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CHAPTER **22**

Business Letters and Résumés

Learning Objectives

After reading this chapter, you will be able to

- understand the various elements of business letters
- learn the different layouts of a letter, such as indented layout, semi-block layout, and full block layout
- acquire various specific features of effective letter writing
- learn how to write different types of business letters

22.1 INTRODUCTION

A letter is the most ancient form of communication with those who are separated by distance. Correspondence has been playing a vital role in both social and business worlds. This helps the writer keep in touch with others. Though with the emergence of new technology and increasing use of emails and SMS, it is assumed that letters have become outdated, this is not the case. In fact, in the matters of high importance, letter writing continues to be a preferred tool of communication. Importantly, business letters create an impression about the organization and hence it is necessary to learn the art of writing good letters.

A *business letter* is a formal written document (as compared to a personal letter) through which companies try to correspond with their customers, suppliers, bankers, shareholders, and others. They are sometimes called *snail-mail* (in contrast to an email, which is faster). Business letters are written for various purposes such as informing, congratulating, requesting, ordering, enquiring, complaining, making an adjustment, applying for a job, and selling a product.

22.2 IMPORTANCE

Business letters are important for the following reasons:

1. Business letters help organizations in strengthening their rapport with customers, stakeholders, suppliers, etc.
2. They can be filed for future references and they serve as an important repository of information.
3. They help in conveying information that is confidential or complex.
4. Letters help companies reach the organizations, clients, shareholders, and others who are geographically in distant places.

5. They help companies to know the problems in their products, services, and deliveries. Thus, mutual exchange of information helps in filling the gaps and eventually helps in the smooth functioning of the organization and contributes in its growth.

22.3 ELEMENTS OF STRUCTURE

Since business letters are forms of formal writing, they are written in a distinct format. They have a margin of at least one inch on all four edges and are written on $8\frac{1}{2}'' \times 11''$ (or metric equivalent) unlined stationery.

Now, let us get familiar with different elements that appear in business letters and also learn their proper sequence of appearance.

Standard Elements	Additional Elements
Letterhead and date	Addressee notation
Inside address	Attention line
Salutation	Subject line
The body	Reference initials
Complimentary close	Enclosure notation
Signature block	Copy notation
	Mailing notation
	Postscript

Letterhead This contains the return address (usually two or three lines) with the organization's name, full address, email, telephone, and fax numbers. Sometimes, it may be necessary to include a line after the address and before the date for a phone number, fax number, email (also e-mail) address, or something similar.

Often a line is skipped between the address and date. This should always be done if the heading is next to the left margin. Letterheads are in fact designed with a lot of creativity and imagination, as they create the first glance brand image of the organization. Given below is a sample letterhead:

Phone: (0111) 2442460 <hr/> 25 October 2010	U and V Medicos Ltd 70-72 Vidya Nagar, New Delhi 111031 Fax: (0111) 2442473	http://www.uandvmedicos.com
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However, when you write your job application letter, you cannot have the company's letterhead; you can write your address first and then the receiver's address with one line space in between. These addresses should be well aligned with the left hand margin as shown below:

Snigdha Mathews
 245, Civil Lines
 Mirja Ismail Road
 Jaipur 302004

The Managing Director
 Torrent Pharmaceutical Ltd
 Ahmedabad – 380009

The date on which you are writing the letter should be mentioned in one of the following ways:
October 25, 2010 or 25 October 2010

The inside address This is the address you are sending your letter to. Make it as complete as possible so that the letter reaches to the right person in time. Before writing the recipient's address, leave one line space. Include titles and names if you know them.

This is always written on the left margin. If an 8½" × 11" paper is folded in thirds to fit in a standard 9" business envelope, the inside address can appear through the window in the envelope.

An inside address also helps the recipient route the letter properly. Skip another line after the inside address before the greeting. Now let us go through the examples given below:

Dr Judith Briganja
Head
Department of Biotechnology
Agricultural University, Hisar

Mr Deepak Gilhotra
Assistant Manager
Amul Dairy Products
Gujarat

While addressing a firm, 'Messrs' is used before the name and in this case 'The' is not used before the name. For example:

Messrs M.B. Sons
33/2, Cristal Palm
Tughlak Road, New Delhi

In case of 'limited/incorporated' company, it is better to write the receiver's name and designation and if you do not know the name of the person, it is best to write the designation of the officer because in these companies they require to have people in different positions. For example:

The General Manager
Shine Gems Limited
Jawahar Lal Nehru Marg
Meerut – 250006

Mr Pankaj Pitwal
The Chief Accounts Officer
Kitchenware Limited
Ashoka Marg
Mumbai – 400006

Attention An attention line refers the letter to the person or department in charge of the situation covered. The word *Attention* is followed by the name of the individual or department. Do not abbreviate the word *Attention* or follow it with a colon.

The attention line is placed two spaces below the last line of the name and address of the addressee, either flush with the left margin of the letter or in the centre of the page. When paragraphs are indented, the attention line is placed in the centre of the page. For example:

The General Manager
Shine Gems Limited

Jawahar Lal Nehru Marg

Meerut - 250006

Attention Mr Dilip Dewan

Salutation This is nothing but greeting. The greeting in a business letter is always formal. It normally begins with the word 'Dear' and always includes the person's last name. For example,

Dear Professor Chakraborty

It normally has a title. Use a first name only if the title is unclear—for example, you are writing to someone named 'Steller' or 'Soumya' but do not know whether the person is male or female, it is better to address as

Dear Steller or Dear Soumya

And if your letter is addressed to a head of an organization or firm whose name is not known, it is advisable to use

Dear Sir/Madam

Nowadays, the salutation in a business letter usually ends in a colon.

The body The body is written as text. A business letter is never handwritten. Depending on the letter style you choose, paragraphs may be indented. Regardless of the format, skip a line between paragraphs.

Skip a line between the greeting and the body and also between the body and the close.

The complimentary close This short, polite closing ends with a comma. It is either at the left margin or its left edge is in the centre, depending on the business letter style that you use. It begins at the same column the heading does.

The block style is becoming more widely used because there is no indenting to bother with in the whole letter.

Signature line Skip two lines (unless you have unusually wide or narrow lines) and type out the name to be signed. This customarily includes a middle initial, but does not have to. Women may indicate how they wish to be addressed by placing *Miss*, *Mrs*, *Ms* or similar title in parentheses before their name.

The signature line may include a second line for a title, if appropriate. The signature should start directly above the first letter of the signature line in the space between the close and the signature line. Use blue or black ink.

Identification initials The initials of the typist appear left-justified two spaces below the signature block.

Enclosure notation It is located with the identification initials or in place of them with the notation *enc.*, *encl.*, *enclosures* (3), or *3 encs.*

Copy notation Left justify two lines below identification initials with the notation *cc: full name* or *initials* or *designation of people* who are to get the copy of the letter.

Postscript It is included two spaces below the last text on the page. It is written as *P.S.* and then a short sentence. Never use the postscript to add something that was forgotten during the writing of the letter. Instead, rewrite the letter.

22.4 LAYOUT

There are various layouts, using which information is given in letters. However, for our professional purpose let us know the major ones. They are as follows:

- Full block layout
- Semi-block layout
- Simplified layout

Full block layout Nowadays, this letter layout is the most popular layout because it is very attractive, easy to read, and very simple to draft. It saves time because indentation is not required. Therefore, in this chapter, this particular letter layout has been used in sample letters. While using this layout you should keep the following points in mind:

1. All elements except the letterhead are aligned to the left margin.
2. It follows open punctuation except in the cases of salutation (:) and message.

A full block layout will look like as follows:

Letter Head	
Ref. No.	
Date	
Inside address	
Sub:	
Salutation	
Main body	
<hr/>	
Complimentary close	
Signature	
Enclosure	

Semi-block layout This layout has become outdated. The heading, complimentary close, and signature block are aligned vertically with the right margin. The rest of the elements are left aligned. Moreover, the salient feature of this style is that each paragraph of the message begins a few spaces away from the margin.

Simplified layout This layout follows the following principles:

1. Omits salutation
2. Often includes a subject line in capital letters
3. Omits complimentary close

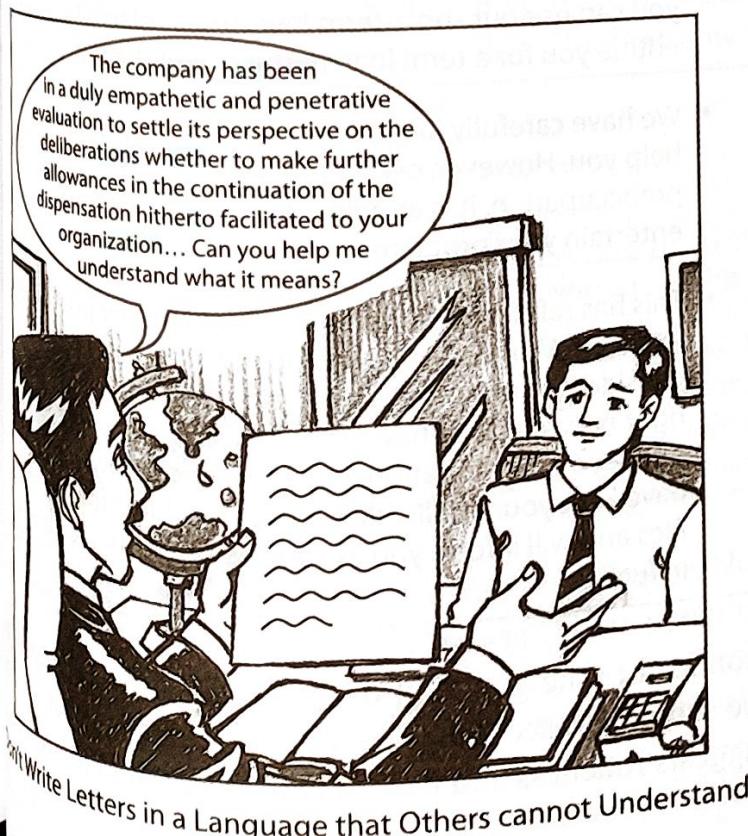
This is often true that very few customers ever get to see the company office or a branch office. However, what customers see is correspondence issued or sent by the company or firm. An untidy or ungrammatical letter gives the immediate impression that the company's product or service is equally flawed. On the other hand, upon receiving a well-drafted, handsomely spaced, and well-organized letter, a customer unconsciously assumes the sender of the letter to be an up-to-date, well-organized, and successful business house.

