

UNIT :- 1

Communication : Meaning and definition :-

The word comm. is derived from latin word 'communicate' which means to share or exchange information, news and views etc. It is an activity or process of exchanging or expressing ideas and feelings of giving people information. It transmits an idea from one person to another. Communication always requires two persons - one is the sender and other is receiver.



Business Communication :-

The term business comm. refers to comm. that is used for any economic activity which is undertaken with a view to earn profit. Business comm. is a process of message and persons which are associated with business. In simple words, comm. that is used for conducting business and improving business operations is called as business communication.



Functions / Objects of comm. in Business:-

1. Exchange of Information :-

The first and foremost objective of Comm. is to exchange information from one person to another. As comm. is a two way process so it is needed to exchange information from one person to another. As comm. is a two way process so it is needed to exchange information from sender to receiver.

2. Persuasion :- Comm. helps in persuading or convincing someone for a favourable response. Persuasion in itself play a vital role in business activities; hence written or oral comm. is used to influence others.

3. Counselling :- Seniors counsels the juniors staff from time to time whenever they face some difficulty at their work place.

4. Co-ordination :- Comm. is an effective tool in co-ordinating the working of the employees of different departments. Mutual understanding or joint consultation etc.

are all possible through formal or informal communication.

5. Transmission :- Comm. in a business organisation helps in transmitting business messages from one person or department to another. Effective Comm. helps the people to convey message in such a way that it is understood.

Basic forms of communication

Verbal comm. Non-Verbal comm.

Oral Written

Comm. Comm.

Verbal communication :-

Comm. with words is called Verbal. Comm. language is the most common medium of comm. Most of our Comm. takes place through words.

Verbal Comm. is of two types:-

1. Oral Comm.

2. Written Comm.

1. Oral communication :- oral comm. generally takes place when the receiver and the sender are face to face or they contact each other through mechanical devices. Such as telephone, internet etc. oral comm. helps an organisation to reach out a large audience.

2. Written communication :- written comm. depends on written words. written comm. is formal, objective and accurate. letters and reports are good example of written communication.

Non-Verbal Communication :-

Communication through gestures and postures is called as Non-Verbal comm. Men can communicate without using a language. by non-verbal comm. we mean all comm. that involves neither written nor spoken words as it occurs without the use of words.

for example :- They smiled to show their happiness, They slapped to show their annoyance etc.

Oral Communication

Written Communication

1. Comm. depends on spoken words. Comm. takes place through written words.
2. It is not expensive. It requires good amount of money.
3. Its requirement of time is less. It requires time for maintaining written records.
4. Proficiency in speech is essential. Proficiency in written message is necessary.
5. Oral comm. may be ignored by the receiver. Written comm. can not be overlooked.

Importance of Communication :-

Comm. is the flow of facts, figure, ideas, transmitted from one individual to another. The term business comm. is used for all messages that people communicate to one another while working in the business organisation.

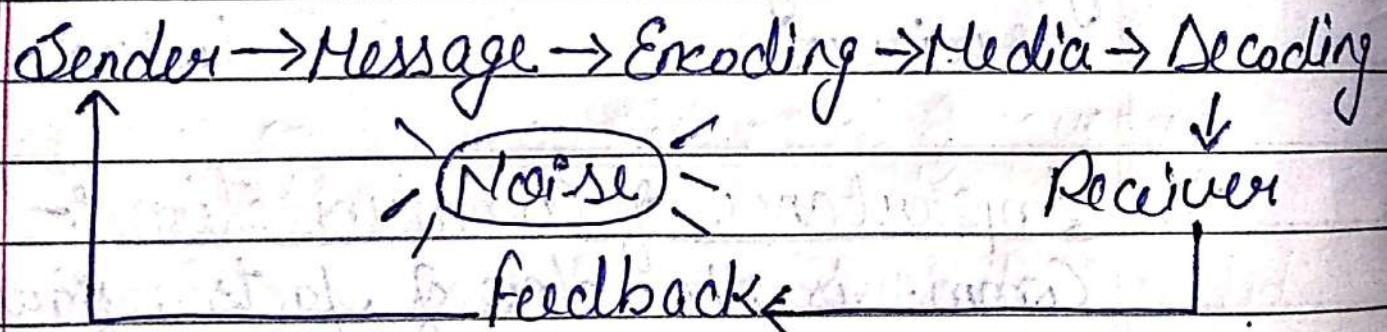
Comm. is important in management for the following reasons :-

- i) Building trust, ii) Promoting team work among employee iii) Receiving and Producing messages

- iv) Issuing instructions to the low level employs.
- v) Providing suggestion for advancement or improvement.
- vi) To carry on Business operation.

★. Communication Process :-

Comm. does not happen at once nor it happens on a day. Comm. is a continuous process that occurs but between two or more persons on the regular basis. The process of comm. is given below.



1. Sender or Source :- The comm. begins from the source. The Sender is the source that wants to express himself to pass his feelings, to convey information, to give directions, to get something done etc. that he wants to share with others.

2. Message :- The original idea represented in set of symbols or information is the message. Message is the essential part of comm. process.

3. Encoding :- The source of the message must translate his or her ideas and feelings into verbal or non-verbal form. This process is known as encoding.

4. Channel or media :- The sender sends his message through a medium, that medium is called channel or media. Channels can be called as the vehicles that carry the messages.

5. Decoding :- Decoding is a process that is done by the receiver. The receiver decodes the message in his own understanding form. Decoding is done by receiver so that message can be understood correctly. And response can be given in the desire way.

