

B.C.A study

UNIT-1:Means Of Communication

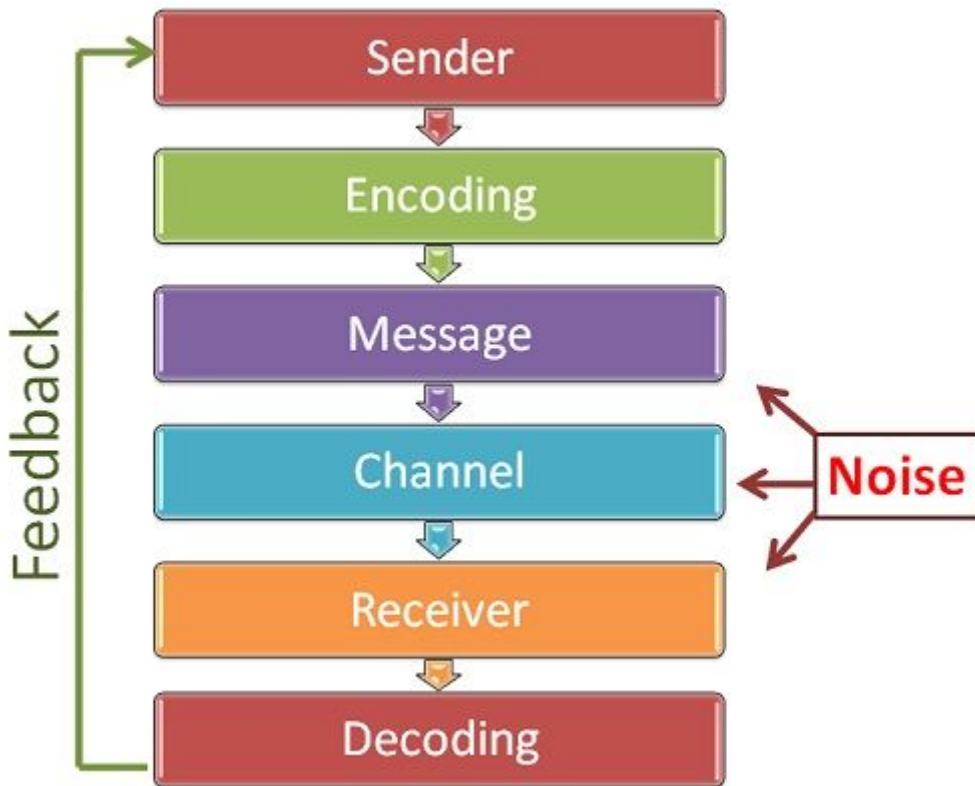
meaning and definition

The **Communication** is a two-way process wherein the message in the form of ideas, thoughts, feelings, opinions is transmitted between two or more persons with the intent of creating a **shared understanding**. **The best definition of communication is** – “**communication** is the process of passing information and understanding from one person to another.” In simple words it is a process of transmitting and sharing ideas, opinions, facts, values etc. from one person to another or one organization to another.

Simply, an act of conveying intended information and understanding from one person to another is called as communication. The term communication is derived from the Latin word “**Communis**” which means to share. Effective communication is when the message conveyed by the sender is understood by the receiver in exactly the same way as it was intended.

process of communication

Communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame. Thus, there are Seven major elements of communication process:



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1. **Sender:** The sender or the communicator is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.
2. **Encoding:** The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a message. The sender's knowledge, skills, perception, background, competencies, etc. has a great impact on the success of the message.
3. **Message:** Once the encoding is finished, the sender gets the message that he intends to convey. The message can be written, oral, symbolic or non-verbal such as body gestures, silence, sighs, sounds, etc. or any other signal that triggers the response of a receiver.
4. **Communication Channel:** The Sender chooses the medium through which he wants to convey his message to the recipient. It must be selected carefully in order to make the message effective and correctly interpreted by the recipient. The choice of medium depends on the interpersonal relationships between the sender and the receiver and also on the urgency of the message being sent. Oral, virtual, written, sound, gesture, etc. are some of the commonly used communication mediums.
5. **Receiver:** The receiver is the person for whom the message is intended or targeted. He tries to comprehend it in the best possible manner such that the communication objective is attained. The degree to which the receiver decodes the message depends on his knowledge of the subject matter, experience, trust and relationship with the sender.
6. **Decoding:** Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.
7. **Feedback:** The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the

effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.

functions of business communication

Inform Employees About Job Functions

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One of the key functions of communication is to inform employees about job functions. When team members have a clear idea of what their role entails, and how it relates to the overall objectives of the business, they have more incentive to complete their tasks. When roles are not clearly defined, employees may be more likely to miss their targets because they don't know what is expected of them.

Examples of communication that is informative include job descriptions, company-wide targets and performance reviews. An everyday conversation between a manager and a team member about upcoming tasks is also an example of informative communication.

Persuade Clients and Partners

In business, communication is often used to persuade prospects, clients and partners to complete a transaction. Whether that's booking a consultation, completing a sale or signing a contract, persuasion is an important aspect of communication that businesses need to master.

Persuasive communication can be verbal, such as an elevator pitch to a new prospect over the phone, or written, such as an ad in a niche magazine for a new product. Persuasive information usually contains an emotional element, which helps the audience to relate to the business. In addition, persuasive communication needs to show the credibility of the company, and how it can help solve the problems the audience is facing.

When it comes to liaising with the media, a company's public-relations professionals use persuasive communication to present specific angles about the organization. This kind of communication can be used to create a certain image for the company or deal with poor publicity.

Motivate Employees to Make Better Decisions

Communication is often used strategically in organizations to help employees make better decisions about their day-to-day tasks and their long-term goals as they relate to the business. For example, communication regarding performance incentives can motivate employees to work more efficiently to hit their targets on time.

Motivational communication can also take the form of an employee handbook that specifies what kind of behavior is encouraged in the workplace and what kind of actions should be avoided. While communication can be used to control employees within the workplace, it's a good idea to enable employees to make their own decisions that not only benefit them, but also benefit the company.

Socialize to Create Bonds

The way an organization communicates is ingrained in the company's culture. Some companies value open and honest discussions between all levels of the organization, while others prefer communication coming down the chain of command. In either case, communication plays a critical role in helping employees to build bonds.

Socializing with colleagues, managers, clients and partners presents opportunities for people to find common ground and see each other past their job descriptions. When people are able to build relationships with those they work with, they are likely to perform more effectively on the job because they feel a sense of camaraderie and team spirit. Social communication can be verbal, such as a conversation in the lunch room about what took place over the weekend. It can also be written, such as thank-you notes or invitations for events.

Objectives of Business Communication

1. **To exchange information:** The main objective of business communication is to exchange information with internal and external parties. Internal communication occurs within the organization through orders, instructions, suggestions, opinions etc.
2. **To develop plans:** Plan is the blueprint of future courses of actions. The plan must be formulated for attaining organizational goals. In order to develop a plan, management requires information. In this regard, the objective of communication is to supply required information to the concerned managers.
3. **To implement the plan:** Once a plan is prepared, it is to be implemented. Implementation of a plan requires timely communication with the concerned parties. Thus, communication aims at transmitting a plan throughout the organization for its successful implementation.
4. **To facilitate policy formulation:** Policies are guidelines for performing organizational activities. Policies are also termed as standing decisions to recurring problems. Every organization needs to develop a set of policies to guide its operation. Preparing policies also require information from various sources. Therefore, the objective of communication is to collect necessary information for policy formulation.
5. **To achieve organizational goal:** Collective efforts of both managers and workers are essential for achieving organizational goals. Communication coordinates and synchronizes

- the efforts of employees at various levels to achieve the stated goals of the organization.
6. **To organize resources:** Various kinds of resources are available in an organization such as human resources, material resources, financial resources and so on. In organizing these resources in an effective and efficient way is a key challenge to the managers. Communication is the vehicle to overcome this challenge.
 7. **To coordinate:** Coordination is a basic management function. It involves linking the various functional departments of large organizations. Without proper and timely coordination, an achievement of organizational goals is impossible. Therefore, the objective of communication is to coordinate the functions of various departments for the easy attainment of organizational goals.
 8. **To direct the subordinates:** The job of a manager is to get the things done by others. In order to get the things done, management needs to lead, direct and control the employees. The performance of these managerial functions depends on effective communication with subordinates.
 9. **To motivate employees:** A pre-requisite of employee motivation is the satisfaction of their financial and non-financial needs. Financial needs are fulfilled thorough monetary returns. However, in order to satisfy non-financial needs, management must communicate with employees on a regular basis both formally and informally.
 10. **To create consciousness:** Employees of an organization must be conscious regarding their duties and responsibilities. Communication supplies necessary information and makes them conscious about their duties and responsibilities.
 11. **To increase efficiency:** In order to increase employee efficiency, they should be provided with necessary information and guidelines. Communication supplies such information and guidelines for them.
 12. **To bring dynamism:** Organizations should be dynamic to cope with the internal and external changes. Bringing dynamism requires finding new and better ways of doing things. For this purpose, communication helps to seek new ideas and suggestions from the internal and external parties.

Importance of business communication

The flow of information in a firm determines the profit at the end of the financial year. Hence, companies, whether small or big, must have the right channels of communication. Here are some reasons why business communication is vital for a business to survive in the local or international market.

- **Management efficiency:** For a business to be successful, there has to management of operations. Therefore, when there are appropriate communication channels information flows correctly. This is from the top, middle and lower management; it increases efficiency and production of goods and services. An example is a warehouse, whereby order comes in at different times. If an order has been placed, and the buyer changes his mind the firm has to notify the employees. The information about this should be sent immediately to the processing team to stop production. This saves time and maximizes on resources.
- **Resource utilization:** maximization of profits and minimization of cost is the main aim of a business. Therefore when the available resources are utilized accordingly then, the firm is bound to make profits. However, this can only be achieved if the information is given to the

right personnel at the right time. Through communicating the management can know the number of staff needed to work on a product. The top management ensures the employees are not over-staffed or under-staffed. For example, if information about employees being overstaffed at a particular section is relayed to the senior management on time, changes shall be made immediately. This guarantees maximum utilization of the human resource, reducing time wastage.

- **Giving information:** It's the main aim of any communication that happens between the top, middle, and lower management. Once the message is channeled to the relevant authorities in the firm it is then distributed to the staff. This ensures that every personnel is on the same page regarding the mission and goals of the company. This, in turn, unites them and makes them function as one and later improves the quality of goods and services.
- **Persuasion:** For the company to improve its sales advertisements are needed to promote the product. The language used by the firm to lure a buyer must be polite and enticing. Hence communication is required to educate the consumer about the product and its benefits. In return, the consumer can relate to the product and buy it, which increases sales and profits.
- **Warning and appreciation:** Human beings like to be appreciated for the work done. Hence, employers need to appreciate their employees since this motivates them. Nonetheless, if an employee is an indisciplined, a warning should be issued. This can be done through a written document or orally.

Essentials of good communication

(1) Clarity of Information:

Commenting on the 'communication realism' Terry says that first essential of effective communication is to 'inform yourself fully'. It implies that first of all the communicator must be clear in his mind with the information he wants to communicate. Communication should always be in common and easily understandable language so that it may not be misunderstood by the persons receiving it.

(2) Adequacy of Message:

The message to be communicated should be adequate and complete in all respects since incomplete information turns out to be dangerous from the viewpoint of business. The adequacy of information being transmitted depends upon the intellectual capabilities of parties concerned.

(3) Consistency of Message:

The message to be communicated should not be mutually conflicting rather it should be in line with the overall objectives, policies, programmes and procedures of the organisation. Self-contradictory messages always create chaos and confusion in the organisation which is highly

detrimental to the efficient running of the enterprise. If the message is amended from the previous one, the fact should be clearly stated so that the chances of confusion can be reduced.

(4) Feedback:

Feedback is an important method of ensuring effective communication. It refers to the confirmation of the idea communicated whether the message has been understood by the receiver in the same sense in which the sender makes or whether the recipient is agreed or disagreed to the proposal of the communicator, makes it essential on the part of the sender to confirm it from the receiver.

In case of face to face communication, it is easier to get feedback information observing the emotions and expressions on the face of the receiver. But, for written communication, the management should devise or evolve suitable means and ways for making communication more effective.

