

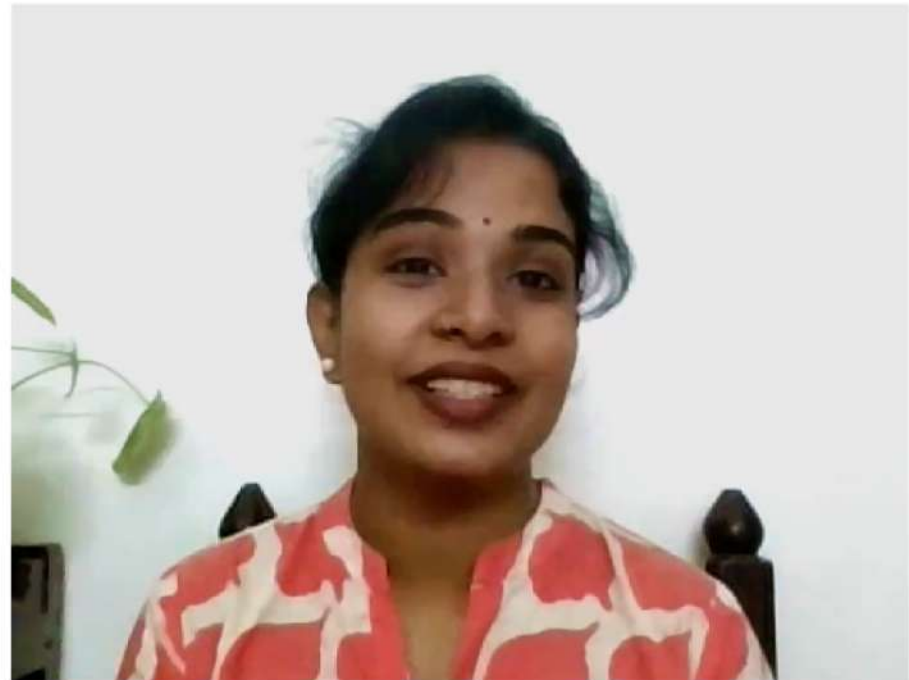


# Memorandum

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## Learning objectives

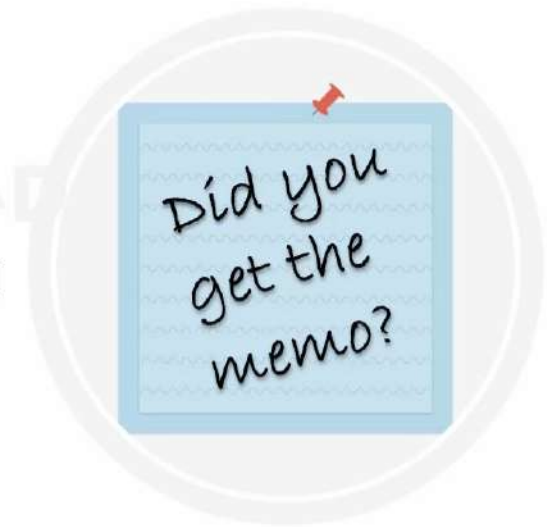
- Understand the purpose of a memorandum as a communication tool
- Learn how to draft a memorandum





# What is a memorandum?

- Also known as memo
- An internal communication tool
- To formally communicate and keep a record
- Wide range of subject matter
- Should not be lengthy
- Occasionally persuasive