6. Receiver :- The receiver is the person who receives the message or to whom the message is sent.

7. Feedback :- our perceptions of the response created by our message is called feedback. The term feedback means the reactions, the sender obtains from the receiver.

*. Effective Communication :-

Effective comm. is defined as verbal speech or other method of relaying information that get a point across.

Effective comm. is when you talk in clear and simple term in order to make others understand.

*. Benefits of Effective Communication :-

Communication is the need of every organisation, but it needs to be effective. The following are the benefit of effective comm. :-

- i) Quicker problem solving.
- ii) Stronger decision making.
- iii) Increase Productivity.
- iv) Strong Business relationship.
- v) clearer promotion Materials.
- vi) Smooth work flow.
- vii) Enhanced Professional Image.
- viii) Improved Stakeholders' response.

*. Communication structure in an organisation: whether an organisation is large or small, sharing information among the parts and with outside world is the glue that binds the organisation together. On the basis of business activity, Comm. may be of two types.

1. Internal comm.

2. External Comm.

1. Internal Communication :- Internal Comm. refers to exchange of ideas and information within or in an organisation which may be formal or informal.

Information may travel up, down or horizontally as stated under hierarchy. Information may flow in:

- i) upper flow
- ii) downward flow
- iii) horizontal flow.

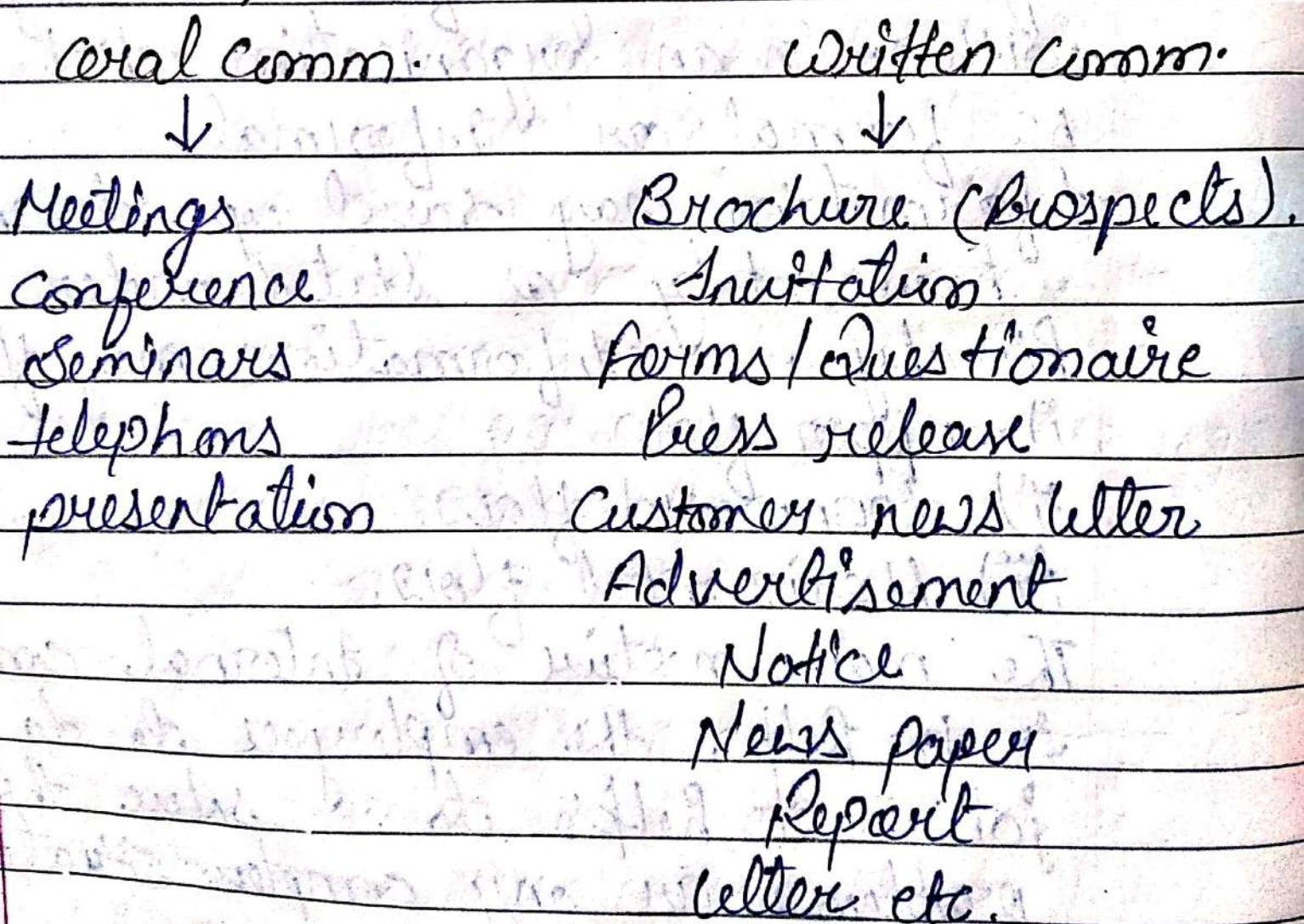
The main motive of Internal comm. is to help the employees to do their jobs. It helps to solve the problems or any complex situations.

2. External Communication :- Just as internal comm., external comm. also carry information up, down across

the organisations. Most of the business organisation have the Public relations team whose sole job is to create and manage the flow of formal message to outsiders.