(5) Understanding the Receiver:

Understanding is the main aim of communication. The communication must create proper understanding in the mind of the receiver. Killian advised, “communicate with an awareness of the total physical and human setting in which the information will be received.

Picture the place of work; determine the receptivity and understanding levels of the receivers; be aware of social climate and customs, question the information’s timeliness. Ask what, when and in which manner you would like to be communicated with if you were in a similar environment and position.”

(6) Consultation:

It is generally desirable to consult others in planning communication. This will provide additional insight and objectivity to the message. An important advantage of consultation will be that those who have been taken into confidence while planning communication will lend active support.

(7) Determine Medium:

After having decided the subject matter it should be determined as to how best this message is to be communicated. All aspects of oral or written communication must be carefully examined.

(8) Tone and Content:

The communicator must be careful about the language he uses while speaking or writing. His tone, expression and emotion will have a definite impact on the effectiveness or otherwise of what he is trying to communicate.

(9) Timing and Timeliness:

Proper attention should be given to the timing and timeliness of the communication. The same message will be received or responded differently by different individuals and groups at one time and differently by the same individuals and groups at different times.

Even in an emergency one dare not overlook the situational, psychological and technical aspect of timing. Moreover, it is also necessary that information should be given in time as out-of-date information is as bad as or worse than none at all.

(10) Support with Action:

It is highly necessary that the actions of the communicator should support his communication. This is because action speaks louder than words. The most persuasive communication, it should be noted, is not what one says but what one does.

(11) Listening:

A very important aspect of effective communication is that executives and supervisors should be good listeners. It is dangerous to be inattentive or indifferent when others are attempting to communicate. The ten commandments of American Management Association state: "Listening is one of the most important, most difficult and most neglected Skills M communications.

It demands that we concentrate not only on the explicit meanings another person is expressing, but on the implicit meanings, unspoken words, and undertones that may be far more significant. Thus, we must learn to listen with the inner ear if we are to know the inner man. "

(12) Environment of Trust and Confidence:

F.E. Fischer has pointed out that 'communication grows best in a climate of trust and confidence'. Every effort should, therefore, be made to win confidence by reporting facts honestly. Employees need to be convinced and feel that the company is truthful and sincere in its contacts.

Types of communication

1. Verbal

Verbal communication is the use of language to transfer information through speaking or sign language. It is one of the most common types, often used during presentations, video conferences and phone calls, meetings and one-on-one conversations. Verbal communication is important because it is efficient. It can be helpful to support verbal communication with both nonverbal and written communication

2. Nonverbal

Nonverbal communication is the use of body language, gestures and facial expressions to convey information to others. It can be used both intentionally and unintentionally. For example, you might smile unintentionally when you hear a pleasing or enjoyable idea or piece of information. Nonverbal communication is helpful when trying to understand others' thoughts and feelings.

If they are displaying “closed” body language such as crossed arms or legs, or hunched shoulders, they might be feeling anxious, angry or nervous. If they are displaying “open” body language with both feet on the floor and arms by their side or on the table, they are likely feeling positive and open to information.

3. Written

Written communication is the act of writing, typing or printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information for reference. Writing is commonly used to share information through books, pamphlets, blogs, letters, memos and more. Emails and chats are a common form of written communication in the workplace.

4. Visual

Visual communication is the act of using photographs, art, drawings, sketches, charts and graphs to convey information. Visuals are often used as an aid during presentations to provide helpful context alongside written and/or verbal communication. Because people have different learning styles, visual communication might be more helpful for some to consume ideas and information.

5. formal communication

Formal Communication refers to the communication taking place through official channels in an organisation. Such type of communication takes place between managers or employees of same cadre or between superior and subordinate and vice versa. It may be oral or written but complete record of such communication is maintained in an organisation

6. informal communication

Informal communication takes place in an organisation without following the formal lines of communication. Such type of communication usually takes place among the workers to exchange their views and to satisfy their social needs. For example, workers talking about the behaviour of their superiors, discussing about some rumours etc. are some of the examples of informal communication.

Barriers of communication

There are many reasons why interpersonal communications may fail. In many communications, the message may not be received exactly the way the sender intended and hence it is important that the communicator seeks feedback to check that their message is clearly understood. The skills of Active Listening, Clarification and Reflection, which we will discuss shortly, may help but the skilled communicator also needs to be aware of the barriers to effective communication. There exist many barriers to communication and these may occur at any stage in the communication process. Barriers may lead to your message becoming distorted and you therefore risk wasting both time and/or money by causing confusion and misunderstanding.

Some common barriers to effective communication include:

- The use of jargon. Over-complicated or unfamiliar terms.
- Emotional barriers and taboos.
- Lack of attention, interest, distractions, or irrelevance to the receiver.
- Differences in perception and viewpoint.
- Physical disabilities such as hearing problems or speech difficulties.
- Physical barriers to non-verbal communication.
- Language differences and the difficulty in understanding unfamiliar accents.
- Expectations and prejudices which may lead to false assumptions or stereotyping. People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.
- Cultural differences. The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.

Barriers to Communication by Category

- **Language Barriers** Clearly, language and linguistic ability may act as a barrier to communication. However, even when communicating in the same language, the terminology used in a message may act as a barrier if it is not fully understood by the receiver(s). For example, a message that includes a lot of specialist jargon and abbreviations will not be understood by a receiver who is not familiar with the terminology used. As nurses, we are

especially prone to making this mistake. We must remember to use language that can be understood by the receiver.

- **Psychological Barriers** The psychological state of the receiver will influence how the message is received. For example, if someone has personal worries and is stressed, they may be preoccupied by personal concerns and not as receptive to the message as if they were not stressed. Stress management is an important personal skill that affects our interpersonal relationships. Anger is another example of a psychological barrier to communication. When we are angry it is easy to say things that we may later regret and also to misinterpret what others are saying. More generally, people with low self-esteem may be less assertive and therefore may not feel comfortable communicating – they may feel shy about saying how they really feel, or read negative sub-texts into messages they hear.
- **Physiological Barriers** Physiological barriers may result from the receiver's physical state. For example, a receiver with reduced hearing may not grasp the entirety of a spoken conversation, especially if there is significant background noise.
- **Physical Barriers** An example of a physical barrier to communication is geographic distance between the sender and receiver(s). Communication is generally easier over shorter distances as more communication channels are available and less technology is required. Although modern technology often serves to reduce the impact of physical barriers, the advantages and disadvantages of each communication channel should be understood so that an appropriate channel can be used to overcome the physical barriers.
- **Attitudinal Barriers** Attitudinal barriers are behaviors or perceptions that prevent people from communicating effectively. Attitudinal barriers to communication may result from personality conflicts, poor management, resistance to change, or a lack of motivation. Effective receivers of messages should attempt to overcome their own attitudinal barriers to facilitate effective communication.

7 c's of Communication



1. **Clear:** The message should be clear and easily understandable to the recipient. The purpose of the communication should be clear to sender then only the receiver will be sure about it. The message should emphasize on a single goal at a time and shall not cover several ideas in a single sentence.
2. **Correct:** The message should be correct, i.e. a correct language should be used, and the sender must ensure that there is no grammatical and spelling mistakes. Also, the message should be exact and well-timed. The correct messages have a greater impact on the receiver and at the same time, the morale of the sender increases with the accurate message.
3. **Complete:** The message should be complete, i.e. it must include all the relevant information as required by the intended audience. The complete information gives answers to all the questions of the receivers and helps in better decision-making by the recipient.
4. **Concrete:** The communication should be concrete, which means the message should be clear and particularly such that no room for misinterpretation is left. All the facts and figures should be clearly mentioned in a message so as to substantiate to whatever the sender is saying.
5. **Concise:** The message should be precise and to the point. The sender should avoid the lengthy sentences and try to convey the subject matter in the least possible words. The short and brief message is more comprehensive and helps in retaining the receiver's attention.
6. **Consideration:** The sender must take into consideration the receiver's opinions, knowledge, mindset, background, etc. in order to have an effective communication. In order to communicate, the sender must relate to the target recipient and be involved.
7. **Courteous:** It implies that the sender must take into consideration both the feelings and viewpoints of the receiver such that the message is positive and focused at the audience. The message should not be biased and must include the terms that show respect for the recipient.

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UNIT-2: Types of communication-oral communication

Meaning of oral communication

Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

Nature of oral communication

Nature of oral communication is defined by several characteristics, including:

1. **Immediacy:** Oral communication is immediate and real-time, allowing for quick exchange of information and feedback. This makes it a useful tool for problem-solving and decision-making in situations where time is of the essence.
2. **Interactivity:** Oral communication is interactive, allowing for two-way exchange of information between the speaker and the listener. This enables both parties to clarify misunderstandings and engage in active discussion.
3. **Verbal and Nonverbal:** Oral communication is a combination of verbal and nonverbal cues, including tone of voice, gestures, facial expressions, and body language. These nonverbal cues often convey emotions and emphasis, adding depth and context to the spoken words.
4. **Context-Dependent:** Oral communication is context-dependent and is shaped by the environment in which it takes place. The tone and content of the communication may vary depending on the setting, audience, and purpose of the interaction.
5. **Adaptability:** Oral communication is adaptable and flexible, allowing for changes in the flow of the conversation based on the needs of the speakers and the context of the interaction.

Principle of effective oral communication

Well-Planned

Before presenting something, there should be proper planning regarding the audience, topics to be delivered, timing and other factors: So, a person must be well-prepared to deliver his speech.

Clear pronunciation

To make oral messages meaningful to receivers, words should be clearly and correctly pronounced. There should not be any lack of clarity, otherwise, the communication would be a confusing one.

Brevity

Effective oral communication desires that a message should be brief. If the sender took a long time for talking, his message may not get the attention of the receiver.

Precision

Precision is needed to make oral communication effective. There should not be any confusing words rather message to be delivered should be specific so that there is no misunderstanding.

Natural voice

Any sort of unnatural voice may distort the message. Natural voice can do a lot to make oral communication effective.

Logical sequence

Ideas should be organized in a sequential way to make the message communicative and attractive. Unorganized ideas do not provide clear sense while a logical sequence of ideas gives clear sense.

Suitable words

Words have different meanings to different people in different situations in oral communication, a speaker should use the common, simple and familiar words so that receiver can react to the message without any problem.

Courteous

Courtesy costs nothing but can earn many things. So, a speaker should be courteous while addressing listeners. It helps create a good impression in the mind of listeners regarding the speaker.

Attractive presentation

It is another principle to make oral communication effective. A speaker should deliver his speech in a very nice and sweet language so that receiver is attracted to take part in the communication.

Avoiding Emotions

Speaker must control his emotions to make oral communication effective. Too much emotion will take the speaker away from the main subject.

Emphasis

The speaker must be knowledgeable regarding the portion of the speech where he should give emphasis. Giving emphasis on respective points will help draw the attention of the audience.

Controlling Gesticulation

Speaker at many occasions, consciously or unconsciously, gesticulates for expressing his ideas or thoughts. This is a habit and should be avoided. Otherwise, application of such habit may lead to % disinterest of the audience.

Media of oral communication

Face to face conversation

Conversation means the informal discussion among the people. When one person discusses his views, opinion to another person and exchanges their views in the presence of both then it is called face to face conversation. It also includes the face-to-face discussion on a particular issue. In this method, both the information receiver and sender can exchange their views freely and fairly.

So, face-to-face conversation is an informal discussion through spoken language and words on a particular issue among the people to exchange their views freely and fairly weighs each other.

Advantages of face-to-face conversation:

1. **Responses immediately:** When people communicate each other in person, they can get a response immediately without misunderstanding. During the conversation, people can not only hear a response from others, also see how they are feeling; people can guess what will take place next, how the conversation is about, which is very important to have a successful talk.
2. **Express of feelings:** Using face-to-face communication helps people express their feelings, ideas much better. Instead of using words only when people choose letters, emails or phone for communication, people can use eye contact, verbal language in order to show their opinions. Scientists show that more than seventy percent people use body or verbal language in communicating; thus, it's very important for people use actions to express views.
3. **Suitable for respect:** Face-to-face communication enjoys yet another distracts advantage, the message being communicated also gets the assistance of facial expressions and gestures.
4. **Suitable for discussion:** Face-to-face communication is particularly suitable for discussion, for there is immediate feedback from the listener. Face-to-face communication provides the speaker with a much better opportunity for adjustment. A twist of the lips, a frown on the forehead, a contraction of the facial muscles point out that the message is not welcomed, then changes of tone or sympathetically looking is to be needed. These adjustments are possible only in face-to-face communication.
5. **Conversation to learn:** We learn a great deal via conversation, including conversations with ourselves. We learn highly valuable life lessons.

