



ENGLISH II – COMMUNICATION FOR BUSINESS
TU BCA

WHAT'S INSIDE?

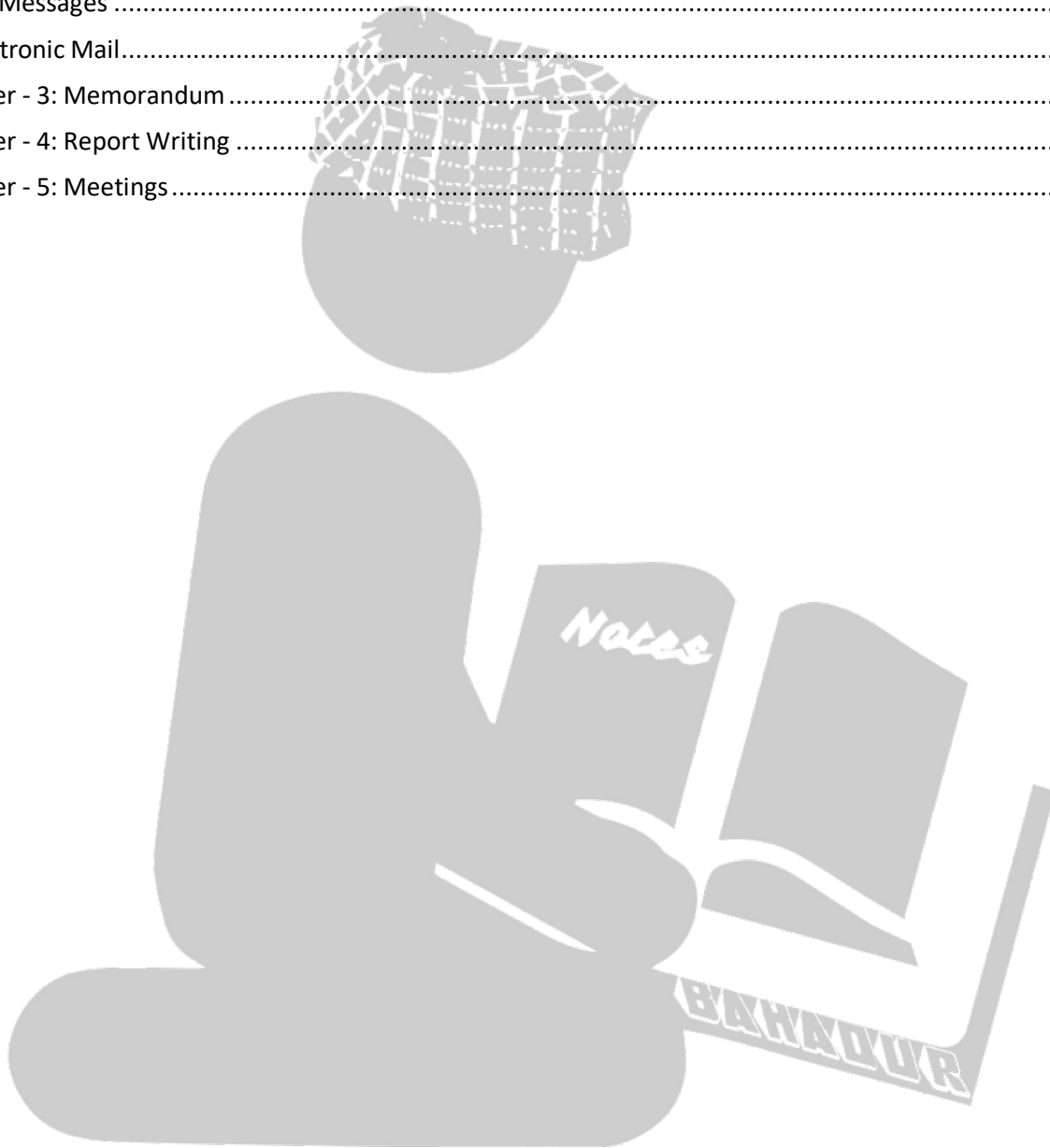
Rules of Good Writing, Fax and Email, Memorandum,
Report Writing, Meeting

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Chapter 1- Rules of Good Writing

The modern business communications aren't as much boring as they were decades ago. They can be written in much relaxed style today. Old-fashioned, long-winded jargons are out of the trend. You should rather focus to express your message naturally, in a friendly and slightly informal manner. Plain language, as we use in our conversation, is the secret of good and effective writing.