It is an established fact that letter writing occupies at least one-third of all office work, and good letter writing may display your capability and establish your credibility. They help you work quickly and effectively with a growth in your career. To be able to achieve this, however, one needs an effective business letter writing style. The following section illustratively highlights some of the important aspects of an effective letter writing style.

22.5 BUSINESS LETTERS—ELEMENTS OF STYLE

Don't talk like a machine Essentially, a business letter is more personal than a business report or a technical proposal. Since a letter is a communication between two individuals, it has elements of warmth and human touch that makes it especially interesting and reflective of the writer's personality. Therefore, writing a business letter mechanically can suggest the mechanical way in which things are carried out in an organization. Write in a style that makes the reader feel being addressed personally.

Incorrect Usage	Correct Usage
<ul style="list-style-type: none"> The policy requires the person concerned to fill in and return the enclosed form within a fortnight to facilitate the processing at the company's end. 	<ul style="list-style-type: none"> We request you to fill in and return the enclosed form within a fortnight so that we can process it further.
<ul style="list-style-type: none"> It is regretted that the goods sent by the company did not reach the buyers in time. 	<ul style="list-style-type: none"> We regret that the goods sent by us did not reach you in time.
<ul style="list-style-type: none"> The firm would be glad to present a demonstration of the washing machine for the customer's benefit. 	<ul style="list-style-type: none"> We would be glad to present a demonstration of the washing machine at the time and venue convenient to you.
<ul style="list-style-type: none"> Consequent upon our due consideration of your request, we regret to inform you that the termination of your said account cannot be forestalled. 	<ul style="list-style-type: none"> We have carefully considered your request but regret to inform you that the termination of the said account cannot be avoided.



Display a 'You' approach An important strategy to get your message across is to write the letter from the point of the view of the reader. At times, letters fail to communicate the message because the writers writing them seem obsessed with the idea of highlighting their priorities, choices, and predilections. Such a smug approach, however, harms the prospect of business communication as no one would like to read something which rather than helping the reader, helps the writer. Therefore, follow a reader-oriented approach as suggested in the following examples:

Incorrect Usage	Correct Usage
<ul style="list-style-type: none"> • We are glad we can now send our VCD players. We also look forward to continuing to receive orders from our customers in future as well. 	<ul style="list-style-type: none"> • You will be glad to know that your VCD players are being sent shortly. We look forward to continuing to receive your orders in future as well.
<ul style="list-style-type: none"> • We are happy to receive your request for... 	<ul style="list-style-type: none"> • Thank you very much for your enquiry/request/order for...
<ul style="list-style-type: none"> • Let us know whether we can extend Dr Chawla's services to your company. We are now informed of the latest advances in nanotechnology. Dr Chawla's expertise enhances considerably the extent of our consulting services. 	<ul style="list-style-type: none"> • Kindly let us know whether you require Dr Chawla's services. Dr Chawla is a well-known expert in the field of nanotechnology and is aware of the latest advances in this emerging field of study. We are confident that Dr Chawla's guidance and expertise can provide further impetus to your company's drive in this area of research.

Be courteous and considerate Since letters are essentially human in touch and appeal, it is expected that we show courtesy and consideration towards the reader. Some professionals do not pay much attention to this aspect in their communication and their letters sound quite drab, dry, or blunt. However, courtesy and consideration are an essential aspect of an effective communication and we need to express this in our business letters, as illustrated below:

Incorrect Usage	Correct Usage
<ul style="list-style-type: none"> • You have paid no attention to our complaint. 	<ul style="list-style-type: none"> • Kindly look into our complaint. (OR) This is to remind you that our complaint is yet to be looked into at your end.
<ul style="list-style-type: none"> • We cannot grant you credit. 	<ul style="list-style-type: none"> • We have carefully considered your application for a credit. However, as per our company policies, we are not in a position to grant you a credit of `.... However, you can use our short-term investment plan which can entitle you for a term loan at the end of the third year.
<ul style="list-style-type: none"> • We cannot do anything about your problem. 	<ul style="list-style-type: none"> • We have carefully looked into the matter and wish to help you. However, owing to our other professional preoccupation, it is at present not possible for us to entertain your problem.
<ul style="list-style-type: none"> • Your application for the post of Purchase Manager has been rejected. 	<ul style="list-style-type: none"> • This has reference to your application for the post of Purchase Manager in our company. Having carefully considered your profile, we regret to inform you that right now we don't have a suitable position that can utilize your qualification and experience. However, we have kept your application and curriculum vitae on our files and will inform you as soon as any such need arises in future.

Remember, courtesy and consideration lead to the goodwill of the organization. Hence, even if we have to write more to earn it, we should not see it as an expensive bargain. After all, it is better to be indirect if being direct suggests rudeness and lack of consideration to the reader.

Don't blame the reader Business letters deal with a variety of professional situations. Many such situations are unpleasant and leave people fuming, grumbling, and complaining. As a golden rule, we should not dash off a letter when we are furious and agitated. Even after having received a letter that is full of accusations, complaints, and charges, we need to keep our cool. If we are to blame for any problem, openly and candidly confess your mistake. In case we are needlessly blamed, explain in a calm way the reader where the fault lies and how it can be avoided in future. In no way we should find faults with the reader or blame him/her for any mistake. Take a look at how by avoiding hurt, we can help ourselves as well as the reader:

Incorrect Usage	Correct Usage
<ul style="list-style-type: none"> You have not mentioned the colour and design of the mobile phone set you wish to buy. 	<ul style="list-style-type: none"> A folder comprising all the designs and colours of the mobile phone sets produced by our company is being sent again. Please tick the colour and the design of the mobile phone set you wish to choose and mail it back to us. We'll immediately get back to you with our quotations as soon as we understand the specifications of your choice.
<ul style="list-style-type: none"> This problem would not have occurred if the food processor had been operated according to the guidelines in the instruction manual sent to you with the product. 	<ul style="list-style-type: none"> We are sorry to learn that the plastic lid of your food processor has developed cracks. This problem usually occurs when the appliance is used without the lid being tightly fixed on the jar. Please refer to the Instruction Manual (pp. 33–34) to see how to fix all such accessories before using the appliance. This will help you avoid any future damage to the food processor.

Avoid being negative Many a time, a good message loses its impact because the tone and verbal structure employed by the writer is negative. However, what matters in business letters is the fact that one needs to express positivity of attitude and mindset. Hence, avoiding a negative approach and replacing negative verbal structures with those which sound positive or neutral is certainly worth practising. Take a look at how the message can be communicated without sounding negative or dejected:

Incorrect Usage	Correct Usage
<ul style="list-style-type: none"> None of your cheques have been received by us. Despite our repeated reminders, you have not yet looked into our complaint. 	<ul style="list-style-type: none"> We are yet to receive the payment for the 20 laptops sent to you earlier this month. We regret to inform you that despite repeated reminders, we are yet to hear anything about the complaint we registered with you. (OR) Please note that despite our several reminders, we are still waiting anxiously to hear from your end.

Be natural and precise A very common problem with business letters is that many of them are written in a style that sounds artificial, unnatural, and full of technical jargon. An unnatural and artificial style leads to verbosity in expressions while jargon leads to ambiguity in the message. We need to understand that professionals have to deal with a large number of reading assignments and rather than receiving an unnecessarily long-winded, confusing, or verbose letter, they would appreciate a communication which is precise, natural, and effective. Therefore,

avoid writing sentences which are characterized by jargon, redundant expressions, or artificiality of some sort. Take a look at the following sentences to see how unnaturalness, jargon, and verbosity spoil the impact of the message and how once devoid of these, the message shines up:

Incorrect Usage	Correct Usage
<ul style="list-style-type: none"> I am sorry to have to point out that we do not have these goods in stock at the present moment of time. 	<ul style="list-style-type: none"> We are sorry to inform you that due to limited stock, we cannot honour your order for the next three weeks.
<ul style="list-style-type: none"> It will be necessary for you to fill in and complete the enclosed form and return the same to us before we can proceed with a consideration of your request. 	<ul style="list-style-type: none"> Please fill in the enclosed form and return the same to us so that we can consider your request.
<ul style="list-style-type: none"> I have immense pleasure in informing to you the fact that... 	<ul style="list-style-type: none"> You will be glad to know that...

Be simple and specific Writing and reading business letters involve time, money, and energy on the part of the professionals who are involved in the process. Any message that is indirect, vague, confusing, and complicated is, therefore, likely to vex the reader's nerves. Lack of clarity in a business letter sometimes leads to unnecessary confusion and controversy. At times, professionals are seen debating over or speculating about the actual meaning of the contents of a business letter. All this can easily be avoided by writing in a simple, direct, and specific style. Therefore, while writing a business letter, ensure that the letter is correct, complete, and clear in every respect. Take a look at how maintaining clarity and specificity in letters helps us achieve effectiveness in our business letters:

Incorrect Usage	Correct Usage
<ul style="list-style-type: none"> The payment towards the said consignment will be returned in a short period of time. 	<ul style="list-style-type: none"> Thanks for sending the goods in time. The payment cheque will reach you by 25th November.
<ul style="list-style-type: none"> Our company offers substantial discount on paying three consecutive loan instalments in time. 	<ul style="list-style-type: none"> Pay three consecutive instalments in time and avail our 3 per cent discount scheme.
<ul style="list-style-type: none"> Once we have a communication from you to this effect, we will revert to you in a short span of time. 	<ul style="list-style-type: none"> We will get back to you within three days from hearing from you in this regard.
<ul style="list-style-type: none"> A cheque containing the stipulated amount of money has already been dispatched to you. 	<ul style="list-style-type: none"> A cheque for ₹52000 has already been dispatched to you.