6. **Conversation to coordinate:** Coordinating our action in ways that are mutually beneficial. Anytime we negotiate one favor for another, we use conversation to reach an agreement to transact.
7. **Collaborate:** Coordination of action assumes relatively clear goals, but many times social interaction involves the negotiation of goals. Conversation is a requisite for agreeing on goals, as well as for agreeing upon and coordinating our actions.

Disadvantages of face-to-face conversation

The limitations of *face-to-face communication* are given below:

1. **Difficult to practice in a large-sized organization:** Face-to-face communication is extremely difficult to practice in large-sized organizations, particularly if their various units or departments are situated at different places.
2. **Not effective in large gatherings:** It is very difficult to get a message across to large gatherings. Even though the speaker is addressing them face-to-face, the vital personal touch is missing. In the absence of a satisfactory feedback, his speech lapses into a monologue.
3. **Ineffective if the listener is not attentive:** A limitation which the face-to-face communication shares with oral communication is that its effectiveness is closely linked with the listener's attentiveness. Since human beings can listen to grasp the message faster than the speed at which they are delivered, they will easily get delivered thus making communication ineffective.

Teleconferences

A **teleconference** is a telephone meeting among two or more participants involving technology more sophisticated than a simple two-way phone connection. At its simplest, a **teleconference** can be an audio conference with one or both ends of the conference sharing a speaker phone.

Advantages of Teleconferencing

1. **Saves Time** – The most important advantage of teleconferencing is time-saving. With teleconferencing, it is possible to hold meetings on a very short notice. In addition, there is no time spent traveling to the venue of a meeting as all meetings are held through machines or Internet. Reduced mileage translates to thousands of hours of travel saved every year. Teleconferencing also encourages punctuality as meetings are scheduled and done at fixed time frames.
2. **Save on Travel Expenses** – In addition to time, travel costs can be quite significant when added up over a long period. Most companies that have a global reach incur massive costs associated with the travel every year. Teleconferencing, however, removes the need to travel often and thus saves huge company resources. Attend meeting thousands of miles away is now faster and less cumbersome.

3. Efficient Record Keeping – One of the main teleconferencing advantages is efficient meeting recording keeping. Computing devices are able to record, keep logs and track every detail of a particular online meeting without needing a lot of monitoring. This makes teleconferencing facilities among the best tools for capturing and storing important meeting data. Teleconferencing also makes it very easy to retrieve this data in the future and make references whenever necessary.

4. Cut Conference Costs – There are indeed many logistical costs associated with holding a conference. Hiring equipment, acquiring a venue, buying food and refreshment are just some of the normal costs associated with any meeting. Teleconferencing removes all these costs as no such arrangements need to be made. The flexibility of teleconferencing also ensures that meetings are held as often as possible with no extra costs being incurred.

5. Encourage Productivity – The fifth teleconferencing advantage is that teleconferencing ensures that workers at various hierarchies in the company structure are in constant communication. This translates to effective information-sharing and prompt actions. Such recurrent engagement is a motivational factor that results turns out increased productivity. Teleconferencing also makes multi-branch management easier as the proximity of every department of a company is optimized.

6. Reliability – Teleconferencing is one of the most reliable ways of holding meetings. This reliability has increased exponentially over the years due to advancement in technology. Teleconferencing channels are today much more stable and communication challenges are almost non-existent. It is also a very secure mode of communication where the safety of data as well as privacy is guaranteed.

Disadvantages of Teleconferencing

1. Prone to Technical Challenges – The main difference between machines and humans is that machines are prone to wear and tear. Technical challenges can thus hit teleconferencing systems at any time. This can lead to time wastage and other inconveniences. Most technological systems also come with a learning curve. Lack of know-how can hinder a person from effective utilization of teleconferencing facilities.

2. Less Effective Nonverbal Communication – When compared to an actual meeting, teleconferencing is a less effective mode of business communication. This is because important nonverbal aspects of business communication like body language and human contact are disregarded. Nonverbal cues are very crucial to holistic communication. The lack of such cues makes it impossible to pick important signals that could lead to a more productive interaction.

3. Space Limitations – The fact that teleconferencing occurs on a screen means that a lot of information is disregarded due to limited space. It is, for instance, nearly impossible to deliver all graphical data effectively even when holding a live online meeting. Even with a big screen, simultaneous actions are not possible in the same way they are at an actual meeting. Consequently, some information is lost or not effectively covered.

4. Discourages Team Dynamics – Another teleconferencing disadvantage is that teleconferencing lacks the dynamism of a real conference where participants are able to have a shared engagement and raise or respond to issues instantaneously. This means that it is often difficult to effectively interject or share ideas as they arise. The lack of dynamism ultimately leads to few people taking control of meetings at the expense of other people.

5. Eliminate Informal Interactions – The common pre-meeting and post-meeting conversations are often very important in setting the stage for the day's agenda and even future meeting agendas. Such informal engagements are also where some key ideas arise concerning important matters like policy and planning. With the lack of such small talk, teleconferencing can be seen as a rigid and non-progressive mode of conferencing.

6. Affect Professionalism – The fact that machines are the main intermediary between the different parties involved in the meeting, which can affect professionalism. This is because participants are often forced to multitask. This multitasking can shift the focus of participants to other issues that are unrelated and not beneficial to the meeting.

Press conference

A press conference is an event organized to officially distribute information and answer questions from the media. Press conferences are also announced in response to specific public relations issues.

Corporate press conferences are generally led by the company's executive management or a press liaison or communications officer. Given limited resources, particularly during a time of quarterly or annual earnings, it may be difficult to attract major media attention unless a company has a truly unique or newsworthy announcement to share.

Press conferences are held by corporations and other businesses, politicians, and other government officials.

Why Hold a Press Conference?

There are many reasons why companies choose to hold press conferences. They may be called to do any of the following:

- Respond to earnings, other news, and/or controversies.
- Announce the departure or addition of a new executive.
- Unveil a new production facility.
- Announce the release of a new product.

Of course, these are just some of the instances when a company may call a conference. In some cases, companies may time their press conferences before any news breaks.

Demonstration

A demonstration in oral communication refers to the use of practical examples, visual aids, or other forms of physical evidence to illustrate a point or concept. Demonstrations are often used in educational or training settings to enhance understanding and facilitate learning.

Here are some benefits of using demonstrations in oral communication:

1. **Clarity:** Demonstrations can help clarify complex concepts and ideas, making them easier to understand for the audience. By providing a concrete and tangible example, the speaker can help the listener grasp the concept more effectively.
2. **Engagement:** Demonstrations can help engage the audience and keep their attention focused on the topic at hand. This is particularly important in longer presentations or lectures where maintaining attention can be a challenge.
3. **Reinforcement:** Demonstrations can reinforce the main points of the oral communication and help the audience retain the information better. This can be especially helpful in training or educational settings where the information needs to be retained and applied later.
4. **Interactivity:** Demonstrations can encourage interaction and participation from the audience, making the communication process more dynamic and engaging. This can help foster a sense of community and facilitate learning.
5. **Evidence:** Demonstrations can provide evidence to support the speaker's argument or position, making the communication more credible and persuasive.

In conclusion, demonstrations are a powerful tool in oral communication and can greatly enhance the effectiveness of the communication process. Whether in a classroom, training session, or professional setting, the use of demonstrations can help convey complex concepts, engage the audience, and reinforce key points.

Radio Recording – Dictaphone – Meetings – Rumour

Radio Recording:

Radio recording refers to the process of capturing audio content from a radio broadcast for the purpose of later playback or analysis. This can be done using specialized radio recording equipment or software, and the recorded audio can be stored on various media, including tapes, CDs, or digital files. Radio recording is often used for educational or research purposes, as well as for entertainment.

Dictaphone:

A dictaphone is a device used for recording audio content, typically for transcription or for later reference. Dictaphones are commonly used in professional settings, such as in legal or medical offices, where accurate recording of information is critical. Modern dictaphones are often digital and store the recorded audio on memory cards or internal memory, allowing for easy transfer of the recorded content to a computer for analysis or transcription.

Meetings:

Meetings are a common form of oral communication that bring together individuals or groups of people for the purpose of discussing and exchanging information. Meetings can be formal or informal and may be held in-person or via remote means, such as video conferencing. The use of audio recording equipment, such as dictaphones, can be beneficial in meetings as it allows for accurate capture and later reference of the discussions and decisions made during the meeting.

Rumour:

A rumour is unverified information or gossip that is spread by word of mouth or through various forms of media, such as social media or email. Rumours can be based on truth or be completely false and are often spread quickly, making them difficult to control or contain. In oral communication, rumours can be particularly damaging as they can be spread rapidly and cause harm to individuals or organizations. To mitigate the impact of rumours, it is important to promote accurate and reliable communication, as well as to encourage critical thinking and fact-checking before spreading information.

Demonstration and Dramatisation

Demonstration:

A demonstration is a form of oral communication that uses practical examples or visual aids to illustrate a concept or idea. Demonstrations are often used in educational or training settings to make complex ideas easier to understand and to reinforce key messages. Demonstrations can take many forms, including hands-on activities, simulations, or the use of physical models or diagrams.

Benefits of using demonstrations in oral communication include:

1. **Clarity:** Demonstrations can help to clarify complex ideas and make them easier for the audience to understand.
2. **Engagement:** Demonstrations can engage the audience and keep their attention focused on the topic at hand.
3. **Reinforcement:** Demonstrations can reinforce the key messages of the oral communication and help the audience retain the information better.

4. Interactivity: Demonstrations can encourage interaction and participation from the audience, making the communication process more dynamic and engaging.
5. Evidence: Demonstrations can provide evidence to support the speaker's argument or position, making the communication more credible and persuasive.

Dramatization:

Dramatization is a form of oral communication that involves acting out a scene or scenario to illustrate a point or concept. Dramatization can be used in a variety of settings, including education, entertainment, or training, and can be an effective tool for engaging the audience and conveying complex ideas.

Benefits of using dramatization in oral communication include:

1. Emotion: Dramatization can evoke strong emotions in the audience, making the communication more impactful and memorable.
2. Clarity: Dramatization can help to clarify complex ideas by illustrating them in a concrete and tangible way.
3. Engagement: Dramatization can engage the audience and keep their attention focused on the topic at hand.
4. Reinforcement: Dramatization can reinforce the key messages of the oral communication and help the audience retain the information better.
5. Interactivity: Dramatization can encourage interaction and participation from the audience, making the communication process more dynamic and engaging.

In conclusion, demonstrations and dramatizations are powerful tools in oral communication that can greatly enhance the effectiveness of the communication process. Whether in a classroom, training session, or professional setting, the use of these techniques can help convey complex concepts, engage the audience, and reinforce key messages

Public address system – Grapevine

Public Address System:

A public address (PA) system is a technology used to amplify sound and make it audible to a large audience. PA systems are commonly used in public spaces, such as schools, theaters, and sports arenas, and typically consist of a microphone, amplifier, and speaker system. The use of a PA system in oral communication can be beneficial as it allows the speaker to be heard by a large audience, regardless of the size or acoustics of the space.

Grapevine:

The grapevine is a term used to describe informal communication networks that exist within organizations or communities. Grapevine communication is often informal and is not part of the formal communication structure, but it can be an important source of information and feedback. Grapevine communication can be positive or negative and can have a significant impact on attitudes, behaviors, and perceptions within the organization. While grapevine communication can be a valuable source of information, it is important to be aware of the potential for misinformation and to encourage accurate and reliable communication within the organization.

Group Discussion – Oral report – Closed circuit TV

Group Discussion:

A group discussion is a form of oral communication that involves a group of people discussing a specific topic or issue. Group discussions can be structured or unstructured and can take place in a variety of settings, including classrooms, meetings, or conferences. The goal of a group discussion is typically to exchange ideas, perspectives, and information, and to reach a shared understanding or decision.