SIX KEY RULES OF GOOD WRITING FOR THE TWENTY-FIRST CENTURY

1. Come Straight to the Point

Nobody in Business has got time to go through a long-winded document. Everybody prefers reading documents that is direct and to-the-point, yet we should be courteous enough while drafting one.

Example:

2. KISS Principle

- KISS – Keep it Short and Simple: *Short Sentences* and *Simple words*

3. Use Active Voice

Active voice will make the reader more engaged in the context as in Active Voice the subject in the sentence does the action. But in Passive, the subject receives the action.

4. Select the proper Tone

Written communication should not be drafted in such a way that it shows your emotions. Using wrong tone in writing might cause real offence to the reader. You should never vent your emotions in business writing.

5. Use Modern Language

Write as you speak. Principles of Modern business writing says that you should not be writing something that you wouldn't say in in-person conversation.

6. Use Gender-Neutral Languages

Using masculine gender in generic sense is old-fashioned and not practical today. The modern business writing must be free from gender-based biases.

Chapter - 2: Fax Messages and Electronic Mails

Fax Messages

- **What is Fax and Fax Message?**

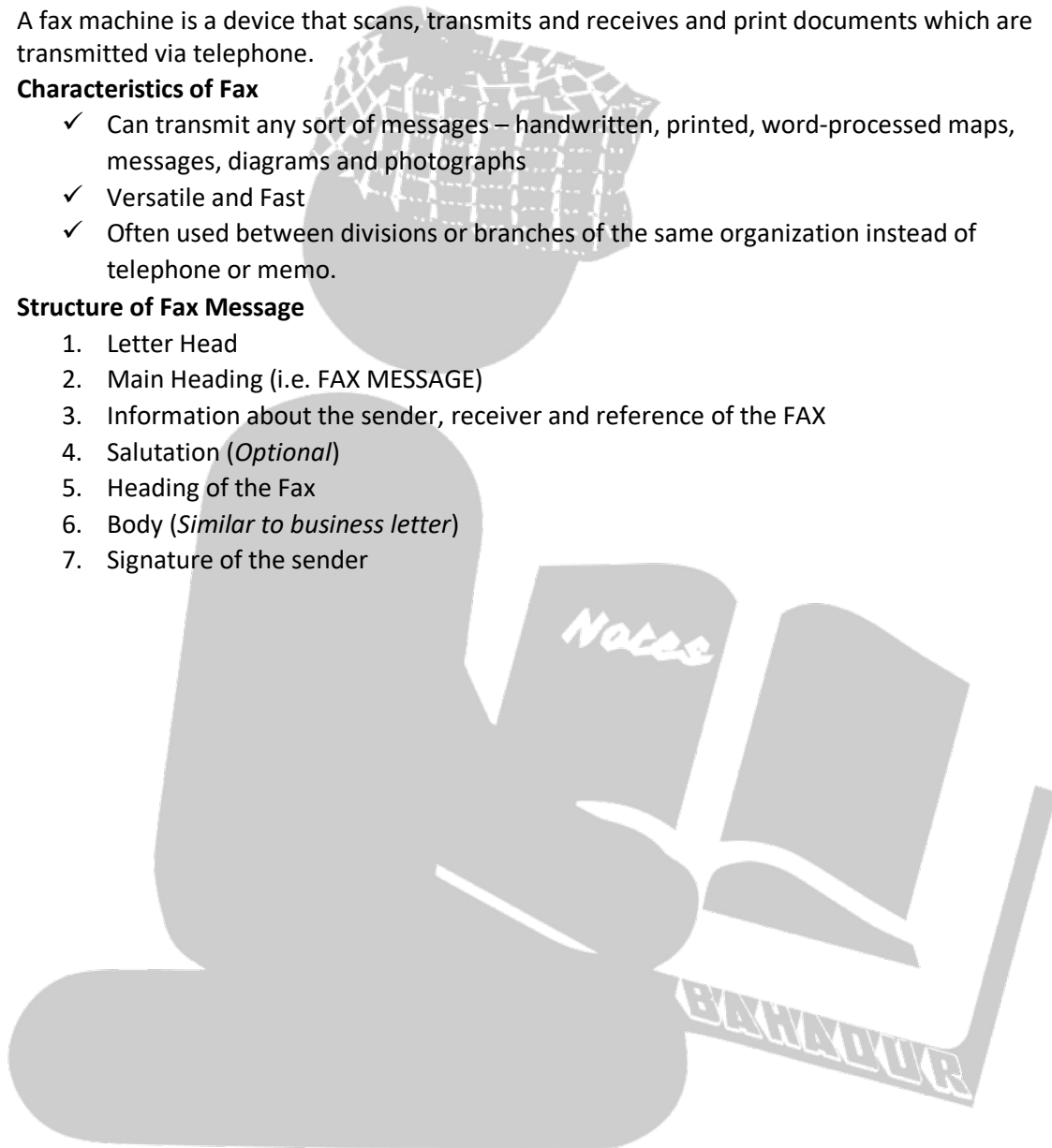
A fax machine is a device that scans, transmits and receives and print documents which are transmitted via telephone.