Carefully distinguish between 'I' and 'We' Personal pronouns (*I*, *we*, and *you*) are important in business letters. While writing business letters, it is perfectly appropriate to refer to yourself as *I* and to the reader as *you*. Be careful, however, when you use the pronoun *we* in a business letter that is written on company stationery, since it commits your company to what

you have written. When stating your opinion, use *I*; when presenting company policy, use *we*. Take a look at how by maintaining a proper distinction between *I* and *we*, we can maintain clarity in business letters:

Incorrect Usage	Correct Usage
<ul style="list-style-type: none"> • I am targeting a growth of 20 per cent in customer base expansion. 	<ul style="list-style-type: none"> • Our company is/we are targeting a 20 per cent growth in our customer base expansion.
<ul style="list-style-type: none"> • Since we don't make any special discounts to our overseas customers, we would suggest that you utilize a local warehouse facility. 	<ul style="list-style-type: none"> • Since we do not offer any special discounts to overseas customers, I would suggest that you utilize a local warehouse facility.
<ul style="list-style-type: none"> • I am prepared to sign up the contract once the terms and conditions are clearly defined by you and me. 	<ul style="list-style-type: none"> • We are prepared to sign the contract after the terms and conditions are mutually finalized.

Judiciously use the active and passive voice One way to achieve a clear style is also to minimize your use of the passive voice. Often, it not only makes your writing dull but can also be ambiguous or overly impersonal. However, passive voice is sometimes necessary; particularly when the action is more important than the agent. Using passive voice also helps us take away the bluntness and crudity that crops up in a direct expression; particularly the one with a bad news or accusation. Thus, both the active and the passive voice have their own use and should be chosen carefully. When we want the message to be direct, clear, and precise, we should prefer active voice. However, when the message has a negative tinge to it and would sound blunt and rude in the active voice, we should use passive voice. Take a look at how the judicious use of active and passive voice can help us compose effective business letters.

Prefer using passive voice for expressions such as these:

Incorrect Usage	Correct Usage
<ul style="list-style-type: none"> • You have not yet informed me. 	<ul style="list-style-type: none"> • I have not yet been informed.
<ul style="list-style-type: none"> • We have decided to stop trade with them. 	<ul style="list-style-type: none"> • It has been decided to stop trade with them.
<ul style="list-style-type: none"> • The chairman conducted the meeting in a routine way. 	<ul style="list-style-type: none"> • The meeting was conducted in a routine way.
<ul style="list-style-type: none"> • You have not yet paid the balance amount. 	<ul style="list-style-type: none"> • The balance amount is yet to be paid by you.
<ul style="list-style-type: none"> • The manager announced that DA will be enhanced from the next financial year. 	<ul style="list-style-type: none"> • It was announced that the DA will be enhanced from the next financial year.
<ul style="list-style-type: none"> • It seems you did not wrap the scenery properly before sending it to us. 	<ul style="list-style-type: none"> • It seems that the scenery was not wrapped properly before being sent to us.

Prefer using active voice for expressions such as these:

Incorrect Usage	Correct Usage
• We have been thankfully in the receipt of your letter dated...	• Thank you very much for your letter dated...
• An outstanding growth rate has been achieved by our company in the last five years or so.	• Our company has achieved an outstanding growth rate in the last five years or so.
• It has already been proposed through our earlier communication that a canteen be installed in your premises to avoid absenteeism.	• We have already suggested opening a canteen in the office premises to avoid absenteeism.
• Some new schemes involving hefty incentives to our workforce are likely to be introduced by us very soon.	• We are likely to introduce some new schemes which will offer attractive incentives to our workforce.

Avoid using clichés and jargon Using clichés and jargon, particularly in the beginning of a letter or at the end of it, makes the letter sound dull, routine, and repetitive. Since both the beginning and the ending of a letter require strong, positive, and emphatic structure, using some empty claptrap either in the beginning or towards the end of a letter is likely to make it sound weak and ineffective. Given below are some such expressions which need to be avoided:

1. The writer begs to acknowledge the receipt of...
2. The favour of your early reply will be appreciated by us.
3. Enclosed please find herewith...
4. Awaiting the favour of your early reply.
5. Assuring you of our best possible services and attention at all times.
6. I have the pleasure of informing you...
7. Please be good enough to advise us further on this.

22.6 TYPES OF BUSINESS LETTERS

There are different types of business letters, which are as follows:

- Acknowledgement letter
- Goodwill letter
- Letter of recommendation
- Credit and collection letter
- Appreciation letter
- Inquiry letter
- Sales letter
- Claim letter
- Request letter
- Adjustment letter

Let us take a look at the most common types of business letters.

22.6.1 Acknowledgement Letter

This type of letter is written when you want to acknowledge someone for his/her help or support when you were in trouble or you required that person's monetary help or guidance for the completion of some task. For example, as the convener of the conference you sought help from various departments of your organization and even outside the organization. An acknowledgement letter speaks volumes about the gratitude that you have. Thus, this letter can be used to thank for something you

have received from someone, which has been of great help to you. In your professional life, you would require to write this type of letter quite often. An example of this type of letter follows:

Footsteps Incorporations Ltd

12, Winners Enclave, Jaipur

Phone: 0141-27354661-69; Fax: 0141-27354660

RJP/T/29

1 October 2014

Ms Sakshi Gupta

Event Manager

340, Nehru Place

New Delhi – 110019

Dear Ms Gupta

We write this to appreciate the committed support and help we received from you in organizing a three-day workshop on *Advertising: Possibilities and Perspectives* from 28–30 September, 2010, in Jaipur. Throughout the event, your suggestions and guidance helped us organize the workshop in a systematic and methodical way. Everybody appreciated your commitment, positive approach, and professionalism with which you managed the event. What particularly stood out was your cheerful disposition and team spirit that helped the other members in the team use their acumen and ingenuity in trying circumstances.

We look forward to more such associations in the time to come.

Thanks and regards

Yours sincerely

Alok Rastogi

Coordinator

22.6.2 Letter of Recommendation

This type of letter is written to recommend a person for a job position or admission in a higher degree or a specialized kind of study programme. The letter simply states the positive aspects of the applicant's personality, required skills, and how he/she would be an asset to the organization. Sometimes, a letter of recommendation is even used for promoting a person in an organization. An example of this type of letter follows. As already suggested, we normally structure letters according to the full block letters format. The body of the letter is given below:

Dear Sir

Thank you very much for your letter dated 2 March 2015. I welcome the opportunity to support Ms Aprajita Ghosh's application for the post of Assistant Marketing Officer in your organization.

Ms Aprajita Ghosh has been one of the most diligent and talented students of our college. Though her CGPA (9.7) itself speaks highly of her intelligence, there are other aspects of her personality that make her a distinguished student of this institute. Besides doing well exceptionally in her studies, Ms Ghosh has successfully developed herself as a versatile and multifaceted individual during her stay on the campus.

(Contd)

To enumerate a few of her outstanding achievements, Ms Ghosh has been the Student Coordinator for a creative cell Education Beyond Boundaries (EBB), which is formed to stimulate the creative imagination of students and faculty. Some of the common activities of the EBB have been presenting a research paper; discussing a movie, book, painting or any other work of art; commemorating a special day or event; organizing open poetry reading sessions; arranging group and panel discussions on seminal issues, etc. Being the Professor-in-Charge for EBB, I always found Ms Ghosh to be participative, communicative, and committed to the task. Besides this, she also has displayed her leadership qualities from time to time. Last year, she helped our department in the organization of an International Seminar by looking after the media reporting about the event. Not only this, Ms Ghosh is also the Sponsorship Coordinator for the TECHFEAST, an annual cultural programme of the institute that is organized independently by our students. A faculty colleague has recently informed me that Ms Ghosh has done exceedingly well in a study-oriented project on marketing strategies she undertook in his guidance.

In these aspects, I find Ms Ghosh's attitude, temperament, and sense of commitment not only satisfactory but also exemplary in certain respects. I thus, have great delight in recommending her to work for your organization. I am quite sure that upon her appointment, Ms Ghosh will perform her duties most diligently, efficiently, and reliably.

Yours sincerely

Dr Sudhir Saxena

Head, Management Dept

22.6.3 Appreciation Letter

All human beings feel good when they are appreciated for their good work. Realising its importance, an appreciation letter is written to appreciate someone's work in the organization. This type of letter is written by a superior to his/her junior. An organization can also write an appreciation letter to another organization, thanking the client for doing business with them. This type of correspondence certainly helps in strengthening the bond between two individuals or organizations. Read the example of this type of letter given below:

Dear Sir

Thank you very much for your letter dated 25 October 2014 enquiring about Mr Ajitender Chauhan's credentials, conduct, and performance as the Chief Security Officer in our organization.