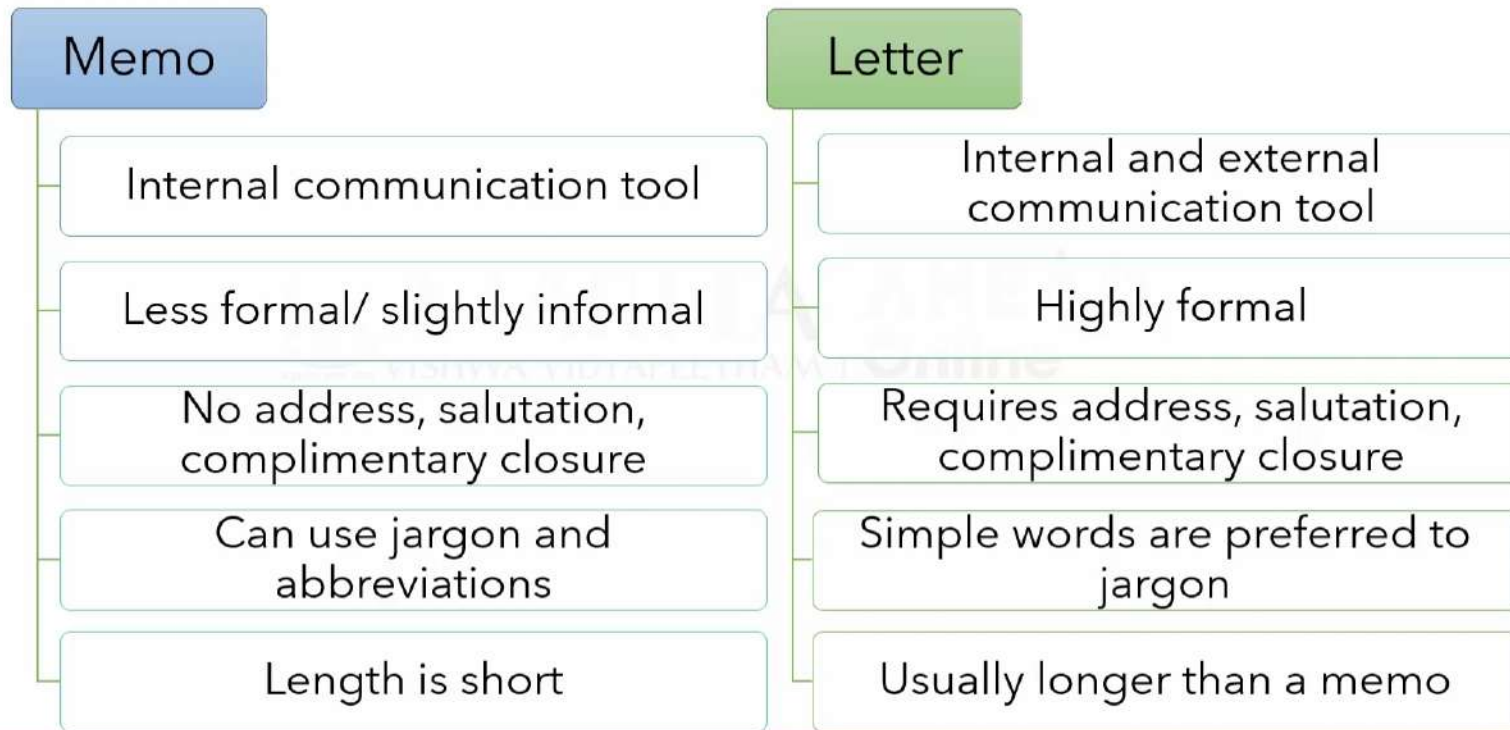


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## Purpose of a memo

- to inform upcoming events
- to give & request information
- to discuss procedures
- to broadcast internal changes
- to address a certain policy
- to give a certain announcement
- to congratulate someone
- to warn someone

# How is a memo different from a letter?



# Format of a memo

MEMORANDUM	
To: From: Date: Subject:	<b>Heading</b>
I'm writing to inform you that [reason for writing memo].	<b>1. Opening</b>
As our company continues to grow... [evidence to support your opening paragraph].	<b>2. Discussion</b>
Please let me know if you have any questions. In the meantime, I'd appreciate your cooperation as [official business information] takes place.	<b>3. Closing</b>
Sign	<b>4. Signature</b>

# How to write a memo?

Write a memo to your superior officer explaining the necessity of buying new personal computers in your department. Invent necessary details.

- First para
  - Why writing the memo? Which department?
- Second para
  - Why new computers?
  - What happened to the existing ones?
  - How many new computers are required?
  - Suggestions on the brand, type and other requirements...
- Final para
  - What must be done by the superior officer?



## Sample memo



### Good to be Green.com Internal Memo

DATE: 9 September 2021  
TO: Jason Sedgewick  
FROM: Abe Forte  
RE: September 12 Sales Meeting

The quarterly sales meeting will be held on September 12 at the Radisson City Center. You are cordially invited to participate in the interactive planning session at 10:00 a.m. Your insights will be extremely valuable as the sales team frames the plan for next year.