Important messages to outsiders are conveyed through letters, reports, memos, websites, phone calls, fax, video tapes etc.

External Communication



★. 7 C's of Effective Communication :-

- Completeness
- Conciseness
- Consideration
- Clarity
- Concreteness
- Courtesy
- Correctness.

There are 7 C's of effective comm. which are applicable to both written as well as oral communication. Each C has its own importance in the process of comm. The 7C's are given below

1). Completeness :-

The comm. must be complete. It should convey all facts required by the audience. A complete comm. has following features :-

- a) Complete comm. develop the reputation of the organisation.
- b) They are cost saving as it is complete in itself and required no additional cost in conveying entire message.
- c) A complete comm. leaves no question in the mind of receivers.

- d) It helps in better decision making by the audience or receivers.
- e) It persuades the audience.

2. Conciseness :- conciseness means wordiness i.e. communicating what you want to convey in least possible words. without for going the other ~~parts~~^{C's} of comm. Conciseness is a necessity for effective Comm. Concise comm. has following features :-

- a) It is time saving.
- b) It underlines and highlights the main message by avoiding needless words.
- c) Concise communication and provide short and essential message. In limited words to the audience.
- d) Concise message is more appealing
- e) It avoid repetition words.
- f) It is cost saving

3. Consideration :- Consideration implies "Stepping into the shoes of other". Effective communication must takes the audience into consideration by knowing their view point, backgrounds mind set, educational level etc.

You should make an attempt to understand their requirements, emotions as well as problem. Features of considerate comm. are as follows:-

- a) Emphasize on "You" approach.
- b) Try to find out the interest of the audience, it will generate a positive reaction from them.
- c) Show optimism to vote their audience Emphasize on what is possible, rather than what is impossible.

4. Clarity- Clarity implies emphasize on a specific message or a goal at a time rather than trying to achieve too much at once.

Clarity in comm. is very much important, it involves the following features:-

- a) It may understanding easier.
- b) Complete clarity of thoughts and ideas enhances the meaning of message.
- c) Clear message may be of exact and appropriate words.

5

Concreteness :- Concrete comm. implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features :-
i) It is supported with specific fact and figures.
ii) It makes use of words that are clear and that built the expectation.
iii) Concrete messages are not misinterpreted.

6.

Courtesy :- Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincere, polite, judicious, enthusiastic and reflective. Courteous message has the following features :-
i) Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver.
ii) courteous message is positive and focussed at the audience.
iii) It make use of terms showing respect for the receiver.
iv) It is not at all biased.

7. Correctness:- Correctness in comm. Implies that there are no grammatical errors in comm. Your comm. must be accurate as it involves no error. Correct comm. has following features:-

- i) The message must be exact, correct and well timed.
- ii) If the comm. is correct, it will boost up the confidence level.
- iii) Correct message has greater impact on the audience.
- iv) It checks for the accuracy of facts and figures used in the message.
- v) It may use of appropriate and correct language in the message.

* Barriers of communication:-

Communication is a two way process that means the meaning are transmitted and they are received. When a message is lost or not conveyed properly it may leads to miscommunication. Miscommunication arises because of various types barriers that occurs while comm. No two individual on the earth are alike. We interpret the things according to our own

perceptions, background and experience. There may be intrapersonal, interpersonal or organisational barriers which may hinder the process of comm. The following are the barriers which may effect the effectiveness of comm.

I. Physical Barriers :- The effectiveness of comm. is affected by physical Barriers like distance, noise, media used etc.

These physical Barriers can be studied in detail as follows:-

(i) Noise :- Any interference in the comm. process which distorts the meaning of the message of the sender is known as Noise. Here the word noise does not mean the mixture of loud unpleasant sounds words. It refers to the barriers of comm. which break the comm. process. Noise may lead to misunderstanding and spoil business relation.

Q. (ii) Environment :- Physical barriers are often due to the nature of the environment. The natural barriers like the staff located in different buildings etc on

different sites, poor lighting etc
climate too cold or too hot may
effect the process of comm.

(iii) Media / channel :- Modern technological development have enabled the professionals do send and receive messages within no time. Hierarchical flow of comm. is the main barrier of comm.

(iv) In adequate facilities :- lack of adequate facilities of comm. Such as phone, email, fm etc. also works as barrier to effective comm.

2. Semantic barriers :- Semantic is the study of meanings of words and phrases. The semantic barriers is related to the encoding and decoding of the message. These are the obstructions that occurs in the process of comm.

Semantic barriers may occur because of following reasons.

- i) Different language
- ii) Improper words.
- iii) unclear pictures
- iv) Actions

v) Poor vocabulary

3. Organisational Barriers:- The barriers which are related to the functioning of the business organisation are known as organisation barriers.

These barriers may occur because of the following reasons:-

- i) Organisation policy.
- ii) Rules and regulations.
- iii) Relationship of the organisation.
- iv) Structure of the organisation.
- v) Lack of organisational facilities.
- vi) Wrong choice of channel.

4. Personal Barriers:-

As Comm. is an inter personal process, many personal factors inherent to the Sender & receiver, ultimately affect the Comm. process. It includes the positions, attitude of the Superiors. As Superior may have the ego issue because of his big designation.

5.

Technological Barriers:- These barriers arises because of lack of advancement of technology. While comm., it may effect the whole process of comm.

It may include the technology which is not updated lack of knowledge, technical noise etc.

6. Emotional or psychological barriers :-

These may arise from motives, attitude, judgments, sentiments, social values or emotions of the audience. It includes the behaviour, distrust, fear, attitudes etc. of the communicator.

