



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Soft Skills

Lecture 25

Types of Business Writing **Part I**

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Types of Business Writing

- ❖ Business Letters
- ❖ Reports
- ❖ Memorandum
- ❖ Letter Reports
- ❖ Circular



Contd.

- ❖ Notice, Agenda & Minutes
- ❖ Electronic Mail
- ❖ Technical Proposal
- ❖ Research Paper

Memo Reports

Memorandum is a piece of official as well as business writing which is circulated within the organization. Since it is an internal communication it is also called inter-office memorandum.



Purpose

Memo aims at ensuring smooth flow of information in the organization. It helps in establishing sound business relationships. It also has other functions, such as;

- ✓ to confirm
- ✓ to suggest/request
- ✓ to explain
- ✓ to announce
- ✓ to report
- ✓ to warn

Structure & Style

- ✓ Structured like a letter, a memo does not have either salutation or complimentary close yet it ends with the writer's name written on the right hand side towards the end of the message.
- ✓ Conversational tone, informal

Format of a Memo

- a. Name of the organization in top centre
- b. 'To' and 'From' on the left hand side
- c. Subject
- d. Reference and date on the right hand side
- e. C.C. towards the end on left hand side
- f. Signature of the person issuing a memo

A Sample Memo

Salman Business School

25/07, Rabindra Path, Uttamnagar.

To: All Heads

From: Dean, Admission

Reference: FDD/48

Date: 07 March 2017

Sub: Training for faculty members

It has been observed that campus placement in our institution has been dissatisfactory. This has badly affected the admission process for the last two years. It is high time we realised the needs and expectations of recruiters. I would like you to propose faculty Development training for all departments.

Send two training proposals and names of experts in the said area from each department.

I would like to meet all the departmental heads before giving shape to training programme.

Anurag Joshi

Dean, Admission

C.C. Dean, Academics



Letter Report

- A Report written in a business letter format
- Informal yet formal
- Circulated both inside and outside the organization
- Some scope for illustrations



Format of a Letter Report

Dariwal & Sons, Naubatpur, C.G.

- Date
- Inside address
- Sub:
- Salutation
- Main Body
 - Introduction
 - Findings
- Complimentary close
- Signature
- Enclosure



Differences

- A letter report is longer than a memo.
- Less informal.
- Internal and external circulation.
- Complimentary close.



Circular

- ❖ A short piece of business writing which is to be circulated to everyone concerned in the organization.
- ❖ Circulated both within and outside organizations.
- ❖ Helps in launching and promoting new product and policies.
- ❖ Aims at making matters of general interest known to several persons.

Types of Circular

- Informative: factual content and relevant information
- Public: matters of general awareness
- Partnership and Companies: of shareholders and business partners
- Official Circular: for wider population