It gives me pleasure in introducing Mr Ajitender Chauhan as a dedicated, hard working, and innovative professional who has admirably served our organization in the past four years. All these years Mr Chauhan has proved himself to be a very efficient security officer. When he joined our organization, the incidents of thefts had been on a rise. Besides this, the traffic rules were never implemented in the campus; helmets were not in vogue; and teenagers rode their bikes at a breakneck speed inside the campus. Mr Chauhan saw to it that the rules were not just framed but also followed punctiliously. Immediately after his joining, Mr Chauhan introduced the concept of check-posts in the campus area; he recruited security guards and put them on night patrolling. Mr Chauhan also suggested using modern technology to help the security develop a refreshingly robust look. Now we have latest security equipment in our security office; our guards communicate through a wireless network; they have enough vehicles and weapons to deal with any eventuality. Besides this, teenagers are no longer allowed to drive vehicles and the regulations regarding wearing helmets, maintaining speed

(Contd)

limit, using seat belts are also vigorously followed. An efficient twenty-four hour vigil has kept the thieves and other miscreants at bay. During his regime, no major theft, robbery, or accident have been reported in the campus. People living in the campus are a fearless lot today; so much so that they can at times leave their vehicles and houses unlocked. This speaks volumes about Mr Chauhan's vision, efficiency, and administrative acumen. Besides all these qualities, Mr Chauhan is a competent communicator and possesses good interpersonal skills.

I believe in having Mr Ajitender Chauhan as Coordinator, Security and Campus Maintenance, you will have a very competent, imaginative, communicative, and efficient person for your organization.

Yours truly

Manager (HR)

22.6.4 Acceptance Letter

Although you will often accept a job offer in person, it is a good gesture and a wise practice to formalize it with a letter. Begin your acceptance letter by thanking whoever has sent you the job offer, and then make it clear that you have decided to accept it. Express how much you look forward to filling this new position and mention one or two aspects of the job you will especially enjoy. The main text of such a letter is given below:

Dear Sir

Thank you very much for your letter dated 24 October 2014 offering me the post of Marketing Executive in your esteemed organization. I am indeed delighted in accepting this post on the terms stated in the appointment letter and confirm that I can commence my work from 1 November 2014.

I can assure you that I shall do everything I can to make my association with your organization productive, meaningful, and rewarding. Particularly I look forward to making a solid contribution to the project Vista 21st Century that should provide me an opportunity to use my ideas and expertise for the growth and development of the organization. Besides this, I also look forward to making a constructive contribution to the International Conference the organization is planning to organize in the month of October 2015.

I am earnestly looking forward to an exciting association in the time to come.

Yours sincerely

Anubhav Sood

22.6.5 Apology Letter

In the professional world, an apology letter is written for a failure in delivering the desired results. If the person has taken up a task and he/she fails to meet the target, then an apology is generally offered. This letter is also written if someone happens to have inflicted undue or undesirable inconvenience to somebody. This type of letter helps in patching or alleviating and thereby saving the writer from spoiling the relation. A sincere apology can go a long way towards winning back a lost professional linkage. A few occasions that warrant an apology letter are missing an appointment, missing a deadline, cancelling and postponing an appointment,

causing inconvenience to someone, and owning up responsibility for someone else's offensive or unacceptable behaviour. While writing such a letter, we need to express our genuine sense of apology, express concern and unhappiness at the inconvenience thus caused to the reader, and promise to make up for the loss at the earliest opportunity. The main text of such a letter is given below:

Dear Sir

We are sorry to learn that the trainees sent to you from our consultancy firm for the summer training have not really been able to live up to the expectations of your organization. It is clear from your letter that they have not showed enough interest in completing the projects assigned to them. You have also mentioned that they have been casual in their outlook and have also been found wanting in terms of interpersonal skills and discipline. We deeply regret and apologize for letting you down in your hopes, aspirations, and expectations you might have had from our trainees. We have sincerely looked into the various factors that might have led to this unpleasant scenario and would like to share some of our observations with you in this regard.

It seems that the trainees undergoing summer training in your organization have been asked to work on projects which either do not interest them or do not match their profile. We have individually spoken to each of the trainees and have been given more or less the same feedback. Since the projects assigned to them do not stir their imagination or engage them sufficiently, almost all of them find the whole industrial exposure to be of little worth. A common feeling has also been lack of response from the staff of the organization that does not seem to involve our trainees in their professional assignments—something that might have them engaged and provided them an invaluable exposure to the nuances of the professional world. Lack of transportation and lodging facility at your end has also resulted in the absenteeism reported in your letter. As the group sent to you mostly comprises girls, they find it difficult to stay back in the late hours especially since they have to rely on a public transport to reach back their hostel which is a good 25 km away from the organization's campus.

Having said that, there is no denying the fact that once assigned a work or given a deadline, our trainees must have committed themselves to the task of living up to the reputation of our institute and the expectations of your organization to the best of their ability and calibre. They have been cautioned and have also been asked to seek an appointment with you and apologize for the lapse in the display of professional commitment and perseverance on their part. Most likely they will try and make up for the loss of prestige by working extra hard and meeting all the deadlines during the remaining period of their training at your end.

Thank you very much for giving an opportunity to improve our mechanism.

Yours sincerely

Asst Dean

Industrial Training Programme

22.6.6 Complaint Letter

A complaint letter is written to tell someone that an error has occurred and that needs to be corrected as soon as possible. In business world, there are numerous situations which warrant a complaint or claim letter as quite a few things go wrong several times. For instance, wrong billing of goods/services is done; wrong goods are dispatched; customers are overcharged for

the goods sent to them; and at times they receive the goods in a damaged condition. Read some of the excerpts of complaint letters:

1. On 21 October 2014 we placed an order with your firm for 120 ultra-super long-life batteries of 1 KV and 60 of 5 KV. The consignment arrived yesterday but contained only 100 batteries of 1 KV and 6 of 5 KV.
2. The bedsheets that we ordered have been received through consignment number 206/1233. We regret to inform you that the texture, colour, and print are not as per the specification of our order.

While writing a letter of this type, maintain a poised and calm tone. Admittedly, we all feel angry when we have to suffer because of someone else's mistake. Even then there is no point in blaming, accusing, and being angry while drafting such a claim or complaint letter. Hence, the tone of complaint letters should not be aggressive or insulting, as this would annoy the reader and not encourage them to solve the problem. In addition, questions such as 'Why can't you get this right?' should not be included. Follow the following steps for writing a letter of this type:

1. Inform about the problem in a clear, precise way.
2. Refer to the order/invoice number to avoid ambiguity in communication.
3. Avoid being rude, angry, or humiliating in your tone.
4. Suggest a solution to help the other rectify the problem.

A text of such a letter is given below:

Dear Sir

This is to acknowledge the receipt of consignment containing 100 copies of Sidney Sheldon's *Best Laid Plans*, last evening. On its arrival apparently, something seemed amiss about the consignment as a large part of it seemed to have been drenched quite noticeably. With a view to retrieve the books in order as quickly as possible, our reception staff immediately opened the consignment. On opening the parcel, however, we realized that the damage was far more extensive than initially observed.

In fact, we have found most of the books to be in a bad shape. As many as 56 of them have been received in puffy and bloated condition. The remaining books too seem to have either lost their cover or a part of them comes off the moment you turn pages in them. Some of the books in the lot have developed cracks in between the page and a few of them seem to have been frayed in the corners. Of the entire lot, we could retrieve only ten books which we can keep in our book racks for sale without embarrassing ourselves while confronting our customers.

Since Sheldon's best seller has been in quite a demand recently, we were quite optimistic about the sale of the book in good number. However, since now we are left with only a handful of those copies which can be sold, it seems we will have to manage without our own best laid plans.

We are returning a parcel containing 90 copies of the *Sheldon's Best Laid Plans*. Kindly send another 100 copies of the novel as soon as possible. Please also send with the consignment 30 copies of Ken Follett's *The Third Twin*.

You are further requested to send the fresh invoice covering the cost of the new order after crediting our account with the invoiced value of the returned copies including reimbursement for the postage cost of ₹476 incurred in returning the damaged books to your store.

Keeping in view the vacation time that is just round the corner, we request you expedite the order at the earliest. While sending the parcel however, please ensure a safe arrival of the consignment.

We look forward to your early reply.

Vikram Sodhi
Manager

22.6.7 Adjustment Letter

Dealing with a complaint is usually not a very happy thing to do. Most of us feel bad at being found wanting in something. Professionalism, however, requires us to deal with complaints and claims in a manner that suggests maturity and clarity of approach. Viewed thus, receiving a complaint can be a blessing in disguise as it may help us review our services and products and bring about an improvement wherever required. A letter that deals with a complaint and claim letter is termed as an adjustment letter. While composing an adjustment letter, keep in mind the following points:

1. Acknowledge the complaint immediately. Remember that the person on the other side has already suffered; expecting him/her to wait any further for your reply could seriously jeopardize your relationship with the customer. Even if you cannot give a full reply, send an interim response assuring him/her further action at your earliest possible.
2. Generally, customers make complaints only when they cannot cope with the things at their end. Thus, handling complaints requires sympathy and consideration as the chances are that the customer is right in his/her claims.
3. Once you understand that the fault lies at your end, it would be graceful on your part to admit your fault, express regret, and promise to rectify the error.
4. Even if the complaint is baseless or the adjustment the claimant seeks is unreasonable, avoid being rude. Politely point out where the fault lies and suggest alternatives in an inoffensive manner.
5. Do not blame others to save your skin; after all by working in an organization you have to share the responsibility for the actions of a co-worker.
6. Thank the customer for bringing the matter to your knowledge.

The full text of an adjustment letter dealing with the complaint cited earlier is given below as a way of illustration:

Dear Mr Sodhi

We are sorry to learn from your letter dated 3 April 2014 about the difficulties you have faced in receiving the consignment containing Sheldon's *Best Laid Plans* in bad shape. This has caused us a great deal of concern and we are thankful to you for bringing the matter to our notice.

Having looked into the matter, we understand that the consignment containing books was damaged due to careless handling by the transporter. It seems that the said consignment was loaded in a lorry that had no awning to protect it from rains during transit. Sending our best laid plans haywire, it just rained when the vehicle was about to reach Jaipur. However, this hardly justifies the sense of complacency on the transporter's side that led to this inconvenience to you and financial loss to us.