Benefits of group discussions include:

1. **Collaboration:** Group discussions can encourage collaboration and teamwork among participants, allowing them to pool their knowledge and expertise.
2. **Diversity of perspectives:** Group discussions can provide a diverse range of perspectives, helping to broaden the scope of the discussion and leading to more informed decisions.
3. **Improved communication skills:** Group discussions can help improve communication skills, such as active listening, critical thinking, and persuasive speaking.
4. **Decision-making:** Group discussions can lead to more informed and effective decision-making by allowing participants to consider multiple perspectives and viewpoints.

Oral Report:

An oral report is a form of oral communication that involves presenting information or findings to an audience. Oral reports are often used in academic or professional settings to convey research results, to summarize data or information, or to provide updates on a specific project or initiative.

Benefits of oral reports include:

1. **Clarity:** Oral reports can help to clarify complex information and make it easier for the audience to understand.
2. **Evidence:** Oral reports can provide evidence to support the speaker's argument or position, making the communication more credible and persuasive.
3. **Engagement:** Oral reports can engage the audience and keep their attention focused on the topic at hand.
4. **Reinforcement:** Oral reports can reinforce the key messages of the communication and help the audience retain the information better.

5. Interactivity: Oral reports can encourage interaction and participation from the audience, making the communication process more dynamic and engaging.

Closed Circuit Television (CCTV):

Closed circuit television (CCTV) is a system of video cameras and monitors that are used to observe and monitor a specific area. CCTV systems are commonly used in security and surveillance applications, such as in retail stores, banks, and public transportation systems.

Benefits of using CCTV in oral communication include:

1. Security: CCTV can provide an added layer of security by allowing for the observation and monitoring of a specific area.
2. Evidence: CCTV can provide visual evidence of events or incidents, making it useful for investigation purposes.
3. Remote monitoring: CCTV allows for remote monitoring, making it possible to observe and monitor an area from a distance.
4. Improved response times: CCTV can help to improve response times in emergency situations by providing real-time information to first responders.
5. Compliance: CCTV can help organizations comply with laws and regulations, such as those related to privacy and data protection

The art of listening – Principles of good listening

The Art of Listening:

Listening is a critical component of effective communication, yet it is often one of the most undervalued skills. The art of listening involves paying attention to the speaker, understanding the message being conveyed, and responding in a manner that shows empathy and respect. Good listening skills can help build relationships, resolve conflicts, and improve overall communication effectiveness.

Principles of Good Listening:

1. Attention: Good listeners pay attention to the speaker and avoid distractions. They focus on the message being conveyed and avoid interrupting the speaker.
2. Understanding: Good listeners strive to understand the speaker's point of view and the context of the message. They consider the speaker's perspective and try to put themselves in the speaker's shoes.

3. Empathy: Good listeners show empathy and compassion towards the speaker. They listen with an open mind and try to understand the emotions and feelings being expressed.
4. Active Listening: Good listeners engage in active listening, which involves actively seeking to understand the message being conveyed. They ask questions, provide feedback, and seek clarification when necessary.
5. Respect: Good listeners show respect for the speaker and their message. They avoid being judgmental and maintain a positive, supportive attitude.
6. Nonverbal Communication: Good listeners are aware of the role that nonverbal communication plays in the listening process. They pay attention to body language and other nonverbal cues, and use them to enhance their understanding of the message being conveyed.
7. Avoiding Interruptions: Good listeners avoid interrupting the speaker and allow them to complete their thoughts. They resist the urge to respond immediately and wait until the speaker has finished speaking before responding.

In conclusion, the art of listening is a critical component of effective communication. By following the principles of good listening, individuals can improve their ability to understand and respond to messages in a manner that promotes mutual understanding and respect.

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B.C.A study

Unit -3 : Written Communication

Meaning of Written Communication:

A 'Written Communication' means the sending of messages, orders or instructions in writing through letters, circulars, manuals, reports, telegrams, office memos, bulletins, etc.

It is a formal method of communication and is less flexible. A written document preserved properly becomes a permanent record for future reference.

It can also be used as legal evidence. It is time-consuming, costly and unsuitable for confidential and emergent communication.

Purpose of writing

1. It is suitable for long distance communication and repetitive standing orders.
2. It creates permanent record of evidence. It can be used for future reference.
3. It gives the receiver sufficient time to think, act and react.
4. It can be used as legal document.
5. It can be sent to many persons at a time.
6. It is suitable for sending statistical data, chart, diagram, pictures, etc.
7. Order, allocation of work, job distribution, etc. in written form reduce ambiguity and help in fixation of responsibility.
8. Uniformity in work procedure can be maintained through written communication.
9. It is easy to send unpleasant or bad news through written communication.
10. A good written communication can create goodwill and promote business.

Clarity in writing

Know what you want to say.

Clarity goes beyond a few writing tweaks.

It's a whole new way of thinking. And it forces you to think about what you're writing before you start spilling words onto the page.

Before you write a word, you should know the following:

- **Your subject.** For example, this blog post is about *clear writing*.
- **Your point.** My point in this article is to explain how to write with clarity.
- **Your outline.** An outline is the basic structure of an article.

Know who you're talking to.

Knowing your audience is an important feature of good writing. The better you know your audience, the more clearly you can communicate to them.

Let me improve on this idea. Think of your audience as a five-year-old child.

To communicate with them effectively, write the way you would talk to a five-year-old. It won't offend them or insult their intelligence. Instead, it will allow them to process your message easily.

Obviously, when explaining advanced topics, you will need to use bigger words and advanced concepts. For this reason, you should know what topics and concepts your audience is familiar with, and discuss such topics.

) Define unfamiliar words.

One simple technique to make your writing clear is to explain your terms.

At the beginning of this article, I defined *clarity*. If I had just assumed you knew the definition, the article could have been confusing. Instead, I explained it.

If you're going to write an article that focuses on a particular subject or concept, then be sure to explain that subject or concept. That way, readers know exactly what you're talking about.

4) Create a sentence outline.

What is a sentence outline?

A sentence outline is an outline of your article using complete sentences. When your outline consists of phrases or single words, it's not clear or helpful.

Writing full sentences forces you to think through what you're saying. Plus, full sentences help the user understand what each point is about.

5) Write one-sentence paragraphs.

One thing that I've tried in my writing, especially on my own blog, is creating one-sentence paragraphs

Make your sentences short.

Short sentences are easier to understand. If you try to pack a lot of words into a sentence, you lose clarity.

Don't use long words.

Long words impact clarity.

To impress people? To flaunt your knowledge? To most ordinary people, these words mean nothing.

Drop big words from your writing, and your clarity skyrockets.

8) Leverage writing tools.

Over the years I've come across a couple tools that make it easier for me to write clearly: Hemingway Editor and Grammarly.

The [\(http://www.hemingwayapp.com/\)](http://www.hemingwayapp.com/)hemingway app is designed to make your writing clear.

Here are the benefits:

- The Hemingway Editor cuts the dead weight from your writing by highlighting wordy sentences in yellow and more egregious ones in red.

- Hemingway helps you write with power and clarity by highlighting adverbs, passive voice, and dull, complicated words.

10 Principles Of Effective Writing

1. Brevity

It is bad manners to waste [the reader's] time. Therefore brevity first, then, clarity

2. Clarity

It is bad manners to give [readers] needless trouble. Therefore clarity... . And how is clarity to be achieved? Mainly by taking trouble and by writing to serve people rather than to impress them.

3. Communication

The social purpose of language is communication—to inform, misinform, or otherwise influence our fellows... . Communication [is] more difficult than we may think. We are all serving life sentences of solitary confinement within our bodies; like prisoners, we have, as it were, to tap in awkward code to our fellow men in their neighbouring cells... .

In some modern literature there has appeared a tendency to replace communication by a private maundering to oneself which shall inspire one's audience to maunder privately to themselves—rather as if the author handed round a box of drugged cigarettes.

4. Emphasis

Just as the art of war largely consists of deploying the strongest forces at the most important points, so the art of writing depends a good deal on putting the strongest words in the most important places... .

One of the most important things, to my mind, in English style is word-order. For us, the most emphatic place in a clause or sentence is the end. This is the climex and, during the momentary pause that follows, that last word continues, as it were, to reverberate in the reader's mind. It has, in fact, the last word.

5. Honesty

As the police put it, anything you say may be used as evidence against you. If handwriting reveals character, writing reveals it still more. You cannot fool all your judges all the time... .

Most style is not honest enough. Easy to say, but hard to practice. A writer may take to long words, as young men to beards—to impress. But long words, like long beards, are often the badge of charlatans. Or a writer may cultivate the obscure, to seem profound. But even carefully muddled puddles are soon fathomed. Or he may cultivate eccentricity, to seem original.

But really original people do not have to think about being original—they can no more help it than they can help breathing. They do not need to dye their hair green.

6. Passion and Control

This, indeed, is one of the eternal paradoxes of both life and literature—that without passion little gets done; yet, without control of that passion, its effects are largely ill or null.

7. Reading

One learns to write by reading good books, as one learns to talk by hearing good talkers.

8. Revision

Every author's fairy godmother should provide him not only with a pen but also with a blue pencil.

9. Sophistication and Simplicity

My point is merely that the sophisticated (ready though they may be to suppose so) do not necessarily express themselves better than the simple—in fact, may often have much to learn from them.

10. Sound and Rhythm

Apart from a few simple principles, the sound and rhythm of English prose seem to me matters where both writers and readers should trust not so much to rules as to their ears.

Writing Techniques

- **Persuasion:** The technique of persuasion is employed in writing to do and alter the reader's purpose of read on a specific subject or topic. During this writing technique the author presents during a compelling format facts and opinions so as to persuade the reader. Persuasive writing is most typically found in editorials, newspapers, magazines and political publications.
- **Description:** an outline may be a easy nonetheless important writing technique. You'll most often realize descriptions in magazines, books, newspapers and lots of alternative kinds of writing. The aim of a description is to assist the read use the senses of seeing, hearing, felling and smelling to expertise what the author experiences. Descriptions facilitate the reader to grasp things concerning that the author is writing.
(<https://i2.wp.com/bizcommunicationcoach.com/wp-content/uploads/2015/11/Writing-Techniques-1.jpg>) Image Source: wikimedia.org
- **Comparison and Contrast:** the aim of the *writing technique* is to indicate the reader the similarities and variations a few one thing. Comparison is employed to indicate or justify however what's alike or common. Contract is employed to indicate what's completely different. Once asked to check and distinction the warfare with warfare II, the author would show the similarities and variations between these 2 wars.
- **Exposition:** the aim of exposition is to tell, explain, explain, expound or clarify the writer's concepts and thoughts. Whereas like descriptive writing, exposition provides the reader larger detail and depth of understanding concerning the writer's thoughts and ideas. Expositions are most ordinarily found in newspapers, magazines and books.
- **Narration:** The narration **technique for writing** is employed once telling a story. The weather of a story embraces the setting, time, downside and backbone to the matter, a main character and sometimes supporting characters. a unique is an example of an extended story and a children's book would be an example of story. Moving-picture show and play scripts we have a tendency to conjointly samples of narrations.

Employing the right wringing technique that helps you accomplish your purpose can modify you to speak more practical and become a decent author. So, you ought to learn the higher than mentioned techniques of writing.

Electronic writing process

Electronic communication (or e-communication) puts new demands on language that prompts fascinating varieties in composed language utilize.

The language of email, chats, Web-based discourses and SMS messages is set apart by highlights of both casual speech and formal written work, a large group of content based symbols and acronyms for overseeing social cooperation, and changes in spelling norms.

What's more, the electronic medium (e-medium) gives another set to the composition procedure. These wonders have incited research about on whether students' successive engagement with electronic composition (e-composing) has suggestions for composing and writing a guideline.

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B.C.A study

Unit- 4 :Business Letters and Reports

Business Letter

Business Letter is a letter which is used by organizations to communicate in a professional way with customers, other companies, clients, shareholders investors, etc. Business letter uses formal language and a specific format.

Companies use it to convey important information and messages.

Business Letter Definition

A letter written for business purpose is a business letter. Inquiry letter, offer letter, order letter, cover letter, notices, termination of employment are some of the business letters. Suppose a person wants to write any of these business letters. The main question is to how to write a business letter?