~~Classification of barriers~~

UNIT - 2

Oral

Communication

★ Meaning of oral communication :-
when understanding is creating
through listening at spoken words.
Then it is considered as oral comm.
Speaking is very important in ones
personal life as well as professional
life. People indulge in formal as
well as informal comm. in their
professional life. Delivering speeches,
seminars, presentations etc. are
becoming very popular means of oral
comm.

★ Principles of oral comm :-

Here are few principles that should be
followed by the speaker while oral
comm.

i) confidence :- In oral comm confidence is
utmost for the speaker. Strong and
clear voice of the speaker will help
him in winning the confidence of the
audience also.

Nervousness makes the whole comm.
in affected.

ii) Thoroughness :- A thorough
knowledge is a way to effective
comm. The speaker must give

all the essential information to the listener and should avoid the unnecessary information.

(iii) Friendly Tone :- Too must formal or harsh tone may decrease the effectiveness of comm. The speaker should use friendly tone so as to take the listener into confidence.

(iv) Audience Analysis :- It is mandatory for the speaker to his audience because all speaking all worlds are for the audience only the speaker should no the mental level, knowledge side and attitude of the listener.

(v) Emotional appeal :- Speaker's words should help the audience to understanding. Emotional appeal of the speaker helps in drawing positive response from the audience.

(vi) Clarity and Simplicity :- The oral comm. should always be in clear voice and should be presented

In the most Simplist manner.

The voice of the Speaker must be audible.



Advantages of Oral Comm:-

Oral comm. is proved as very beneficial for the organization.

The following are the advantages of oral comm.

1. Oral comm. is more personal and less formal than written comm.
2. It's time saving because it is best to have a face to face comm. rather than writing a letter to all employees.
3. Oral comm. is more flexible, you can discuss different aspects of an issue.
4. It helps in making decision more quickly.
5. It is cost saving.
6. It is a great way to promote employee Morale.



Disadvantages of Oral Comm:-

Here are the few disadvantages of oral comm. These are :-

1. Oral comm. is less effective.
2. Oral comm. is informal most of the time. So it is less professional.
3. Long or important comm. may lose its importance because of its oral presentation.
4. People pay less attention to the orally said words.
5. Oral comm. is not always suitable in the busi organisation.

* listening Skills :-

Meaning of listening :- As we all know, comm. is a two way process which requires two parties - ~~two~~ Sender and the listener.

A message cannot be communicated unless there is some one to receive it.

The listener receive the message and symbolic his mind interpret the message and give the feedback or response.

Listening is the ability to understand and respond effectively to Oral Comm.



Role of listening in business organisation
listening plays a significant role in the business organisation as it is the life blood of the business.

its role is given below:-

- (i) Listening helps in acquiring the needed information.
- (ii) listening evaluate and Screen the messages.
- (iii) Effective listening avoids the conclusion
- (iv) Effective listening helps in maintaining accuracy.
- (v) Effective listening generates the proper feedback.

Principles of Good Listening-

Effective listening ability plays a vital role in day to day working of the professional. The principles of effective listening are given below:-

- i) Prepare to listen:- clear your mind so that your attention is assured concentrate on what is being said. Learn to listen, not just hear !
- ii) Avoid Prejudgments:- do not prejudge the speaker because of his appearance or occupation, or jump to any conclusion without hearing what is said.

- (iii) Be open minded :- Here what is said, not what would you like to hear. Appreciate the speaker point of view.
- (iv) Established eye contact :- Listener must try to make an eye contact with the speaker, this shows that you are listening as does your posture.
- (v) Watch for Signals :- Pickup aspects that the speaker consider by watching postures and gestures. in the speakers word. This is like listening to the music as well as the words.
- (vi) Extract main points :- Pickout and repeat to yourself the key words or phrases. This will help you in recalling them.
- (vii) Give feedback :- Learn to give positive feedback non-verbally by nodding your head, smiling, raising hands etc.

UNIT - 3

Written

Communication.

*. Meaning of written communication :-

Written business communication is an effective means of keeping oneself in touch with those whom we cannot talk face to face with. Written business communication is a process in which the sender gives or exchange the facts and figures in written form through the media of written comm. Written comm. is considered as the professional or formal communication.

A letter is mainly used as the media for written comm., it brings people closer all over the globe. A letter is send from a person to another to express the desired or required message. The writer should make sure who want to say to whom he is going to write a letter and also, why the letter is being written. The writer must follow the following steps.

- 1). Planning
- 2). Writing
- 3). Revising
- 4). Editing

* Process of Writing Business messages :-

1) Planning Business message :-

First step in writing a business message is of planning. It is called a pre-writing stage. It is to develop a plan, taking into consideration various things that are given below :-

(i) Purpose of the message :- It include the information that will be provided in the business message. Every message will help a special purpose that is needed for increasing effectiveness of the message.

(ii) Reader / Audience focused :- Every message must consider the audience background and point of view and needs. The writer will change the content of the letter by keeping in view the knowledge level of the audience.

(iii) Gathering and collecting facts :-

The writer will have to check the information is accurate and ethical.

(iv) Analysing, investigating and organising information :-

Information or msg which the writer wants to convey is to be analysed and investigated that means analys the msg whether it is good or bad.

