

## Business Letters

- Business letters are an important device to get and convey the required information for the success of the organisation.
- It is a vehicle of message which connects two different persons, two organisations in the lights of business.
- The objective of business letter is to achieve a definite purpose like selling of goods, seeking information, creating goodwill etc.
- "A business letter is a typed out talk." —Ronald B. Adler
- "A business letter is an ambassador of its firm. It carries a message. It is silent, but not dumb. It may attract or repel." —Herbert Kesson

## Essentials of Effective Business Letters

An effective business letters is an important step towards success in business.

## Essentials of effective business letters are:

- Clarity
- Coherence
- Simplicity
- Correctness

- Completeness
- Consciousness
- Convincing
- Courtesy
- Originality
- Appearance

#### 1 Clarity

- Every sentence of a business letter should be clear and unambiguous.

#### 2 Coherence

- One thought should naturally follow another and each sentence must show proper sequence.
- A letter should be planned in an orderly arrangement of subject matter and put up in proper words.

#### 3 Simplicity

- The business letter should be written in simple language.

#### 4 Correctness

- Facts and figures mentioned in a business letter must be accurate.
- It is a bad practice to distort facts or to misrepresent them.

## 5. Completeness

- The business letter should be complete in all respects.
- It must contain all the essential points and should not be wanting in some information which the addressee requires.

## 6. Conciseness

- A business letter should be as short as possible
- Unnecessary discussions should be avoided.
- Utmost economy of words should be enforced.

## 7. Convincing

- The letter writer should convince the other party that the facts stated therein are correct.

## 8. Courtesy

- The tone of the business letter should be polite.
- The language of the letter should not offend the reader.

## 9. Originality

- Nothing appeals so much as originality.

- The writer should not try to copy age-long phrases and sentences but be original in his letter so that he may be able to assert his individuality.

## 10. Appearance

- A business letter should have good, neat and tidy appearance.
- It must be written on a proper letter paper, should be neatly written or typed, carefully folded and put in the right sized envelope.

## Structure of a Business Letter

To be effective, a business letter must be written in a proper form and style.

It contains the following essential parts -

- 1 Heading
- 2 Inside name and address
- 3 Opening salutation
- 4 Subject
- 5 Body of the letter
- 6 Complimentary close
- 7 Signatures
- 8 Enclosures
- 9 Postscripts
- 10 Identification mark

## 1. Heading

The heading consists of following information -

The name of the sender

Address of the sender

Nature of business

Name of department writing the letter

Telephone number, cellular phone number, e-mail address etc.

Reference number of the letter

Date of writing letter

## 2. Inside name and address

This part of the letter show name and address of the person or party to whom the letter has been addressed.

It is written on left side of the page.

## 3. Opening Salutation

Salutation is a way of greeting to the addressee.  
of the person

It is written just below the inside address, leaving a little space and ending it with comma.

## 4. Subject

Every business letter contain a subject to which the letter relates in between the salutation and the body of the letter.

## 5. Body of Letter

The most important part of letter

This part is divided into several paragraphs, first being known as introductory para, last as concluding para and the middle ones constitute the main body and contain the rest of the letter.

Date \_\_\_\_\_

6. Complimentary close  
 While closing business letter some complimentary words are written to show courtesy.  
 It must agree with salutation.

### 7. Signatures

Signature is written in hand writing below the complimentary close.

As the signatures are mostly illegible, it is compulsory to type the name of signatory below his/her signature along with designation and name of the organisation.

### 8. Enclosures

Sometimes important documents are enclosed with the business letter.

Their reference is given on the left hand bottom corner of the letter paper by writing enclosure 'Enclosures' 'Ends' or Et 'End'.

### 9 Post-Script (P.S.)

If the writer wants to write something after the completion of letter he/she puts down P.S. and after that writes whatever he/she likes.

Post-scripts should be avoided as far as possible for they reduce the beauty of the letter.

### 10 Identification Mark

- At the bottom of the letter may also be found initials of the clerk, who types the letter.
- These are put down with a view to hold the typist responsible for its typing out.