We have acted swiftly on your complaint. The erring transporter has been blacklisted by our company and we are sending you a fresh consignment containing another 100 copies of Sheldon's *Best Laid Plans* and 30 copies of Ken Follett's *The Third Twin*.

Further, your account has already been credited with the invoiced value of the 90 books returned to us including the postage expenses incurred in returning us the earlier consignment. A fresh invoice towards the cost of 130 books now being sent is enclosed.

We again apologize for the inconvenience this has caused you and your customers and look forward to a continued association in the times to come.

Yours truly

Ashok Arora

Sr Sales Manager

22.6.8 Inquiry Letter

A letter of inquiry is written to enquire about a product or service. While writing an inquiry letter, keep in mind the following:

1. State clearly and precisely what information you require—a catalogue, some general information, samples, price lists, quotations, etc.
2. Ask about the time period the supplier is likely to take in facilitating the order.
3. Seek clarification regarding the mode of payment, discount offer, credit facility, if any.
4. Keep your inquiry brief and to the point.

At times, enquiries are also written to find out the status of an order already placed. Sometimes we may like to know when we will get our scholarship for the year, receive our original documents since we have paid all the instalments of our car/house, or when our thesis viva voce will be held. In all such enquiries, the matter written should be concise, complete, and yet brief.

22.6.9 Permission Letter

Permission letters are widely used to send and receive messages of request, or to seek or grant permission for utilizing the resources, facilities or services. In the business world, you may request the management to grant you the authority to do something or take decisions on authority's behalf. The amount of details you need to provide in a permission letter will depend on what you are seeking and from whom you are seeking it. Depending on the need, hierarchy, and relationship, the tone, the length and the language employed in a permission letter differ. For instance, if you ask a colleague for permission to share an article, the letter may be very short and informal. However, while requesting for loans, asking for facilities for conducting experiments, or seeking permission from some author for using his/her copyrighted material, the letter will have to be written elaborately and worded in a tone explaining the reason for asking for the specific favour. Some of the expressions commonly used while writing this type of a letter are, *Could you possibly... or I would be grateful if you could..., Kindly help us organize..., It would help us a long way in assessing..., We look forward to your kind approval in this regard... Will your organization be in a position to allow us..., etc.*

An example of a permission letter is given below:

Birla Institute of Technology and Science
Pilani - 333031 (Rajasthan) India

10 November 2014

The Dean - Administration
BITS Pilani
Rajasthan

Subject: Request for approval of travel expenses for the UGC major research project (Transforming Language Learning with New Technologies for Enhancing Employability of College Students from Rural Background)

Dear Sir

Since I, along with my project fellow, need to go to Delhi for giving a Mid-Term presentation for the above stated UGC project, I request you to approve travel (by air-conditioned taxi), stay and incidental expenses as per actual.

(Contd)

The expenses may kindly be approved under Travel/ Field Work for which I have received 37, 500/-
I thank you and look forward to your consideration in this regard.

Sincerely,

Dr. Pushp Lata

A/C -3028

Associate Professor

Department of Humanities and Social Sciences

22.6.10 Invitation Letter

A letter of invitation is sent by an individual or an organization to invite someone to attend an event. An invitation letter can be formal or personal. A personal invitation letter is usually designed to invite someone to attend a social event, such as a birthday party, an engagement ceremony, a wedding party, an anniversary dinner, etc. On the other hand, a formal invitation letter is usually designed to fulfil some organizational or official interest.

The main text of such a letter is given below:

Dear Prof Pathak,

You will be delighted to know that we are organizing a two-day "ELT@I International Conference on Interfacing Language, Culture and Technology" (ELT@I Rajasthan) on 8-9 October 2014 at MNIT, Jaipur. The conference would provide a suitable platform to the academic professionals and research scholars to initiate and facilitate discussions among the academicians and the educational planners on the existing practices and emerging challenges in English language teaching.

We wish to invite you as the Chief Guest for the valedictory function of the conference. It would be an honour and privilege to have you with us. We shall provide you airfare for economy class from Allahabad to Jaipur and back. A university car will be arranged to receive you at the Jaipur airport. We shall also be glad to care of your hospitality and comfortable stay in Jaipur.

The brochure providing details of the conference is attached for your perusal. Kindly accord your consent at the earliest so that the preparation may be made accordingly at our end. Needless to say that your Valedictory Address will inspire hosts of academicians actively devoted to ELT.

For further details of the Conference, please visit our website: <http://discovery.mnitjaipur.ac.in/ELT@I>

We earnestly look forward to your inspirational presence on this occasion.

With Warm regards.

22.6.11 Rejection Letter

Rejection letters are written for declining somebody's request. It could be declining a donation, turning down a request for some favour or facility, or for denying a candidate a job offer. Not all the companies or organizations write rejection letters to candidates who fail to sail through the recruitment process. However, by writing one, we can make a difference. It leaves us in favourable light, mollifies the unpleasantness or sharpness of refusal, and also eliminates the follow-up enquiries from the anxious candidates.

A text of such a letter is given below:

I take this opportunity to thank you for the interest you have shown for the post of Customer Care Executive. However, we sincerely regret that we cannot offer you employment with our organization at this time.

We would like to keep your application in our files for a period of 120 days in case a suitable position falls vacant. In the event of an appropriate available position, we will give your application a strong consideration. If your address or contact number changes within this period of time, kindly inform us about that. If you wish to obtain more detailed feedback regarding your application, you may contact us through email or telephone.

Thank you once again for applying.

Wishing you all the best for your future endeavours,

22.6.12 Order Letter

This letter, as the name suggests, is used for ordering products. This letter can be used as a legal document to show the transaction between the customer and the vendor. While sending an order letter, accuracy and clarity needs to be ensured. An order letter needs to include the following points:

- An accurate and full description of the goods required
- Quantities of goods required
- Prices already agreed on between the customer and the supplier
- Specifications of the goods ordered
- Details regarding delivery requirements—place, date, mode of transport
- Details regarding terms of payment already agreed on
- A concluding sentence urging the suppliers to send the material urgently/well in time

22.6.13 Application Letters and Cover Letters

It is a popular misconception that application letters and cover letters are essentially the same. However, both these kinds of letters are different. The letter of application is just like a sales letter in which you market your skills, abilities, and knowledge. On the other hand, a cover letter is primarily a document of transmittal as it identifies that an item is being sent. It includes the information like the person to whom it is being sent and the reason for its being sent. It, in fact, serves a permanent record of the transmittal for both the writer and the reader.

Application letters Whenever you write an application letter for a job or internship, you have to compete with all the other candidates who apply for that job position. The receiver of the letter or your audience is a professional who screens and hires job applicants. This recruiter looks through hundreds of other applications. Therefore, the immediate objective of your application letter and accompanying résumé is to attract this person's attention.

Since your immediate goal is to obtain an interview by writing your application letter and résumé, it is better to keep the following points in mind:

1. Catch the reader's attention favourably.
2. Convince the reader that you are a qualified candidate for the job.
3. Make a request for an interview.

The job application letter should include the following elements of information:

1. Mention the job position for which you wish to apply and let the recipient know how you came to know about it.
2. Sum up your qualifications for the job specifically talking about your work experience, activities that show your leadership skills, and your educational background.
3. To call attention to your strengths as a candidate, state your objective directly at the beginning of the letter.
4. Include the information that is not included in your résumé but is pertinent to the job.
5. Give references of people who can support your credentials and qualification for the post.
6. Emphasize the qualification that the prospective employer would like to seek in you.

See the following example:

I am seeking a position as a manager in your centre. In such a management position, I can use my master's degree in Information Systems and my experience as a Programmer/Analyst to address business challenges in data processing.

If you are interested in the post that has been advertised, you are required to refer to the advertisement right in the beginning of your letter. For example:

With reference to your advertisement No. HT/Rect/10/22 dated 7 May 2014 in *The Times of India*, I wish to offer my candidature for the position of Sales Manager in your company.

(OR)

I was interested to see your advertisement in today's *Hindustan Times* inviting application for the post of Systems Analyst in your reputed organization. I wish to be considered for this position.

If you have been referred to a company by one of its employees, a career counsellor, a professor, or someone else, mention that before stating your job objective. For example:

During the recent conference on Artificial Intelligence held at IIT, Roorkee, one of your research scholars, Pooja Shastri, informed me of a possible opening for a manager in your data centre. My extensive background in programming and my master's degree in Information Systems make me highly qualified for the position.

At times, we apply to an organization hoping for a possible opening in an organization. While drafting such unsolicited applications, we need to be persuasive in approach, clear in our objective, and convincing in our expression.

Given below is the full text of an unsolicited job application letter:

Dear Sir

For the past five years I have been working as a Media Officer with Skylet Pvt. Ltd, New Delhi. I am now looking for a change of employment which would widen my horizon, utilize my creative potential to (Contd.)

the full, and at the same time improve my prospects. It has occurred to me that a growing and promising organization such as yours might be interested in using my calibre and services. After my masters in Journalism and Media Studies from JNU, New Delhi, I pursued my PhD from BHU, Banaras, and was awarded the doctorate degree for my research work and thesis in the field of Advertising. Since then I have been associated with Skylet Pvt. Ltd, New Delhi, and currently head the cell that drafts advertisements for professional organization. I particularly love providing to an advertisement the socio-linguistic hue that makes it strike a chord with the viewer immediately. In the past, we have designed and marketed some of the most popular, catchy, and decent advertisements. Quite a number of the advertisements designed by us have had a successful run on the small screen, in newspapers, and magazines. A list all such advertisements is provided in my curriculum vitae, which is enclosed for your perusal.