2. Preparing the first draft :-

It is the step where we start writing. At this stage ideas are put in the form of sentences and paragraph. In order to make msg more effective, we need few things in practice, they are :-

i) Define the main idea :- The broad subject of the message is the topic and the statement about the topic is the main idea.

ii) Limit the scope :- The scope of the msg must watched, it should match the main idea unnecessary details should be avoided.

iii) Choose the direct or indirect approach :- Use the Indirect app. is recommended when reaction of the audience is likely to be positive and the Direct app. if it is likely to be negative.

(iv) Control the style and tone :-
By drafting a business message the writer should use the clear tone. It should be relaxed and natural. Plain English should be used by writer.

(v) Use words that communicate :-

"Anyone who earns a living by crafting words is a wordsmith." The writer should choose strong words and familiar words by avoiding dubliquacy.

3. Revising:- After preparing the first draft, it is rebule or revise carefully. It is needed to look over the matter, each word should be check, read carefully. You can also look for alternative if available. After you have conducted a thorough and critical. rebule, make changes that you think will improve the work. You need to check that all necessary point affairs is logical order. Be sure that the begining and the end are effective. keep a check on vocabulary and sentance structure per paragraph must be short

4. Editing:- During the process of revision the writer may eliminate extra information from the first draft. Similarly if some necessary facts were omitted in the first draft can be added at this stage.

few things that editor can do are:-

- i) Delete unnecessary words and phrases.
- ii) Shorten long word.
- iii) Eliminate redundancy.

5. Reconstructing the final draft:-
After the writer has made all the changes, he should start constructing the final draft. At this stage, grammar, punctuation marks and constructions of sentences should be checked because mistakes in writing can change the entire meaning. After the final draft is prepared, it should be read thoroughly, misspelled words, spells the message.

✓ Principles of effective writing:-

Important features or basic principles of effective writing are given below:-

1) Clarity:- The written message should be clear and include all the required information in the most clear way. The style of writing should be direct as it uses the plain English. It must be in a clear tone. Difficult words should be avoided.

2) Accuracy:- The effective well-written letter or message conveys the genuine information. A properly written message should be sent to another person. The accuracy of facts results in building good will between people in building the sender and the receiver.

3) Politeness:- A written message should be polite in nature. A good message should include expressions such as thanks, regards, please, my pleasure, etc. ~~the writer~~ must try to avoid the rude expressions.

4) Consideration of the addressee :-

The written message must keep in view the type of the addressee or the receiver. The writer must take into consideration the nature, the post, and also the mental level of the receiver, so that the reader can read it with ease.

5) Understandable :- The writer should write the message in a manner that it is understandable by the receiver easily.

6). Concise :- The written message should be short as it include the required or important information. It avoids the use of unnecessary information.

Writing Techniques

Writing is an important form of comm. Good writers use different writing techniques to fit their purpose for writing. To be a good writer, you must master each of the following writing techniques.

1. Description :-

Through description, a writer helps the reader use the reader's senses of feelings, seeing, hearing, smelling and tasting to experience what the writer experiences. Description helps the reader more clearly understand the people, places, and things about which the writer is writing. It is the most common form of writing.

2. Exposition :-

Through exposition, a writer informs, explains, and clarifies his/her ideas and thoughts. Exposition goes beyond description to help the reader understand with greater clarity and depth the ideas and thoughts of the writer.

3. Narration :-

Through nat. narration, a writer tells a story. A story has characters, a setting, a time, a problem, attempts at solving the problem, and a solution to the problem. Bedtime Stories are example of short stories while novels are examples of long stories.

4. Persuasion :-

Through persuasion, a writer tries to change the reader's point of view on a topic, subject, or position. The writer presents facts and opinions to get the reader to understand why something is right, wrong, or in between.

5. Comparison and contrast :-

Through comparison and contrast, a writer points out the similarities and differences about a topic.

Comparison is used to show what is alike or in common. Contrast is used to show what is not alike or not in common.

Writing Skills:-

Writing is a form of comm. that allows students to put their feelings and ideas on paper, to organise & put their knowledge and beliefs into convincing arguments, and to convey meaning through well constructed text.

- 1- Coherence writing- Coherence in writing is the logical bridge between words, sentences and paragraph. Coherent writing uses devices to connect ideas within each sentence and paragraph.
- 2- Coherence between words- Coherence b/w words can be created by parallel structure of grammatical construction b/w words.
- 3- Coherence b/w sentences- Coherence can be created between sentences through repetition and transitional devices. Repetition of words across sentences helps to manage the same ideas b/w same sentences.
- 4- Coherence between paragraph- Transitional words can also be used b/w paragraphs such as therefore, however, yet, later etc. These words are used to connect the paragraph and words.

Electronic Writing process-

- 1- Mobile device - Although communication with mobile devices may be less formal than other forms of comm. People are turning to text messages and short e-mails using cell-phones and personal digital assistance (PDA).
- 2- E-mail - One of the older form of electronic comm. because of its versatility, e-mails are used in business purposes for getting answers, holding mini group conferences, making people aware of issues, sharing information and much more.
- 3- Social networking media - The capability and uses of social networking media continue to evolve some social networking media continue to be used for the purpose of marketing and business networking.

UNIT - 4

Bussiness

Letters and
reports.

Business letters and reports.

In the Business world, it is not always possible for people to meet and talk with our fellow employees or customers and clients. So, here is the need for letter writer for the purpose of communication. Letter form the most important form of business correspondence. professional write various types of business letters in accordance to the occasion or content. These letters helps in keeping the written record in an organisation. It is a formal way of communication.

* Forms of Business letters :-

- i) Block format
- ii) Modified block format
- iii) Simplified format

1). Block format :- Block format is the popular format of business letter in India. In the block format elements like date, address, Salutation, Paragraph and the close all start from the left hand margin.