Date \_\_\_ / \_\_\_ / \_\_\_

Format of the business letter  
Format

Heading

Organisation Name

Tel

Fax

Ref No

Name, address  
of sender

Inside add

Sub:

Sub:

Main body of the letter

- 1) Intro part
- 2) Main part
- 3) Concluding part

Complimentary

Close

Signature

Name

Designation

Name

End:

P.S.:

Identification mark

Date \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Saathi

\* Business letter regarding opening a bank alc.

XYZ Ltd

Tell no: 123XXAB

Fax no: 123XXAB

Ref no: 123XXAB

Mr. Keshav ~~X~~ Yadav

Kamla Nehru Nagar,  
Jabalpur, MP.

Inside add: State bank of India  
Kamla Nehru Nagar, Jabalpur,  
MP

25/1/2022

Sub: To open a bank alc

Dear Sir / Ma'am

We would like to open a current alc with your reputative bank. Kindly send us all the account form by hand.

Yours faithfully  
Shivi Rastogi  
Shivi Rastogi

Business letter to inform about lost cheque book.

Gupta Stationery  
optional ← (Name - Rajesh Gupta)

Tel - 12345

Fax - 4567

Ref. NO - AB321

Address - 266, Wright town

Jabalpur, MP

Date -

Date \_\_\_ / \_\_\_ / \_\_\_

Saathi

To,  
Branch Manager,  
State Bank of India,  
Jawahar Chowk, Jabalpur (M.P)

Subject :- To inform about lost cheque book.

Dear Sir/Madam

This is to inform you with due regards that my cheque book no 1496 issued on current account number XXX321 has been ~~mis~~ miss placed. From this cheque book only one cheque bearing no. 241 has been issued. The information has been ~~sent~~ sent to the police. Kindly cancel rest all the cheques to avoid miss use. We regret for inconvenience caused.

Thanking You

Yours faithfully,

Rajesh

Rajesh Gupta

Owner

Date / /

Saathi

Q Letter for informing inability to pay payment for premium.

Maharishi Arts and Commerce College

Contact no- 9424633101

Ref. No - AB0101

987, Anand Khuri

Haathi Lal colony,

Jabalpur, M.P

Date - 26<sup>th</sup> Nov 2022

To,  
The Manager,

Life Insurance Corporation of India,  
Haathi Lal Colony,  
Jabalpur, M.P

Subject : Inability to pay premium of policy no 2310.

Dear Sir/Madam,

I have to submit that I have mine life insurance policy of January 2022 for Rs 1 lakh from your prestigious company. I have been depositing my premium regularly on due date so far, but for some personal reasons now I am unable to make payments towards premium from this month onwards. I, therefore, request you to close down my policy and arrange to refund the amount so far deposited at your earliest.

Thanking you

Yours faithfully  
Anuj

Anuj Kumar  
Sports officer

Date \_\_\_ / \_\_\_ / \_\_\_

Saathi

Letter to get the proposal form from insurance company.

Mohan Lal Pvt. Ltd

Tel no - 1234

Fax no - 4567

Ref no - AB678

MH House, Gopal bazar,  
Jabalpur, MP

Date - 26<sup>th</sup> Nov 2022

To,  
The Manager,  
Life Insurance Corporation of India,  
Nandgaon Bridge,  
Jabalpur, MP

Subject - To get proposal form for Insurance

Dear Sir/Ma'am

We wish to get insurance against risk of fire  
in our godown. Kindly, therefore, send some necessary  
proposal form and other ~~per~~ proforma.

Thanking you

Your's faithfully  
Krish

Krish Yadav  
Manager

## Principles of Oral Presentation

The term oral presentation in business communication refers to a speech, made on the basis of adequate information. Oral presentation involves communication by one speaker to a larger number of audience. It is delivered with demonstrations of audio visual aids followed by answers to questions from the audience.

Oral presentation have three basic purposes :-

- To inform
- To persuade
- To build goodwill

1. Keep your speaking clear, simple and make sense. Make sure speak clear and logical and logical sequence. Ask yourself questions, how do they sound, can be immediately understandable. Unorganized ideas can't provide clear idea to audience and make people confused.

2. Adjust your choice of words to audience. Use carefully worded transition as you move through your oral communication. Words can have different meaning to different people in different situation in oral communication, thus you should just use common, simple, and communication, thus you that audience can understand you correctly.