- **Characteristics of Fax**

- ✓ Can transmit any sort of messages – handwritten, printed, word-processed maps, messages, diagrams and photographs
- ✓ Versatile and Fast
- ✓ Often used between divisions or branches of the same organization instead of telephone or memo.

- **Structure of Fax Message**

1. Letter Head
2. Main Heading (i.e. FAX MESSAGE)
3. Information about the sender, receiver and reference of the FAX
4. Salutation (*Optional*)
5. Heading of the Fax
6. Body (*Similar to business letter*)
7. Signature of the sender



Sample of Fax

Sanima Bank
Naxal, Kathmandu 44600, Kathmandu
Tel: 40xxxxx
Fax: 40xxxxx
Mobile: 981xxxxxxx
Email: info@bank.com
Website: bank.com

FAX MESSAGE

To: Manager – Satdobato Branch
Company: Sanima Bank
Fax: 50xxxxx
From: Ram Hari Narayan, General Manager
Date: 18th March 2019
No. of Pages 1

Vacancy of Clerks

Our company has 3 vacant posts for Account clerks. Therefore, we are hiring three staffs for the same.

Required criteria of the posts are mentioned.

Please respond to us as soon as possible and send them for interview.



Electronic Mail

Email or electronic mail is one of the most widely used features of the Internet, along with the web. It allows you to send and receive messages to and from anyone with an email address, anywhere in the world.

Steps involved while an Email is being sent

1. As a sender, you prepare a message on your computer.
2. Enter the intended recipient's email address and click the 'send' button.
3. Message is now sent to a server which is connected via internet.
4. The server sends the message to the router (not to be confused with the user's routers).
5. The message is redirected from one router to another until it reaches the intended destination. These routers are connected by cables and telephone lines.
6. If a router is busy or not functioning, your message will be sent via another one.
7. Router then sends the message to the server connected to the recipient's computer.
8. The server finally reads the address and passes your message to the recipient.

Advantages of Email

1. Saves time
2. High speed send/ receive cycle
3. Direct input and retrieval from keyboard
4. Virtual and instant dispatch and retrieval
5. Simultaneous circulation to pre-selected recipients
6. Other files can be attached as well

Simple format of E-mail:

1. To:
2. From:
3. Date:
4. Subject:

5. informal greeting,
6. Body part (informal chatty type of message)
7. informal closing

Sample:

To: marry@outlook.com
From: shirley@gmail.com
Date: 22 March 2019
Sub: Seminar on Business writing