2) Modified block format :-
The modified block format is the mixture of block and indented format. This format is actually the same as the full block format except that date line and closing signature are here placed on the right hand side of the page.

3) Simplified :- The simplified format is the favourite style for the impersonal situations. Generally it is used for those situations where the identity of the recipients is not known.

* Structure of a business letter :-
A business letter is an official letter dealing with various subjects. All letters must have the following elements.

1) Heading :- Heading here means the return address (the sender's address) and the address of the recipients. The return address should include the company name, street address, city, state, zipcode and also the telephone number.

no. It also include the senders information

2). Date :- Date should include the month, Date, and Year clearly. Date can placed towards the right hand margin or with a left hand margin as prescribed by the writer in the basic format.

3). Inside address :- The inside address should include the addressee's name, the company name, street, state and zip code. The address is the same that appear on the envelope.

4). Salutation :- Salutation is used in the block and modified block letters styles. It is the used for courteous greeting. It is placed two space below the inside address. For example - we write "dear sir" for a man and "dear mam" for a woman.

5). Subject-line :- The Subject must be given as it indicates the topics or purpose of the

letter. Subject is placed between the inside address and the salutation.

6). Body:- Body is the main message or organ of a letter. The message that a letter conveys must be divided in two short paragraphs. Unnecessary repetition should be avoided.

7). Subscription or Complementary closing:- The end must include the courteous words depending upon the tone or nature of letter. For ex:- sincerely, sincerely yours, cordially, yours truly, yours respectively, yours obediently etc.

8). Superscription :- Superscription or address on the envelope is of great importance in writing a business or an official letter. Full postal address of the addressee should be written neatly and properly on the envelope. So that letter may reach its destination quickly.

★ Types of Business letters :-

The following are the common type of business letter -

1. Sales letter :- These are the commonly used business letters in this the writer gives information about its products and services so as to increase its sales.

2. Order letters :- Order letters are send by consumers or businesses to a manufacturer, retailer, or whole saler to order goods or services. These letters must contain specific information like the model no. Name of the product, the quantity desired and the expected price. Payment is sometime included with the letter.

3. Complaint letter :- The words and tone you choose in a letter regarding complain may be deciding factor on whether your complain is satisfied be direct and always use a professional tone if you want the company to listen your complaint.

4. Adjustment letters :- An adjustment letter is normally sent in response to a claim or complained. If the adjustment is in the favour of customer than the letter will begin with that news. It not keep your tone factual and left the

Customer know that you understand the complain.

5. Inquiry letter :- Inquiry letter are used for asking a questions from the recipient when composing this type of letter keep it clear that what exactly you need. Be sure to include your contact information so, that it is easy for the receiver to respond.

6. Follow up letter :- follow up letters are generally sent by the businessman in order to get feedback for the product or the service.

For example:- Sales department writes a letter to its customer for thanking him for the order or thanking him for using their product, etc. These letters are a combination of thank you note and a sales letter.

7. Letters of recommendation :- Prospective employers often ask job applicant for letters of recommendation before they hire them. This type of letter is usually from a previous employer.

for describing the sender and the receiver's relations.

- 8) Acknowledgement letters :- These are the simple receive that a business sends its let know others that they have receive a prior comm., but action or may not have taken place.
- 9) Cover letters :- Cover letters usually accompany a package, report or others. They are used to describe what is enclosed, what is being send and what the receiver should do with it.
- 10) Letters of resignation :- When an employee plan to leave his job, then he writes a resignation to his immediate manager giving him notice and letting him know when the last day of employment will be. Employee also gives the reasons for leaving the company in detail.

UNIT - 5th

Drafting
of

Bussiness.

Letters.

Writing CV/Resume / Biocards:-

Curriculum Vitae is defined as a written record of your education and employment that you send when you are applying for a job. The word resume and biodata are curriculum vitae are used interchangeably. Resume is a one page document (sometimes two page), that summarize your skills, experiences and qualifications for a position in your specialized area.

CV and resume, both are written documents, that need to be written in the most effective and formal manner. Anyone who is seeking for job must realize that it is very important to make a resume. So that he can apply for that specific job. It includes the details of applicant, forgot the employer is looking for and what are the individual goals of the applicant.

* Guidelines for designing good C.V./resumes:-
There are the certain guidelines which need to be followed for writing a C.V.:-

- 1). Before you begin to design your resume for a job, you should find the answers following questions:-

- a) what do you have to offer?
- b) what are your employment goals?
- c) what type of industry and organization you want to work in?
- d) what are your qualifications? Are they accordance with requirement of job?
- e). what services/facilities you expect from your employer?
- f) what type of organizational culture you are most comfortable with?

Before start writing a resume it is very important that all these answers must be clear in your mind.

- 2). Once you get all the answer of above questions, now you can start writing the resume on these bases.
- 3). The C.V./Resume must be well written, sentences and paragraph should be simple, clear and short.
- 4). Use of abbreviations should be avoided.
- 5). It should be typed neatly and systematically.
- 6) It should be comprehensive, providing all necessary information, relating to the applicant education and experience.

- 7). Give more emphasis on the key points.
- 8) Any personal information which is not related to the job should not be included.
- 9). It should be complete in all respects.
- 10). It is unethical on the part of the applicant, if he hide or misrepresents any type of relevant information.