There is a pre-specified format for writing a business letter. There are some parts of a business letter and rules associated with them. Let us start to know how to write a business letter by knowing the parts of a business letter.

Parts of Business Letter

A business letter will be more impressive if proper attention is given to each and every part of the business letter.

There are 12 Parts of Business Letter

- The Heading or Letterhead
- Date
- Reference
- The Inside Address
- Subject
- Greeting
- Body Paragraphs
- Complimentary Close
- Signature and Writer's Identification
- Enclosures
- Copy Circulation
- PostScript

Need for a Business Letter

In business, letter writing is a major thrust area of communication. The modern goal of nations for a free global trade and the need to cut across national, linguistic and cultural barriers to promote trade have made the letter an important business tool.

Advertisements

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A business letter serves certain important functions :

1. A business letter acts as a representative of the organization. It is an inexpensive substitute for a personal visit. i
2. It seeks to provide information on subjects connected with business.
3. A business letter provides valuable evidence for a transaction and thus serves a legal purpose.
4. **A business** letter becomes a reference material to future transactions between organizations and individuals.
5. A business letter promotes and sustains goodwill.
6. A business letter motivates all the people involved in a business to a higher and better level of performance.
7. A business letter enlarges and enhances the business. We can elaborate each of the functions thus.

Every organization has to continuously promote and expand its business. All information on its product and service gets updated through a business letter sent to customers and clients. It is a micro-level substitute even for advertisements. Agents and retailers in turn pass on the information to clientele spread over a large area. It promotes goodwill. New business contacts are forged and the already existing ones get reinforced. Goodwill promotes the image of an organization and gives scope for fair, ethical business values. Letters sent from an organization and received by it when classified and filed serve the purpose of reference. Precedents are available to guide future actions from files of outgoing and incoming letters. It has great archival value in helping to draw a graph of the growth or a slump in trade and business. Business letters have legal validity. In times of dispute and doubt they can provide substantial evidence to solve them. Many issues can be sorted out if mutual positions taken by transacting organizations are available through letters written by them.

Functions of a Business Letter

There are many functions of a business letter. We discuss here some functions depending on its paragraphs.

The main function of a business letter is to carry and deliver a message to an intended receiver. Such message is written in the body of a letter and such body is usually short but written in three (3) parts. Each paragraph reflects a particular task i.e.

- The first paragraph states the main idea,
- Second paragraph states supporting details; and
- Third paragraph highlights concluding message.

The functions of each part or paragraph are detailed as follows:

Functions of a business letter (First Paragraph)

The first paragraph presents the main idea and aims to:

- Get the favorable attention
- Indicate what the letter is about
- Set a friendly, courteous tone
- Refer to previous correspondence, if appropriate.

Get Favorable Attention

The beginning paragraph is like a newspaper heading. It must be attractive so that it can catch the reader's attention and encourage him or her to continue to read the rest of the letter. The first paragraph determines how the reader will react to the letter.

Three (3) typical reactions to letters are positive, negative, and indifferent. Naturally, you want to get a positive reaction.

The reader has a positive reaction to your message whenever he or she is interested and will probably take the action you desire.

- Yes, I am interested in your product.
- Yes, I will attend the seminar.
- Yes, I will provide the information you requested.
- Yes, I will consider your proposal.

The reaction is yes

The reader has a negative reaction when he or she responds in an unenthusiastic way and will probably not take the action you desire.

- No, I am not much interested in your product to buy it.
- No, I would buy later from you.
- No, I am not coming to any meeting that you chair.

The reaction is No

An indifferent response assumes really don't care what this says posture.

- I'll just ignore this letter.
- I don't have enough time to be bothered with this.
- I doubt there is anything new here.
- The reader does not act positively or negatively, neither acts nor reacts to the message.

The reader is indifferent

The objective of the first paragraph is to obtain favorable attention that will gain a positive response from the reader. Make the beginning paragraph work for you to accomplish this objective.

Indicate the Purpose of the Letter;

Let the reader know what the letter is about by getting to the point immediately. Don't ask the reader to search information throughout the letter. Give the message now to get the positive reaction.

Set the Tone of the Letter;

The first paragraph should set the courteous and friendly tone which will create a positive image towards outsiders.

The introduction of the business letter should be a complete sentence to provide useful information.

Do not use Use

Referring to your letter of 15th Jan, Can you help us to know further?

we want to know more about..... about.....

A better informative opening put the reader on the defensive and help to enjoy the positive response.

Refer to Previous Correspondence

It is helpful to make the reader aware by referring to previous correspondence, or conversation. You can write, "As we agreed in our telephone conversation yesterday" or "I am pleased to provide you the following information requested on January 11."

To write the first sentence in a letter i.e. to get the proper start is difficult. A useful technique can be to use such mental lead-in," I Want to tell you that.....," and finish the sentence by telling the reader what you want to say. Such mental lead-in will help you to get a good start.

Functions of a business letter (Middle Paragraphs)

Middle paragraph provides answers to the following questions to be made by a reader, such as:

- Why are you telling me this?
- How will it affect me?
- Why was this decision made?
- What do you want me to do?

Therefore such paragraph should maintain two (2) things clearly i.e

(a) Provide Background Information:

Inform the reader in such a way so that he gets clear about the message of the letter and therefore capable of making intelligent evaluation.

(b) Provide Supporting Information

Provide supporting information to answer the why, how, what, who, when or where questions clearly and completely to satisfy the reader.

The first Paragraph “I want to tell you that.”

Middle paragraphs

Supporting and background information

- Why?
- How?
- What?
- Who?
- When?
- Where?

Final Paragraph Closing

Functions of a business letter (Last Paragraph)

The final paragraph is as important as the opening one. Like the first paragraph, the last paragraph should say something. Every host is familiar with the guest who says good night and then sits down to tell one more story or one last joke. Many business writers use the same technique. Everything has been said but, instead of closing the letter, they repeat the message.

The functions of the last paragraph are to:

- request action
- conclude the message
- present a positive company image.

Request Action:

The final paragraph should make it as easy as possible for the reader to take or accept the point of view of the writer. The closing is specific; it gives the time, date, and action desired.

For example;

- Merely sign the enclosed card and put it in the mail so that you
- This tells the reader what action to take and how easy it is to take that action.
- Be sure the card is postmarked by November 21 so that you will be eligible rescind your free gift.
- This tells the reader that there is a time limit and presents the information in a positive way.

Conclude the Message:

The last paragraph is the summary of the letter. It emphasizes the action you want this reader to take; it states exactly what you want the reader to do. A direct question provides a good closing because it gives the reader a specific query to consider.

For example:

- May we have your answer by the end of the month?
- Will you confirm the date of the meeting?
- Shall we deduct these expenses from your account?
- Provide the reader with direct questions to which a direct response can be made

Present a Positive Company Image:

The last paragraph should be short and friendly, written in the same positive and tone that was used in the first paragraph. The closing paragraph provides for leaving the reader with a feeling of goodwill.

The least effective closings are incomplete ending. Letters should not end with “Hoping to hear from you”, “Thanking you in advance,” “Trusting we shall have your cooperation in the matter.” or “With best wishes, I remain.” These endings are weak, incomplete, outdated, and offer no incentive for action.

Planning a Business Letter

A business letter is not a place for chit-chat. Unlike business conversations where a certain amount of small talk is used to break the ice, a business letter should be clear and concise. By taking time to plan your letter, you will save time in the writing and proofreading stages. During the planning stage, ask yourself a few simple questions. Jot down your answers to create an outline before you start writing.

Who am I writing this letter to?

Identifying your audience always comes first. Are you writing to more than one person, to someone you don't know, or to someone you have known for a long time? This will help you determine how formal the letter needs to be. You may need to introduce yourself briefly in the letter if the recipient does not know you. You may also need to find out the updated address and title of the recipient. This is a good time to confirm the correct spelling of first and last names.

Why am I writing this letter?

The main reason for the letter should be understood from the subject line and first few sentences. You may cover more than one thing in one business letter, but there will almost always be a general reason for the letter. Identify your main goal and what you hope to accomplish. Review some example reasons why people write business letters on the introductory page of this lesson.

Are there specific details I need to include?

Gather any dates, addresses, names, prices, times or other information that you may need to include before you write your letter. Double check details rather than relying on your memory.

Do I require a response?

Many types of business letter require a response. Others are written in response to a letter that has been received. Before you start writing, determine whether or not you require an action or response from the recipient. Your request or requirement should be very clear. In some cases you may even need to provide a deadline for a response. If you do require a response, how should the recipient contact you? Indicate this information clearly as well. You may want to provide more than one option, such as an email address and a phone number.

How can I organize my points logically?

Think about how you would organize your thoughts if you were speaking rather than writing to the recipient. First you would introduce yourself. Second you would state your concern or reason for writing. After the main content of your letter you would include information on how you can be contacted. The end of the letter is also a place to express gratitude, wish good-luck, or offer sympathy. Here is an example outline:

Business Letter Layout

When writing a business letter, the layout of your letter is important, so that it will be easy to read and looks professional. So is your use of an appropriate salutation and closing, your spelling and grammar, and the tone you employ.

Letter Font and Spacing

- **Properly space the layout** of the business letters you write, with space between the heading, the greeting, each paragraph, the closing, and your signature.
- **Single space your letter** and leave a space between each paragraph. When sending typed letters, leave two spaces before and after your written signature.
- **Left justify your letter**, so that your contact information, the date, the letter, and your signature are all aligned to the left.
- **Use a plain font** like Arial, Times New Roman, Courier New, Calibri, or Verdana. Make sure that the font size you use is large enough that your reader won't need to reach for their glasses – the standard font size for these fonts is 10 point or 12 point.

If you are submitting your business letter to a very conservative organization, it is best to use the traditional Times New Roman 12 point font. Do not, under any circumstances, use fancy fonts like Comic Sans or handwriting fonts like Lucida on business correspondence.

Business Letter Etiquette and Tone

- **Salutation:** It is still standard to use the recipient's title (Mr., Mrs., Ms., Dr., Professor, Judge) before their last names in the salutation of formal business correspondence (Example: "Dear Mr. Smith"). The word "Dear" should always precede the recipient's name; don't simply use their name by itself as you might do in casual correspondence. By the same token, avoid beginning business correspondence with openings like "Hello," "Hi," or "Good morning" – business letters should always begin with "Dear [recipient's title and name]" unless you use the salutation "To Whom It May Concern" (in instances when you do not know the name of the recipient).
- **Closing:** Your closing needs to err on the side of the conservative. Acceptable closings to use include: "Sincerely," "Sincerely yours," "Best regards," "Regards," "Thank you," "Thank you for your consideration," "Respectfully," and "Very Respectfully" (this, often abbreviated "V/R," is common in military business correspondence). Do not use casual closings like: "Later," "Cheers," "Cordially," "Thanks!," "TTYL," or "Warmly."
- **Word Choice and Grammar:** Although your word choice for business letters should not be too stilted, flowery, or ornate, you should also avoid using slang, abbreviations/acronyms, emojis, or text-speak. By no means should you use the sentence fragments that are commonly

used when texting. Instead, use complete sentences, watching out for comma splices (where two complete sentences are joined by a comma). Proofread carefully for spelling errors and grammatical mistakes.

- **Paper:** If you are drafting a formal business letter to be mailed as opposed to an email, the paper you use should be a standard white bond paper of a decent weight – don't use the sort of colored or flamboyant stationery that might be used in marketing "junk mail." It's fine to include a simple business logo at the top of the paper.

Business Letter Layout Example

Your Contact Information

Your Name

Your Address

Your City, State Zip Code

Your Phone Number

Your Email Address

Date

Recipient's Contact Information

Name

Title

Company

Address

City, State Zip Code

Salutation

Dear Mr./Ms. Last Name:

Body of Letter

The first paragraph of your business letter should provide an introduction to why you are writing.

Then, in the following paragraphs provide more information and details about your request.

The final paragraph should reiterate the reason you are writing and thank the reader for reviewing your request.

Closing:

Respectfully yours,

Signature:

Handwritten Signature (*for a hard copy letter*)

Typed Signature

Types of Business Letters

The term “business letters” refers to any written communication that begins with a salutation, ends with a signature and whose contents are professional in nature. Historically, business letters were sent via postal mail or courier, although the internet is rapidly changing the way businesses communicate. There are many standard types of business letters, and each of them has a specific focus.

