



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Soft Skills

Lecture 27

Business Letters

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Understanding Business Letters

Business Letters are written formal documents through which organizations correspond with customers, clients, shareholders, suppliers, dealers, and distributors to continue business transactions.



Functions of a Business Letter

- ✓ It strengthens rapport.
- ✓ It can be cited for future references.
- ✓ It helps in promoting new products.
- ✓ Informs about latest developments.
- ✓ It is a medium through which people, community, organizations, and nations come to know each other.



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- ✓ It demonstrates a person's ability to think clearly and logically.
- ✓ It is to inform, explain, persuade, motivate, induce, and promote.
- ✓ It serves like MOU(Memorandum of Understanding).
- ✓ It provides feedback and helps improve quality.

Difference between Business Letter (BL) and General Purpose Letter (GPL)

- ✓ Both have many things in common, however the former differs from the latter in relation to the **tone, content, length, and flow.**
- ✓ Business Letters and GPLs differ in their approach.
- ✓ BLs follow a neutral tone.

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- ✓ BLs have formal touch, and the language used is simple, straightforward, and focused.
- ✓ GPLs are free from restrictions.
- ✓ Personal letters written carefully and conscientiously can serve as good essays.

Requirements of Business Letter

- ✓ Clarity
- ✓ Courtesy
- ✓ Consideration
- ✓ Conciseness
- ✓ Cordiality



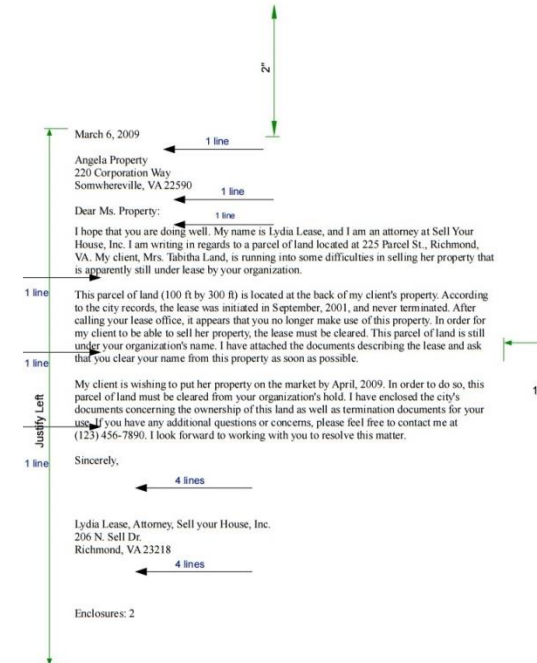
Structure and Format

1. Letter Head
2. Date
3. Reference
4. Inside Address
5. Subject Line



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6. Salutation
7. Body
8. Complimentary Close
9. Signature
10. Enclosure



Letter Head



- At the top centre of the page (on the right-hand side also)
- The letter head shows the exact location, telephone, fax number and the website information.

Company Name
Slogan here

Logo Here

Address: 46 Broadway Road, Durban North, 4001
Postal: PO Box 2145, Durban North, 4001
Tel: (+ 27 31)-205 2254
Fax: (+ 27) 866 521 086

Email: info@companyname.co.za
Website: www.companyname.co.za
VAT No: 2536 250 554
CK No: CK 2001/066958/21



Date

- Letters should mention the date on which they are written.
- On the right-hand side not more than two spaces below the letter head.
- Sometimes the date is also written on the left (in accordance with the format)
- The name of the month comes first and then the date and year: **March 10, 2017**

Reference

REF. NO. T/8/BPVP/0803/2017

or

Our Reference: HCW/AF/08/2016

Your Reference: ICSEic/AB/08/RW/16



Inside Address

- ✓ Shri/Shrimati, Mr./Mrs./Ms., Dr./Prof. before the names of persons, and Messrs before the firm/organization.
- ✓ Full name of the person being corresponded is written.