*. Steps for designing Resume :-

Here is the three step process for all employment comm. These steps are -

- 1). Planning:- The applicant who design resume so use to get and interview call analysis himself and his audience. He investigates and gathers relevant informations about his employer, the culture of work place and so on.
- 2). Writing:- At the stage, he begins to write the resume by highlighting his stronger point. He must write in simple but in impressive style.
- 3) Completing:- This is the final step for evaluating the content, reviewing for clarity and conciseness.

It is the stage of proof reading because spelling errors or other errors may spoil the applicant image.

Q. Parts of C.V./Resume :-

The following are the important parts of a C.V./Resume are given below -

- 1). Heading :- The sender's name and address is the first thing that an employer wants to know name of the applicant should be presented clearly in bold letters. Address should be clear with full postal address like pincode, telephone no., area code, fax no., web page address as well as email address.

This contact information should be given at the top under the main heading.

- 2). Career objectives :- objective limit the applicant to a single position and eliminate considerations for other jobs that may be available. The applicant should design a resume by stating his career goals, suggesting the

potential or capacity required.
 tell the type of work the employer
 is going to assign. The resume
 must include its purpose in the
 form of career objective.

3) Education:- Education is the strongest
 point of an applicant, it needs to be
 discuss thoroughly as it is the only
 selling point. Specific details of the
 applicant education and professional
 training should be given in this
 column, Grades, Honours, Special
 recognition must be mention here.

4). Work experience:- The main point of a
 resume is the working experience of
 the applicant, work experience should
 be written with proper order with
 current or last one first. It includes
 the following details :-

- 1) Name and location of employer.
- 2) Designation on which applicant has work.
- 3) How long he work there?
- 4) His duties and responsibilities.
- 5) His achievements or his contribution.

5). Special Qualification :-

The special qualifications include the attitude or hobbies which can be valuable to the employer must be mentioned in the area of special qualification.

For example:- A candidate applying for the position of a body guard, may list his skills in martial art.

6). References :-

Some employers needs references from persons who know the applicant work and their professional competence.

A teacher, previous employer research guide, colleague etc. can be taken under the references.

7). Personal Information :- Under this column an applicant is required to give information about himself or his family. It includes applicant's name, his father name, his D.O.B., permanent address, city, state, nationality etc.

* Characteristics of a good Resume :-
The following are the key characteristics of a good resume -

- 1) Neatness :- The information provided under the resume must be neat and clean. It should be properly written by the applicant so that it can be understandable easily.
- 2) Simplicity :- The words we must be simple and clear. The applicant must use the plain english language.
- 3) Accuracy :- The information given under the resume must be accurate as it does not involve any misrepresentation of facts and figures.
- 4) Honesty :- The applicant must give the information with his whole honesty. Acting over smart may lead to the failure.

✓ Sales letter :-

A sales letter is a piece of direct mail which is design to persuade the reader to purchase the particular product or service in the absence of a sales man. It is defined a form of direct mail in which an advertiser sends a letter to potential customer. A sales letter is the last stage of

Sales process before the customer places the order, and its design to ensure that the prospect is committed to become a customer.

Characteristics of a good sales letter:-

1. A good sales letter should catch attention of the customer. It must attract the customer even from the cover or advertisement like Save 100's of dollars on your grocery shopping now.
2. Sales letter also contain jokes, punch, or clever language. The simpler your language is, the easier your letter is to read.
3. A good sales letter should be personal. Address your letters directly to the recipients by his name.
4. E-mail is not only the best way to send the sales letter. Some sales letters are also send through post. The main motive of letters are also is that it is considered by the customer.
5. A good sales letter should establish a companies credibility. Proper quotes will be in a to attract the customer.
6. A good sales letter not only tales about the product but it also gives incentives informations to the customer.

7. A good sales letter should not only sound good but look good as well use large fonts give your companies banners or pictures if possible. Also gives the pictures of your products along with caption, print your sales letter on high quality paper. Avoid using rough paper with low quality ink.
8. Provide contact information specially phone no. and emails so that the customer can contact you with ease.
9. Keep your language as simple as you can. And maintain the credibility of your company.
10. Avoid using short form or abbreviation for providing any information.

Types of Sales letter

- 1- Introductory Sales letter - An introductory sales letter is usually sent to introduce a consumer or business customer to your company and products, companies to you. Sometimes offers a time period in an introductory sales letter. The introductory sales letter should be limited to one page it must grab peoples attention, build their interest also.

2- Product update Sales letter - Product update sales letter is used to let know your old and existing of new products or changes to existing one. Many companies use comparative technique to describe the advantages of the new products over older ones.

3- Selling Incentive Sales letter - A selling incentives sales letter promote existing product among current customers. It includes offering a discount, rebate or contest place for a limited time.

4- Thankyou Sales letter - It is very important to thank your customer for purchasing. The thankyou sales letter should always mention how you value your customer keep the thankyou letter short and briefly mention that your products are always available when the customer needs them.

5- Holiday Celebration's Calls letter - The Holiday celebration sales letter give you a chance to offer your product as a potential gift for your customer family fund and work associate.

A holiday sales letter could begin with "we would like to wish you have a happy holiday session here at ABC Jewellery. We just receive a limited Supply Line of bracelets with Diamond Studs that may wonderful give for that special someone visit our store now while the supply last!"

6- Invitations Sales letter - If your company is celebrating an anniversary, write an invitation sales letter to your customers. This letter should be design to make your customer feel important and as if they are part of your family.

7- Lost customer Sales letter - The lost customer sales letter is design for customer who have not purchase product or have concealed their service. You should state that you miss these customers and let them know of new products and specials.