3. Be aware of distracting habits

Someone may like ask questions during communication, so be aware of these habits and try not be disrupted.

#### 4. Voice

Using natural voice is very important unnatural voice may distract the message . Using natural voice would make communication more effective.

#### 5. Audience Analysis

If the speaker has analyzed the audience in proper way before presentation , his presentation will be effective. The more you know about your audience , the more effective presentation you can make. The style of the presentation is largely depend upon the type and size of the audience .

#### 6. Communication environment

Proper arrangement of physical things such as the stage, lighting arrangement, back ground etc also enhance the impact of the presentation .

#### 7. Courteous

Courtesy is free but can earn you a lot of money. As a result, when addressing listeners , a speaker should be courteous . When you express your thoughts to someone , the outcome should always be positive. It aids in the creation of a favorable impression of the speaker in the minds of the listeners. Make certain that your speech does not convey any negative emotions. When you speak , be as polite as possible.

## \* Factors Affecting Presentation

A presentation is a form of communication.

It is considered as the most effective form of communication because of two main reasons:-

- Use of non-verbal cues
- Facilitates

Business presentation are a tool to influence people toward an intended thought or action.

Introduction

Body → Parts of Presentation

Conclusion Every presentation has three main parts, i.e. Introduction, Body and conclusion.

## Factors affecting Presentation

### • Audience Analysis

When the speaker has made some background research about the audience in a proper manner, it results in excelling in the presentation. However, when the audience analysis is poor, it will result in an effective presentation.

### • Communication environment

The effectiveness of the presentation is highly influenced by the communication environment. Maximum people of the audience notice the surrounding. These surroundings include the speaker, stage, background, lighting and so forth. If the arrangements are not proper then it will have an adverse impact on the presentation.

- Personal Appearance

How the speaker is appearing to the audience has a great impact. A person who is well dressed up, wearing limited accessories and looking professional, can influence the audience easily.

- Use of Visuals

It makes the presentation more effective. If the presenters use visual aids, then it is supposed to be better prepared. Also, they appear more persuasive, credible and interesting to the audience.

- Opening and Closing Presentation

The beginning of the presentation should be interesting enough to retain the attention of the audience. The ending of the presentation should leave a deep impact on the audience.

- Organization of Presentation

When the facts and data are organized in a proper manner, clarity is ensured. Further, it makes the message understandable and keeps the enthusiasm of the audience intact. Also, it improves the image of the speaker.

- Language and Words

The quality of the presentation also depends on the language and words. The speaker should speak in the language with which the audience is familiar. So, he could choose some catchy words to grab the interest of the audience.

- Voice Quality

The presenter's voice quality also has an influence on the audience. A strong and striking voice can easily draw the

attention of the audience.

- Body language

The audience listens to the speaker who maintains eye contact while speaking. It shows the confidence, knowledge, friendliness and experience of the speaker.

- Answering Questions

If the speaker is capable of handling the questions of the audience tactfully asked when the presentation ends, it helps in impressing the audience. Then the presentation is said to be successful.

## Types of Business letter

- ① Private Letters - Letters which are written on personal matters. Like letters which passes between father and son.
- ② Business letters - Such letters are exchanged between business houses. They also include letters written by business houses to government departments on various subjects.
- ③ Office letters - These include those which are exchanged between Government officials on officials matters.

They also include letters written by Government officers to individuals, firms, companies etc.

## Verbal and Non Verbal Communication

- Communication by using language is called verbal communication.
- Communication through the use of symbols and signs is called non-verbal communication.
- Non-verbal communication are of following types-

### Body language

- George Terry has given a term 'body language'.
- It is also known as Kinesics.
- Kinesics means the study of the scale of body movements.
- It is supplementary to verbal language because when it linked with words spoken then it makes the real meaning of the message more clear.

### Element

- 1 Personal Appearance
- 2 Facial Expression
- 3 Postures - Postures refers to the way one stand, sit and walks.
- 4 Gestures - Gestures like twisting a key chain or closing one's hand tightly.
- 5 Eye contact
- 6 Silence.

## Para Language

The word 'para' refers to 'like'; thus, para language is like language.

Para language is a study of how a speaker verbalizes.