Sales Letters

Typical sales letters start off with a very strong statement to capture the interest of the reader. Since the purpose is to get the reader to do something, these letters include strong calls to action, detail the benefit to the reader of taking the action and include information to help the reader to act, such as including a telephone number or website link.

Order Letters

Order letters are sent by consumers or businesses to a manufacturer, retailer or wholesaler to order goods or services. These letters must contain specific information such as model number, name of the product, the quantity desired and expected price. Payment is sometimes included with the letter.

Complaint Letters

The words and tone you choose to use in a letter complaining to a business may be the deciding factor on whether your complaint is satisfied. Be direct but tactful and always use a professional tone if you want the company to listen to you.

Adjustment Letters

An adjustment letter is normally sent in response to a claim or complaint. If the adjustment is in the customer’s favor, begin the letter with that news. If not, keep your tone factual and let the customer know that you understand the complaint.

Inquiry Letters

Inquiry letters ask a question or elicit information from the recipient. When composing this type of letter, keep it clear and succinct and list exactly what information you need. Be sure to include your contact information so that it is easy for the reader to respond.

Follow-Up Letters

Follow-up letters are usually sent after some type of initial communication. This could be a sales department thanking a customer for an order, a businessman reviewing the outcome of a meeting or a job seeker inquiring about the status of his application. In many cases, these letters are a combination thank-you note and sales letter.

Letters of Recommendation

Prospective employers often ask job applicants for letters of recommendation before they hire them. This type of letter is usually from a previous employer or professor, and it describes the sender's relationship with and opinion of the job seeker.

Acknowledgment Letters

Acknowledgment letters act as simple receipts. Businesses send them to let others know that they have received a prior communication, but action may or may not have taken place.

Cover Letters

Cover letters usually accompany a package, report or other merchandise. They are used to describe what is enclosed, why it is being sent and what the recipient should do with it, if there is any action that needs to be taken. These types of letters are generally very short and succinct.

Letters of Resignation

When an employee plans to leave his job, a letter of resignation is usually sent to his immediate manager giving him notice and letting him know when the last day of employment will be. In many cases, the employee also will detail his reason for leaving the company.

Report

Reports are documents designed to record and convey information to the reader. Reports are part of any business or organization; from credit reports to police reports, they serve to document specific information for specific audiences, goals, or functions. The type of report is often identified by its primary purpose or function, as in an accident report, a laboratory report, a sales report, or even a book report. Reports are often analytical, or involve the rational analysis of information.

Essentials of a Good Report!

1. The report should have a proper title to describe the subject matter reported therein. The report should be in a good form and should have subheadings and paragraph divisions. The name of recipient of the report should be written on the top of the report.
2. The report should be factual. The whims and ideas of the person preparing the report should not be allowed to influence the report.
3. The report should relate to a certain period and the period of time should be indicated on the top of the report.
4. The report should be clear, brief and concise. Clarity should not be sacrificed at the cost of brevity.
5. The reporting must be prompt because information delayed is information denied. If a considerable time elapses between happening of events and reporting, opportunity for taking appropriate action may be lost or some wrong decisions may be taken by management in the absence of information.

The periodicity of a report should be kept in mind and reports should be submitted in time. The report should be in a good form and should have sub-headings and paragraph divisions.

6. A report should distinguish between controllable and non-controllable factors and should report them separately. It is because management can take suitable action regarding controllable factors.
7. Appropriate remarks should be given in the report. It saves valuable time of the management and ensures prompt attention. Adequate data should be given to suggest possible course of action.
8. A report should be periodically reviewed. The form and contents of a report should not be of permanent nature. They should go on changing with the change in circumstances; otherwise the recipient will take them as stale useless and routine type.

9. The report should be taken as correct within the permissible degree of inaccuracy. The margin of error allowed will depend upon the purpose for which the report is prepared.
10. The report should draw manager's attention immediately to the exceptional matters so that management by exception may be carried out effectively. Thus, reports should highlight significant deviations from standards.
11. Visual reporting through graphs, charts and diagrams should be preferred to descriptive reports because visual reporting attract the eye more quickly and leaves a lasting impression on the mind.
12. Where comparison is reflected in a report it should be ensured that the same is between comparable (i.e., like) matters so that meaningful comparison may be made and idea about efficiency or inefficiency may be formed.
13. In all possible cases a detailed analysis should be given for all the resultant variances between actual for the period compared to standards/budgets, be it sales, purchases, production, profit or loss, capital expenditure, working capital position, etc., so that exact causes of low performance may be known and timely corrective action may be taken.
14. The format of a report should not be changed from period to period, if the format is to be changed for making any improvement, justification for change in the format or contents should be given.

Purposes or Objective of Business Reports

Reports are the primary means of communication in organization. In large-scale organizations, there is no alternative to use reports. Reports also play an important role in small-scale organizations. Some points highlighting the **purposes or objectives or important of business report** are presented below-

Transmitting Information:

Business report is very important for transmitting information from one person to another or from one level to another. Although a manager can personally collect required information in a small scale enterprise, it is not possible in the context of a large scale organization. In the latter case, the managers rely on reports for obtaining necessary information.

Making decisions:

A report is the basic management tool for making decisions. The job of a manager is nothing but making decisions. Reports supply necessary information to managers to solve problems.

Communication with external stakeholders:

In addition to internal use, reports also communicate information to the external stakeholders like shareholders, creditors, customers, suppliers, government officials and various regulatory agencies. In the absence of formal business report such stakeholders would remain at dark about the organizations.

Development of information base:

Reports also contribute to the development of information based in organization. It develops an information base in two ways. Firstly, day to day information is recorded permanently for writing reports. Secondly, the written reports are preserved for future reference. In these ways, reports help in developing an h3 and sound information base.

Developing labor-management relationship:

Reports also help to improve labor-management relationship particularly, in large organizations. In a large organization, there is little opportunity of direct communication between top-level management and employees. In this case, report is used as mechanism of keeping both sides informed about each other and improving their relationships.

Controlling:

Controlling is the final function of management It ensures whether the actual performance meets the standard. In order to perform the managerial function of controlling, report serves as a yardstick. It supplies necessary information to impose controlling mechanism.

Recommending actions:

Reports not only supply information but also recommend natural actions or solutions to the problem. When someone is given the charge of investigating a complex problem and suggesting an appropriate remedy, the investigator usually submits a report to the concerned manager.

Above discussion makes it clear that reports are the commonly used vehicles that help mangers in planning, organizing, staffing and controlling. In a nutshell, report is indispensable for carrying out the management functions. Report is the nerve of an organization that circulates information.

Types of Business Reports

The information may be facts figures or a detailed analysis of any situation. Businesses make important decisions and plan for the future of the company based on these reports and hence the importance of such reports is self-established. Major decisions like investments and expansions are based entirely on Business reports.

Thus, business reports form a very important part of every business. There different types of business reports based on their need and the situation.

Types of Business Reports used by Organizations

1) Formal Business Reports

These reports are prepared in a given format and they are presented to the authorities in an already established manner. They are submitted to committees and bodies or heads of various departments or organizations. Since the report talks only about business in a formal way they are termed as, formal business reports.

Formal reports of other classified into the statutory report and non-statutory report.

2) Informal Business Reports

These reports are prepared in a convenient format which is convenient to the reporter and presented to the required person immediately after demand. These reports can also be presented in the form of a memorandum or a Business Letter. Since there is no fixed format for these reports it is termed as informal reports.

3) Informative Business Report

These are types of Business reports which are prepared with the intention of providing information in a descriptive way which address is a particular issue or situation or a problem. They provide information in an exhaustive and detailed manner which is used for the by the authorities to gain an insight on the matter that is why they are termed as informative reports.

4) Interpretative Business Report :

Unlike informative report which contains only information, the interpretative report contains facts opinions views or numbers which help to interpret a certain information situation or a problem. The interpretative report may also contain reasons for a certain issue as to why a certain event or an issue occurred and what would be the course of action along with a recommendation for the same.

5) Verbatim Business Reports

The report which is prepared by secretaries or any other individual which record word to word discussions that are made in the meeting are called Verbatim reports. For example, in case of auditor appointment resolution has passed in the meeting and that resolution is recorded as word to word as Verbatim report. Also, in the case of voting where joint votes of different members are taken into consideration, the verbatim reports include names and manners of voting along with the results. These types of business report should not be confused with minutes of the meeting which is a record of proceedings and decisions a summary of the meeting.

6) Summarized Business Reports

The report that is made with the assistance of important details that have been discussed in the meeting is called a summarized report. These types of business reports are made with the intention of sending it for the press release or for the shareholders of the company or a member of the certain institution.

7) Problem Solving Business Report

As the name suggests, problem-solving business report help to solve a problem by suggesting or recommending a plan of action regarding a certain situation. The report also contains causes of such problems and the conclusion is done in various ways that can be adopted to solve the problem. The report also contains ways in which that problem can be avoided in the future by implementing certain steps.

8) Fact Finding Business Report

There are numerous situations in an organization where a finding of a fact is required. For example, the breakdown of machinery in factory premises or rivalry between associate and the manager. The situations require in-depth reasoning for the situation that has arisen. In those cases, the fact-finding report comes in handy which presents facts in the report from a third person view. These reports are presented to the top management based on which they can take action about the situation at hand.

9) Performance report :

The management likes to know the performances of each department on a regular basis. Not only that but also about the newly opened branch, newly appointed employee or even the performance of existing employees who are due for promotion are analyzed by the management for which the performance report is generated. These reports are important for the management to arrive at a decision and hence these reports are prepared by the seniors of the respective people

10) Technical Business Reports

Technology is advancing faster than the speed of light and that is the reason why companies upgrade themselves with new technology is from time to time. Whenever such a monumental change and Technology is taking place in an organization a Technical Business Report is prepared to assess the level of Technology. These reports include a detailed way to undergo the change including time and money that will cost, which helps the top management to take a decision.

11) Standing Committee Report

A committee which is appointed for a specific reason is called standing. The reason may be financial assessment, employee Assessment, or departmental assessment, the standing committee is expected to submit a detailed analysis of these things. The report submitted by the committee is known as a standing committee report. In many organizations please reports are submitted at frequent intervals.

12) Ad-hoc Committee Report

Adhoc reports are also termed as special committee reports. As the name suggests special committee is appointed to deal with the investigation and that committee is dissolved as soon as the report is presented. Special communities are found in special cases like fire in factory premises are employee accidents during work.

13) Minority Report

A team of the special committee is appointed to submit a report which will be based on an investigation of a special subject. 3 members may be selected to form the committee one of each is the chairman of the said committee. If members have a difference of opinion on the subject the other members may submit the report separately. This separate report submitted by dissentient members is called minority report.

14) Majority Report

The members of a committee which including the chairman, usually have unanimous decision amongst them. In such cases, only one report is prepared and presented to the official committee. If that is not the case then the majority of the member from their own report and submitted to the examining authority. Such a report is termed as majority report.

15) Annual Report

A yearly report, which consists of the yearly processes of the business including the sales profits and the turnovers is called the annual report. Such a report generated only once a year and is submitted to the corporate heads for studying the business year in detail. Majority of crucial decisions like investments, product portfolio changes, marketing strategies, marketing campaigns etc. are planned on the basis of the Annual report. Pre-decided plans may be modified or changed based on Annual reports.

Report Writing

- **Title Section** – This includes the name of the author(s) and the date of report preparation.
- **Summary** – There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant

information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.

- **Introduction** – The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.
- **Body** – This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.
- **Conclusion** – This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.
- **Recommendations** – This is what needs to be done. In plain English, explain your recommendations, putting them in order of priority.
- **Appendices** – This includes information that the experts in the field will read. It has all the technical details that support your conclusions.

Remember that the information needs to be organized logically with the most important information coming first.

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A WordPress.com Website.

B.C.A study

Unit- 5: Drafting of business letter

INQUIRY LETTER AND REPLIES

Inquiry letter is a kind of letter of request or a request for information about a product, service, jobs or other business information. A letter of request, also known as a letter or letters of interesting candidates, will be sent to the companies. Letter of request is a letter from a prospective buyer to the seller requesting information about the products offered. With the offer of the seller will potential buyers will know the price, and the sale and purchase, and a description of the goods or services to be purchased. This is the purpose of the prospective buyer a written request to the seller.