At a personal level, I get along with people quite comfortably and thoroughly enjoy living up to the tough challenge of being creative, innovative, and yet methodical in meeting the deadlines. Presently, I head a group of 8 talented people and they all seem to enjoy working with me. I have provided references of people who are well aware of my expertise and behaviour in the professional world.

I shall be pleased to provide any further information you may need and look forward to be given an opportunity for a personal interaction.

Yours truly

Vijay Kajla

22.6.14 Sales Letters

Of all the types of business letters, sales letters are the most interesting and unique in their approach and appeal. Sales letters are written to advertise and promote a product. A good sales letter is able to achieve the following objectives.

Catching the reader's attention The most immediate purpose of a sales letter is to capture the attention of the reader. For this, the beginning of the letter should be so captivating that the reader should not be able to put it down without reading. The beginning can be made catchy with the help of a quotation, by telling an anecdote, by asking an intriguing and interesting question, by making an appeal to the reader's vanity, pride, comfort, health, and economy, or by using statistics that startle the reader.

Creating a desire Having aroused the interest of the reader, the next part of the sales letter strives to sustain it. For this the letter has to point the benefits, features, and advantages of the product. In order to gain favour from the reader, we should be able to stress the highlights of the product from the prospective customer's point of view. Instead of making an exaggerated claim, a good sales letter focuses on the outstanding features of the product and creates a desire in the reader to buy it.

Carrying conviction Having created a desire in the reader's heart for the product, the next step is to convince him/her of the authenticity of our claims. A good sales letter achieves it in a number of ways—by arranging free demonstration for the potential customer; by providing a guarantee; by making the reader read through the favourable comments and statements by other users of the product; by showing statistics in favour of the product; by enclosing literature that presents the product in favourable light, etc. By carrying conviction thus, this part of the sales letter legitimizes the claims made earlier about the features and performance of the product.

Inducing action The closing paragraph of a sales letter is designed to persuade the reader to take the action. The desired action could vary—we may want our reader to call our sales branch, ask for a demonstration, call the reception to know further about the product, or send an order. To achieve this, the final part of the letter too needs to be strong enough. Generally, in this part of the sales letter we are required to make the offer tempting by making special offers, by attaching easy-to-fill-in-pro forma or tear-off slips or by facilitating action at the end of the potential customer.

Thus, a sales letter creates the impact that is achieved by an effective advertisement. The outcome of a good sales letter is the same as that of a good advertisement—both of them convert their target audience into potential customers. Since the purpose of a sales letter is to persuade the reader to buy their product, the style of a sales letter should be persuasive and emphatic.

An example of a sales letter is cited below:

Dear Sir

Are you tired of your old printer that has acted up right from the moment it was installed? Haven't you had enough of your printer's jamming the paper, rumpling the fresh sheets of white paper into unrecognizable lump, and creating a low rumble before it obliges to print a paper at a pace that embarrasses even the proverbial tortoise? The IMM Technologies bring to you its new product—Prifax 6400. Prifax 6400 is the new arrival in the IMM family, India, and has already been successfully selling in the USA, Germany, and France.

Prifax 6400 has a unique inbuilt technology of printing and faxing. Yes—both simultaneously by one machine! For years together your Prifax 6400 works for you. It operates even when the power is low, the paper is crumpled, the number of copies to be produced is in hundreds, or the time at your disposal is minimum. Prifax 6400 has been designed keeping in mind the emphasis in corporate sector and academic institutions on speed, reliability, cost saving, and virtually no wastage of sheets. This printer-cum-fax machine has a laser 6400 pixel printer technology, and is combined with 32 MB for buffer memory and inbuilt colour to black and white printing and back-to-back printing technology. That ensures an additional cost saving of the cartridge besides carrying out the printing task at a staggering pace. Prifax 6400 not only handles the printing job but also handles the fax job efficiently with the same reliability and neatness. This is easily done as it is directly connected to your phone line with an internal buffer of 120 GB for the fax. It is the only printer-cum-fax machine available in the market which not only gives you a package of printer-fax but also has an additional feature of being connected to a satellite phone.

Prifax 6400 comes in three bright colours: black, white, and grey with a superior metallic finishing body and a power backup inbuilt mode. This machine is available at an unbeatable price of ₹7200 with an introductory discount of ₹500 and a free-service-for-a-year scheme in the presentation of this coupon/letter on the sales desk or a reply of this letter with the coupon enclosed. So place your order today and enjoy the facility of both printer and a fax machine for the price of one.

Yours truly

Amitabh Srivastava

Sales Manager

22.7 RÉSUMÉ PREPARATION

In the process of getting a job, résumés play a very vital role. A good résumé can get us short-listed and a bad one can lead to the rejection of our claim to a position. Therefore, preparing a

résumé is an important skill that we need to develop at an early stage. Preparing a good résumé or curriculum vitae (CV) requires good imagination, creativity, ingenuity, and consistent effort in keeping it updated, comprehensive, and effective. Following are some of the most crucial elements of a résumé in brief:

- Appearance
- Personal information
- Career/Professional objective
- Education/Academic qualification
- Work experience/Professional skills
- Activities and achievements/Special interests and aptitudes
- Awards and honours
- Memberships
- References

22.7.1 Types of Résumé

There are various types of résumés that you can prepare while applying for a job. However, the selection of the type will be determined by the kind of job profile the company offers and the kind of skills and work experience you have. These types offer you *different ways to organize your details* you want your employer to know.

Chronological A chronological résumé gives your work history in the chronological order, that is, in the sequence of occurrence. Nowadays, a reverse chronological order is in practice, since employers prefer this type as they get to know what you are doing now and where and when you have worked in different organizations.

Functional This type of résumé mainly focuses on your skills and experience. If you keep changing your career quite often and there are gaps in your employment history, it is advisable to prepare this type of résumé.

Hybrid/Combination Mostly this type of résumé is prepared. In this type, you list your skills and experience history first and work/employment history next. While drafting your résumé, you need to be strategic since you can highlight the skills that are relevant for that particular job profile.

Based on the kind of channel used, résumés are of two types:

- Paper-copy/Traditional print résumés
- Electronic/Scannable résumés

Paper-copy/Traditional print As many offices are going paperless, résumé tradition has also changed. More recruiters are looking for electronic résumés rather than paper ones. But some smaller companies still want a hard copy/traditional print résumé, so it is important to know how to get your résumé through the door. While drafting your résumé, keep the following points in mind.

1. Keep the résumé short as recruiters do not have time to go through a bulky one.
2. Take care of font size and adequate margin.
3. Use one type of heading—serif or sans serif.

Serif and non-serif are the two important typeset designs which are available under "font" in your computer. Serifs are the small finishing strokes on the ends of characters, whereas sans serif fonts do not have these finishing strokes (Fig. 22.1).

While sending a paper-copy résumé, keep the following tips in mind:

1. Keep the copies crisp, clean, and dark.
2. While drafting the résumé keep busy readers in mind.
3. Tabular form is easily readable and helps the reader form a quick opinion.
4. While editing do triple check.

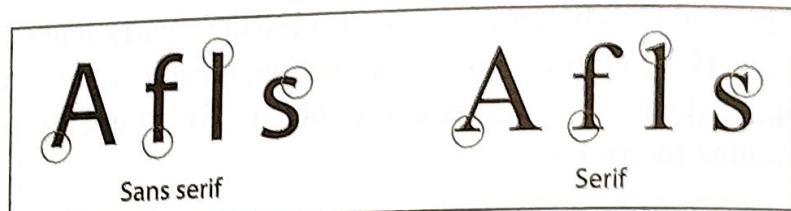


Fig. 22.1 Examples of Serif and Sans Serif Letters

Electronic/Scannable résumés An electronic résumé is called a scannable résumé. It is a plain text either in ASCII (American Standard Code for Information Interchange) or in HTML (Hyper Text Mark-up Language) document. It is submitted along with a job application. The applicant should use key words to provide the recruiter or employer information regarding his/her key skills, work experience, qualification, etc. You must know that many companies process all their incoming résumés electronically by using an automated applicant tracking system, that is, ATS. As and when the company wants employees for them, they use data mining technique to search through the data base created for this purpose. Résumés are scanned by the Optical Character Recognition (OCR) software. In this process, the résumés that match the maximum score for the relevant keywords and desired skills are printed and the candidates are called for an interview.

Tips for scannable/electronic résumés

1. Use standard fonts which have distinct letters.
2. Use various techniques to draw the attention of the recruiters. Some of these are boldface, capitalization, indentation, etc.
3. Make it computer friendly.
4. Do not use underlining and fancy scripts.
5. Never use any lines, boxes, or graphics.
6. Provide important information in the beginning and use technical words reflecting your core competencies and skills.
7. Use industry buzzwords and common technical acronyms.
8. Use standard font size (10–12) and avoid columns.
9. Don't worry about length.
10. Use descriptive nouns and noun phrases (surveyor, programmer, manager, six years' experience).
11. Post a high-quality print quality without folding the paper.

Non-traditional Résumés Due to the scarcity of time, organizations sometimes require non-traditional résumés. The purpose is to go through the profile of the candidate quickly to ascertain his/her suitability for the available position. Such résumés are prepared keeping in view the need and focus of the organization. While preparing non-traditional résumés, we should remember the following points:

- Leave out detailed descriptions of our past accomplishments and responsibilities.
- Focus on revealing the qualifications, skills and capabilities related to the position advertised.
- Let your résumés be communicative, easy to handle and crisp.

Let's discuss some of the non-traditional résumés:

Video Résumé In video résumés, the prospective candidate has to speak in front of the camera, highlighting his/her qualifications, abilities, skills and accomplishments. This requires

meticulous planning with the text, use of expressions, tone, pitch and pauses. In order to do it well, we also need to be aware of the concepts such as lighting, framing, editing and scripting.

