



IIT Madras

ONLINE DEGREE

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BUSINESS WRITING



- Most business writings contain a great deal of factual details, like what, when, where, how much, for how much and how many, etc.
- It is important in business writing to keep the order in which things occur, both by way of form and contents.

- Business writing should follow the form strictly. It helps the reader. They expect one thing in one place and another thing in another place.
- Books are kept in one place, clothes in another, shoes in yet another place and vessels and dishes in a different place, etc. This arrangement helps the users.



- It is not a good idea to change the format of business writing unnecessarily.
- Contents must also be ordered sequentially. So a rank order should be followed, most important thing from the point of view of communication first, least important last.

A LOST BAG



Within about a 150 words, write a letter to the manager of the bus company requesting him to help you find the bag you left behind on a bus of his company yesterday.

FIRST DRAFT

From: Mira Lobo Prabhu, No. 31, Coondapur Road, Mangalore

To: The Manager,
Mangalagiri Transport Company,
Railway Station Road,
Mangalore

20 Jan, 2021

Sir,

Sub: Left Luggage - Reg.

I am very sorry to inform you that I had an old and very precious foam leather bag that my mother had given me at the time of my wedding some seven years ago, but I left it on your company's bus yesterday.

That bag is very dear to my heart, like my life you can say. I have had a sleepless night since I left it yesterday in the evening on your company's bus while coming home from my office. I was talking to a fellow passenger who also lives and works in the same area and we go to work by the same bus together and very often we also come back in the same bus. So was talking to her, when our stop arrived and the conductor suddenly said Bank Stop, Bank Stop two three times, then I said bye to my friend and in a hurry I got down without my bag. I realized that as soon as I reached home, because I keep my cell phone inside and I could not call my husband on my phone.

Then I used my grand mother's phone to check with my friend if she had picked it up while getting down from the bus. But she said no. She had not taken it. So I am sure my bag remained on the bus, and may have reached the depot with the bus.

It has my debit card, my phone, my company id card, some cash, and a few lady's items. The bag is blue colour, and it has long strap.

I will be most grateful if you can find my bag and inform me.

With best regards,

Yours faithfully,

M L Prabhu (278 words)

IMPORTANT POINTS TO NOTE

- Preceding draft does not begin with a description of the particulars of the bag.
- It takes more words to write emotional stuff than giving factual details that may help find the bag.
- Talks minimally about the contents of the bag.
- There are no serious errors of language but it communicates little.

FINAL DRAFT

From: Mira Lobo Prabhu, No. 31, Coondapur Road,
Mangalore

To: The Manager, Mangalagiri Transport Company,
Railway Station Road,
Mangalore 570 014

20 Jan, 2021

Sir,

Sub: Left Luggage - Reg.

I boarded 7 T, at about 05:35 pm at the Water Tank stop on the Kutchehri Road, and left it at the Corporation Bank Stop on the Sundara Street. But while leaving the bus, I forgot to pick up my bag. Please, be good enough to help me find it.

This is a blue foam leather lady's bag. It has two brass clips, besides two side pockets with zips. A "Parke Smith" can be seen at its. The bag has a red Nokya 512 Cell Phone, which can be called at 94444 20 4850. It also has the following.

1. Camera Bank debit card, with my name. MIRA LOBO PRABHU;
2. Export Promotion Council's ID card with my name;
3. A small pocket note book, bearing my name and address,
4. A pink shade lipstick bearing "La Femme".
5. Side pockets have business cards, mine and also others'.

Please, kindly help.

With best regards,
M L Prabhu (154 words)

ACTIVITY

In about 150 words, write each of the following as instructed.

1. Write a greeting to your friend on his/her birthday.
2. Write a letter to the Bus Depot Manager, Mahabalipuram requesting him to help you find the wallet you left behind on a bus of his company yesterday.

Thank You!