Example:

Shri Rajkumar Bhatt
25, Winter Mayor Cottage
Summer Hills, Shimla – 171005
Himachal Pradesh.

Salutation and Subject Line

Dear Sir,

Subject: Regarding replacement of solar panel batteries

Dear Ms. Sharma

Subject: Transfer of my Savings Account

Dear Maria

Subject: Regarding the status of my article



Body

- ❖ The body of the letter is the text:
 - i. Information,
 - ii. Explanation of the problem,
 - iii. Inconvenience or order.
- ❖ Body may be divided into three paragraphs:
 - i. The opening,
 - ii. The explanation,
 - iii. The remaining part as the closing lines.

Closing Lines

Avoid the use of participial ending while closing a letter.

Better to close your letter as in the following:

I hope to hear soon from you.

I look forward to hearing from you soon.

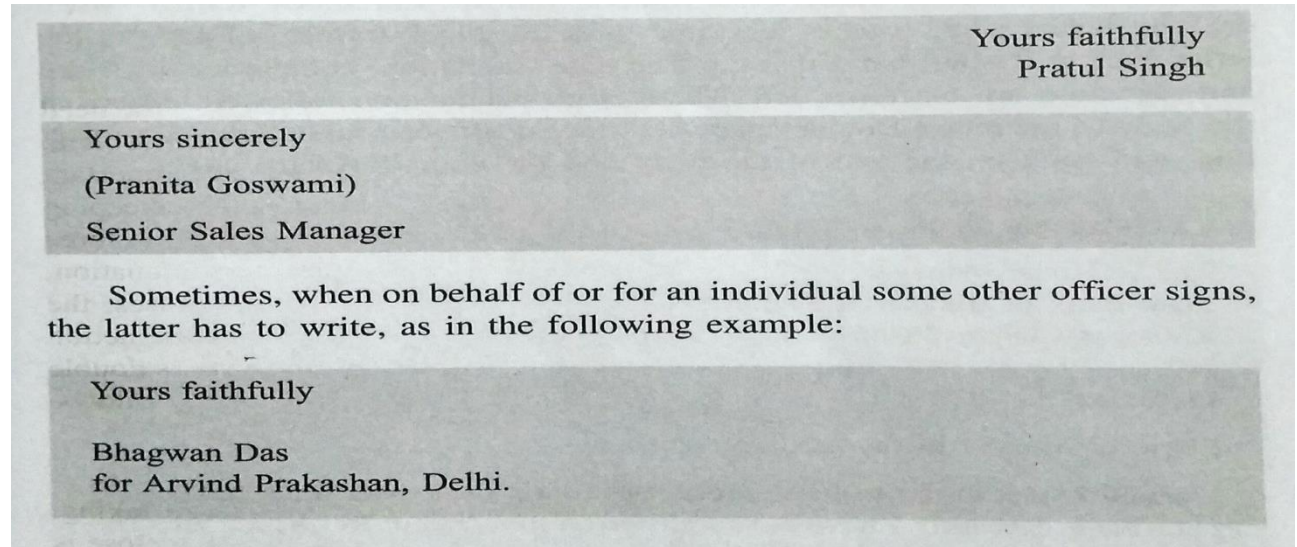
Complimentary Close

Typed two spaces below the last line

- ✓ Yours faithfully/sincerely/truly
- ✓ Sincerely yours/Sincerely
- ✓ Truly yours
- ✓ Yours cordially
- ✓ Yours obediently

Signature Line

It is always written below the complimentary line.



Identification marks

Put in the left margin, they indicate the name of the person who dictated the letter and also of one who typed, such as:

BM/LK1

lk



Enclosure

Encl./ Encls.:

- 1. Cheque*
- 2. Purchase receipt*
- 3. Copy of the order*



Summing up

- ✓ Serves as a record.
- ✓ Requires an action from the reader.
- ✓ Establishes goodwill among people and establishments.