Visual CV At times enterprising job hunters create their own websites to augment their credentials and achievements. However, one needs to be crisp and catchy while designing such websites. A website with easy operative access through minimum links along with strong visual and linguistic appeal may help us create good impact on prospective recruiters, while a clumsy and longwinded website may disorient and discourage a prospective employer from approaching you.

In the past few years, Prezi, the free, online presentation tool has become so popular for the creation of online résumés that a new term – Prezumes has been assigned to it. This online template helps people design and format their résumés in an attractive manner. If used sensibly, this online tool can help job seekers showcase their skills, abilities and qualifications in an effective way.

Regardless of the method, tool or model used to draft a résumé, it must bring out effectively a candidate's qualifications, skills, and abilities to perform a specific job.

22.7.2 Important Features of a Selling Résumé

Here are some important features of a selling résumé:

1. It creates crucial first impression.
2. A selling résumé will always have catchy appearance and contents.
3. It is well-organized, properly written, and presented with an apt layout.
4. It is free of errors.
5. Its purpose is to persuade that you have abilities, skills, and personal qualities that the employer is looking for.
6. Both hard copy and scanable résumé could be attractive and serve the purpose, provided the details are presented well.
7. A good résumé is always accompanied by a well-drafted cover letter.

Résumé contents Now let us know the contents of a résumé. They are as follows:

Identification

- Name
- Phone
- Address
- Email ID

Career objective You should always draft a career objective for yourself based on your skills and professional aspirations. Do not copy and paste what others have written in their résumés. Given below are three career objectives and a comparison is given for your better understanding.

Flawed Seeking employment in a business environment offering an opportunity for my professional growth and aspirations

Good Achieving excellence as a computer programmer

Better To market financial planning programme and provide financial counselling to assure positive client relations

Education

Degree	University/College	Year	CGPA/Division

Employment/work experience Always provide in reverse chronological order.

Student Assistant

University of 2000–present prepared and processed

Sales Associate

Or

Give in a tabular form

S. No.	Designation	Company	Pay scale

Professional skills (Related course work) technical knowledge

Managed a retail design studio producing over

Hired, trained, and supervised

Provided training

Professional affiliations (membership, etc.)

Membership of various professional organizations/societies, etc.

Activities and interests

Co-curricular (brief)

Any other special interests

Awards/Honours/Achievements

Academic/non-academic

Professional

References

2 from university/earlier organization

1 from reputed person

Sample Résumé I

Ganesha Nilayam,
#9, III Street, South Sector,
Adambakkam, Chennai – 600088
Phone 044-22444386
raj2004@yahoo.co.in

Education

- Graduation

Institution: Birla Institute of Technology and Science (BITS) Pilani

Degree: M Sc (Tech) Information Systems

Year of Graduation: 2004

CGPA: 8.31 (Till 6th semester)

Rajagopal Vaideeswaran

(Contd)

XII
 School: G.K. Shetty Hindu Vidyalaya
 Board: Tamil Nadu State Board
 Year of Passing: 2000
 Percentage: 96.67%

X
 School: G.K. Shetty Hindu Vidyalaya
 Board: Tamil Nadu State Board
 Year of Passing: 1998
 Percentage: 90%

Software Skills

LANGUAGES KNOWN	:	C, Java, Perl.
SCRIPTING	:	Shell programming (Unix), HTML, XML
OPERATING SYSTEMS	:	Unix, Linux, Windows 95/98
ASSEMBLY	:	MASM (8086)
DATABASES	:	SQL (Oracle), PL/SQL, MySQL

Projects Completed

- PS-1 Project Title: Website Development Using Flash
 Description: It involved development of an online demo on the working of fire for Wels Secutrons Ltd
 Team size: 4
- Title: Design and Implementation of File System for an Experimental Operating System
 Description: In this project we developed a file system emulation of DOS, which could perform the functions of Creation, Read, Write, Modify, and Delete operations on Files. We used 8086 Assembly programming using MASM (Microsoft Assembler).
 Team size: 2
- Title: Paint program in 8086
 Description: I simulated the MS Paint using 8086 Assembly Programming using MASM.
- Title: Developing an Automated Library Management System
 Description: This project was done as a part of the course Object Oriented Programming and automatic Library Management was done using JDBC Programming using Java as front end and MS Access as back end.
 Team Size: 3

Currently Doing

- Title: Application of Bayesian Networks in Bioinformatics
 Description: This project aims at reconstructing Phylogenetic Networks from Phylogenetic Trees using Bayesian Networks.
 Team Size: 2
- Title: Design and Development of Desktop Utilities for BITS Linux Operating System.
 Description: This project aims at developing new desktop utilities such as lockscreen, switch user, shortcut keys, pseudo user profile, etc., in GNOME desktop by tweaking GNOME source code, for the BITS distribution of Linux named 'BITS LINUX'
 Team Size: 3

Electives Completed

- Real Time Systems
- Data Communications and Networking

(Contd)

Currently Doing

- Machine Learning
- Introduction to Bioinformatics
- Effective Public Speaking

Awards and Achievements

- Successfully completed National Himalayan Trekking expedition in 1999 as a part of Duke of Edinburgh Scheme arranged by Youth Hostels Association of India
- Won first place in Oratorical Contest held during National Science Day Celebrations 1999
- Won Merit Position in Painting Competition in All India Schools Festival organized by United Schools Organisation of India in 1997
- Won Certificate of Honour (Gold Medal) for painting Young Envoys International in INTRART – 1993

Personal Information

Name : Rajagopal Vaideeswaran
 Father's name : P.R. Vaideeswaran
 Date of Birth : 01-01-1983
 Sex : Male
 Marital status : Unmarried
 Nationality : Indian
 Languages : English, Tamil, Hindi

Extracurricular Activities

- School Pupil Leader in the year 1999–2000
- Conducted programming competitions during APOGEE 2003.
- Zonal Runners-up in Table Tennis Zonal Championship
- Active Blood Donor

I declare that the above mentioned details are true to the best of my knowledge and belief.

(V. RAJAGOPAL)

Sample Résumé II

Form for on-campus placement

Company code:

Jaipur Institute of Technology & Science, Jhotwara, Jaipur (Rajasthan)

1. (a) Name: _____
2. Degree Programme: _____
3. (a) Date of Birth: _____ (b) Age: years _____ (c) Sex (M/F): _____
 (dd/mm/yy)
4. JITS Hostel Address: (a) Hostel: _____
 (b) Room No.: _____
 (c) Hostel Ph one No.: 0141 _____
5. Email ID: (a) JITS Email ID: _____
 (b) Alternate Email ID: _____
6. Permanent Address: _____

(Contd)

7. Educational Qualification:

Degree/Examination	Board/University	Year of Passing	CGPA (Max. 10.00) (or Marks %)
12th Standard			
Integrated First Degree or its equivalent: I Year			
II Year			
III Year			
IV Year			
V Year			
Higher Degree: I Semester	JITS, Jaipur		
II Semester			
III Semester			

8. Month and year of completing the present programme: _____

9. Details of Practice Training (PT)/Thesis/Dissertation:

PT I at:

PT I Project Title:

PT II at:

PT II Project Title:

Thesis/Dissertation Title:

10. Projects completed/currently doing: _____

11. Elective courses: (a) completed (b) currently registered

12. Extra curricular activities: _____

13. Any other relevant information: _____

Date: _____

Signature

**RECAPITULATION**

- ✓ Business letters form an important part of professional communication and are written to deal with a large number of business situations, such as enquiries, complaints, claims, promotions, advertisements, reminders, payment collections, acknowledgements, appreciations, apologies, recommendations, or applications for jobs, tender, or contracts.
- ✓ The structure of a business letter is more or less defined—it has a reference number, a date line, the

inside address, the subject, the body of the letter, the complimentary close, the name of the signatory with designation, enclosure list and notations regarding copies to be circulated.

- ✓ Business letters are messengers of the organization. Therefore, they need to be written in a style that is clear, cordial, warm, reader-oriented, and professionally appropriate.

- ✓ For composing different types of business letters, different strategies are to be adopted so that the letter serves the intended purpose and is not misunderstood.

- ✓ Résumés should necessarily include details such as career objective, key skills, work experience, academic qualification, honours, awards and distinctions, and reference of professionals who can support the credentials of the person applying for the job.

WISEWELL QUIPS



EXERCISES

Inventing the necessary details, write the following letters in full block form:

- Assuming yourself to be the Purchase Officer of Aradhana Opticals, 24, Vijay Marg, Patna, write a complaint to Ageless Glasses, 121, Paharganj, New Delhi, reporting that the three of the six consignments containing glasses have been received in a damaged condition. Ask for the replacement of the damaged goods and seek compensation for the postage charges incurred.
- Assume that as the Sales Officer, Cozy Mattresses, Ajmer, you have received a complaint from a local dealer complaining that the two dozen mattresses sent to them have serious defects. Write an adjustment letter refusing or accepting the claim. Provide suitable details for your acceptance or refusal of the claim.
- Assume that as the head of the department, you have received a request for writing a recommendation letter for a former student of yours who intends to pursue his postgraduate degree from a university

in Australia. Your recommendation letter should highlight the student's strengths, achievements, and suitability for the course he intends to pursue.

- Imagine that your company Gracious Foods Enterprises, Pune, has decided to enter the catering business and is planning to open its outlets in some of the major cities of the country such as Delhi, Mumbai, Calcutta, Pune, Chennai, Bengaluru, Jaipur, Chandigarh, Lucknow, etc. Assuming yourself to be the Marketing Head of the company, prepare a sales and promotion letter to be sent to the public to promote and publicize the company's food outlets.
- Assuming that your organization has recently conducted a week-long training programme for newly recruited junior level managers. The training programme was aimed at improving the communication and interpersonal skills of the young personnel. The programme included expert lectures by resource persons including Prof. Ajay Kashyap of the Institute of English Language and Communication Studies, New Delhi. Assuming yourself to be the

Coordinator of the programme, draft a letter of acknowledgement appreciating the cooperation and expertise received from the resource persons during the programme.