Please confirm your attendance by Friday by calling me at x5432 or by e-mailing me at [aforte@goodtobegreen.com](mailto:aforte@goodtobegreen.com).

Thanks in advance for your participation.

CC: Alena Adamonis

BCC: Justin Jankowski

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## To sum up

- Memos are a common medium of communication.
- Most organizations have their own prescribed format for a memo.
- Memos use a more informal language than letters.





## Letters

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## Learning objectives

- Understand the purpose of formal letters.
- Learn the different parts of a formal letter.



## What is the purpose of a letter?

- Letters are brief messages sent to recipients that are often outside the organization (Bovee, C., & Thill, J., 2010).
- Often printed on letterhead paper
- Inexpensive and convenient mode
- A common form of business communication even today



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## Parts of a business letter

---

- Sender's address
- Date
- Receiver's address
- Subject
- Reference
- Salutation
- Body of the letter (Introduction, discussion, conclusion)
- Complementary closure
- Signature
- Enclosures/Attachments

## Sender's address

Peter Bernard  
Cochin House  
VRA Nagar  
Kochi, Kerala

Do not write 'From' before the address.

No full stop or comma after the address.

TeXStack Exchange Group  
Office  
23 Streets Name  
Town, Country POSTAL



## Date

- 8 September 2021 / 08 September 2021
- September 8, 2021
- 8 Sep 2021 (first three letters of months- Jan, Feb, Jun, Oct etc.)
- Avoid 8/7/2018 or 10.1.2018 formats.



## Receiver's address

Dr Shyam Diwakar  
Principal  
Asian College of Journalism  
Chennai

The Principal  
Asian College of Journalism  
Chennai

Do not write 'To' before the address.

# Salutation

- Salutation is followed by a comma (colon is also used)
  - Dear Sir, Dear Sir or Madam,
  - Dear Ladies and Gentlemen, Dear Friends,
  - To Whom It May Concern
- If you are on first name terms with the recipient
  - Dear Mr. Peter, Dear Peter,
  - Dear Ms Kajal,

## Subject line

- Should be center aligned.
  - Enquiry about the prices of furniture
  - Incorrect charge query
  - Job inquiry
  - Application for Sales Associate
  - Informational interview request

## Reference

- Should be center aligned
- Reference- Indicates what the letter is in reference to
  - The advertisement on The Hindu dated 25 Sep 2021
  - Letter number ABC/123 dated 20 Aug 2021
  - Circular no. AMSP/08/SEP2021

## Body of a letter- Introduction

- This is your opening paragraph.
- Include an attention statement.
- A reference to the purpose of the document
- An introduction of the topic depending on the type of letter
- Use an emphatic opening- the most significant or important element of the letter.

## Body of a letter- Discussion

- Core content of the letter
- If you have a list of points, a series of facts, or a number of questions, they belong in the body of your letter.
- Organize the information using a bulleted or numbered list
- Emphasize the key points clearly and briefly.
- Specific, meaningful information needs to be clear, concise, and accurate.

## Body of a letter- Conclusion

- Remind the reader about the key points
- Should not introduce new information.
- Give a clear summary sentence
- Make clear what you expect to happen.
- Conclude by thanking the recipient for his or her attention
- Invite them to contact you if you can be of help or if they have questions



## Complementary closure & Signature

- 'Thank you' is preferred nowadays over 'Thanking you.'
- Put full stop after 'Thank you' - Thank you.
- Sincerely yours / Cordially / Regards / Warm wishes
- Yours sincerely, (if you have addressed the person by his or her name)
- Yours faithfully, (if you do not know the name of the person and if you have used 'Dear Sir/Madam')
- No apostrophe in 'yours'

Thank you.

Yours sincerely,

A stylized, handwritten signature in black ink, appearing to be 'A. H.' or similar, written over a light gray background.

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## Enclosures/Attachments

- Documents included with the letter, such as brochures, reports, or related business documents.
- Use indications such as 'Enclosures,' 'Encl.'
- If the enclosure is lost, the recipient will know about it.

# Format of a letter



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(From address)

(Date)

(To address)

Salutation

Sub:

Ref:

.....  
.....Body.....  
.....