Inquiries and replies these letters which ask or answer question are usually brief and present no special difficulty. It consists of four steps:

1. State carefully the circumstances which necessitate the inquiry.
2. State any facts needed by the reader in making a complete reply.
3. Ask for the information, or state the questions.
4. Express gratitude for the favor requested.

Note: it is customary to inclose postage for a reply; a note of thanks should follow a letter of this sort.

When a prospective buyer has to know the condition of the goods / services following the price and terms of sale and purchase, of course he did not need to ask for a quote from the seller. Letter of inquiry required in formal trade demand formal procedures in writing. Letter of inquiry is often an early stage of the business transactions. Through a letter of inquiry to ask a potential buyer or to request information about the goods or services to be purchased. In reaction, the seller explained the things he wanted to know the buyer, the buyer did finally order and business transactions as the top buying and selling process.

In the letter of demand for the goods usually offer prospective buyers ask:

1. Name and type of product
2. Special characteristics (specifications) of product, namely, the type, size, quality, capacity and others;
3. Unit price.
4. Pieces;
5. Method of payment;
6. Means of delivery, and
7. Ease that may be obtained by the buyer, such as guarantees and other

In addition to the above mentioned potential buyers asking price lists and catalogs (if the items varied) and a technical description of the goods in the form of leaflets or brochures. For items that allow, prospective buyers can also request a sample of goods actually sent.

By letter of demand and supply of services, prospective buyers can ask:

1. The form of services that can be presented by the seller;
2. Equipment used by the seller as a support (if any);
3. Price;
4. Pieces and
5. Method of payment;

In demand service offerings, potential buyers can also request a price list (according to the level of services to be provided). Usually all been included in the prospectus which has been prepared by the company selling services.

Inquiry should not only be submitted to one seller, but to some sellers. This step was taken so that the price list and the information collected will be compared with each other to determine which one best suit your desires and financial ability of prospective buyers.

The reply of inquiry letters should do the following things:

1. Acknowledge the inquiry, or state the circumstances necessitating the reply.
2. Answer the questions fully
3. Build goodwill and pave the way for further contact.

Note : in handling replies, the writer should be prompt and systematic. If the material is not immediately available, the inquiry should be acknowledge and a date set for the final reply.

example of inquiry:

FAHRI CLOTHES
& CO

Jln.Kapten Muslim No.20

Medan

INDONESIA
15 february 2013

Distro cloud Corporation
Pasundan Raya Street, No. 15
Jakarta 1240

Dear Sirs,

We are a boutique located in Bekasi , and we were interested in your distro cloud shirt medium size product. Therefore, we will appreciate it if you can send us a very detailed explanation of the product complete with your catalogues, price list, term, sample of design, and payment.

We would also to know if you are offering any trade discounts. If you can quote us your favorable prices, we would like to place our order as soon as possible.

We are looking foward to hearing from you.soon.
Yours faithfully,
FAHRI CLOTHES &CO
Ahmad Fahri

Purchase Manager

Reply of inquiry letter

Distro cloud Corporation
Pasundan Raya Street, No. 15
Jakarta 1240

16 january 2013

FAHRI CLOTHES &CO

Jln.Kapten Muslim No.20

Medan

INDONESIA

Dear Mr Ahmad Fahri

,

We thanks you for your inquiry about our Distro cloud shirts product.
We are enclosing our catalogue together with prices and terms, for your review and are confident that this catalogue will provide many of the answers you have inquired.
We are also pleased to inform you that we will allow you a 10% discount on order of 60 pieces. We hope you will find our prices and terms satisfactory and expecting your order as soon as possible.
If there is additional information you would like to know regarding our products, please do not hesitate to contact us. We will be most happy to be of assistance.

Yours faithfully,
For Distro cloud Corporation

Ismail Marzuki
Sales Manager

From the example above letter, it can be seen that parts of the inquiry letter is

- Masthead (header)
Listed address, if an agency / company, at the head of the letter can also use the letterhead of the company / institution where you work and simply write the destination address of the company.
- Letter dated (date); Examples of the above letter: 15 february 2013
- Opener (opening)

Opener always begins with a greeting. In a letter opening depends formal / formal.

Order Letter Sample

Order letter is written to a company for official product or service requirement. It has great number of use in every type of business. So we provide here some order letter sample as well as order confirmation letter sample with execution letter sample.

Color World wish to place an order with National Paints Co. Ltd. for various paints. Prepare an order using imaginary terms and conditions. (Letter of order)

Order Letter Sample

Color World
15; New Market, Dhaka-1200

1st September 2012

Manager,
Sales Division
National Paints Co. Ltd.
20, Tongi, Gajipur.

Sub: Order for various paints.

Dear Sir,

Thank you for your quotation and the price list. We are glad to place our first order with you for the following items:

SL. No:	Description	Quantity	Weight	Unit	price	Amount (Tk.)
1	Enamels paint	25 Tins	100 lbs	1000	25.000	2500
2	Synthetic paint	20 Tins	200 lbs	2000	40.000	8000
3	White paint	10 Tins	10 lbs	500	5.000	500

Since the above goods are required immediately as our stock is about to exhaust very soon. We request you to send the goods through your “Motor” van as the carriage inward is supposed to be borne by you.

We shall arrange payment within ten (10) days to comply with 5/10, Net 30 terms. Please send all commercial and financial documents along, with goods. We reserve the right to reject the goods if received late.

Yours faithfully,

Mohammed Tareq
Purchase Manager,
Color world

Reply to Order Letter Sample

Star Trading co. Ltd
Station Road, Chittagong

10th March, 2012

Purchase Manager
EYE VIEW ELECTRONICS
12, Bijoy Sharani, Tejgaon, Dhaka

Dear sir,

We are pleased to inform you that we have dispatched your Ordered 500 TV sets as per your specification. Those TV sets have been manufactured with best technology and delivered through Karnaphuli express Train having special packaging. We hope our product will meet your satisfaction.

As the credit terms are 2/20, net 40, we will appreciate proper remittance from you. For your convenience, we have sent Invoice and Railway Receipt (RR) through standard chartered Bank, station Road Branch, Chittagong. You can receive' such documents from Standard Chartered Bank, Head office, Dhaka

Â We thank you for this order and hope to be benefited with your further order-in consideration of the quality of our product, please confirm the arrival of goods sharply.

We assure you of our best services and co- operation at all times.

Yours faithfully,

Probir Roy
Sales Manager
Star Trading co Ltd.

Complaint Letter

How many times has it happened that you bought a product and it turned out to be defective? How many times did you avail a public service and were left dissatisfied? Or, did you ever notice any problematic practice taking place at a public place? What do you do in such situations? Most of the times, we do not take any action in such situations because of which the problem doesn't get the attention it deserves and hence, negligence increases.

Sample Complaint Letter Template

Your Address

Your City, State, ZIP Code

(Your email address, if sending via email)

Date

Name of Contact Person *(if available)*

Title *(if available)*

Company Name

Consumer Complaint Division *(if you have no specific contact)*

Street Address

City, State, ZIP Code

Dear **Contact Person or Organization Name**):

Re: **(account number, if applicable)**

On **(date)**, I **(bought, leased, rented, or had repaired)** a **(name of the product, with serial or model number, or service performed)** at **(location and other important details of the transaction)**.

Unfortunately, your **(product or service)** has not performed well **(or the service was inadequate)** because **(state the problem)**. I am disappointed because **(explain the problem: for example, the product does not work properly; the service was not performed correctly; I was billed the wrong amount; something was not disclosed clearly or was misrepresented; etc.)**.

To resolve the problem, I would appreciate your **(state the specific action you want: money refunded, charge card credit, repair, exchange, etc.)**. Enclosed are copies (do not send originals) of my records **(include receipts, guarantees, warranties, canceled checks, contracts, model and serial numbers, and any other documents)**.

I look forward to your reply and a resolution to my problem and will wait until **(set a time limit)** before seeking help from a consumer protection agency or the Better Business Bureau. Please contact me at the above address or by phone at **(home and/or office numbers with area code)**.

Sincerely,

Your name

Enclosure(s)

Follow-up Letter

A follow-up letter is an important form of communication in a range of situations. After a job interview, or a great business meeting, or even after making a good business contact at a trade show, a follow-up letter is an effective means of consolidating a relationship between you and the intended recipient. It provides a platform for continued communication, and also to accent **(<http://www.whitesmoke.com/free-online-dictionary/accent>)** certain points discussed at the previous meeting. A well written follow-up letter, free of English grammar and spelling errors, can make all the difference to your success.

Let's consider some tips to help you write a better follow-up letter in any situation:

1. Use a follow-up letter to re-iterate your attributes, and the positive dimensions of a new relationship for each party. If you are representing your business, you can make a short sales pitch. If you are applying for a job, remind the potential employer of your key skills.
2. Don't cover old ground: offer new insights to add to your appeal.
3. Make sure your follow-up letter is sent within 2 days of the meeting or interview; this will help keep things fresh, and promote continuity between your performance at the interview and your letter.
4. In your follow up letter, indicate how you want to proceed from this point.
5. Do not convey any negative sentiments in your follow-up letter.

Sales Follow-Up Letter

A sales follow-up letter is a way of extending additional customer service to the clients of the business. A basic sales follow-up letter includes the following details:

- The date and time that the sales purchase has been made.
- The items that the client has purchased.
- The details of the transaction and the options on how the company can be of help should there be concerns that may arise from the purchase.

- A message of appreciation for the trust that the client has given to the company.

Circular Letter

” *ACCORDING TO PROF. W. J. WESTON, “THE LETTER THAT IS WRITTEN FOR A LARGE NUMBER OF READERS TO CONVEY A MESSAGE IS CALLED A CIRCULAR LETTER.”*

Generally, the letter that is used to circulate any special message to a huge member of audiences at the same time is known as circular letter. It is one of the most effective means of circulating information or introducing new products to mass people. However, circular letters are not only used in business but also in social, political and personal affairs.

Features of Circular Letter in Business Communication

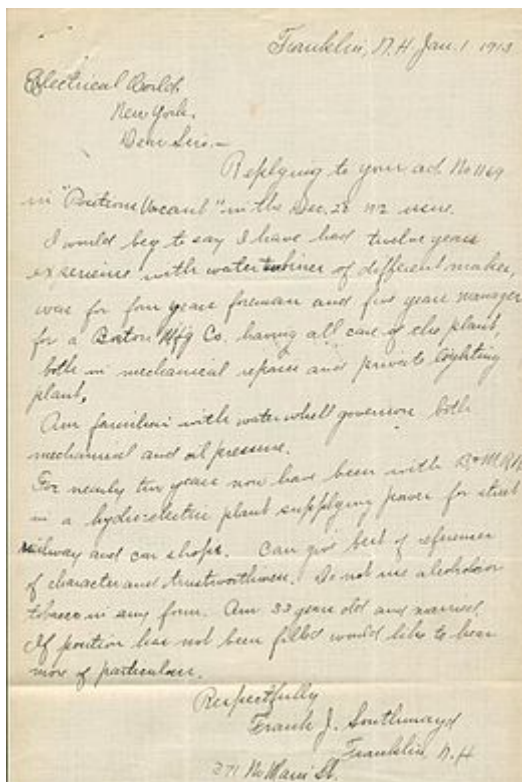
A letter that circulates or announces the same information or message to a large number of people at a time is called a circular letter or a circular. Launching new business, changing business premises, changing the name of business, admission or retirement of any partner or director, trademark notice etc. are communicated with people through circular letter. An effective **circular letter** has some unique characteristics which are discussed below-

- **Wide Circulation:** The most important feature of circular letter is that it circulates the message to a large number of audiences at a time. It is in fact a mass communication method. No other communication method enjoys this advantage.
- **Drafting Method:** Drafting a circular letter follows certain method and style. The art of writing circular letter varies depending on the situations. It is written in simple language so that most of the people understand the information it contains.
- **Attractiveness:** Another important feature of circular letter is that it is always furnished in an attractive way so that it can easily gain the attention of people. Information is arranged here in distinct manner.
- **Conciseness:** A circular letter is always concise but complete. It expresses the message briefly and precisely. There is no scope of including any unnecessary information in a circular letter.
- **Reader's Interest:** Another feature of circular letter is that it always focuses on readers' interests. It explains how the readers will be benefited from the message.
- **Authenticity and Reliability:** Offering authentic and reliable information is another characteristic of circular letter. It never pushes fake or irresponsible information to the public. Authenticity of information increases the reliability of the message.
- **Courtesy:** Courtesy is an essential principle of every business letter and circular letter is not an exception. The information is put here in a courteous way so that people feel good to read it.
- **Universality:** Circular letter is open to the people of all age groups. So, the message, language and format of circular letter should be acceptable and comprehensive to all.
- **Relevancy:** A circular letter includes only relevant information and excludes all irrelevant or unnecessary information.

