

Unit - 3

Ques 1. Find the differences b/w personal letter & official letter?

Sol. Personal Letter

- ① It is also known as informal letter.
- ② A letter is said to be personal when it is written in a friendly manner, to someone you are familiar with.
- ③ These letters are used, for casual or personal communication.
- ④ Active voice is used to write these types of letters.
- ⑤ Sentences used in these types of letters are short and simple.
- ⑥ Contractions and Abbreviations are avoided in personal letters.
- ⑦ These types of letters are written for Friends, family, acquaintances etc.

Official Letter

- ① It is also known as formal letter.
- ② Official letters are written for formal or professional communication.
- ③ There is a manner prescribed for writing formal letters.
- ④ Passive voice is used to write these types of letters.
- ⑤ Sentences used in these types of letters are Long and complex.
- ⑥ Contractions and Abbreviations are used in official letters.
- ⑦ These types of letters are written for Business, college/institute, employer, organizations, etc.

Ques 2. why should we write business letter?

Ans 2. we write business letter for following :-

- ① To exchange information \Rightarrow The main purpose of business letter is to exchange information related to business. Through it, business organizations collect and convey business related information.
- ② To establish business relationship \Rightarrow By exchanging information through business letters, new business relationships can be established with various parties and existing relationships can be strengthened.
- ③ To make enquiry \Rightarrow Another important objective of writing business letter is to make enquiry about people, product, price, etc. With the expansion of business operations of a business, importance of business letter is also increasing.
- ④ To take right decisions \Rightarrow Taking right decisions require accurate information. Since business letters collect information from reliable sources.
- ⑤ To place orders \Rightarrow A common purpose of writing business letter is to place order for goods specifying quantity, quality, price, payment method etc.

⑥ To create goodwill \Rightarrow Goodwill is an important asset for any business. Businesses can create goodwill by writing letters like order confirmation letter, adjustment grants letter, inquiry letter, reply to inquiry letter etc.

⑦

Ques 3. For establishing business relations, business letters are essential. why?

Ans. Business letter plays an important role in establishing and maintaining relationship with various parties. Business letters reduce the distance b/w a business and its customers, suppliers, creditors and other public groups.

Q. ④ You are Rohan Kumar, working as a faculty in university of Engineering & Management. You wish to get a car loan from the state Bank of India, Chomu branch. Write an enquiry letter to the Manager, State Bank of India, Chomu branch.

Rohan Kumar
Gurukul
Udaipuria Road
Chomu, Jaipur

18 February, 2020

The Manager
SBI, Chomu
Jaipur

Sub: Application for loan.

Dear Sir,

It is the response to your advertisement in the Times of India on 10 February 2020, regarding the provision of car loan from your bank.

I am attracted to the news & I would like to buy a car for the purpose, I need a loan from your bank. I am working as a professor in UEM, Jaipur for past three years. My salary is ₹ 60000/month. I am interested to buy a car of the range between 8-10 lakh. I wish to know the details

of loan like the percentage of interest, the term & the maximum amount of loan, etc.

And, I am looking forward to get the details of loan & expect to get it soon.

Thanking You
Yours Sincerely
Mohan.

Ques 5. Recently your sister has passed her 12th class & want to join a computer course at NII T, Bengaluru. write an enquiry letter for your sister to the NII T office asking the details of the course.

Sob. Dushyant Dubey
UEM, udaipur ~~Mod.~~ Mod.
Jaipur.

22 February, 2020.

Office Executive
NII T, Bengaluru

Sub: Asking the details of computer course

Dear Sir,

This is the response to your advertisement in Aaj Tak on 05 February, 2020 regarding

the computer courses at your institute.

Response to that advertisement, I am thinking to register my sister to your institute in Bachelor of Computer Application. She has just passed her 12th board examination with an aggregate of 76.6 % in PCM. She has also an optional subject of computer in 12th. So that I am interested to admit her in any kind of computer course. I wish to know the full details of the course like the total fee structure/semester, accommodation, college infrastructure, minimum marks to get admission, scholarship criteria etc.

And, I am looking forward to get all the details I have mentioned above & expect to get your reply soon.

Thanking you,
Yours faithfully,
Shadab.