Hi Shirley,

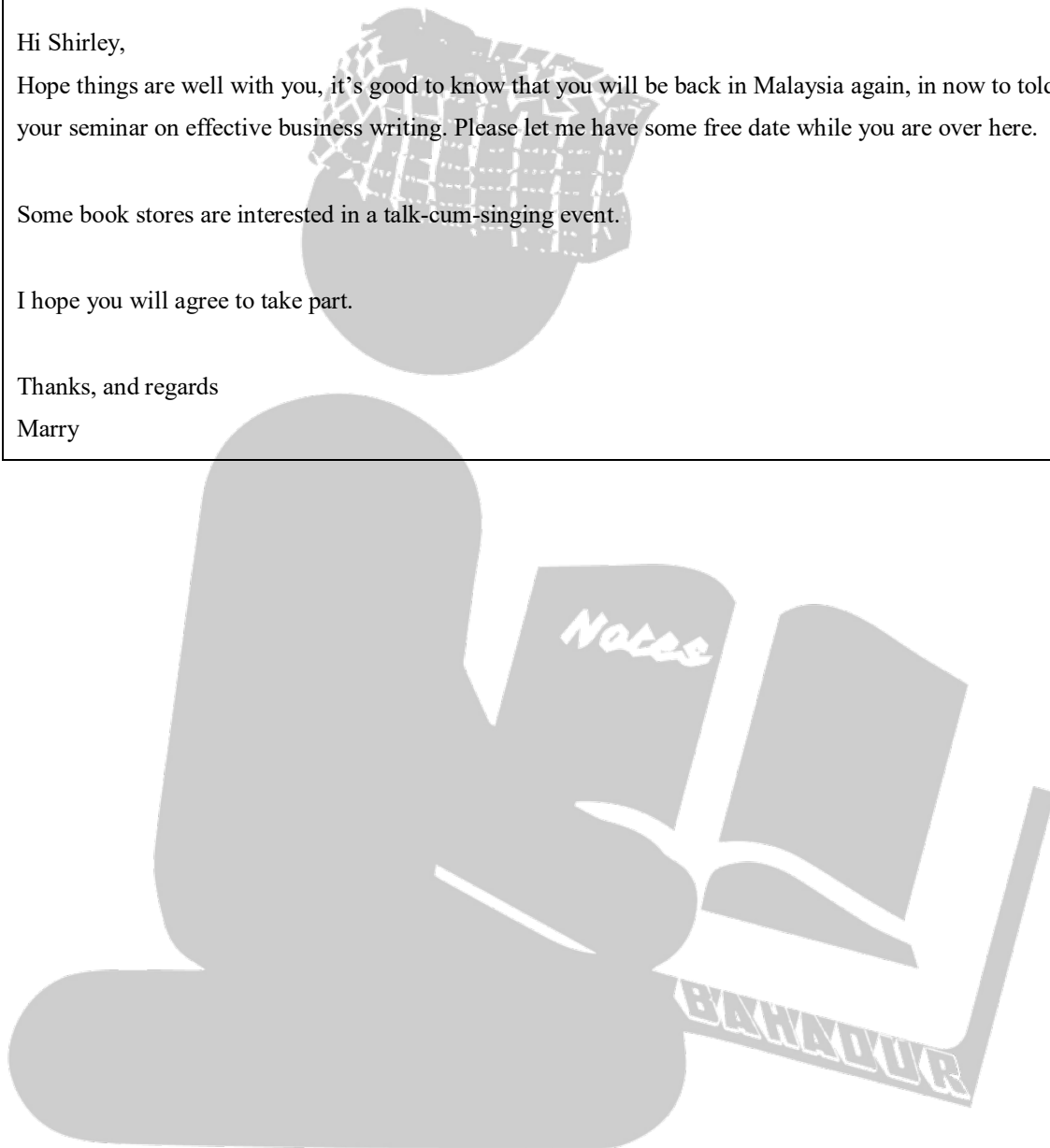
Hope things are well with you, it's good to know that you will be back in Malaysia again, in now to told your seminar on effective business writing. Please let me have some free date while you are over here.

Some book stores are interested in a talk-cum-singing event.

I hope you will agree to take part.

Thanks, and regards

Marry



Chapter - 3: Memorandum

A memorandum is a written message or information from one person or department to another in the same business. It is less formal than a letter.