As the Head of the Production Unit of New Age Vision, Jaipur, you have received a complaint from the Gram Sevak of Ladanpur village—a remote hamlet in Rajasthan—who has complained about the unruly, rude, and offensive manner in which some of the crew members of your company conducted themselves during their stay in the village while shooting for a documentary entitled 'Vision India: Vision India'. Draft an apology letter expressing your regret and assuring action from your side. Assuming yourself to be the Controller, Software Solutions, prepare an appreciation letter for Mr Sunil Bhatti who has been working in your company as a Software Engineer. Mr Bhatti has applied for the position of Senior Software Engineer in Relics Solutions, Bengaluru and they have written to you to vouchsafe Mr Bhatti's credentials. Draft an appropriate response to this effect.

Assuming that you have the required qualifications and skills for the posts advertised, draft job application letters in response to the following classifieds:

World Megasoft Pvt. Ltd, Mumbai, seeks talented and enthusiastic Software Engineers and Software Architects for its new branch office in Gurgaon. The candidates having 3–5 years of experience possessing expertise in SDP IN Services, Provisioning, Charging/Billing, Fraud Management, Revenue Assurance, NMS, SIP, IMS, EDV may apply. The candidates are expected to have required competence in Java, XML, HTML/C++, Visual Basic, Cold Fusion, BO, Crystal Reports, Webfocus, Oracle, DBA, PL/SQL, and Unix/Solaris. The candidates must have excellent communication abilities and outstanding customer-facing skills along with software architecture qualification, experience, knowledge, and perks in commensuration with the qualification, experience, knowledge, and skills of the candidates. To view the detailed job descriptions and submitting your on-line application, please log on to <http://www.megasoft.in/megasoft/recruitments> within ten days.

- (b) Urgently wanted Competent Programmers at AhimsaCircle.com PHP Programmers for its Jodhpur office. The programmers recruited would be responsible for developing multiple bespoke e-commerce website using Magento, Joomla, Drupal. Candidates must possess either of the following qualifications: a graduate in B.Tech/B.E. Computers BCA, PG—M.Tech—Computers/MCA. Besides the necessary technical skills, the candidates must possess excellent communication and interpersonal skills. Salary no bar for deserving candidates. To apply for the following positions, please register on the company's website and then upload your résumé and covering letter with your complete profile.
- (c) Zeniture Finances Ltd—a company in import/export, financial services, and development—seeks application from young, energetic, qualified persons for the following positions: Front Office Executives, Marketing Sales Executives, Import/Export Executives, Receptionist. Incumbents must possess good command of English language and have a pleasant disposition besides good academic record and educational qualification up to graduation/postgraduation, preferably from commerce/management stream. Interested candidates may submit their applications along with their detailed résumés on the company's website <http://www.zeniturefina.com>
- 9. With winter approaching, you intend to purchase electric heaters for your office at Safdarjang Road, New Delhi. Assuming yourself to be the Maintenance Officer of Ubiquitor Technologies Pvt. Ltd, New Delhi, write a letter of enquiry to Westworld Appliances and Equipment, Mumbai, seeking information about the availability and price of the product.
- 10. Write a formal letter of invitation to the MLA of your constituency requesting him/her to be the chief guest on the inaugural function of the newly formed cooperative society of your locality. Assume yourself to be the secretary of the cooperative society. Invent necessary details.
- 11. Global Electronics, Gurgaon, Haryana, has recently launched a new film projector. Assuming yourself to be the Sales Manager of this company, write a sales

- letter to the principals of all the colleges in your town to promote the new product. Point out its features and facilities.
12. Imagine yourself to be the Sales Manager of High Tech Action Computers, Bengaluru. Your company has recently launched a new low cost laptop 003 CP in the market. In order to promote the sale of this model, draft a sales letter to be sent to colleges, universities, and other organizations.
13. Innumerable mobiles have inundated the Indian markets; however, the land phones have their own advantages. Keeping in mind the competition with the mobiles, BSNL has launched land phones with extra facilities so as to cater to the requirements of the potential customers. Now as a Sales Manager of BSNL, write a sales letter in consonance with the AIDA technique.
14. Zap International is launching a new mobile set with latest configurations next month. Assuming yourself to be the Area Sales Manager, write a sales letter inventing necessary details to be sent to all the stockists/wholesalers of your area for promoting its sale.
15. Catmoss Electronics ordered for twenty-five computers from HCL. But on arrival of the consignment, the purchase manager found complaints in at least twelve of them while verifying their quality. In order to keep its reputation, the manager wants to ensure that everything is in order.
- (a) As Purchase Manager of Catmoss Electronics write a complaint letter to HCL, Bombay, suggesting the adjustment you seek.
- (b) As Sales Manager of HCL, write the reply for the complaint letter expressing regret and showing your readiness to do the needful to retain the customers.
16. Keeping in view the elements of effective letter writing style, rewrite the following expressions and extracts taken from various business letters.
- (a) We simply cannot entertain your request for the replacement of electric geysers supplied to you three months back.
- (b) As suggested earlier, our company is likely to offer substantial discount to those who return their investment files within a certain limit of time.
- (c) Enclosed please find herewith the required report for your information and necessary action.
- (d) We beg to request your kind attention to the fact that had washing machine been operated as per the instructions provided in the instructions manual sent to you at the time of delivery, the occurrence of the event could have been forestalled.
- (e) The company takes great delight in informing all their shareholders that a decision to the effect of offering an additional dividend has been evaluated, considered, finalized, and approved of in the last meeting of the company's board of governors.
- (f) With reference to your application for the post of Production Manager (Milk Products), please note that we have evaluated your competence, skills, knowledge, and temperament and have found you wanting in most of those. So, we regret to decline to accede to the offer of your services to be utilized at our end at the present moment of time.
- (g) Consequent upon being in the receipt of a numerous complaints for a host of our regular customers, it is to be brought to your notice that the highlighters sent to our stationery store have performed abysmally, much of course to our surprise, as the product sent this time is nowhere comparable to the kind of quality your reputed company has prided itself in offering to its clientele.
- (h) Since we are not responsible for the loss or damage of goods during transit, we are not to blame for whatever went wrong with the consignment sent to you and hence cannot accept your claim.
- (i) With reference to your application No. PRTC/1208/1336 dated 28-09-2009, please note that it has been rejected by our company.
- (j) Our product is simply the best in the market. It is absolutely immaculate and ultimate in its performance. After all, the other food processors in the market are a pale imitation of our innovations and just as the copy can never replace the original in any other sphere, in terms of providing you kitchen appliances, no other company can take the crown away from us. So simply choose the best and forget the rest.
- (k) We beg to state that we are interested in getting waterproof garments for our delivery boys who deliver food door to door on order without

stopping even in rainy seasons and not stopping even in cities that are known for their endless rains. Hence, we wish to know whether you can supply us 100 pairs of garments for our boys so that they can carry out orders without getting drenched in the rain whenever required.

- (l) When we opened the consignment, we got the shock of our life. The entire crockery items seemed to have been reduced to rubble. There were broken bits and pieces of what were once the handsome glasses, jars, cups, plates, and trays—all shattered beyond a hope for any redemption or recovery. We are very sure that your packing staff seemed to have done an awful job. We are returning the consignment and request you to take your packing staff to the task besides returning our compensations.
- (m) When we heard from your boss that a young guy would be sent for managing the event for us, we felt really disappointed and were not looking forward to your assistance or expertise in arranging our seminar. In fact, I had asked my subordinates not to expect anything from a young chap. However, with your admirable communication skills and excellent managerial qualities, you not only challenged but also changed our perspectives. The way you organized the event really impressed us. We really are now thankful to you for all your contribution in making the event a

huge success and would request your expertise as and when an occasion so warrants.

- (n) We are extremely delighted to have Atul Varshney as our Quality Control Adviser. In the past one decade or so, Mr Varshney has added admirably to the standards of our products. Mr Varshney possesses excellent communication skills and his expertise and acumen are simply incomparable. We are quite sure that by asking to utilize Mr Varshney's expertise and services, your company has taken a definite stride forward in ensuring excellence in quality control of your product.
- (o) We are dismayed in learning from you that trainees sent for improving their communication skills and sent to you for a communication development programme displayed a perfunctory and casual attitude towards improving their communication skills. It certainly is a matter of grave concern to us and we have forwarded your performance report to our senior management for further necessary action. The trainees had been sent because we sensed they needed improvement in their communication skills. But what can you do with those people who are least inclined to learn anything in their life? Anyhow, it seems the management is likely to take a firm action in this regard. Thanks for letting us know the truth that really matters in such situations.

ANNEXURE 22.1

Checklist for a Business Letter

Having drafted a business letter, answer the following questions before sending it to the reader:

- | | |
|--|--------------|
| Q1. Is the letter written in a courteous, polite, and warm manner? | Yes () No () |
| Q2. Does it have all the information required by the prospective reader for taking the desired action? | Yes () No () |
| Q3. Does it have a proper reference no., date, and subject line? | Yes () No () |
| Q4. Does the letter begin with a proper salutation? | Yes () No () |
| Q5. Does the letter have an appropriate tone suited to the occasion and subject matter? | Yes () No () |
| Q6. Does the letter end on an appropriate complimentary close? | Yes () No () |
| Q7. Does the layout of the letter consistently maintain the block, semi-block, or fully block form? | Yes () No () |
| Q8. Is the letter divided in different paragraphs for taking up different ideas with the reader? | Yes () No () |
| Q9. Does the letter give the complete information about the company's name, address, contact numbers, website, etc., in its header at the top? | Yes () No () |
| Q10. Does the letter leave on the reader a good impression about you and your organization? | Yes () No () |