★. Inquiry and replies letter - letters that ask for information are considered as inquiry letter. As the exchange of information is routine, the people involved are likely to conclude at such request. Letters of enquiry are request for information the enquiry could be of a product or service

~~containing general information that is the part of routine business transactions.~~

* Elements of an Enquiry letter-

- i) Question beginning - As we have decided to use the direct approach, we shall begin the routine enquiry with words that get right read to the main objective. Our main objective is to ask for information, you should start asking the questions. This general question approach is appreciable and it moves quickly.
- ii) Adequate explanation - We need to explain in a because our reader is likely to need information to assist in answering one question. And enquiry about a certain product might go to a person who knows all the answers to our questions. Include the necessary explanation depending upon the nature of letter.
- iii) Structured questions - The structure of question depends on the amount of enquiry we need from the reader. The position of question can be decided on objective. If we need to ask a no. of questions, we should structure the question as required.

(iv) Goodwill in the ending - We should end direct enquiry letter with some appropriate & friendly comment. Our ending will have more positive reach if we use sentences like, "thank you in advance for your answer", "a prompt reply will be appreciated", "I will be very grateful", etc.

* Tips for writing an enquiry letter -

- 1- Begin your letter by stating who you are and giving your status or position and tell how you found out about the individual or entity that you are writing to.
- 2- Clearly state what you want to enquire and how you would like the recipient of your letter to do. Make your enquiry as specific as possible.
- 3- You might need to briefly explain the purpose of your letter or what you hope to accomplish.
- 4- If appropriate, consider mentioning the recipients qualification for responding to your enquiry.

For example - The leader of the group have to answer the enquire.

- 5- Include the date by which you need the information, services etc. that you are requesting and indicate that you await the reader's response.
- 6- Thanks the person for his/her valuable time.

★. Tips for writing replies-

- 1- Specifically indicate the enquiry that was made, as you understood it.
- 2- Express your appreciation for the person's interest.
- 3- If possible, personally respond to the enquiry.
- 4- Clearly describe any action you feel the person should take and the reason for such recommendation.
- 5- If you can not personally answer the person's answer the person's questions let him know that you have contacted the person who can. And he will shortly be in touch with the reader.
- 6- If not possible, express your regret for the unable to help the reader.
- 7- If you want to include additional information about organisation, product or services you sell, you can.

8- Close by saying that you would be happy to help the reader in the future.

* Why to write Inquiry letter -

- 1- To ask for personal advice.
- 2- To answer a request for information on a product or service.
- 3- To give general advice.
- 4- To copy of an official documents.
- 5- To survey or questionnaire.
- 6- To explain for a denial of credit.
- 7- To seek information.
- 8- To estimate or bids.
- 9- To enquire about product or services.
- 10- To thanks someone for enquired information.
- 11- To write a letter in job search.
- 12- To seek information about an applicant.
- 13- To confirm the recipients of earlier mailing.

UNIT - 6th

Word Processor - Word Processor Such as Microsoft Word and Word Perfect are programs that make it possible for computer users to type up, save, edit and print documents. You can use word processors to create documents with a combination of text and graphics, although documents created in word processors are often not as sophisticated as those made with specialized programs. Word processors make it easy for you to create documents for contrasting purposes, including for work and school-related tasks.

Advantages -

- i) Easily correct any mistakes which are made.
- ii) Can save multiple version of document and easily sort them so that you can go back to previous version of the same documents.
- iii) Spell and grammar checking.
- iv) Mail merge from a database so that you can easily send out letters to multiple people at a time.
- v). Copies can easily be made, which saves on printing and it is much easier to do.

Disadvantage -

- i) Data can sometimes be lost due to data corruption. On the other hand, this could happen to somebody hand writing a letter because something could happen to the paper such as a pen leaking.
- ii) This couldn't really be a problem because regular backups should be made and the user should save at regular intervals of times.
- iii) Requires a computer to edit or view documents which may sometimes not be there, especially when on the go.
- iv) Some symbols aren't easily accessible, which and some complex mathematical equations would be easier to hand write.

Fax :- Fax is the form telephonic transmission of scanned printed material (text or images) usually to a telephone number associated with a printer or other output device.

The main documents is scanned with a fax machine which treats the contents as a single fixed graphic image, converting it into a bit map.

Advantage -

- 1- Speedy transmission:- fax enables transmission of message, data, diagram, sketches and drawing with exceptionally high speed.
- 2- Accuracy of information:- It helps to send written information to any within or outside the country accurately.
- 3- Legal value- fax provides a written record of the transmitted message and it can be used as a document in a court of law.
- 4- Confirmation of receiving:- fax provides confirmation for the data or information received by the user.

Disadvantage -

- 1- less privacy:- fax has less privacy as the transmitted data can be handled by anyone who is beside the fax machine.
- 2- Hazy Information:- fax may send hazy information due to problem with the machine and therefore purpose of fastest delivery will be unsuccessful.
- 3- Dependency on telephonic System:- fax uses telephonic system to transmit data and if such system is down then sending of data and information face problem.

Telen :-

• Telen International messages - transfer service consisting of a network of teleporters connected by a system of switched exchanges. Subscribers to a telen service can exchange textual communications and data directly and securely with one another.

Communication is opened by entering the assigned call number of the destination subscriber. The destination subscriber responds with an code verifying its identity, and the communication line is opened. The typed message is converted to a low bit-rate electrical signal, which is transmitted over the network - usually channels leased from the telephone system and routed by switching centres operated by the telen provider.