Structure

1. Four-point plan
 - a. To:
 - b. From:
 - c. Reference:
 - d. Date:
2. Subject Heading
3. Main Body
 - a. Introduction
 - *background information, brief reason for writing, reference to prev. communication; who, what, when, where.*
 - b. Details
 - *facts and figures, logical sequences, separated paragraphs – each dealing with a different aspect of the main theme*
 - c. Response
 - *action statement- action that you want readers to make, action that you'll take, deadline*
 - d. Close
 - *a relevant one liner close*

Tone

1. Written to a well-known recipient, therefore informal style
2. Message should be courteous, clear and concise

Sample

Memorandum

To: All Staffs

From: CEO

Date: 10 April, 2019

Subject: Launching of 'Project – Synchronous Smart'

I am writing to you to inform you that our company is having the launch of new web application 'Synchronous Smart' on 21st April, 2019.

We have planned to organize an internal ceremony on the 19th of April at Hotel Hawa Hawaii at 15:00 hours. All the staffs from all the departments are requested to attend the ceremony.

This ceremony will help us to motivate and inspire ourselves.

We will be looking for your presence.



Chief Executive Officer

Chapter - 4: Report Writing

A report is a document that presents information in an organized format for a specific audience and purpose. Complete reports are almost always in the form of written documents.

Purpose of Report

- To provide foundation for decision to be made and action taken

Types of Report

1. Routine Report
 - a. Representative's report
 - b. Department Manager's report
 - c. Equipment and Maintenance report
 - d. Progress report
 - e. Safety report
 - f. Accident report
2. Special Report
 - a. Reports written in response to requests for specific information
 - b. Report made on special topic after research and investigation
 - c. Report regarding change of policy
 - d. Research report

Special writing skills required for Report writing

1. The ability record facts clearly and objectively,
2. The ability to interpret information and make conclusion,
3. The ability to present suggestions on ways in which a situation may be improved.

Formal Report

- Written by committee or group of people,
- Written after fair and detailed investigation.

Structure of a Report

1. Heading
2. Terms of Reference
3. Procedure
4. Findings
5. Conclusion
6. Recommendations (if requested)
7. Closing section

REPORT ON THE EFFECT OF PUBG BAN IN NEPAL

TERMS OF REFERENCE:

To investigate the views and reaction of the Player's Unknown Battleground (PUBG) players on the Ban.

Procedure:

1. Oral questionnaires were given on the streets to the random pedestrians, in the towns of Kathmandu.
2. An interview was conducted with the spokesperson of District Court, Kathmandu and Central Investigation Bureau (CIB).

Findings:

After the questionnaires and interviews via different media we found the following

1. Reason for the Ban

Some people believed that the game was putting negative impacts of teenagers' and youths' mind. While the others urged that it was out of copying the implementations by the Indian Government. Majority believed that the ban is impractical, irrational and against the norms of the constitution. People are asking for the conduction of proper research before implementing any law/ rule.

Meanwhile the district court and the CIB claimed that they'd received several complaints and reports against game.

2. Popularity of the Game

It was found that the game was very popular among the youths, especially the college goers and the employed ones as well. They played the game across various platforms such as mobile phone and tablets, PCs and gaming consoles. The game is equally popular among all genders.

3. Dissatisfaction

Social media is flooded with the protesting posts against the Ban. Those posts claim that the decision of the government is immature, irrational, autocratic and judgmental.

4. Conclusion

1. People are against the ban.
2. People want proper research from the government before any implementation.



Kharpan Baucha
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Chapter - 5: Meetings

A meeting is an assembly of people for a particular purpose, especially for formal discussion.

Types of Meeting

1. Formal	2. Informal
<ul style="list-style-type: none">a. Annual General Meeting (AGM)b. Statutory Meetingc. Board Meeting	<ul style="list-style-type: none">a. Management Meetingb. Departmental Meetingc. Working parties

N.B. There should be the presence of minimum quorum to start certain types of formal meetings.

Purpose of Meeting

1. To coordinate or arrange activities,
2. To give information to a group of people,
3. To obtain assistance,
4. To create involvement and interest,
5. To put forward ideas or grievances for discussion,
6. To report on some activity or experience.

Ways to make Meeting Effective

1. understand the purpose of the meeting as well as your role and what is expected from you,
2. read all the papers in advance, be prepared for the discussion,
3. be present in the meeting, both physically and mentally, pay your active participation,
4. listen to every voice, feel free to express your agreements and disagreements with constructive feedbacks,
5. watch for others' body language, gesture, eye contacts, movements, nuances and all the unique subtleties happening around in the table.