Yours sincerely,

(Signature)

Encl:

## To sum up

- Letters are still a common means of business communication.
- Understanding the various parts of a letter helps you to draft an effective letter which would enhance your personal and professional image.





## Types of business letters

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# Learning objectives

- Understand the basic elements of different types of letters
- Learn how to draft letters effectively



# Sales letter

- To persuade customers or other stakeholders to act in a desired manner.
- Sales letters are like advertisements.
- Discuss the product and benefits offered to the prospective customers.
- Mentions the advantages for making a quick decision about the purchase.
- Must possess an attractive opening



# Enquiry letter

- To enquire about information, advice, details of goods, job vacancies, etc.
- Clearly state the information required
- Mention the quantity, quality, size etc. about the service or product
- Mention the period or the date till which the information is required

## Quotation letter

- Normally sent in response to enquiry letters
- Sellers supplying relevant information regarding products or services
- Includes price list, mode of payment, discount to be allowed, transportation charges, guarantee etc
- Specify time constraints, deadline for responding

## Order letter

- When both the parties i.e. buyer and seller are interested in entering a contract, an order letter is written.
- From the buyer's point of view, it is called as purchase order and from the seller's side it becomes a sales order.
- Once contract is created detail description of product, price, quantity, mode of payment, time of delivery and specification has to be mentioned.

## Complaint letter

- What do you do when you don't find the good received up to your satisfaction?
- When the expectations of buyer and sellers are not met after the transaction.
- A complaint can be written by a buyer as well as seller.
- Clearly mention the point of discord.
- Mention the expected action to be taken by the other party.
- Use a polite language in order to prevent any kind of damage to the future dealings.

## To sum up

- Business letters are written for the fulfilment of a purpose.
- Job application letters, enquiry letters, quotation letters, complaint letters etc. are different types of business letters.
- It is important to mention the information clearly in all letters.





## Job application letter

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# Learning objective

- Write a persuasive employment application letter





## Cover letter & its relevance

- Creates the necessary background to any submission
- An accompanying letter to a resume
- An opportunity to impress a prospective employer.
- Lead an employer to go through your resume
- Email- an employment application becomes the main body of the email and resume is send as an attachment.

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## Do a self-analysis

- Who am I?
- Know your skills, interests, and personal values



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## What makes a cover letter special?

- Like a persuasive sales letter- the product is 'You'.
- Mention your features to appeal the employer and the benefits the prospective employer will get
- Two parts of an application: a brief cover letter and a detailed resume
- A reference of the job advertisement along with your most significant attributes

# Structure of a cover letter

- Applicant's name and address
- Date
- Employer's name and address
- Salutation
  - Subject
  - Reference
- Main content
- Closing
- Signature
- Enclosures



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# Developing the main content

- Attention gainer opening
- Informative middle paragraph
- Action oriented end paragraph



# Attention gainer opening

- Introductory paragraph
- Bear all the qualities of a sales letter
- Your writing must gain desirable attention, right from the beginning.



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Dr JK Singh, Professor in Marketing Management and my mentor has forwarded to me a possible opening in your organization as a Marketing Manager. I have been associated with Prof. Singh for last four years and got sufficient qualification and knowledge to justify my candidature as Marketing Manager. Here is what I have to offer.



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## Informative middle paragraph

- Used to provide justification
- Connect the information with the job requirements.
- Highlight your achievements and performances.
- Present the information related to your education, work experience, interest areas, and personal qualities.



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My internship at KCL Bank honed my skills to handle day to day queries through understanding the perspective of customers. The training also allowed me to apply my theoretical understanding of customer relationship management in solving real time issues at the bank.



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## Action oriented end paragraph

- Lead to action- request for a meeting, invitation to discuss further, reference check etc.
- Avoid requesting an employment in the first communication.
- Should not sound aggressive or pushy
- Give contact details



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I would welcome an opportunity to discuss these and other qualifications with you. If you are interested, please contact me on my phone number 9998887776. I look forward to meeting you to discuss the ways my skills may best serve your company.



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# Summary

- A cover letter serves two purposes- creates first impression; leads the reader to the resume.
- Know more about yourself.
- Focus on the structural elements.
- Main content can be divided into three subparts: opening, middle and end.