- **Asking for Action:** Every circular letter calls for certain action from the readers. After reading the message in the circular letter the readers should be intended to do specific job like purchasing the product or telling the news to others and so on.
- **Specific Purpose:** A circular letter is written for a specific purpose. It is not written to attain several objectives at a time.
- **Persuasiveness:** Persuasiveness is also a feature of **circular letter**. since circular letter is written for specific objective, persuasive and convincing language should be used to motivate the readers to go for certain action.
- **Special Structure:** Circular letter has special structure. It takes the form of letter but contains something more than a letter.

Application for employment

An **application for employment** is a standard business document which is prepared with questions deemed relevant by an employer in order for the employer to determine the best candidate to be given the responsibility of fulfilling the work needs of the company. Most companies provide such forms to anyone upon request at which point it becomes the responsibility of the applicant to complete the form and returning it to the employer at will for consideration. The completed and returned document notifies the company of the applicants availability and desire to be employed and their qualifications and background so a determination can be made as to which candidate should be hired.



(https://en.m.wikipedia.org/wiki/File:Southmayd_letter_1_0.jpg)

A job application letter dated January 1,

Resume

- A resume is typically sent with a cover letter, which is a document that provides additional information on your skills and experience in letter form.

chronological resume format:

1. **Contact Information**
2. **Resume Summary**
3. **Professional Title**
4. **Work Experience (bulk of content)**
5. **Skills**
6. **Education**
7. **Additional sections**

best resume format



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B.C.A study

Unit -6: Information Technology for communication

Word Processor

Definition – What does Word Processor mean?

A word processor is a type of software application used for composing, editing, formatting and printing documents. Word processors have a variety of uses and applications within the business environment, at home and in educational contexts

Techopedia explains Word Processor

Word processors are used to create, edit and print documents, and well as save them electronically.

Word processors have the following main functionalities:

- Insert
- Copy
- Cut and paste
- Delete
- Find and replace
- Print
- Word wrap

Advanced word processors, referred to as full-featured word processors, support additional features such as:

Telex

Telex, international message-transfer service consisting of a network of teleprinter connected by a system of switched exchanges. Subscribers to a telex 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. On older telex equipment, this is done using a dial or the keyboard on the sender's teleprinter, but it can also be done via the keyboard on telex terminals or on personal computers connected to the telex network. The destination subscriber responds with a 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 telex provider. When the message arrives at the destination, it is either printed immediately or stored for subsequent printing or display on a monitor.

fax machine

Short for *facsimile machine*, a device that can send or receive pictures and text over a telephone line. Fax machines work by digitizing an image — dividing it into a grid of dots. Each dot is either on or off, depending on whether it is black or white. Electronically, each dot is represented by a bit that has a value of either 0 (off) or 1 (on). In this way, the fax machine translates a picture into a series of zeros and ones (called a bit map) that can be transmitted like normal computer data. On the receiving side, a fax machine reads the incoming data, translates the zeros and ones back into dots, and reprints the picture.

The idea of fax machines has been around since 1842, when Alexander Bain invented a machine capable of receiving signals from a telegraph wire and translating them into images on paper. In 1850, a London inventor named F. C. Blakewell received a patent for a similar machine, which he called a *copying telegraph*.

A fax machine consists of an optical scanner for digitizing images on paper, a printer for printing incoming fax messages, and a telephone for making the connection. The optical scanner generally does not offer the same quality of resolution as stand alone scanners. Some printers on fax machines are *thermal*, which means they require a special kind of paper.

e-mail (electronic mail or email)

E-mail (electronic mail) is the exchange of computer-stored messages by telecommunication. (Some publications spell it *email*; we prefer the currently more established spelling of *e-mail*.) E-mail messages are usually encoded in ASCII text. However, you can also send non-text files, such as graphic images and sound files, as attachments sent in binary streams. E-mail was one of the first uses of the Internet and is still the most popular use. A large percentage of the total traffic over the Internet is e-mail. E-mail can also be exchanged between online service provider users and in networks other than the Internet, both public and private.

E-mail can be distributed to lists of people as well as to individuals. A shared distribution list can be managed by using an e-mail reflector. Some mailing lists allow you to subscribe by sending a request to the mailing list administrator. A mailing list that is administered automatically is called a list server.

voice mail

an electronic system that uses telephone and a computer to store and then deliver recorded voice messages

2. a message or messages sent or stored in such a system

Internet

The internet is a globally connected network system that uses TCP/IP to transmit data via various types of media. The internet is a network of global exchanges – including private, public, business, academic and government networks – connected by guided, wireless and fiber-optic technologies.

The terms internet and World Wide Web are often used interchangeably, but they are not exactly the same thing; the internet refers to the global communication system, including hardware and infrastructure, while the web is one of the services communicated over the internet.

Multimedia

Multimedia can have a many definitions these include:

Multimedia means that computer information can be represented through audio, video, and animation in addition to traditional media (i.e., text, graphics drawings, images).

A good general definition is:

Multimedia is the field concerned with the computer-controlled integration of text, graphics, drawings, still and moving images (Video), animation, audio, and any other media where every type of information can be represented, stored, transmitted and processed digitally.

A *Multimedia Application* is an Application which uses a collection of multiple media sources e.g. text, graphics, images, sound/audio, animation and/or video.

Hypermedia can be considered as one of the multimedia applications.

teleconference

A teleconference is a telephone meeting among two or more participants involving technology more sophisticated than a simple two-way phone connection.

A teleconference is a telephone meeting among two or more participants involving technology more sophisticated than a simple two-way phone connection. At its simplest, a teleconference can be an audio conference with one or both ends of the conference sharing a speaker phone. With considerably more equipment and special arrangements, a teleconference can be a conference, called a videoconference, in which the participants can see still or motion video images of each other. Because of the high bandwidth of video and the opportunity for larger and multiple display screens, a videoconference requires special telecommunication arrangements and a special room at each end. As equipment and high-bandwidth cabling become more commonplace, it's possible that videoconferences can be held from your own computer or even in a mobile setting. One of the special projects of internet 2 is to explore the possibility of having teleconferences in which all participants actually appear to be in the same room together. Today's audio teleconferences are sometimes arranged over dial-up phone lines using bridging services that provide the necessary equipment for the call.

Mobile Phone Communication. How it works?

A mobile phone is an electronic device used for mobile telecommunications over a cellular network of specialized base stations known as cell sites. A cell phone offers full Duplex Communication and transfer the link when the user moves from one cell to another. As the

phone user moves from one cell area to another, the system automatically commands the mobile phone and a cell site with a stronger signal, to switch on to a new frequency in order to keep the link.

Mobile phone is primarily designed for Voice communication. In addition to the standard voice function, new generation mobile phones support many additional services, and accessories, such as SMS for text messaging, email, packet switching for access to the Internet, gaming, Bluetooth, camera with video recorder and MMS for sending and receiving photos and video, MP3 player, radio and GPS.

Signal Frequency in Cell PhoneADVERTISING

The cellular system is the division of an area into small cells.

This allows extensive frequency reuse across that area, so that many people can use cell phones simultaneously. Cellular networks has a number of advantages like increased capacity, reduced power usage, larger coverage area, reduced interference from other signals etc.

FDMA and CDMA Systems

Frequency Division Multiple Access (FDMA) and Code Division Multiple Access (CDMA) were developed to distinguish signals from several different transmitters. In FDMA, the transmitting and receiving frequencies used in each cell are different from the frequencies used in the neighboring cells. The principle of CDMA is more complex and the distributed transceivers can select one cell and listen to it. Other methods include Polarization Division Multiple Access (PDMA) and Time Division Multiple Access (TDMA). Time division multiple access is used in combination with either FDMA or CDMA to give multiple channels within the coverage area of a single cell.

video conferencing (video conference)

A video conference is a live, visual connection between two or more people residing in separate locations for the purpose of communication.

A video conference is a live, visual connection between two or more people residing in separate locations for the purpose of communication. At its simplest, video conferencing provides transmission of static images and text between two locations. At its most sophisticated, it provides transmission of full-motion video images and high-quality audio between multiple locations.

In the business world, desktop video conferencing is a core component of unified [\(<https://searchunifiedcommunications.techtarget.com/definition/unified-communications>\)](https://searchunifiedcommunications.techtarget.com/definition/unified-communications)communications applications and web conferencing services, while cloud-

based virtualmeeting

(<https://searchunifiedcommunications.techtarget.com/definition/virtual-meeting-room>)room services enable organizations to deploy video conferencing with minimal infrastructure investment.

Required components of video conferencing systems

The components of a video conferencing system include:

- A network for data transfer, usually a high-speed broadband internetconnection, which uses similar technology as voice over Internet protocol (VOIP). Local area network (LAN) and integrated services digital network (ISDN) connections are occasionally used as well.
- Two or more video cameras or webcams that provide video input.
- Two or more microphone either located on the individual or within the device that provide audio input.
- A computer screen, monitor, TV or projector that can broadcast video output.
- Headphones, laptop speakers or professional speakers that can be used for audio output.
- Hardware or software based coding and decoding technology, called codecs which can compress analog audio and video (AV) data into digital packets on the distributing end and then decompress the data at the endpoint.
- Acoustic echo cancellation (AEC) software which reduces audio delays and supports real time

How video conferencing works

The video conferencing process can be split into two steps: compression and transfer.

During compression, the webcam and microphone capture analog AV input. The data collected is in the form of continuous waves of frequencies and amplitudes which represent the captured sounds, colors, brightness, depth and shades. In order for this data to be transferred over a normal network — instead of requiring a network with massive bandwidth — codecs must be used to compress the data into digital packets, allowing the captured AV input to travel faster over broadband or Wi-Fi Internet.

During the transfer phase, the digitally compressed data is sent over the digital network to the receiving computer. Once it reaches the endpoint, the codecs decompress the data and convert it back into analog audio and video, allowing the receiving screen and speakers to correctly view and hear the AV data.

What is SMS?

SMS, also known as short messaging service, is the rage in Europe and parts of Asia. Gradually SMS is gaining momentum in the US as a low cost messaging solution. SMS is defined as text messages, up to 160 characters in length, sent to mobile phones. In recent months SMS has become synonymous with any text message sent to a cell phone.

Benefits to SMS

SMS is a convenient, cost effective alternative to voice messaging. SMS popularity has grown as a result of:

- 1.) Cost – SMS is less expensive then the airtime used for voice calls or web access.
- 2.) Non-intrusive – messages are received in a discrete fashion and do not interrupt an individual if they are in the middle of a meeting
- 3.) Integration Capabilities – many software programs can be set up to send text alerts to mobile phones when urgent conditions exist.

Short Messaging Explained

Short messages can originate from other phones, personal computers or the Internet. Consumers and businesses alike use SMS for remote communication, allowing for staff to be mobile and stay in touch with those who matter.

Who Offers SMS?

Today nearly all the cellular carriers provide some level of SMS or text messaging capabilities. Cost and features vary, with carriers offering a variety of packages to suit individual or business needs. Typically there are three options that carriers provide:

- 1.) Free of Charge – text messaging is included as part of a select plan.
- 2.) Per Message Fee – users are charged per message.
- 3.) Monthly Fee – a set monthly fee includes a specified number of text messages.

Telephone Answering Machine

An answering machine is a device used for answering and recording a caller's message in the event that no one is available to answer the phone in person. Unlike voicemail, which serves the same functionality but is usually a networked or a centralized system made available anywhere as a service, an answering machine is a local device that is attached to or directly incorporated into a physical landline telephone.

An answering machine is also known as a telephone answering device, telephone answering machine, answerphone or message machine.



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