from Video

The AWSM technique emphasizes four components of effective body language:

1. A - Attention: Maintain consistent eye contact to show engagement.

2. W - Warmth: Smile naturally to create a positive connection.

3. S - Strength: Exhibit confidence through posture and gestures.

4. M - Movement: Use purposeful movements to complement your speech.

This method ensures clear and impactful communication.