It is concerned with how the speaker speaks his words, i.e., his voice or words spoken.

It tells the speaker on 'how to communicate' and not 'what to communicate'.

## Space Language (PROXEMICS)

A person's distance from other person reveals their inter-relationship and the nature of communication between them.

There are four types of space language -

- i) Intimate Space Language (Not more than 18 inches)
- ii) Personal Space Language (18 inches to 4 feet)
- iii) Social Space Language (4 feet to 12 feet)
- iv) Public Space Language (12 feet to limit of being heard or seen)

## Sign Language

In communication process, the sender communicator and the receiver mutually use some signs and symbols or pictures to communicate a message.

Every language itself is an orderly and systematic series of signs and symbols.

Signs are of two types - Visual sign and Audio signs.

## Effective Listening

Effective Listening refers to actual understanding of whatever has been communicated.

Kevin Murphy defined effective listening as, "Effective listening refers to receiving messages in a thoughtful manner that lead to an understanding of the meaning in the messages".

## Types of Listening

### 1. Attentive Listening

It involves paying attention on words that are being spoken. Attentive listening is said to be an effective listening.

### 2. Pretending Listening

It means pretending through facial expressions that communicated message is listened. Here, listening is absent, only the message is heard.

### 3. Selective Listening

It means not taking the message as it is, but adding or deducting according to one's own wish, i.e. selecting the 'desired' part or ignoring the 'undesired' part of message.

### 4. Emphatic Listening

It is listening intently and intensively to understand the person fully, both emotionally and intellectually.

## Essentials of a Good Listener

### Positive Attitude

Ability to concentrate

Upright postures

Make eye contact

Remove distractions

Be patient

Avoid arguments or criticism

Ask questions

Don't over talk

Restate what the speaker has said

## Barriers to effective Listening

a) Hearing problem

b) Overloading of messages

c) Prowess - 'I am always right and you are wrong', such attitude is a barrier to communication.

## Interviews

Interview refers to a meeting between two parties to get a view of each other.

It is a method of evaluating the suitability of a particular person for a particular job.

According to V.M. Palmer, "The interview constitutes a situation between two persons, the psychological process involved requiring both individuals mutually to respond."

## Types of Interviews

1. Promotion Interview — Employees due for promotion are interviewed to check their suitability.
2. Grievance Interview — Grievance interview gives opportunities to employee to air the grievance.
3. Appraisal Interview — It is a method of periodic assessment of employees.
4. Problem Interview — It is a meeting with a problem employee whose performance is not satisfactory.
5. Exit Interview — An interview is done with employee who is resigning from job to know the reason behind resignation.
6. Stress Interview — A stress interview puts the candidate into difficult situations in order to test his / her reaction to

stress.

7. Panel Interview — There is a panel of three or four persons who interview the candidate.

### \* Interviewing Skills

→ On the part of Interviewer

Plan the interview

Should create an amicable atmosphere

Should not ask irrelevant questions

Should listen to interviewee carefully

→ On the part of Interviewee

Be prepared for interview

Appearance

Effective use of body language

Ask questions

Avoid criticism

Show Gratitude

Surveys

A survey is a method of gathering information from a group of people, more often known as the sample to gain knowledge by organizations, businesses or institutions.

Types of Surveys

Online Survey

Paper Survey

Telephonic Survey  
Face to face Survey

## Conducting Surveys

Different steps in conducting survey are -

Decide what you want to find out

Decide who to survey

Select survey method

Decide how many people to survey

Write the questions

Trial the questionnaire or interview questions

Conduct Survey

Analyse information

Report finds

## Resume / Curriculum Vitae

A resume is document used by individuals to present their background and skillsets.

The resume is usually the first item along with a cover letter that a potential employer encounters regarding the job seeker and is generally used to screen applicants, often followed by an interview, when seeking employment.

⇒ A resume / CV contains -

- Career objective
- Personal Information
- Educational Qualification

Date \_\_\_ / \_\_\_ / \_\_\_

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- Additional Qualification
- Achievements
- References

## RESUME FORMAT

Name

Contact No

Email

LinkedIn Id (If Any)

City

Career Objective

Professional Qualification

Achievements

Academic Qualifications

Personal Details

References

Declaration

Place

Date

(Signature)